

3rd QUARTER 2012 STATION STORY COMMITMENT

WWTV/WWUP covers over 32 counties in Northern Michigan. This being the case we make sure that daily our news coverage focuses on things impacting the community locally in all of our areas. We try to uncover injustices daily, work hard to tell people's stories and give them the information that they need throughout the day.

For the 3rd quarter of 2012 we focused our coverage on several impactful story subject matters. These subjects include:

- Unemployment
- State Budget
- Education
- Local Weather
- Tourism

The following pages will list all of the stories that we have done regarding the above subject matters.

JULY

- 7/1/12
Tourism HOLIDAY PREPS: Traverse City businesses prepare for a busy 4th of July
- 7/5/12
Weather HOT WEATHER: Extreme heat caused power outages in Isabella County
- 7/6/12
Tourism SSM BIX: Summer is already off to a busy start in the shops of Sault Ste Marie
Employ JOBS REPORT: June's job numbers show the economy added more jobs, but it was still less than expected
- 7/8/12
Tourism NCF BIZ: National Cherry Festival is in full swing and business in Traverse City is booming
- 7/9/12
Education CAPS VOTE: Cadillac Public Schools will vote to privatize the district's food and custodial services
- 7/10/12
Tourism AIRPORT TRAFFIC: Cherry Capital Airport is seeing huge numbers of tourists flying into Traverse City
Education CAPS BUDGET: Cadillac schools unanimously voted to privatize the district's food and custodial services.
- 7/13/12
Tourism JAZZ FEST: Idlewild holds its 100th Jazz Festival and people from all over the country travel to the small town for the event each year
- 7/16/12
Tourism SAILBOAT BIZ: essential to Mackinac Island
Education CAPS NEW SUPER: Cadillac School District announced Joann Spry as their new superintendent
VESTABURG: Vandals broke into Vestaburg schools and spray painted obscenities and poured chemicals on the floors
- 7/17/12
Tourism ALPENFEST: Annual Alpenfest is back, bringing back tourists and locals to the Gaylord area for the weeklong event
- 7/19/12
Weather RAIN FOR CROPS: A drought crippled crops, but a good dosing of rain may have helped to save the corn crop
- 7/23/12
Tourism TOURISM MEETING: A new 5 year strategic plan is in place to help generate more tourism in Michigan
Education CMU THREAT: A student at Central Michigan received a death threat over the phone. The school took extra precautions

7/24/12
Tourism DUNES BOOST: The national attention on the Sleeping Bear Dunes has greatly contributed to increasing tourism by more than 50%

7/25/12
Unemploy RC LAYOFFS: Yoplait in Reed City will lay off 49 employees
TRUCK JOBS: Jobs are hard to come by but the trucking industry has a shortage of drivers because of a lack of qualified people

7/26/12
Weather STORM DAMAGE: Strong overnight storm left a lot of damage behind

7/27/12
Tourism AU SABLE FESTIVAL: 65th annual canoe marathon in Grayling

7/30/12
Tourism FILM FESTIVAL: Traverse City film festival is back for the 8th year
GLOBETROTTERS: Harlem Globetrotters bring a unique show to Northern Michigan on the Straits of Mackinac

AUGUST

8/1/12
Education TCAPS INVESTIGATION: Police are investigating accusations of inappropriate sexual contact between a Traverse City school employee and a middle school student

8/2/12
Education SCHOOL REPORT CARD: Top to bottom ranking; Kingsley

8/6/12
Tourism TRAFFIC UP: High Michigan tourism plus the economy on the mend helps bring Mackinac Bridge traffic up

8/7/12
Education SCHOOL BOND: Several school bonds voted on in August primaries
Tourism GOOD TOURISM: Much of northern Michigan thinks they've had one of the best tourist summers in recent years

8/8/12
Education ELECTION ISD MILLAGE: Failed special education millage for Wexford-Missaukee ISD
Unemploy DEAN LAYOFFS: Dean Foods Dairy Plant in Evart lays off 45 Workers

8/10/12
Tourism CHERRY ROBAIX: Three day cycling celebration in Traverse City draws in cyclist from all over the state

8/13/12 Weather	CROPS: Apples and soybeans both suffered big losses from dry, hot conditions all summer
8/16/12 Education	TEACHER BENEFITS: Michigan Senate approved a bill to eliminate health coverage in retirement for new teachers
8/20/12 Employ	CARD EXPANSION: Paperworks Studio in Traverse City will service a new company, this will hopefully provide new job opportunities
8/21/12 Tourism	TOURISM: Final summer jump in tourism before kids head back to school; Cadillac
8/22/12 Education Tourism	CYBERSCHOOL: Governor Snyder supports increasing cyber learning opportunities BEST BIKE RIDE: Bicycling Magazine calls Old Mission Peninsula the best scenic bike ride in Michigan
8/27/12 Education Tourism	SCHOOL PREPS: Schools are getting ready to start back up and that means teachers have to spend the week preparing their classrooms LABOR DAY: Labor Day weekend tourism looks like it will be good
8/28/12 Unemploy Employ Education	MORE DEAN FOODS LAYOFFS: Dean Foods in Ewart lays off 54 more employees, announces eventual closing JOB FAIR: Manpower in Cadillac held a job fair to help people find work SCHOOL SUPPLIES: Love Inc. supplied classrooms in Manistee with new school supplies
8/29/12 Employ	MANUFACTURING COMEBACK: Whitehall Industries in Mason County is seeing a big comeback and is able to hire back workers
8/31/12 Tourism Education	LABOR DAY BIZ: Towns and businesses are optimistic of a good Labor day weekend of tourists SCHOOL FIRE: An Emmet County beauty school caught fire and is a total loss

SEPTEMBER

- 9/3/12
Tourism
BRIDGE WALK: 55th annual Labor Day Mackinaw Bridge walk
- 9/4/12
Education
BACK TO SCHOOL: Students start their new school year
2 SCHOOL EMPLOYEES ON LEAVE: Two Traverse City administrators are suspended without pay for their role in a sex crimes case between a former janitor and student.
- 9/5/12
Education
BUS SAFETY: Students are back in school and bus safety is important to students, bus drivers and other drivers on the road
- 9/7/12
Tourism
Employ
Education
RECORD CROWDS EXPECTED: Mt Pleasant is bracing for their busiest weekend ever as CMU takes on MSU in football
MANUFACTURER EXPANSION: Precision Edge is expanding to Boyne City and will bring in nearly 200 new jobs
REOPENING: Bertha Vos in Traverse City is finally reopening after closing its doors in 2008
- 9/10/12
Tourism
Education
CMU WRAPUP: The entire town of Mt Pleasant is happy with the turnout of the CMU vs. MSU football game
SCHOOL REOPEN: Eastwood Elementary in Big Rapids closed last year After budget cuts but now it's reopening as an early childhood center
- 9/11/12
Education
RAPS TEACHERS LEAVE STATE UNION: Roscommon Public School teachers leave Michigan Education Association; largest union in MI
- 9/13/12
Education
ENROLLMENT UP: Ferris State has higher enrollment than any year since 1994
- 9/14/12
Tourism
Employ
GOOD HARVEST: Wineries are able to harvest way ahead of time and tasting rooms are already packed
TRACTOR PARADE: 900 Tractors were brought in and paraded across the Mackinaw Bridge
BUSINESS COMEBACK: The Cadillac West strip mall is getting new businesses, bringing in new shopping, restaurants and job opportunities
- 9/18/12
Education
GARDEN LUNCH: Three Lakes Academy in the Upper Peninsula grow their own vegetables to use for lunches
- 9/19/12
Education
SUPER VISIT: State Superintendent visited Engadine Schools

9/25/12
Employ
MACK CASINO: Little Traverse Bay Bands of Odawa Indians is exploring the idea of building a new casino in Mackinaw City to help create jobs and revenue

9/26/12
Tourism
LEAVES CHANGING: Fall color tour in Traverse City
CANADIAN TOURING: Sault Ste. Marie relies heavily on Canadian Tourism

Employ
JOB APS: Aldi Food Market in Traverse City held a job fair to look for potential employees for their future store

9/28/12
Education
IPADS FOR AUTISM: Students with autism got iPads to help with their learning disabilities