

## 1<sup>ST</sup> 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 1<sup>ST</sup> 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.

## JANUARY

- 1/1/12  
Weather  
Tourism  
WINTER WEATHER: Wild winter weather conditions are creating dangerous driving conditions  
CHERRY-T BALL DROP: Traverse City draws in thousands with their New Years Eve ball drop
- 1/2/12  
Weather  
DRIVING CONDITIONS: Winter storm creates tough driving conditions but snowmobilers and ski resorts are enjoying the new snow
- 1/3/12  
Education  
BUS DRIVERS: A new law forces school bus drivers and truck drivers to hang up their cell phones while driving
- 1/4/12  
Tourism  
Education  
PURE MICHIGAN: Ads will start airing around the country to bring in tourists during the winter months  
NEW CAMERAS: Traverse City schools put new security cameras in Place to keep students protected
- 1/5/12  
Education  
KCC EXPANSION: Kirtland Community College will expand into a new satellite location in West Branch
- 1/09/12  
Weather  
WINTER FEST: Warm weather forces a winter festival to be canceled
- 1/11/12  
Education  
Weather  
MTP SICK: Almost half the students at a Mt. Pleasant Elementary School are out sick, forcing the district for the rest of the week  
BRUSHFIRE: Firefighters are nervous the dry spell will cause an outbreak Of brush fires
- 1/12/12  
Weather  
WINTER STORM: Treacherous roads for drivers from a winter storm
- 1/13/12  
State Budget  
Weather  
MI RECOVERING: The state has an extra \$457 million left over from the previous fiscal year  
DIGGING OUT: Some areas got about a foot of snow
- 1/16/12  
Education  
CMU MLK: Central Michigan University held a community march for Martin Luther King day
- 1/17/12  
Weather/  
Education  
Employ  
AIRPORT: Heavy snow is affecting travel on roads and air travel out of Cherry Capital Airport  
SCHOOLS CANCELED: dozens of schools were delayed or closed for Winter weather conditions  
TC JOBS: Comfort Keepers home care is growing and creating more jobs
- 1/19/12  
BRIMLEY SNOW: Brimley got over a foot of snow overnight and that's

Weather/ Tourism	bring in a lot of needed tourism
1/21/12 Education	TCAPS EMPLOYEE: A Traverse City area public school staff member is on a leave of absence during an investigation
1/23/12 Education	TCAPS TEACHER: A Traverse City teacher is on leave after someone came forward with accusations CMU OFFICER: A Central Michigan University police officer admitted To abusing his power while on the job
1/30/12 Education	TEACHER ARREST: A former Traverse City West Senior High School teacher is accused of performing sex acts on a student
1/31/12 Tourism	SNOW FEST: Warm weather postponed the snow fest, but the Cadillac snow fest will go on

## FEBRUARY

2/1/12 Education Tourism	CMU GRANT: Central Michigan gets a \$10 million federal grant from the EPA I-500: The annual Sault Ste. Marie I-500 brings in hundreds of tourists
2/3/12 Tourism Weather	I-500 RACE: Governor Snyder will drop the green flag at the popular I-500 race in Sault Ste. Marie LACK OF SNOW: Snow is nearly non-existent in many areas this winter
2/8/12 Education	CMU MEDICAL: Central Michigan University medical school opened
2/9/12 State Budget	STATE BUDGET: Governor Snyder laid out his budget ideas for state lawmakers
2/10/11 State Budget/ Tourism	PURE MICHIGAN: Funding for the Pure Michigan campaign will stay at \$25 million, even after the new state budget proposal
2/11/12 Tourism	VASA: Hundreds of racers came out to Traverse City to compete in the annual VASA race
2/12/11 Unemploy	LOSS OF BENEFITS: The last bit of unemployment benefits for some people in Michigan will soon run dry, but local organizations are ready to Help

- 2/13/12      SCHOOL FUNDRAISER: Suttons Bay schools face a budget deficit  
Education      so their village will dig into their own pockets to help the school
- 2/15/12      MEAP: MEAP results were released and it's the first time since the state  
Education      bumped up the minimum passing grade
- 2/16/12      MORLEY FUNDING: Morley Stanwood schools paid more than \$15  
Education      million in loan interest because they didn't receive funding in time, now  
They've passed a resolution to stop it from happening
- 2/20/12      BUSY WEEKEND: The holiday weekend and sunshine brought a  
Tourism      booming business weekend to Traverse City
- 2/29/11      STORM CLEAN UP: A winter storm knocked out power and left people  
Weather      digging out and cleaning up

## MARCH

- 3/1/12      TEACHER CSC: Former TCAPS teacher admits to sexually assaulting  
Education      a student  
TRACK MEET: Elementary students in Ludington competed in an annual  
Track meet
- 3/4/12      NO POWER: Heavy snow knocks power out, leaving thousands without  
Weather      power
- 3/7/12      UNEMPLOYMENT: Michigan's Unemployment rate dropped to its  
Unemploy      lowest since September 2008  
Weather      STILL WITHOUT POWER: Five days without power now
- 3/9/12      JOBS: 227,000 jobs were added in February  
Employ
- 3/12/12      STORM: High winds and strong storms ripped through the area  
Weather
- Tourism      NEW FLIGHTS: A new flight from Traverse City to Atlanta is added to  
Delta Airlines schedule
- Employ/  
Tourism      SUMMER HIRING: Businesses welcome in the unseasonably warm  
temperatures and they prepare to hire for a busy tourism season
- 3/13/12      TORNADO: Tornado hit near Coleman  
Weather

3/14/12 Education	STUDENT LOANS: Student loan rates could soon double to 6.8% BULLYING: Traverse City East Middle School students take part in Bullying awareness week
3/15/12 Tourism	WARM WEATHER BOOST: Unseasonably warm temperatures are boosting tourism numbers in Northern Michigan
3/16/12 Education	KASKY SCHOOL: A student brought a loaded rifle to Kalkaska High School; parents weren't notified for three days later
3/21/12 Education	ROSCO SCHOOL: The Roscommon elementary school will close and students will move into the middle and high school buildings SCHOOL FIRE: A student set a toilet paper dispenser on fire, cancelling Classes for the day TEACHER SENTENCED: A former Traverse City teacher received almost two years in prison for sexually assaulting a student
3/22/12 Education Unemploy	KINDERGARTEN: New legislation could change the cut-off birth date for kindergarten enrollment NEW NUMBERS: The state's unemployment number increased to 9.7% HOSPITAL CUTS: Cheboygan Memorial Hospital closed its long term Care facility, that could impact 50 employee's jobs
3/27/12 Employ	GTR JOB FAIR: Grand Traverse Resort held a job fair to get people back to work
3/28/12 Education	CMU GOODALL: Anthropologist Jane Goodall spoke at Central Michigan University SCHOOL FUNDING: A senate subcommittee approved a proposal that Would move money from school employee retirement to the school aid fund
3/29/12 Weather	LATE SNOW: Reaction to a late spring snow