

1st QUARTER 2011 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 1st quarter of 2011 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.

JAN

- 1/05/12 COMMISSION ON AGING: Crawford County Commission on Aging
State Budget will see its federal and state funding drop by 10%
Education FARWELL LOCKDOWN: A threat against a school liaison officer forced
Farwell High School to go into lockdown and take action
- 1/6/11 911 OUTAGE: 9-11 line went out, causing dispatchers to go to plan B
Weather to take care of slippery road problems
Employment PAPERWORKS: Paperworks studio in TC employs disabled and
Disadvantaged people.
RAPS HIRING: Roscommon area schools hire new employees
- 1/6/11 PORN ARREST: TCAPS employee Michael Porter arrested for raping a
Education young relative, porn found on home and work computer
HIRING SIDEBAR: Hiring process schools go through to prevent hiring
Criminals
- 1/11/11 NMC BUILDING: Northwestern Michigan College started construction
Education on a renewable energy building for students
FERRIS BUILDING: Ferris State opened its new Optometry building
- 1/12/11 MEAP PROPOSAL: State Board of Education proposes to raise the bar
Education on the state's standardized MEAP test
- 1/13/11 SNYDER SOS PREP: Governor Snyder prepares for State of the State
Address
State Budget addressing taxes, budget, unemployment, etc
- 1/17/11 CMU MLK: Central Michigan University students remember the life and
Education legacy of Martin Luther King Junior
- 1/19/11 SNYDER SOS: Snyder's State of the State address covers a variety of
State Budget/ ways to reshape the economy
Unemploy MI UNEMPLOYMENT: New numbers reach lowest rate in two years
Education SCHOOL REAX: Schools are anxious to hear the Governors plans for
Education reform in the SOS address
Weather COLD WEATHRE: Coldest day of the year so far
- 1/20/11 WINTER WX: Winter weather creates low visibility
Weather
Employ JOBS ADDED: Avon Protection Systems in Cadillac adds on to its
Facility and brings in more jobs
- 1/21/11 BOYNE APPETIT: Boyne City launches culinary tourism initiative called
Tourism "Boyne Appétit"

1/24/11
Education BUS ACCIDENT: School bus filled with children broadsided by a truck and the bus driver is at fault
NMC RATES GO UP: Residence Hall rates at Northwestern Michigan College will go up by 2%

1/26/11
Education NMC ENROLLMENT: Third straight year Northwestern Michigan College sees record breaking enrollment

1/27/11
State Budget HEATING ASSISTANCE: The state reversed funding to community action agencies so they won't be able to fund emergency heating Programs
Unemploy HOSPITAL CUTS: West Shore Medical Center cuts 32 jobs

1/31/11
Weather M-72 ACCIDENTS: People driving too fast on poor road conditions leads to accidents in Grand Traverse and Kalkaska Counties
Education STUDENT IN EGYPT: Gaylord student studying abroad in Egypt is stuck in the chaos of removing Hosni Mubarak from office

FEBRUARY

2/1/11
Weather TVC DELAYS: Harsh weather makes travel nearly impossible, especially at Cherry Capital Airport
SNOW PREPS: Road Commission and dispatch try to prepare for the Winter storm

2/2/11
Weather DIGGING OUT: Road Crews work hard to clear the streets, schools are still closed and people snowed in
Employ FRUIT EXPANSION: Shoreline Fruit in Acme Township could create 70 new jobs in the next five years if they get a tax break

2/3/11
Weather SNOW DRIFTS: Snow keeps coming, people and crews can't keep up

2/7/11
Employ CONSUMERS ENERGY: Consumers Energy plans to expand and upgrade the plant in Ludington, bring more jobs and money
Tourism SNOW LACK: Lack of snow in Paradise area impacts tourism negatively
PURE MI: Pure Michigan Campaign could get 10 million dollars headed its way if lawmakers approve the funding

2/8/11
Education MEAP TEST: The Michigan State Board of Education approved a proposal to make the MEAP test more challenging
TBA ISD AWARD: TBA Career Tech center earns Michigan State of Education award for excellence

2/10/11 Education/ State Budget	STUDENT BRIDGE CARDS: State cracks down on college students who abuse the food assistance program
2/17/11 Weather State Budget Education	FESTIVAL DELAY: Winter Carnival in Petoskey was delayed because of warm weather STATE BUDGET: Governor Snyder gives his first budget proposal MSP IMPACT: Snyder recommends cutting some MSP posts to save 3 million dollars for the state SCHOOL CUTS: Big funding cuts to come to Michigan schools and Universities
2/18/11 Weather	POND HOCKEY: U.P. hockey championship delayed a day from warm weather
2/20/11 Tourism	BIG SKI WEEKEND: Ski resorts are doing well and staying busy
2/21/11 Weather	CAR CLEANUP: Big snowstorm causes 50 car pile up, several towing companies helped
2/24/11 Education Employ	MCC PELLET GUN: A middle school student brought a pellet gun to Mason County Central Middle school ELLSWORTH EXPANSION: Ellsworth is on the rebound, bringing new Businesses and job opportunities to the community
2/25/11 Education State Budget	COLLEGE READY: Michigan Dept. of Education rated schools on preparedness for college FILM INCENTIVE: Governor Snyder could cut Michigan's film tax Credit incentive program
2/26/11 Tourism	SNOW CROSS: Michigan Snowcross Racing Association hosted in Traverse City, bringing in large crowds
2/28/11 Education Tourism	EARLY CHILDHOOD FORUM: Dozens of parents urge lawmakers to keep early childhood programs in place TEACHING JOBS: Shortage of teaching jobs; Mt. Pleasant RESTAURANT WEEK: Traverse City hosts restaurant week, bringing In business from tourists and locals

MARCH

- 3/1/11
Weather
LACK OF SNOW: Winter weather slammed some parts of Northern Michigan this winter, but consistently missed others
- 3/2/11
Employ
JOBS BACK: Pittsburgh Glass Works reopened its Ewart plant, hiring about 50 employees
- 3/3/11
Education
MANISTEE SCHOOLS: Holding a forum to discuss cutting the districts five schools down to three
NEW LAPTOPS: Detour Students will soon get new laptops from Federal grant stimulus money
LEARN CHINESE: Farwell Elementary students integrate Mandarin into Their curriculum
- 3/4/11
Weather/
Education
NO BUSSING: Poor road conditions force Morley Stanwood Schools to pull their buses off the road
ROBOT COMPETITION: Schools all over the state traveled to Traverse City Central High School to compete in a robots competition
BULLY ASSEMBLY: Sault Ste. Marie held a bullying program
- 3/6/11
WINTER TOURISM: Warm winter means less business for snow-dependent businesses, hurting tourism
- 3/7/11
Education
SCHOOL BILL: A new bill aims to put more public school services in the hands of private companies to cut costs
- 3/9/11
Employ
NMC CAREER FAIR: Northwest Michigan College career fair brings in 60 employers
- 3/10/11
Weather
SNOW: St. Ignace gets covered in snow after weeks of dry weather
- 3/9/11
Weather
Education
PLOWING: One of the busiest winters for road commission
CC FUNDING: Governor Snyder's school spending cut proposal To universities would actually help community colleges
- 3/10/11
Tourism/
State Budget
PURE MI: Pure Michigan campaign gets 10 million dollar boost
- 3/11/11
Weather
QUAKE REAX: Local reaction to the earthquake in Japan

3/15/11 STATE BUDGET: People protest Governor Snyder's plan to tax
State Budget pensions and give tax breaks to businesses

3/16/11 LEGISLATION SIGNED: Governor Snyder signed legislation that gives
State Budget new powers to emergency financial managers
Unemploy EXTENDED BENEFITS: 35,000 Michigan residents could lose their
Extended unemployment benefits early next month

3/17/11 NEW LAPTOPS: Traverse City schools handed out netbook computers to
Education 9th and 10th graders, but all HS students will eventually get them

3/21/11 SUMMER TOURISM: State's tourism industry should be on the rebound
Tourism this year following the recession
State Budget STATE FUNDING: Traverse City could lose 200,000 dollars in state
funding

3/23/11 SCARY SNOW: Heavy snow makes visibility terrible.
Weather TVC DELAYS: Snow delays flights out of Cherry Capital Airport

3/24/11 HEAVY SNOW: Some areas got hit with over a foot of wet heavy snow
Weather
State Budget CUTS: MSP and schools forced to make cuts and layoff employees
Employ JOBS OUTLOOK: Job fair in Charlevoix

3/25/11 TEACHER ARRESTED: East Jordan teacher is arrested or hitting a
Education student with a ruler
State Budget/ BUDGET CUTS: Harrison Schools face biggest budget cut they've ever
Education seen

3/26/11 WINTER BIZ: Midweek snow gets skiers back on the slopes
Weather/
Tourism

3/28/11 UNEMPLOYMENT BENEFITS: Michigan Works weighs
Unemploy in on the unemployment extension

3/29/11 SPOTTER TRAINING: National Weather Service severe weather spotter
Weather training in Cadillac

3/31/11 WILDFIRE NO SNOW: High fire danger, little snow for some areas
Weather
Education HEADSTART FUNDS: Kids who can't afford early education could
Get a helping hand