



## Issues Report

### Third Quarter 2014

#### WXSP - TV:

WXSP - Grand Rapids, MI

WOBC - Battle Creek, MI

WOHO - Holland, MI

WOKZ - Kalamazoo, MI

WOLP - Middleville, MI

WOMS - Muskegon, MI

Quarterly list of programming providing the most significant treatment of community issues

# WXSP TV Quarterly Issues Report

## July - September 2014

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 at 10:00	Monday - Sunday	10:00 p.m. - 10:30 p.m.
• School Closing Information	Monday - Friday	5:00 a.m. - 8:00 a.m.

Each program previously listed is a locally produced program presenting a mix of news, weather, sports community issues, and school closing information. Community issue segments usually have duration of one to two minutes.

Local weather includes forecasts prepared by licensed meteorologists providing accurate, up to the minute details on the changing weather patterns in West Michigan. This also includes storm watch and warning information that may run times not previously designated.

School closing information consists of a listing of schools and some businesses in West Michigan that are closed, delayed, or have limited buses running. The purpose of this is to inform students, parents, teachers and concerned others when these establishments are not going to operate in their normal schedules due to adverse weather or other situations.

WXSP is simulcast entirely on WOBC, Battle Creek, MI; WOHO, Holland, MI; WOKZ, Kalamazoo; WOLP, Middleville; and WOMS, Muskegon, MI.

## Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: "Score Biz" PSA  
Date Aired: July 1, 2014 - September 8, 2014  
Length: 1:00  
Summary: Public service announcement from SCORE. Free mentors for small business owners starting their own business can make a huge difference.
  
2. Program: "Energy Savings" PSA  
Date Aired: July 1, 2014 - September 30, 2014  
Length: 1:00  
Summary: Public service announcement from the U.S. Department of Energy. By taking energy efficient actions in the home, you can save money by reducing your energy bill. Simple but efficient actions you can take around the home.
  
3. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 23, 2014  
Length: :31  
Summary: we have obtained the contracts saying \*how\* Muskegon Heights schools will be run next year. The Muskegon Area ISD will provide financial services for the district, Lansing based advance educational services will do H-R for the district and the district will keep the current superintendent.
  
4. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 29, 2014  
Length: :46  
Summary: It's called "Blueprint: A Michigan that Works for Everyone." A few of the highlights: Schauer says he wants to invest more in education and reverse what he called Governor Rick Snyder's cuts. And he says he'll cut taxes for the middle class...and put together a bipartisan road-funding bill.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 20, 2014  
Length: 1:05  
Summary: University officials announced the employment guarantee for accounting students today. That means, Davenport will provide additional semesters of education for accounting students who are unable to find work in their field of study within six months of graduation.

6. Program: "Mind Invest" PSA  
Date Aired: September 9, 2014 - September 30, 2014  
Length: 1:00  
Summary: Public service announcement from the United Negro College Fund. A mind is terrible thing to waste.

7. Program: "Preschool" PSA  
Date Aired: September 9, 2014 - September 30, 2014  
Length: 1:00  
Summary: Public service announcement from the Council for a Stronger America focusing on how high quality preschool is a wise investment.

## Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: "Your Weight Matters" PSA  
Date Aired: July 1, 2014 - September 8, 2014  
Length: 1:00  
Summary: Public service announcement from the Obesity Action Coalition. Your weight matters. It can cause emotional problems or lead to diabetes or heart disease. For free tools to help you gain control visit [www.yourweightmatters.org](http://www.yourweightmatters.org).
  
2. Program: "Real Battles" PSA  
Date Aired: July 1, 2014 - September 30, 2014  
Length: 1:00  
Summary: Public service announcement for Veterans. PTSD and other mental illnesses are real struggles for veterans. Reach out for help if you need it.
  
3. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 10, 2014  
Length: :16  
Summary: More than 323 thousand Michigan residents signed up for the state's expanded Medicaid program that launched in April...surpassing the goal by one thousand people. The state reports more than 2 hundred and 30 thousands of enrollees have picked a health plan and says enrolment is going smoothly.
  
4. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 17, 2014  
Length: 2:55  
Summary: Summer in West Michigan means time at the lake and plenty of time spent in the sun. So when you reach for sunblock to protect your kids ... do you go for spray or lotion? If you said spray sunscreen ... you may want to reconsider that choice. Consumer reports is suggesting you stop using spray on your kids until the FDA can determine any potential health risks associated with it.

5. Program: "Nature" PSA  
Date Aired: September 9, 2014 - September 30, 2014  
Length: 1:00  
Summary: Public service announcement from the Nature Conservancy. Protect nature and preserve life. Together our hands can save our world.

6. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 16, 2014  
Length: :45  
Summary: Another event took place this morning to promote health and fitness in the African American Community... The movin and groovin rhythm run 5-k was held at Martin Luther King Park in Grand Rapids. The event is put on by the Grand Rapids African American Health Institute. And it's more than just a run... After the race it was zumba time. From health booths to the YMCA vegetable van, the whole event is designed to change old attitudes about personal health and fitness.

# Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: "Danger Dad & Mom-ments" PSA  
Date Aired: July 1, 2014 - September 1, 2014  
Length: 1:00  
Summary: Public service announcement from the Ad Council on adoption. You don't have to be a perfect parent, there are thousands of kids looking to be adopted.
  
2. Program: "Save Them All" PSA  
Date Aired: July 1, 2014 - September 8, 2014  
Length: 1:00  
Summary: Public service announcement from BestFriends.org. Encouraging you that you can't buy a best friend but you can adopt one by adopting a pet today.
  
3. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 7, 2014  
Length: 2:30  
Summary: Tonight residents here in Wyoming are starting to clean - up. And there are several organizations lending a helping hand. One of those groups is the American Red Cross ---Jonathan Breems, THE Red Cross Disaster Communications Associate joins me tonight ...Kentwood community center on 48th street.
  
4. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 10, 2014  
Length: 1:36  
Summary: More than a hundred people packed a community meeting tonight in Wyoming...to hear what the city plans to do next in the wake of Sunday's damaging tornado.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 14, 2014  
Length: :21  
Summary: The art competition also needs volunteers to help welcome ArtPrize's 400-thousand visitors. Volunteer registration started today. Then on the 22nd - you'll be able to sign up for shifts throughout the competition. You can go to ArtPrize-dot-org to register. Volunteer orientation will happen the week before the competition starts.

6. Program: "Adopt Us" PSA  
Date Aired: September 9, 2014 - September 30, 2014  
Length: 1:00  
Summary: Public service announcement from the Ad Council. You don't have to be perfect to be a parent. There are thousands of kids looking to be adopted.

7. Program: "Shelter" PSA  
Date Aired: September 9, 2014 - September 30, 2014  
Length: 1:00  
Summary: Public service announcement from the Shelter Pet Project. Your next best friend could be waiting for you at the shelter. Adopt a shelter pet today.

8. Program: 24 Hour News 8 @ 10pm  
Date Aired: September 21, 2014  
Length: :19  
Summary: Governor Rick Snyder has proclaimed the week as Trails Week in Michigan. This week is meant to celebrate the state's more than 12 thousand miles of trails and waterways. The state Department of Natural Resources is teaming with local communities and organizations to host related events and volunteer opportunities, so we'll keep you updated on those.



# Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: "Shadows" PSA  
Date Aired: July 1, 2014 - September 30, 2014  
Length: 1:00  
Summary: Public service announcement from DHS and Blue Campaign. Help people come out from the shadows. Help stop human trafficking and save lives.
  
2. Program: "1 is 2 Many" PSA  
Date Aired: July 1, 2014 - September 30, 2014  
Length: 1:00  
Summary: Public service announcement on domestic violence. Male actors and male politicians on camera talking about how young women face the highest rates of dating violence and sexual assault. The message is that even being abused once is too many.
  
3. Program: "Plan" PSA  
Date Aired: July 1, 2014 - September 30, 2014  
Length: :30  
Summary: Public service announcement produced in partnership with WOOD and Kent County Emergency Management. Tips and information on how to plan for severe weather.
  
4. Program: "Info" PSA  
Date Aired: July 1, 2014 - September 30, 2014  
Length: :30  
Summary: Public service announcement produced in partnership with WOOD and Kent County Emergency Management. Tips and information on how to stay informed during severe weather.

5. Program: "Kit" PSA  
Date Aired: July 1, 2014 - September 30, 2014  
Length: :30  
Summary: Public service announcement produced in partnership with WOOD and Kent County Emergency Management. Tips and information on how to create a severe weather emergency kit.
6. Program: "Weather Radio" PSA  
Date Aired: July 1, 2014 - September 30, 2014  
Length: :30  
Summary: Public service announcement produced in partnership with WOOD and Kent County Emergency Management. Tips and information on weather radios, why you need them and how they can help.
7. Program: "Tornado" PSA  
Date Aired: July 1, 2014 - September 30, 2014  
Length: :30  
Summary: Public service announcement produced in partnership with WOOD and Kent County Emergency Management. Tips and information on how to prepare and stay safe in case of tornadoes.
1. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 4, 2014  
Length: :25  
Summary: As you travel about this Holiday weekend... there will be lots of extra police on the roads. Troopers and police across the country are taking part in the international safety initiative. It's part of operation care, which stands for "combined Accident reduction effort." Police will be on the lookout for aggressive driving, impaired driving and seatbelt use.
2. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 15, 2014  
Length: :15  
Summary: The state is now investigating last week's chlorine leak at Michigan's Adventure. 24 Hour News Eight has confirmed the Michigan Occupational Safety and Health Administration has opened an investigation into the leak. That investigation could take weeks to months to complete.

3. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 9, 2014  
Length: 1:01  
Summary: Call it a joint task force for fun... As police agencies from across west Michigan gathered outside the brand new 54th Street Walmart in Wyoming. After a parking lot roll call - the officers got their assignments... dozens of elementary school children ready and waiting to shop with a cop. Once inside is was an organized free for all on school supplies. Each kid with a 66 dollar budget to get set and ready for back to school.

4. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 11, 2014  
Length: :28  
Summary: What one officer thought would be a routine traffic stop turned into saving a woman's life. Officer Jason Gates, from the Kalamazoo Department of Public Safety, pulled a woman over for running a red light over the weekend, and found that the driver was choking, and unable to breathe. He ended up having to get her out of the car to perform the heimlich maneuver. The woman had been choking on a hot dog, and when her throat cleared she immediately hugged the officer, thanking him for saving her life.