



Issues Report

First 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

January - March 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: "Book People" PSA
Date Aired: January 1-13, 2014
Length: 1:00
Summary: Public service announcement from the Library of Congress. Reading is fundamental.
2. Program: "This Mind" PSA
Date Aired: January 1-13, 2014
Length: 1:00
Summary: Public service announcement from the US Department of Education. Students can achieve with the help from Federal Student Aid.
3. Program: "Score Biz" PSA
Date Aired: January 14, 2014 - March 31, 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.
4. Program: 24 Hour News 8 @ 10pm
Date Aired: January 28, 2014
Length: :24
Summary: New numbers out today show that nearly 70-percent of Michigan kids aren't reading proficiently. The report found that Michigan is one of six states that didn't make progress in reading in the last decade.

5. Program: 24 Hour News 8 @ 10pm
Date Aired: February 12, 2014
Length: :24
Summary: New tonight -- the State Board of Education is encouraging school districts that go over their 6-day snow day limit to add extra days instead of minutes.

Health & Fitness Issues

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

1. Program: "Adopt Us Kids" PSA
Date Aired: January 1-13, 2014
Length: 1:00
Summary: Public service announcement from the US Department of Health and Human Services raising awareness that anyone can be a foster parent.
2. Program: "Crohns" PSA
Date Aired: January 1-13, 2014
Length: 1:00
Summary: Public service announcement from the Crohns & Colitis Foundation of America. One in 200 people suffer with Crohns, help find a cure.
3. Program: "Stroke" PSA
Date Aired: January 1-13, 2014
Length: 1:00
Summary: Public service announcement from the American Heart Association to know the signs of a stroke.
4. Program: "Air" PSA
Date Aired: January 1-13, 2014
Length: 1:00
Summary: Public service announcement from the American Lung Association to know the state of your air and what are your lungs collecting.
5. Program: "Shelter Pets" PSA
Date Aired: January 1-13, 2014
Length: 1:00
Summary: Public service announcement from Ad Council & theshelterpetsproject.org. A person is the best thing to happen to a sheltered pet.

6. Program: "Your Weight Matters" PSA
Date Aired: January 14, 2014 - March 31, 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.

7. Program: "US Olympic Team" PSA
Date Aired: January 14, 2014 - March 31, 2014
Length: 1:00
Summary: Public service announcement from the US Olympic Team. Donating helps our Olympic Team fulfill their dreams and represent our country to be the best athletes they can be.

8. Program: 24 Hour News 8 @ 10pm
Date Aired: January 31, 2014
Length: :28
Summary: There's a deal in Detroit tonight for health insurance for city retirees. An agreement was announced today by mediators that will likely end a lawsuit retirees filed.

9. Program: 24 Hour News 8 @ 10pm
Date Aired: February 5, 2014
Length: :25
Summary: This morning, a spokesperson for CVS says all stores nationwide will end cigarette sales on October 1st. He says it's part of the company's mission to promote good health.

10. Program: 24 Hour News 8 @ 10pm
Date Aired: February 10, 2014
Length: :22
Summary: we're learning two more people have died from the flu here in west Michigan. The two deaths occurred in Ottawa County, according to the health department there. This now bumps up the number of deaths this season to eleven in West Michigan.

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: Connecting with Community PSA
Date Aired: January 30, 2014 - Feb. 28, 2014
Length: :30
Summary: The Connecting With Community Awards honors unique partnerships that are making our community a better place to live. Please nominate these collaborative efforts now through February 28th.

2. Program: "Connected" PSA
Date Aired: January 1-13, 2014
Length: 1:00
Summary: Public service announcement raising awareness of our constant connection to nature.

3. Program: "Stand by Them" PSA
Date Aired: January 1-13, 2014
Length: 1:00
Summary: Public service announcement from the US Department of Veterans & US Dept. of Defense. Veterans crisis line, there is help out there.

4. Program: 24 Hour News 8 @ 10pm
Date Aired: January 8, 2014
Length: :18
Summary: The United Way and the Kent County health department are organizing shoveling teams to help dig people out. Again--you can call 2-1-1 if you need help, or if you want to volunteer.

5. Program: 24 Hour News 8 @ 10pm
Date Aired: January 8, 2014
Length: :58
Summary: Steve Kelso went along with a member of Kent County's volunteer shovel team...working to help people snowed in from the storm.

6. Program: 24 Hour News 8 @ 10pm
Date Aired: January 10, 2014
Length: 1:45
Summary: During the deep freeze...our crew spent the night at a homeless camp, as those who live there faced the elements. Now...the community is responding with a helping hand.

7. Program: 24 Hour News 8 @ 10pm
Date Aired: January 10, 2014
Length: :20
Summary: A somber moment at Hamilton's basketball games tonight. This video just came in through Report It. The games paused for the community to remember Josh Hoppe... a Hamilton high school teacher killed in a crash last month. They also sold t-shirts and wrist bands to benefit the "Up Close" program. Hoppe lead the program to help students travel to Washington D-C.

8. Program: "Danger Dad & Mom-ments" PSA
Date Aired: January 14, 2014 - March 31, 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.

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Date Aired: January 14, 2014 - March 31, 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.

10. Program: 24 Hour News 8 @ 10pm
Date Aired: January 21, 2014
Length: :18
Summary: Festival is the largest all-volunteer event in the nation and one of the longest running festivals in Michigan. This year it runs from June 6th through the 8th. Festival is always seeking community support, you can make a donation through

Safety

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

1. Program: "Frozen" PSA
Date Aired: January 1-13, 2014
Length: 1:00
Summary: Public service announcement from the Ad Council & makinghomeaffordable.gov. Foreclosure prevention help is out there for Veterans.

2. Program: 24 Hour News 8 @ 10pm
Date Aired: January 5, 2014
Length: 1:30
Summary: Your furnace will soon be working overtime...thanks to the arctic-like temps heading our way. 24 Hour News 8's Tom Hillen met up with a heating and cooling expert about what you can do to make sure your house stays warm.

3. Program: "Look before you Pump" PSA
Date Aired: January 14, 2014 - March 31, 2014
Length: 1:00
Summary: Public service announcement from the Outdoor Power Equipment Institute. Check your type of gas you pump for your equipment, cheaper isn't always better.

4. Program: "Roles" PSA
Date Aired: January 14, 2014 - March 31, 2014
Length: 1:00
Summary: Public service announcement from AARP. We all have roles to stay safe when we are taking care of our older loved ones. AARP can help you as you play yours.

5. Program: "DIY Guy" PSA
Date Aired: January 14, 2014 - March 31, 2014
Length: 1:00
Summary: Public service announcement from the Michigan Saves. Learn how to save money this winter by taking steps to better save energy and insulate your home.

6. Program: "Shadows" PSA
Date Aired: January 14, 2014 - March 31, 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.

7. Program: 24 Hour News 8 @ 10pm
Date Aired: February 1, 2014
Length: 1:15
Summary: Ferris State University is beefing up police presence on campus and has even placed police officers in areas where students gather, like the food court to ensure students safety after a shooting near the campus early this morning.