



WOBC – Battle Creek, MI

Issues Report

First Quarter 2015

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

WXSP TV Quarterly Issues Report

January - March 2015

<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.

Live Local. Give Local. connects viewers to ways to get out and give back. This charity focused three-minute weekly segment highlights local non-profits, charitable organizations and community events across West Michigan.

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: "GRCF Dreamers" PSA
Date Aired: January 1, 2015 - January 12, 2015; aired 72 times
Length: :30
Summary: Kids dream of so many different jobs, we can help them achieve their dreams by providing college or trade scholars and college prep.

2. Program: "Art Van BBBS Lakeshore" PSA
Date Aired: January 1, 2015 - February 25, 2015; aired 120 times
Length: :30
Summary: Big Brothers Big Sisters of the Lakeshore pairs children with mentors, a couple hours a month can really make an impact in kids lives.

3. Program: "Grand Rapids Community Foundation Scholarships" PSA
Date Aired: January 1, 2015 - February 26, 2015; aired 164 times
Length: :30
Summary: Grand Rapids Community Foundation connects Kent County high school students with scholarships.

4. Program: "GVSU GRPS" PSA
Date Aired: January 1, 2015 - February 28, 2015; aired 273 times
Length: :30
Summary: Grand Valley State University believes education is important to our youth, along with the importance of Grand Rapids Public Schools.

5. Program: "Mentor" PSA
Date Aired: January 8, 2015 - March 31, 2015; aired 107 times
Length: 1:00
Summary: Public service announcement from the National Mentoring Partnership that mentoring works, take time to mentor young people today.

6. Program: "GRCF Join Us" PSA
Date Aired: January 13, 2015 - January 27, 2015; aired 89 times
Length: :30
Summary: You can help build a better Grand Rapids through education scholarships for all students to attend college or trade school.
7. Program: 24 Hour News 8 @ 10pm
Date Aired: January 16, 2015
Length: :27
Summary: Craft beer is big business in West Michigan --- and that is leading to new opportunities in higher education. West Michigan University and Kalamazoo Valley Community College will be launching a sustainable brewing program, which will offer anything from classes to a bachelor's degree.
8. Program: Live Local. Give Local. - Kitchen Sage
Date Aired: January 16, 2015
Length: 3:00
Summary: Segment highlighting a local event and featuring the charity Kitchen Sage. This local program helps to provide access to nutrition and culinary awareness for children in GR.
9. Program: "GRCF Education" PSA
Date Aired: January 28, 2015 - March 1, 2015; aired 235 times
Length: :30
Summary: The more education a person has the more engaged they are in the community and college graduates earn at least one million more dollars over a lifetime.
10. Program: "GRCF Partners" PSA
Date Aired: February 5, 2015 - February 12, 2015; aired 64 times
Length: :30
Summary: Grand Rapids Community Foundation partners with community to raise funds and provide last dollar scholarships to children going through Grand Rapids Public Schools.

11. Program: 24 Hour News 8 @ 10pm
Date Aired: February 19, 2015
Length: :47
Summary: There's good and bad news in a new report on children in Michigan. The Kids Count in Michigan report, released today by the Michigan League for Public Policy shows... that while some factors related to education and health improved... economic security for children -declined- between 2006 and 2013.

12. Program: 24 Hour News 8 @ 10pm
Date Aired: March 12, 2015
Length: :24
Summary: The search is down to the final three for Michigan's next state superintendent. The state board of education says its finalists are superintendents from Oakland schools, Washtenaw Intermediate School District and Dearborn Public Schools.

13. Program: Live Local. Give Local. Reach Out and Read program.
Date Aired: March 23, 2015; aired 2 times
Length: 3:00
Summary: The West Michigan community stepped out to join the Social Charity Club of Grand Rapids and raise funds for Cherry Health's Reach Out and Read program. Reach Out and Read programs support early childhood literacy and school readiness by providing books to children ages 0-5 at their well child check-ups.

Health & Fitness Issues

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

1. Program: "Flu and You" PSA
Date Aired: January 1, 2015 - March 31, 2015; aired 144 times
Length: 1:00
Summary: Public service announcement from the National Council on Aging to ask about flu vaccine options for people over the age of 65.

2. Program: "Coach" PSA
Date Aired: January 1, 2015 - March 31, 2015; aired 132 times
Length: 1:00
Summary: Public service announcement from the Leukemia and Lymphoma Society. Together we are bringing cures sooner for Leukemia and Lymphoma, because someday is today.

3. Program: "Amway Power of 5" PSA
Date Aired: January 1, 2015 - March 31, 2015; aired 212 times
Length: :30
Summary: Donations for childhood malnutrition.

4. Program: 24 Hour News 8 @ 10pm
Date Aired: January 3, 2015
Length: :35
Summary: There's a flu outbreak all over the states, and we've been telling you all about how the health community is dealing with hit in Michigan. Now we've learned that the outbreak is so contagious that doctors and nurses taking care of the sick are becoming patient themselves.

5. Program: "Children's Health Fund" PSA
Date Aired: January 12, 2015 - February 8, 2015; aired 48 times
Length: 1:00
Summary: Public service announcement from the NAB about children need to be fed and healthy to be ready to learn in school.

6. Program: "Go Red- Carrie's Story" PSA
Date Aired: February 2, 2015- February 28, 2015; aired 77 times
Length: 1:00
Summary: Locally produced public service announcement focusing on a heart disease survivor story. Meet Carrie and hear how she survived. Let her story inspire you to learn the warning signs.

7. Program: "Go Red" PSA
Date Aired: February 3, 2015 - February 28, 2015; aired 6 times
Length: 1:00
Summary: Public service announcement from the American Heart Association. One in three women die of heart disease and stroke. You can prevent it and make a change.

8. Program: "Go Red- Rachel's Story" PSA
Date Aired: February 5, 2015-February 28, 2015; aired 76 times
Length: 1:00
Summary: Locally produced public service announcement focusing on a heart disease survivor story. Meet Rachel to learn about genetic heart disease and how you can advocate for your health.

9. Program: "Huntington Kids Food Basket" PSA
Date Aired: February 10, 2015 - March 31, 2015; aired 297 times
Length: :30
Summary: Kids Food Basket is an organization that packs sack suppers for underserved children to help them stay healthy and have enough to eat.

10. Program: "Go Red- Make a Change" PSA
Date Aired: February 11, 2015- February 28, 2015; aired 76 times
Length: 1:00
Summary: Locally produced public service announcement focusing on 3 heart disease survivor stories. Learn about the warning signs and how you can make a change and put your health first.

11. Program: "Gazelle Girl- Half Marathon" PSA
Date Aired: February 26, 2015 - March 31, 2015; aired 218 times
Length: :30
Summary: Inspiring message to get women active and healthy by participating in a women's only 5K and half-marathon event. Grab your mom, your sister and your girlfriends and get ready to get moving!

12. Program: 24 Hour News 8 @ 10pm
Date Aired: March 8, 2015
Length: :52
Summary: For a lot of people, going to the gym brings some worries about judgement ---And a workout without judgement is the brand for Planet Fitness. But a situation at one of the gyms in Michigan underlined that in a whole new way -- when a membership for one woman was revoked after she complained.

13. Program: "Metro Health PAD Screenings" PSA
Date Aired: March 20, 2015 - March 31, 2015; aired 49 times
Length: :30
Summary: Increasing awareness and spreading education about peripheral artery disease.

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: "CWC Angel Tree Thank You" PSA
Date Aired: January 1, 2015 - January 5, 2015; aired 17 times
Length: :30
Summary: Angel Tree Campaign with Salvation Army to collect donated toys and gift cards to give to underserved children in West Michigan.

2. Program: "Adopt" PSA
Date Aired: January 1, 2015 - March 31, 2015; aired 144 times
Length: 1:00
Summary: Public service announcement from the Department of Health and Human Services to adopt US Kids because You don't have to be perfect to be a perfect parent.

- 3 Program: "Soup's On" PSA
Date Aired: January 1, 2015 - January 25, 2015; aired 189 times
Length: :30
Summary: Public service announcement from the Catholic Charities of West Michigan to help support the good work of God's Kitchen to feed the homeless population.

4. Program: "Huntington CCF Airport" PSA
Date Aired: January 1, 2015 - February 9, 2015; aired 215 times
Length: :30
Summary: The Cascade Community Foundation is creating a new airport viewing park to support parks, recreation and education.

5. Program: Live Local. Give Local. - "Perrigo Gives Back"
Date Aired: January 1, 2015 - January 6, 2015; aired 5 times
Length: 3:00
Summary: Segment focused on a local company's philanthropic efforts across the viewing area. Highlights volunteer opportunity at community events throughout the year.
6. Program: 24 Hour News 8 @ 10pm
Date Aired: January 7, 2015
Length: :45
Summary: Residents at Degage Ministries gave back to the community this morning by clearing the sidewalks of snow. The homeless mission received two snowblowers from an anonymous donor to use as part of their Good Neighbor Project. So the men took to the streets in Heartside neighborhood this morning to remove snow from the sidewalks. And Degage officials say it's a great way to give back.
7. Program: Live Local. Give Local. - "Gilda's Club Grief Program"
Date Aired: January 7, 2015 - January 8, 2015; aired 2 times
Length: 3:00
Summary: Segment highlighting Gilda's Club Grand Rapids. A free cancer support community of children, adults, families and friends. Gilda's Club offers many programs for community members who are seeking grief support and cancer support.
8. Program: 24 Hour News 8 @ 10pm
Date Aired: January 13, 2015
Length: 1:45
Summary: We broke it first online and now we're taking our story further-- breaking down exactly what the Grand Rapids police department wants to accomplish with its new 12-point plan to improve the relations between its officers-- and the community. Those recommendations come on the heels of the chaos in Ferguson. 24 Hour News 8's Heather Walker HAS A LOOK AT WHAT those recommendations include.

9. Program: Live Local. Give Local. - "Soups on for All"
Date Aired: February 2, 2015
Length: 3:00
Summary: Segment highlight an event to benefit Catholic Charities of West Michigan who help support the good work of God's Kitchen to feed the homeless population.
10. Program: Live Local. Give Local. - "Children's Charity Ball"
Date Aired: February 4, 2015 - February 9, 2015; aired 6 times
Length: 3:00
Summary: The Kent County Medical Society Alliance is primarily a philanthropic organization raising money for local children's charities. Several events are held throughout the year, but the largest fundraising effort is the annual Charity Ball for Children. The money raised helps benefit two charities selected yearly as well as for mini grant requests. This year, the two non-profits who benefited from the Charity Ball are Ele's Place and Baxter Community Center.
11. Program: 24 Hour News 8 @ 10pm
Date Aired: February 7, 2015
Length: :28
Summary: Tonight, about a dozen people and organizations were recognized for their contributions in the greater grand rapids area at the giants awards banquet at the DeVos Place. Since 19-83, the annual event has honored 13 African Americans or groups for their commitments to the community...
12. Program: Live Local. Give Local. - "Go Red for Women Luncheon"
Date Aired: February 11, 2015 - February 16, 2015; aired 4 times
Length: 3:00
Summary: Segment highlight Go Red for Women charitable event. The Southwestern Michigan Go Red for Women Luncheon raises money for research and education of heart disease in women.
13. Program: 24 Hour News 8 @ 10pm
Date Aired: February 19, 2015
Length: 1:23
Summary: Tonight -- State Police were out talking with seniors and their families at a senior living community in Grand Rapids -- warning them about what they need to watch out for. 24 Hour News 8's Tom Hillen was at the presentation.

14. Program: "Gazelle Girl- Half Marathon" PSA (218)
Date Aired: February 26, 2015 - March 31, 2015; aired 218 times
Length: :30
Summary: Join us in downtown grand rapids for this one-of-a-kind event that connects women through movement, charity, friendship and fun! Encouraging women to get moving and give back.

Safety

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

1. Program: "Stop, Think, Connect" PSA
Date Aired: January 1, 2015 - March 31, 2015; aired 134 times
Length: 1:00
Summary: Public service announcement from Homeland Security to stop and think before you connect online. Be careful what you share and buy online.

2. Program: "No More" PSA
Date Aired: January 8, 2015 - March 31, 2015; aired 94 times
Length: 1:00
Summary: Public service announcement from the Joyful Heart Foundation. Help start the conversation and together we can end. Domestic violence and sexual assault.

3. Program: 24 Hour News 8 @ 10pm
Date Aired: January 22, 2015
Length: :48
Summary: Rockford Schools Superintendent Mike Shibler took to YouTube today in response to a recent rash of bomb threats the district has received. Shibler emphasizes that safety is the top priority... and that it's difficult to find who's making the threats because they're coming digitally. Local, state and federal authorities are all working the case.

4. Program: 24 Hour News 8 @ 10pm
Date Aired: February 23, 2015
Length: 2:45
Summary: When someone falls in the ice, it's up to these men and women to get them out. This is Lieutenant Clint Holt, a local expert in ice water rescue. Today he's teaching a ice water rescue safety class.

5. Program: "Art Van Webster House" PSA
Date Aired: February 26, 2015 - March 31, 2015; aired 185 times
Length: :30
Summary: Webster House Youth Services works to end teenage homelessness.

6. Program: 24 Hour News 8 @ 10pm
Date Aired: March 1, 2015
Length: :17
Summary: The Muskegon Heights Fire Department will be out on March 7th and 8th offering free installation of smoke alarms. The installations will be free, and they will also do a free safety inspection. Teams will have ID badges and safety information.

7. Program: 24 Hour News 8 @ 10pm
Date Aired: March 5, 2015
Length: :23
Summary: Here in West Michigan, the Kalamazoo Department of Public Safety is testing out a body camera pilot program and officers in Lowell have been wearing them for more than a year, and say they're useful. Grand Rapids officers don't wear body cameras, but last month we were told the city is evaluating them. City manager Greg Sundstrom hopes to have the entire department equipped with cameras by the end of the year.

Environment

Focusing on environmental issues impacting West Michigan communities.

1. Program: "Winter 1" PSA
Date Aired: January 8, 2015 - March 4, 2015; aired 83 times
Length: :30
Summary: Public service announcement on how to stay safe in winter Weather.

2. Program: "Winter 2" PSA
Date Aired: January 8, 2015 - March 4, 2015; aired 99 times
Length: :30
Summary: Public service announcement on how to stay safe in winter Weather.

3. Program: 24 Hour News 8 @ 10pm
Date Aired: January 18, 2015
Length: 1:15
Summary: A weak cold front has swept across the Great Lakes and flurries are possible overnight. Accumulating snow is possible with a weak system Monday night and Tuesday. Lake effect snow is likely for the rest of the week, and our next area wide chance for accumulating snow arrives Saturday.

4. Program: 24 Hour News 8 @ 10pm
Date Aired: January 21, 2015
Length: 1:43
Summary: Two years ago, water levels in Lake Michigan were at all-time lows, raising concerns throughout the Great Lakes Region. But new tonight -- 24 Hour News 8's Casey Jones is out on the lakeshore with what's behind the big lake's unprecedented rise.

5. Program: 24 Hour News 8 @ 10pm
Date Aired: January 23, 2015
Length: 1:43
Summary: Two years ago, water levels in Lake Michigan were at all-time lows, raising concerns throughout the Great Lakes region....Casey Jones is out on the lakeshore with what's behind the big lake's unprecedented rise.

6. Program: 24 Hour News 8 @ 10pm
Date Aired: February 12, 2015
Length: :15
Summary: Michigan Free Fishing Weekend Saturday, February 14 - Sunday, February 15 All fishing license fees are waived for Saturday and Sunday to allow anyone to enjoy fishing on both inland and Great Lakes waters for all species of fish. All fishing regulations still apply.

7. Program: 24 Hour News 8 @ 10pm
Date Aired: February 16, 2015
Length: :55
Summary: The federal government and local partners are pumping tens of millions of dollars into an initiative to clean up watersheds across the Great Lakes Region. The project is part of the federal farm legislation authored by Senator Debbie Stabenow and signed by the president last year. Today Stabenow, Senator Gary Peters and Indiana Senator Joe Donnelly were in St. Joseph to talk about the plan.

8. Program: 24 Hour News 8 @ 10pm
Date Aired: February 23, 2015
Length: :32
Summary: More than 84-percent of the Great Lakes are covered in ice. On Lake Erie - nearly 96-percent of the lake is covered in ice. The last time the lake was completely covered with ice was in 1996. Today - a Coast Guard Ice Cutter was out on the water, breaking up the ice near Cleveland to keep shipping lines open.

9. Program: 24 Hour News 8 @ 10pm
Date Aired: February 27, 2015
Length: :35
Summary: It's an attempt to keep little plastic balls -- called microbeads -- out of our lakes. Microbeads are found in face washes, hand soaps even some toothpastes. The legislation introduced in Michigan would ban products with microbeads in them from being sold starting in 2019. The biggest issue...fish eat the plastic and then we eat the fish.

10. Program: 24 Hour News 8 @ 10pm
Date Aired: March 19, 2015
Length: 1:10
Summary: Even though otters are native to Michigan, seeing them this far south is rare. Most sightings are in or just outside of the upper peninsula. The man who took this video, Bruce Ling, says he sees otters all the time. Still the DNR says this may be the first time they've ever had a report of an otter on the Grand River.