



## Issues Report

### Second Quarter 2016

#### 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

## April - June 2016

<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.
• Maranda Where You Live	Monday - Friday	4:30 p.m. - 5:00 p.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.

“Maranda Where You Live” is a locally produced daily half-hour program featuring information, insights and inspiration for West Michigan parents.

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: Learning PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from Understood.org. Understood.org is a free resource for families with learning and attention issues supported by 15 nonprofit organizations.
2. Program: HS Diploma PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Dollar General Literacy Foundation. Skip the drama and get your diploma, it will make applying for jobs easier.
3. Program: College Ed PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from Get Schooled. Get Informed, Get Educated and Get Schooled. There are resources to help you apply and get into college.
4. Program: Maranda Where You Live  
Date Aired: April 4, 2016  
Length: 2:45  
Summary: Our Grandma on the Go profiles an early childhood reading program at Grand Rapids Public Library.

5. Program: Maranda Where You Live  
Date Aired: April 8, 2016  
Length: 6:38  
Summary: We go inside the construction and renovation of the DeVos Learning Center at the Ford Presidential Museum. The center will be a place for kids to learn about government, civics and law.

6. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 10, 2016  
Length: :24  
Summary: The State Board of Education drafted guidelines that would allow students to use the bathroom that matches their gender identity. The public comment period on the guidelines initially ended tomorrow. The Board extended the comment period another 30 days -- meaning now you have until May.

7. Program: Maranda Where You Live  
Date Aired: April 11, 2016  
Length: 22:00  
Summary: Entire show on educating your children on politics and the heated US Presidential race. We talk with our political reporter and 2 parents who are trying to work with their own children and talk about the election.

8. Program: Maranda Where You Live  
Date Aired: April 14, 2016  
Length: 3:09  
Summary: Maranda sits down with Pine Rest Mental Health Services to talk about test anxiety for students. We talk about fears and physical symptoms students are facing everyday in the classroom.

9. Program: Maranda Where You Live  
Date Aired: April 15, 2016  
Length: 22:00  
Summary: Entire program on the new Michigan Standardized testing for elementary, middle and high school students. We asked community members, business leaders and parents to take the test, to see what the changes mean for students and what the tests are really like.

10. Program: Maranda Where You Live  
Date Aired: April 19, 2016  
Length: 10:36  
Summary: Maranda profiles AppleTree Learning Center. They offer children infant through school age childcare and early education. The classrooms are divided according to age and the day is structured like school but is age appropriate.

11. Program: Maranda Where You Live  
Date Aired: April 26, 2016  
Length: 3:02  
Summary: We look at ZQUEST, a program at Zeeland Public Schools, where students practice reading with a canine companion. Reading with a dog gets kids excited about reading.

12. Program: Maranda Where You Live  
Date Aired: May 3, 2016  
Length: 22:00  
Summary: Entire show on the Kent Career Technical Center. They offer 22 different programs to students in all Kent County Schools. Many of them are STEM-related, in-demand careers like Mechatronics, Information Technology, Design Lab and Engineering and Architectural design.

13. Program: Maranda Where You Live  
Date Aired: May 4, 2016  
Length: 5:14  
Summary: We talk with Ferris State University and parents and college students about making the transition from college to home-for-the-summer a smooth one.

14. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 16, 2016  
Length: :28  
Summary: Now to Flint - where a new partnership will give early childhood education programs to more families impacted by the water crisis. The University of Michigan and the Flint Community Schools district says the 'Great Expectations Early Childhood Program' will offer the same teaching methods used at the university's on-campus Development Center. Right now... the center has a waiting list of more than 300 children. Under the new partnership, families with children ages three to five may access services for free.

15. Program: Maranda Where You Live  
Date Aired: May 23, 2016  
Length: 22:00  
Summary: Entire show on an event called MiCareerQuest held every year at DeVos Place. Thousands of West Michigan high school students have the ability to explore hundreds of career fields. It focused on key segments of West Michigan industry including construction, healthcare, IT and manufacturing.

16. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 25, 2016  
Length: 2:45  
Summary: This week our Target 8 investigators are showing you systemic failures and deadly concerns involving Michigan daycares. The reality... parents are often forced to go with 'price' over quality. Target 8 investigator Marlee Ginter digs into what the state 'is' and is 'not' doing to help parents get the childcare they need. Here's one tool to help you find daycare in your neighborhood. The state department of education runs Great Start to Quality... with a federal grant. If you click on the link for parents... you'll be able to fill in your address and find daycare in your neighborhood... see what they charge... and even see how they're rated.

17. Program: Maranda Where You Live  
Date Aired: June 1, 2016  
Length: 5:07  
Summary: Ottawa Area Intermediate School District has tips for parents for helping to prevent summer learning loss.

18. Program: Maranda Where You Live  
Date Aired: June 13, 2016  
Length: 4:14  
Summary: Maranda kicks off the Summer Reading Club, an annual program to encourage kids to read in the summer. They sign up at their local libraries and then can win prizes based on how much they read.

19. Program: Maranda Where You Live  
Date Aired: June 20, 2016  
Length: 9:17  
Summary: Profile of Special Education programs at Byron Center High School.

20. Program: 24 Hour News 8 @ 10pm  
Date Aired: June 28, 2016  
Length: :36  
Summary: This morning both the University of Michigan and Michigan State University say they're seeing a record number of freshman applications. According to the Ann Arbor news, the university says its logged 55-thousand-500 freshman applications. That's seven percent more than last year. This is the tenth year in a row U of M has broken the freshman application record. Michigan State University says it has received about 37-thousand-500 freshman applications -- a three-point-eight percent increase from last year. This is the seventh year in a row m-s-u has seen a record application year.

## Health & Fitness Issues

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

1. Program: Stroke Safety PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Stroke Association. Spot a stroke, learn the signs of a stroke and you can save a life.

2. Program: Brain Health PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Administration for Community Living. Learn what you can do to keep your brain healthy as you age.

3. Program: Binge Eating PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Binge Eating Disorder Association. Binge Eating Disorder is real and the most common eating disorder.

4. Program: Maranda Where You live  
Date Aired: April 6, 2016  
Length: 2:53  
Summary: Profile of the Feelin' Good Mileage Club, a running program for elementary school children. It teaches the importance of health and fitness and helps kids train for the Fifth Third Junior.

5. Program: Maranda Where You Live  
Date Aired: April 12, 2016  
Length: 22:00  
Summary: Entire show to preview the Gazelle Girl Half Marathon and 5K. We talk with Priority Health about their Champions program, we talk with a first time 5-k runner who has been blogging about her couch-to-5k program. We also talk with Gazelle Sports about the event and women about why they run.
6. Program: Maranda Where You Live  
Date Aired: April 19, 2016  
Length: 5:06  
Summary: Promotion for the 2nd Annual Bridge Walk. Held by Hope Network to bring together families of children with autism.
7. Program: Maranda Where You Live  
Date Aired: April 21, 2016  
Length: 4:16  
Summary: The West Michigan Dental Society discusses tooth trauma during Facial Protection Month. About 50% of student athletes suffer from dental injuries.
8. Program: Maranda Where You Live  
Date Aired: April 25, 2016  
Length: 22:00  
Summary: Entire show from the new Mary Free Bed YMCA. It's the first in the world to receive the Universal Design Award from Syracuse University, which means it is accessible to people of all abilities. There are no stairs, and no transition strips between floors. They offer classes for all abilities. There's a greenhouse inside the new Y that includes a teaching kitchen. The greenhouse provides plants for the YMCA Veggie Van.
9. Program: Maranda Where You Live  
Date Aired: April 26, 2016  
Length: 7:14  
Summary: Profile of the Pine Rest Mother and Baby Program, a special place for mothers and babies. It's an intensive day treatment program for women who struggle with perinatal mood disorders including depression, anxiety, mood swings, anger, and insomnia.

10. Program: Maranda Where You Live  
Date Aired: April 26, 2016  
Length: 4:01  
Summary: We go inside the Small Baby Unit at Helen DeVos Children's Hospital. The unit cares for babies born at less than 27 weeks.
11. Program: Maranda Where You Live  
Date Aired: April 28, 2016  
Length: 6:04  
Summary: April is Autism Awareness month and Maranda looks at a one-of-a-kind center for children. Wedgwood Christian Services does comprehensive behavior intervention for children ages 18 months to 6 years who has autism spectrum disorders.
12. Program: Maranda Where You Live  
Date Aired: April 28, 2016  
Length: 5:04  
Summary: Maranda profile the Grand Rapids Football Club. The minor league soccer team started last year and partner with Spectrum Health Sports Medicine to make sure players stay healthy.
13. Program: Maranda Where You Live  
Date Aired: May 4, 2016  
Length: 4:42  
Summary: We go shopping with Spectrum Health for a grocery store tour at Meijer. They hold tours to teach families how to make smarter and healthier choices while shopping.
14. Program: Maranda Where You Live  
Date Aired: May 5, 2016  
Length: 4:42  
Summary: Maranda talks with dietitians from Helen DeVos Children's Hospital Healthy Weight Center about portion control. The center helps guide children and their parents through the information they need to be healthy and manage their weight.

15. Program: Maranda Where You Live  
Date Aired: May 5, 2016  
Length: 2:56  
Summary: Pine Rest Christian Mental Health Services talks about the negative impact food can have in our lives. They counsel kids about eating, moderation and labeling their foods.
16. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 7, 2016  
Length: :26  
Summary: IF you can't make it to the Kalamazoo marathon -- don't worry. We're one week away from the fifth third river bank run. You can sign up for the five-k, ten-k or 25-k online until 11-59 monday night. After that you can only register at the sports and fitness expo next Friday. We're going to bring you complete coverage of the riverbank run -- live from the start line to the finish line. Join us for a special edition of Daybreak, from 5 until 10 -- next Saturday.
17. Program: Maranda Where You Live  
Date Aired: May 10, 2016  
Length: 5:10  
Summary: We profile the Miles of Smiles Program, that brings a bus to Ottawa County Schools to provide free dental services to children up to age 20.
18. Program: Maranda Where You Live  
Date Aired: May 10, 2016  
Length: 3:57  
Summary: Dentist from Kingma Pediatric Dentistry discusses keeping kids teeth safe during sports activities.
19. Program: Maranda Where You Live  
Date Aired: May 12, 2016  
Length: 22:00  
Summary: Entire show on the Fifth Third Junior, a race that occurs 3 days prior to the Fifth Third Riverbank Run in Grand Rapids. The race is for kids and every year draws thousands of kids who have taken part in training called the Feelin' Good Mileage Club.

20. Program: Maranda Where You Live  
Date Aired: May 13, 2016  
Length: 22:00  
Summary: Entire show to preview the Fifth Third Riverbank Run, the largest 25K in the country. We talk with race organizers, runners, and organizations brought in to help support the runners and walkers.
21. Program: Maranda Where You Live  
Date Aired: May 24, 2016  
Length: 5:41  
Summary: Maranda takes a look at the strong connection between physical and mental health with staff at Hope Network and MVP Sports.
22. Program: Maranda Where You Live  
Date Aired: June 1, 2016  
Length: 2:17  
Summary: Preview of the LPGA Classic 5k with Dathan Ritzenhein, Rockford native and former Olympic runner.
23. Program: 24 Hour News 8 @ 10pm  
Date Aired: June 2, 2016  
Length: :48  
Summary: Tonight health officials tell us an E. coli outbreak linked to flour has sickened four people statewide -- including two right here in West Michigan. There have been cases in Kent, Ottawa, Oakland and Ingham counties. The Kent County resident was hospitalized back in February...according to the health department. Health officials say nationally...38 people in 20 states have been infected between late December 2015 and early May of this year.

24. Program: 24 Hour News 8 @ 10pm  
Date Aired: June 27, 2016  
Length: :23  
Summary: The Kent County Health Department announced its fourth annual Food Safety Award winners today. Out of the 17-hundred restaurants eligible for the award... only 548 facilities made the cut. In order for a restaurant to win - it had tough criteria to meet... including no repeated violations for the year. The winning restaurants each got a sign to hang in their business' window. We have the full list of the restaurants at [woodtv.com](http://woodtv.com).

25. Program: 24 Hour News 8 @ 10pm  
Date Aired: June 28, 2016  
Length: :25  
Summary: A public health advisory for Sunset Lake in Kalamazoo County remains in effect -- because of high levels of E. coli. Samples taken on the 20th of June and yesterday from the beach in Vicksburg failed the state's water quality standards for total body contact. Signs have been posted at the beach warning the public to use caution when coming into contact with the water at Sunset Lake. Samples will be collected again tomorrow. We'll let you know when the beach reopens.

# 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: Veterans PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from the US Department of Veterans Affairs. Reach out to the veterans in your life, let them know they are not alone.
  
2. Program: Pet Adoption PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Shelter Pet Project. A person is the best thing to happen to a shelter pet, you can be that person.
  
3. Program: Local Volunteer PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: :30  
Summary: Volunteering is a great way to give back to your community. Here are some links to get you started.
  
4. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 2, 2016  
Length: :43  
Summary: The Jackson community honored a Virginia State Trooper -- killed in the line of duty today. Chad Dermeyer is a Jackson native and once worked on the town's police force. Today flags in the town were lowered to half mast. Dermeyer was taking part in a counter-terrorism training exercise at a Greyhound Station in Richmond, Virginia Thursday -- when he was shot and killed. In Virginia -- Dermeyer's patrol car now sits outside of the station with a black ribbon and flowers across the hood.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 17, 2016  
Length: 2:48  
Summary: She was shot during the Kalamazoo Shooting Spree two months ago -- and incredibly she survived her injuries.... Today Tiana Carruthers got a special gift from the community that has embraced her in the midst of the tragedy....We also had a chance to speak with her one on one -- her first T-V interview since the shootings.

6. Program: Maranda Where You Live  
Date Aired: April 19, 2016  
Length: 3:15  
Summary: Profile on Family Futures, a local non-profit organization that works to support children, strengthen families and shape the community by connecting families with resources and programs.

7. Program: Maranda Where You Live  
Date Aired: April 21, 2016  
Length: 1:50  
Summary: Fifth Third Bank announces plans for this year's Fifth Third Riverbank run to be held in May.

8. Program: Maranda Where You Live  
Date Aired: May 2, 2016  
Length: 6:41  
Summary: Profile the Michigan's Women's Foundation awards luncheon. It brought 2,500 young women from 23 high schools and 10 colleges. They also held an Empowerment Forum for area female high school students to learn from female entrepreneurs and business leaders.

9. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 7, 2016  
Length: :55  
Summary: A West Michigan Woman went to the Grand Rapids Art Museum's Galatic Gala tonight -- expecting a night of fun to celebrate the disco era. What Erin Sarber got during her volunteer experience was much more shocking. That's Army Captain Michael Sarber -- back home for the first time in 8 months. He actually flew in last night -- but wanted to save the surprise for his wife Erin. We spoke to her after the surprise -- and she still couldn't believe Michael was home. Get this. The Sarber's 4 kids.... still don't know -- unless they're watching this right now. They're surprising them tomorrow morning.

10. Program: Maranda Where You Live  
Date Aired: May 9, 2016  
Length: 22:00  
Summary: Entire show on Make-A-Wish Michigan ahead of their annual gala. We talk with Wish families, event and program organizers and volunteers helping to make wishes come true.

11. Program: Maranda Where You Live  
Date Aired: May 10, 2016  
Length: 3:41  
Summary: Preview of the Meijer LPGA Classic coming to Blythefield Country Club in mid-June.

12. Program: 24 Hour New8 @ 10PM  
Date Aired: May 13, 2016  
Length: 1:00  
Summary: The 8th Annual Connecting with Community Awards were held tonight. The eight finalists were at the U-I-C-A to celebrate and recognize the work they've doing to help the community. This year's award goes to "Mind Meets Music." It's a unique early education program that teaches literacy through music. There was a new twist this year too, giving the public a chance to pick their winner. The first-ever "community choice Award" went to a group of organizations that raise awareness about mental illness.

13. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 13, 2016  
Length: 1:05  
Summary: Tonight we celebrated our 8th Annual Connecting with Community Awards. All eight finalist groups came out to the UICA to celebrate, honor and recognize the work they are all doing to help our community. The Connecting with Community Award winner was Mind Meets Music, a unique early education program that teaches literacy through music.

14. Program: Maranda Where You Live  
Date Aired: May 26, 2016  
Length: 22:00  
Summary: Entire show from Fifth Third Ballpark with the West Michigan Whitecaps. We take a look at their community efforts and what's new this year at the ballpark.

15. Program: Maranda Where You Live  
Date Aired: June 2, 2016  
Length: 2:59  
Summary: Profile of a program between John Ball Zoo and Priority Health called Senior Days. Anyone age 62 or older get in for just \$4. They also have Silver Explorers, each week they take participants on an hour-long walk through the zoo.

16. Program: Maranda Where You Live  
Date Aired: June 3, 2016  
Length: 22:00  
Summary: Entire show from Festival of the Arts in Grand Rapids. An annual arts festival that's completely run and organized by volunteers.

17. Program: Maranda Where You Live  
Date Aired: June 7, 2016  
Length: 4:40  
Summary: Profile of the food banks that benefit from the Meijer LPGA Classic for Simply Give.

18. Program: Maranda Where You Live  
Date Aired: June 14, 2016  
Length: 22:00  
Summary: Entire show from the newly renovated Ford Presidential Museum in Grand Rapids. The renovations include the DeVos Learning Center, a place for kids to learn about government and civics.

19. Program: Maranda Where You Live  
Date Aired: June 21, 2016  
Length: 22:00  
Summary: Entire show wrapping up their Meijer LPGA Classic for Simply Give. It raised \$850,000 for local foodbanks in West Michigan.

# Safety

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

1. Program: Homeland PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Department of Homeland Security. Protect yourself every day, report suspicious activity, if you see something say something.
2. Program: Safe Cleaning PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from Understood.org. Protect our kids by practicing safe storage for laundry cleaning packets.
3. Program: Radon Gas PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: 1:00  
Summary: Public service announcement from the EPA. Test your home for Radon Gas. It's dangerous and hard to detect.
4. Program: Fire Safety PSA  
Date Aired: April 1, 2016 - May 3, 2016  
Length: :30  
Summary: Follow these simple tips to keep you and your family safe from home fires.
5. Program: Identity Theft PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: :30  
Summary: Follow these simple tips to save your money and help prevent identity theft.

6. Program: Online Safety PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: :30  
Summary: Follow these simple tips to protect you and your family online.

7. Program: Phone Fraud PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: :30  
Summary: Follow these simple tips to protect you and your family from phone fraud.

8. Program: Distracted Driving PSA  
Date Aired: April 1, 2016 - June 30, 2016  
Length: :30  
Summary: Don't drive distracted, it's not worth it. Follow these tips to protect yourself and other drivers.

9. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 1, 2016  
Length: :51  
Summary: Due to safety concerns... voting at schools may become a thing of the past. The city of battle creek announced that they have moved all of the precincts in schools to other locations to keep kids safe. The city clerk, says the effort to move polling out of schools started in 2012 after the Sandy Hook Elementary School shooting. Battle Creek public schools moved their precincts in 2013. Until now, Lakeview schools stuck it out and added extra security on elections days. But the recent local school threats over social media, have added to the anxiety.

10. Program: Maranda Where You Live  
Date Aired: May 16 and 17, 2016  
Length: 44:00  
Summary: 2 entire shows on a program called "Every 15 Minutes" We followed along on a scenario acted out all day at a West Michigan high school. The scenario acts out the impact of drunk driving crashes and deaths. Kids are pulled from their classrooms, as victims. Students are taken to the crash scenes, we go inside the homes of the "victims" as parents read letters they write to their "deceased" children. Talk with students about the impact of seeing this scenario first hand.

11. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 22, 2016  
Length: 2:19  
Summary: First tonight -- River Rescue....A Kayak overturns leaving a man stuck in the chilly waters of the Grand...We sent our crew out there as soon as we heard of the rescue in progress. And tonight -- We're one-on-one with the man who rescue crews pulled to safety...As you can imagine -- Robert Colby is exhausted... and looked to be in a bit of a daze after the rescue tonight... He says it all happened so fast... and now a long trip ended as he recovers from the ordeal...

12. Program: Maranda Where You Live  
Date Aired: May 23, 2016  
Length: 3:30  
Summary: Helen DeVos Children's Hospital discusses car seat safety during a training event for parents and kid.

13. Program: Maranda Where You Live  
Date Aired: June 22, 2016  
Length: 2:03  
Summary: Michael McLeieer of ESCAPE Fire Safety previews his part of the Maranda Park Party in Wyoming and their mobile trailer that teaches kids about fire safety.

14. Program: Maranda Where You Live  
Date Aired: June 30, 2016  
Length: 1:30  
Summary: Michael McLeieer of ESCAPE Fire Safety and fire fighters from 7 other departments demonstrate fire safety gear and firefighting equipment at the Maranda Park Party in Muskegon.