



## Issues Report

Second Quarter 2015

### 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 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: Grand Valley State University "Education with GRPS" PSA  
Date Aired: April 1 2015 - May 1, 2015  
Length: :30  
Summary: Grand Valley State University believe education is important to our youth, along with the importance of Grand Rapids Public Schools
  
2. Program: "Puppy" PSA  
Date Aired: April 6, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from Best Friends.org. Adopt your pets from a shelter and not a puppy mill.
  
3. Program: "Invest in Education" PSA  
Date Aired: April 6, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from the United Negro College Fund. A mind is a terrible thing to waste, and you can invest in our kids future with college scholarships.
  
4. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 7, 2015  
Length: :21  
Summary: Starbucks announced Monday that the company will offer their employees four year's of tuition at Arizona State University's online program. All employee's are eligible as long as they don't already have a four year degree. Starbucks says the tuition reimbursement program is aimed at helping its staff, particularly underprivileged young workers, afford the education they need to succeed.

5. Program: "Nature Explore" PSA  
Date Aired: April 8, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from the Arbor Day Foundation. Kids growing minds and bodies grow better when they are connected with nature.
6. Program: "A Diploma is Forever" PSA  
Date Aired: April 13, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from the Hispanic Scholarship Fund. One out of every four kids is Hispanic, and the Hispanic Scholarship Fund is here to help them pay for college.
7. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 28, 2015  
Length: :24  
Summary: Looking ahead this week - the First Lady is making a stop in Michigan. First Lady Michelle Obama will speak to students during a citywide 'college signing day' in Detroit. According to the White House, more than 15-hundred kids from more than 40-high schools will participate in Friday's rally at Wayne State University. She is expected to highlight the importance of students pursuing and completing some form of higher education.
8. Program: Grand Rapids Community Foundation "Encore" PSA  
Date Aired: May 1, 2015 - June 30, 2015  
Length: :30  
Summary: Grand Rapids Community Foundation is proud to support and the national encore movement that educations and encourage people in the 50s and 60s that there is more that retirement and how they can have a second act for a greater Grand Rapids.

9. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 8, 2015  
Length: :20  
Summary: Davenport University announced a 25 million dollar fundraising campaign today --- It is 2 years into a five year campaign to expand areas of the college. The plans include a new three-story college of business facility and more investment in its college of Urban Education. The University's President told us today they've already raised half the money they need.

10. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 18, 2015  
Length: :22  
Summary: Muskegon County is trying to offer every student -- whether they go to public or private school -- a college education. The plan is...if a student has a 3-point-5 g-p-a and lives in Muskegon County I-S-D's boundaries -- they would get a scholarship to go to Muskegon Community College or Baker College for an Associates degree. But, as 24 Hour News 8's Dani Carlson, they are hitting some road blocks.

## Health & Fitness Issues

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

1. Program:           Huntington Bank “Kids Food Basket” PSA  
Date Aired:        April 1, 2015 - June 30, 2015  
Length:             :30  
Summary:           Kids Food Basket is a organization that packs snack supper for underserved kids, to help them stay healthy and have enough to eat.
  
2. Program:         "Feeding Hope" PSA  
Date Aired:        April 3, 2015 - June 30, 2015  
Length:             1:00  
Summary:           Public service announcement from the National Eating Disorders Association. Eating disorders don't discriminate and 30 million Americans will suffer. There are resources available to help you get on the road to recovery
  
3. Program:         Art Van Furniture “Benjamin’s Hope” PSA  
Date Aired:        April 10, 2015 - June 25, 2015  
Length:             :30  
Summary:           Benjamin’s Hope is a place for children with disabilities to grow, live and learn and where families have get the help they need.
  
4. Program:         24 Hour News 8 @ 10pm  
Date Aired:        May 4, 2015  
Length:             :16  
Summary:           More than 8-thousand 800-people ran the marathon, half marathon, 10K and 5K in the annual Borgess "Run for the Health of it" event yesterday. Temps were reaching 80 degrees around noon. Organizers had a plan in place to deal with heat exhaustion.. but said there were no major issues.

5. Program: "Are You Dense" PSA  
Date Aired: May 8, 2015 - May 31, 2015  
Length: 1:00  
Summary: Public service announcement discussing the importance of a mammogram and alerting women to the issue of density.

6. Program: "Awkward" PSA  
Date Aired: May 21, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from Partnership for Drug-Free Kids. Most people don't know what to say about drugs but there are resources to help you learn what to say.

7. Program: "Optimism" PSA  
Date Aired: May 21, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from the American Parkinson Disease Association. Parkinson effects 1 million Americans, yet there is no cure. Together we can ease the burden and find a cure.

8. Program: 24 Hour News 8 @ 10pm  
Date Aired: June 22, 2015  
Length: :56  
Summary: This morning about two dozen teenagers started a week long G-R-P-D Youth Police Academy. The program is for 17 and 18 year olds from in and around Grand Rapids. The academy is a week long program where students get hands on experience showing what its like to be an officer. They will learn about Physical Fitness, investigations, defensive tactics, interview skills and will spend time on the gun range. The youth academy is part of the department's "grow your own" recruitment strategy.

## 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: "At Ease" PSA  
Date Aired: April 6, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from the Wounded Warrior Project. It's our duty to thank you by bringing you home and safe with life-long programs.
2. Program: "Help Nepal Now" PSA  
Date Aired: April 6, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from UNICEF United States Fund. Help in the relief from the deadly earthquakes in Nepal by supporting UNICEF.
3. Program: Live Local. Give Local - Lace up to support Girls On The Run  
Date Aired: April 8, 2015  
Length: 3:00  
Summary: The Gazelle Girl Run 5K and half marathon is coming up on April 19, so it's time to step up your training and step out for a good cause! The race benefits four charity partners, including Kent County Girls on the Run.
4. Program: Live Local. Give Local. - LiveArts Raises \$1.2 Million  
Date Aired: April 30, 2015  
Length: 3:00  
Summary: LiveArts is the first of its kind performance where brilliant sights and sounds are infused into a storytelling adventure. The program celebrates living arts, while incorporating four major performance art organizations including the Grand Rapids Symphony, Grand Rapids Ballet, Opera Grand Rapids and Broadway Grand Rapids.



5. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 2, 2015  
Length: :31  
Summary: It's become an annual event...In fact this is the seventh year for annual Westside community cleanup. Equipped with vests and gloves - crews fanned out to cover territory from the banks of the Grand River to the John Ball Zoo and both sides of 196. We caught up with volunteer who attends church on the west side and says participating in the cleanup is her way of giving back.

6. Program: Live Local. Give Local. - Habitat for Humanity Women Build  
Date Aired: May 7, 2015  
Length: 3:00  
Summary: There's no place like home. Habitat for Humanity wants everyone to experience that feeling. The first week in May, Habitat for Humanity celebrates and empowers women through the Women Build Program across the country. The Lakeshore Habitat for Humanity is taking part in the Women Build again this year, which has attracted volunteers from across West Michigan. Since 1990, Lakeshore Habitat for Humanity has served more than 150 families and 700 individuals.

7. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 9, 2015  
Length: 1:45  
Summary: If you're running in the river bank run for the first time it's an exciting experience...Well this next Grandville mom - has been involved in the race for years - but always as a volunteer. But this year she decided to lace them up and give it a go - and for good reason.

8. Program: Connecting with Community Awards "Congrats ELNC" PSA  
Date Aired: May 15, 2015 - June 30, 2015  
Length: :30  
Summary: Early Learning Neighborhood Collaborative won the connecting with Community Awards by targeting underserved neighborhoods around Grand Rapids that need access to quality preschool programs.

9. Program: "Recycle" PSA  
Date Aired: May 21, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from the Ad Council/  
IwantToBeRecycled.org. Give your garbage another life and  
recycle. Keep America beautiful.
10. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 29, 2015  
Length: 2:10  
Summary: For thousands of families the organization "Wings of Mercy"  
has proven to be invaluable at a critical time in life. The non-  
profit uses volunteer pilots to fly people suffering from an  
illness to the best care possible in hospitals throughout most  
of the country. Tonight, we're learning instead of always flying  
people elsewhere -- they're now busy bringing people \*to\* West  
Michigan.
11. Program: "We Are the Wild" PSA  
Date Aired: June 2, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from the Wilderness Society. We  
need the wilderness. We need to protect it and preserve it for  
us and our children.
12. Program: Art Van Furniture "Charity Challenge" PSA  
Date Aired: June 6, 2015 - June 22, 2015  
Length: :30  
Summary: The Art Van Charity Challenge supports local charities around  
West Michigan. You can get involved and support them too, so  
they can continue to do their great work that helps others.
13. Program: "Let's Go To Bat for Kids" PSA  
Date Aired: June 8, 2015 - June 30, 2015  
Length: :30  
Summary: Public service announcement from the Catholic Charities West  
Michigan. Support the Catholic Charities West Michigan and  
the work they do in our community like feeding those in need  
at God's Kitchen.

# Safety

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

1. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 2, 2015  
Length: :51  
Summary: The U-S Department of Transportation is kicking off a new campaign aimed at reducing distracted driving accidents. From April 10th to April 15th, state and local law enforcement agencies will be extra vigilant about enforcing anti-texting laws. Based on government reports, distracted driving, especially among young drivers, has become one of the biggest safety risks on our roads.

2. Program: "Out of the Shadows" PSA  
Date Aired: April 3, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from the Department of Human Services' Blue Campaign. We need to have one voice and one mission to help end human trafficking

3. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 30, 2015  
Length: :54  
Summary: It's not the News Ford was looking for... 4 recalls of ford vehicles this week alone. And the National Highway Traffic Safety Administration has taken the unusual step of issuing its own statement - urging Ford owners to get these recalled vehicles in for repair as soon as possible.

4. Program: "Pool Safety" PSA  
Date Aired: May 26, 2015 - June 30, 2015  
Length: 1:00  
Summary: Public service announcement from the US Consumer Product Safety Commission. Drownings are the number one accidental death for children. Take steps to prevent this by teaching your kids to swim, using fences and keeping them under supervision in a pool.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: June 2, 2015  
Length: :16  
Summary: Officers in east grand rapids will join the growing list of officers wearing body cameras. Last night the city commission approved a budget for the next year. It includes money for new body cameras for the department of public safety. This is the first time they will wear the cameras.