



## Issues Report

### Third 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

## July - September 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: Maranda Where You Live  
Date Aired: July 5, 2016  
Length: 22:00  
Summary: Entire show on sustaining education during the summer, we look at programs at the Air Zoo including their summer camps, science experiments and their interactive exhibit that shows the influence of pop culture on technology.

2. Program: All Can Read PSA  
Date Aired: July 19, 2016 - September 30, 2016  
Length: 1:00  
Summary: Public service announcement from the National Library Service for the Blind and Physically Handicapped. Whatever your needs are, blind or physically handicapped, the National Library Service of the Library of Congress can help.

3. Program: Water Forests PSA  
Date Aired: July 19, 2016 - September 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Arbor Day Foundation. 180 million Americans depend on our forests for our drinking water, help replant our forests.

4. Program: Maranda Where You Live  
Date Aired: July 19, 2016  
Length: 7:04  
Summary: Our Grandma on the Go checks out Earth Explorers at the Grand Rapids Public Museum. Teaching kids about science, history and our earth, while school is out for the summer.

5. Program: Maranda Where You Live  
Date Aired: August 10, 2016  
Length: 3:25  
Summary: Preview of the Kingdom Life Ministries Back to School Carnival. The annual carnival helps kids get ready to go back to school with free backpacks, school supplies, and haircuts. It's also a fun event for the whole family with hot dogs, snacks, face painting, music, games, prizes, and more.

6. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 10, 2016  
Length: :25  
Summary: The Battle Creek based W.K. Kellogg Foundation is giving 7 million dollars to nonprofits and organizations in flint -- as the city continues to deal with its water crisis. The money is aimed to help children and families. The foundation's President June Montgomery Tabron said in a statement it's an "opportunity to join our philanthropic partners ... in helping ensure responsive health care, quality early education and an economically thriving city."

7. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 18, 2016  
Length: :27  
Summary: Soon Grand Rapids will offer professional development for teachers across the state. Grand Valley State University is teaming with Grand Rapids Public Schools and Kent Intermediate School district for an event called "Fair Share Nation." It's meant to bring teachers together with national experts to brain storm creative and innovative ideas about education. These meetings will held at the Grand Rapids Public Museum. We'll let you know when the dates and times are announced.

8. Program: Maranda Where You Live  
Date Aired: August 22, 2016  
Length: 2:22  
Summary: Maranda learns all about the Kent District Libraries new bike rental program. You can check out books now and bikes.

9. Program: Maranda Where You Live  
Date Aired: August 22, 2016  
Length: 2:49  
Summary: Ferris State University offers tips for freshman and their parents as kids head to college for the first time.
10. Program: Maranda Where You Live  
Date Aired: August 25, 2016  
Length: 22:00  
Summary: Entire show dedicated to back-to-school. Maranda talks with leaders from the Kent Intermediate School District, how kids are getting free new backpacks for the year and with doctors about treating acne.
11. Program: Dare PSA  
Date Aired: August 26, 2016 - September 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Ad Council & Teach.org. Dare to make a different, dare to be a teacher, change a kid's life.
12. Program: Maranda Where You Live  
Date Aired: August 29, 2016  
Length: 22:00  
Summary: Entire show from Ferris State University on all the aspects of getting your kids, especially freshman, ready for college.
13. Program: Maranda Where You Live  
Date Aired: August 30, 2016  
Length: 3:10  
Summary: Profile of Hope Network's Back to School carnival for kids.
14. Program: Maranda Where You Live  
Date Aired: August 30, 2016  
Length: 3:26  
Summary: Pine Rest Christian Mental Health Services provides back to school tips for parents and kids.

15. Program: Maranda Where You Live  
Date Aired: September 1, 2016  
Length: 3:03  
Summary: Profile of the In the Image SHOES program that provide brand new athletic shoes for the new school year.

16. Program: 24 Hour News 8 @ 10pm  
Date Aired: September 3, 2016  
Length: 1:15  
Summary: Republican Presidential Candidate Donald Trump was back in Michigan today. He spoke to members of a black church in Detroit...saying he wants to fix problems that the our state's largest city has with it's economy. Trump read scriptures and danced to songs at the "great faith ministries international church"... Where he said, he came to listen. He said he understands the African-American community has suffered from discrimination... And that there are many wrongs that need to be made right. Trump also told the crowd that the nation needs a civil rights agenda for our time... One that ensures a better education and good jobs.

17. Program: Maranda Where You Live  
Date Aired: September 6, 2016  
Length: 22:00  
Summary: September 6 is the first day back to school for the majority of kids across our area. We talk with the School Supply Santa on her efforts to help kids, as well as parents, teachers and students on their first day. Also focus on getting kids into the dentists for back to school checkups.

18. Program: 24 Hour News 8 @ 10pm  
Date Aired: September 6, 2016  
Length: :37  
Summary: I-T-T Technical Institute is officially shutting down. Campus's across the country, including the one in Wyoming... shut their doors. The for-profit college is eliminating the majority of their 8-thousand employees, after the Department of Education barred the parent company of ITT tech from enrolling students on federal aid. Several days later, the school halted enrollment of all new students. The company operates more than 130 campuses across the country and has more than 40-thousand students in both undergraduate and graduate programs. We're out talking to students left in the lurch right now

19. Program: Maranda Where You Live  
Date Aired: September 14, 2016  
Length: 3:14  
Summary: Our Grandma on the Go learns about video games as a tool for parents, grandparents and children to connect. She visits Ferris State University where students talk about how video games help with fine motor skills, reactionary skills and decision making.

## Health & Fitness Issues

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

1. Program: Maranda Where You Live  
Date Aired: July 11, 2016  
Length: 3:03  
Summary: Profile of Spectrum Health's programs for student athletes and how they help them all year long.
  
2. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 15, 2016  
Length: :26  
Summary: Once again -- e coli has prompted a warning from health officials in Kalamazoo county. They're advising visitors to sunset lake park in Vicksburg to stay out of the water. The beach has had issues this summer -- testing above normal standards for e coli over the last 30 days. Warning signs are posted at the beach. Health officials will collect samples again on Monday. Results should be back on Tuesday morning. Once the water is back to normal... the warning will be lifted.
  
3. Program: Pest World.org PSA  
Date Aired: July 19, 2016 - September 30, 2016  
Length: 1:00  
Summary: Public service announcement from the National Pest Management Association. Around the world infectious diseases are spread by air borne pests like ticks and mosquitos, get the facts you need to help protect your family.
  
4. Program: Safe Pharmacy PSA  
Date Aired: July 19, 2016 - September 30, 2016  
Length: 1:00  
Summary: Public service announcement from the National Association of Boards of Pharmacy. Don't take fake or fraudulent prescriptions. Be safe when purchasing online prescriptions.



5. Program: I'm not OK PSA  
Date Aired: July 19, 2016 - September 30, 2016  
Length: 1:00  
Summary: Public service announcement from the US Department of Veterans. Suicide prevention is everyone's responsibility, Listen to the service member or veteran in your life.

6. Program: Maranda Where You Live  
Date Aired: July 25, 2016  
Length: 22:00  
Summary: Entire show dedicated to kids and pot. We explore the growing concerns due to medical marijuana being more readily available in our communities. We talk with prosecutors, police officers, counselors, parents and doctors about educating our children.

7. Program: Maranda Where You Live  
Date Aired: August 5, 2016  
Length: 22:00  
Summary: Entire show dedicated to previewing the Olympic Games in Rio. We talk to Priority Health about their Champions program, aiming to create a healthier community. We also talk with a local gymnastics program about the increase in interest after games like this.

8. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 5, 2016  
Length: :17  
Summary: Two people who took part in a Muskegon County fair picked up the swine flu from a sick pig. The health department is trying to reach other pig exhibitors who may have become sick. The county fair was held July 25th through the 30th. Michigan has had nine cases of the swine flu from 2012 through 2015.

9. Program: Maranda Where You Live  
Date Aired: August 10, 2016  
Length: 4:36  
Summary: Profile of 15-year old Joseph Tyner who lives with an undiagnosed genetic condition that prevents him from feeling hunger. Because of this, Joseph uses a feeding tube. In order for the feeding tube to stay in place, they need to be taped or affixed to the abdomen and since the tape was uncomfortable, his grandmother came up with an idea for a belt. Now with the help of the community, there's a group of people making pads and belts for kids at Helen DeVos Children's Hospital and also sending them around the world.

10. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 18, 2016  
Length: :26  
Summary: McDonald's is pulling back from it's latest happy meal toys for kids. The company has been offering one of 6 friendly fitness trackers. Reports of skin irritation forced the fast-food chain to stop putting the wearables in the meals. The "Step-It" trackers were part of a campaign to get kids moving. They count steps and blink depending on fast or slow you move. A representative for McDonald's is investigating the issue -- and they're offering other toys in happy meals.

11. Program: 24 Hour News 8 @ 10pm  
Date Aired: September 1, 2016  
Length: :26  
Summary: Health officials have narrowed in on what sickened dozens of people on Rockford's varsity football team. Officials say players likely came in contact with the Crypto parasite from mud or surface water during an August 12 team retreat in the Roscommon area. At least 6 of the 30 plus people who got sick tested positive for the stomach parasite. The outbreak forced Rockford to forfeit their home opener against Saline last week. They will take the field tomorrow.

12. Program: 24 Hour News 8 @ 10pm  
Date Aired: September 5, 2016  
Length: 2:10  
Summary: The first day of school is on hold for students at Kenowa Hills middle and high schools -- because of roof damage and mold. 24 Hour News 8's Sarah Hurwitz spoke with parents tonight. She's live at the school near Walker with the story. Students here at Kenowa Hills Middle School and the High School will start now on Wednesday.....that alert went out today to parents....I saw crews out here earlier this afternoon continuing repairs and cleanup - after the roof was damaged in a hail storm earlier this year.

13. Program: 24 Hour News 8 @ 10pm  
Date Aired: September 6, 2016  
Length: :25  
Summary: It's been the flu vaccine preference among many children for years -- the nasal spray "flumist." Now the American Academy of Pediatrics says kids should not get it this year. The move comes after a panel of experts found the nasal spray has not been effective the past three seasons. It's unclear why. The a-a-p recommends instead that all kids over 6 months get the flu shot. Public health officials will continue to review data on the nasal spray...

14. Program: Hunger Is PSA  
Date Aired: September 6, 2016 - September 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Albertsons Companies Foundation. When Kids are hungry and don't have breakfast, they can't grow and learn as they should.

15. Program: Maranda Where You Live  
Date Aired: September 7, 2016  
Length: 3:01  
Summary: Profile of a Priority Health chef working to help improve the health of its members and the community by tackling diabetes.

16. Program: Maranda Where You Live  
Date Aired: September 13, 2016  
Length: 4:29  
Summary: Helen DeVos Children's Hospital profiles a new program for mealtime for children in the hospital. It's a new on-demand room service model.

17. Program: 24 Hour News 8 @ 10pm  
Date Aired: September 14, 2016  
Length: :42  
Summary: Tonight we're talking with the health department after learning 30 people in West Michigan have the Zika Virus. In all of the cases - the virus was contracted while people were in other countries. We have the breakdown by the county. There are 9 confirmed cases in Ottawa County... and four in Kalamazoo County. In Kent County, the state says there are 11 confirmed cases... however the kent county health department tells us there are four. We are in contact with both to determine which number is accurate.

# 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: Volunteer PSA  
Date Aired: July 1, 2016 - September 30, 2016  
Length: :30  
Summary: Local public service announcement. Volunteering is a great way to give back to your community.
  
2. Program: Maranda Where You Live  
Date Aired: July 6, 2016  
Length: 3:12  
Summary: Preview of the Kalamazoo Park Party. Free community event where everything is invited and everything is free.
  
3. Program: Maranda Where You Live  
Date Aired: July 7, 2016  
Length: 22:00  
Summary: Entire show from the Kalamazoo Park Party. We highlight community organizations and their efforts for families in the Kalamazoo area.
  
4. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 8, 2016  
Length: 1:16  
Summary: Today also marks a somber day for friends and family of Grand Rapids Police Officer Bobby Kozminksi. A man shot and killed him 9 years ago when Kozminksi was responding to a domestic dispute call. Friends, family, and fellow officers are not letting his memory die. Today at the G-R-P-D headquarters -- a wreath -- flowers -- and a picture of Kozminksi were set up in his honor.

5. Program: Maranda Where You Live  
Date Aired: July 13, 2016  
Length: 2:56  
Summary: Preview of the Maranda Park party behind held on the 14th at Kollen Park in Holland.

6. Program: Maranda Where You Live  
Date Aired: July 14, 2016  
Length: 22:00  
Summary: Entire show from the Maranda Park Party at Kollen Park in Holland.

7. Program: Maranda Where You Live  
Date Aired: July 18, 2016  
Length: 5:38  
Summary: Profile of Wedgwood Christian Services event that aims to change the future of young African American men in our community.

8. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 18, 2016  
Length: 1:57  
Summary: Kalamazoo police are teaming up with local youth organizations to teach young people of color how to avoid violent interactions with police. The event was scheduled months ago. But the recent string of deadly officer involved shootings has heightened the need.

9. Program: Embrace Refugees PSA  
Date Aired: July 19, 2016 - September 30, 2016  
Length: :30  
Summary: Public service announcement from the Ad Council. Refugees are survivors. Refugees are families, and no different from us.

10. Program: Maranda Where You Live  
Date Aired: July 20, 2016  
Length: 3:56  
Summary: Preview of the Kentwood Party Park. This is the first time Maranda has held her Park Party in this community.

11. Program: Maranda Where You Live  
Date Aired: July 21 2016  
Length: 22:00  
Summary: Maranda holds her Park Party at East Kentwood High School, offering families in and around this area free lunches and activities all afternoon long.
12. Program: Maranda Where You Live  
Date Aired: July 27, 2016  
Length: 4:13  
Summary: Preview of the Battle Creek Park Party, a community Maranda has been returning to for years
13. Program: Maranda Where You Live  
Date Aired: July 28, 2016  
Length: 22:00  
Summary: Entire show from the Maranda Park Party held at Northwestern Middle School for years now. It marks the final park party of the season and draws thousands of kids and their families.
14. Program: Calendar PSA  
Date Aired: August 23, 2016 - September 30, 2016  
Length: :30  
Summary: Local public service announcement. Find things to do in the community. Get involved or post your own events on our community calendar.
15. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 23, 2016  
Length: 1:58  
Summary: Today across West Michigan -- the clean up continued. Marlee Ginter is here now with a look at how a group of veterans pitched in this afternoon in Wyoming. Today -- \*team rubicon launched operation \*buster mountain -- to help clean up after Saturday's tornadoes. Team Rubicon will conduct damage assessments, run chainsaws and help the city with debris management and removal. The nonprofit was founded in the wake of the 2010 Haiti Earthquake by two marine veterans. It has grown from eight to 40-thousand members. About two dozen veterans are helping here in West Michigan with tornado relief for the rest of the week. Team Rubicon performs its services at no cost.

16. Program: Maranda Where You Live  
Date Aired: August 26, 2016  
Length: 22:00  
Summary: Entire show from the Grand Rapids Hispanic Festival, yearly festival that celebrates the Hispanic culture in our community.

17. Program: Our Turn PSA  
Date Aired: August 29, 2016 - September 30, 2016  
Length: :30  
Summary: Public service announcement from the Ad Council & OurTurnToHelp.org. When the floods came to the Baton Rouge area, people stepped to help. Now it's your turn to help.



# Safety

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

1. Program: Fire Safety PSA  
Date Aired: July 1, 2016 - September 30, 2016  
Length: :30  
Summary: Local public service announcement. Follow these simple tips to keep you and your family safe from home fires.
  
2. Program: 24 Hour News 8 @ 10pm  
Date Aired: July 10, 2016  
Length: 1:01  
Summary: A search of Lake Michigan ended -- A family mourning the loss of a 23-year-old man tonight. Grand Haven Public Safety Officers say they recovered his body in Lake Michigan early this morning... We first brought you the breaking news last night at 10 and 11. Officers say 23-year-old Shelden Benson of Coopersville and a 21-year-old man from Jackson went out on the water yesterday. Around 7:00 -- people at the Bil-Mar restaurant reported seeing two people hanging from a capsized boat. We spoke to one witness who called 9-1-1 -- and then made another phone call right after.
  
3. Program: Maranda Where You Live  
Date Aired: July 11, 2016  
Length: 3:47  
Summary: Jennifer Hoekstra, Injury Prevention Coordinator with Helen DeVos Children's Hospital breaks down her top 10 list of summer safety tips.
  
4. Program: Maranda Where You Live  
Date Aired: July 18, 2016  
Length: 3:17  
Summary: Doctors from Spectrum Health discuss skin safety during the sunny summer months.

5. Program: Pool Safety PSA  
Date Aired: July 19, 2016 - September 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Consumer Product Safety Commission, America Red Cross, The YMCA and National Drowning Prevention Alliance. Follow these simple steps to save lives around pools including always having an adult watcher for kids.
6. Program: Runaway Teens PSA  
Date Aired: July 19, 2016 - September 30, 2016  
Length: 1:00  
Summary: Public service announcement from 1800Runaway.org. Every year thousands of runaway and homeless youth are given help and hope thanks to 1800runaway.org.
7. Program: Free Smoke Alarm PSA  
Date Aired: July 19, 2016 - September 30, 2016  
Length: 1:00  
Summary: Public service announcement from the Grand Rapids Fire Department. GRFD is offering to install free smoke alarms for residents inside the city limits.
8. Program: Maranda Where You Live  
Date Aired: July 19, 2016  
Length: 3:50  
Summary: Jennifer Hoekstra, Injury Prevention Coordinator with Helen DeVos Children's Hospital discusses safety practices that Poke'mon Go players should use while playing the game. These tips include: watch where you're going, cross the street properly and to make sure Pokestops are safe and lit.
9. Program: 24 Hour News 8 @ 10pm  
Date Aired: August 8, 2016  
Length: :32  
Summary: First -- troubling news in East Grand Rapids. We've confirmed that an East Grand Rapids public safety officer has been charged with reckless driving and leaving the scene of a crash. Nicholas Schwein was charged following the crash that happened last Thursday near Pettis Avenue and 5 Mile Road in Cannon Township. No one was hurt in the crash. The charges indicate that Schwein left the scene following the accident.

10. Program: Phone Fraud Safety PSA  
Date Aired: August 11, 2016 - September 30, 2016  
Length: :30  
Summary: Local public service announcement. Follow these tips to protect yourself and your family from phone fraud.

11. Program: Distracted Driving PSA  
Date Aired: August 11, 2016 - September 30, 2016  
Length: :30  
Summary: Local public service announcement. Don't drive distracted, it's not worth it. Follow these tips to protect yourself and other drivers.

12. Program: Identity Theft PSA  
Date Aired: August 20, 2016 - September 30, 2016  
Length: :30  
Summary: Local public service announcement. Follow these tips to save your money and help prevent Identity theft.

13. Program: Courageous Persuaders PSA  
Date Aired: August 26, 2016 - September 30, 2016  
Length: :30  
Summary: Public service announcement from the DADA Foundation. Drinking under age doesn't just hurt you, it hurts the people you care about, Be Smart.

14. Program: 24 Hour News 8 @ 10pm  
Date Aired: September 2, 2016  
Length: :26  
Summary: It seems like police are losing the battle to get drivers to put cell phones away. Police departments across the country now have to get creative to curb the problem. In Maryland, an officer disguised himself as a homeless man, stood near a busy intersection and would call officers down the road about texting drivers. The National Highway Traffic Safety Administration estimates nearly 35-hundred people were killed in crashes involving distracted drivers last year.

15. Program: Maranda Where You Live  
Date Aired: September 15, 2016  
Length: 22:00  
Summary: Entire show on safety: Kent ISD discusses self defense, Fifth Third Bank discusses identity and banking safety, Jennifer Hoekstra from Helen DeVos discusses safety tips in your home and Kent County discusses emergency preparedness safety.