



## Issues Report

### Fourth 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

## October - December 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: "Mind Invest" PSA  
Date Aired: October 1, 2014 - December 31, 2014  
Length: 1:00  
Summary: Public service announcement from the United Negro College Fund. A mind is a terrible thing to waste.
  
2. Program: "Preschool" PSA  
Date Aired: October 1, 2014 - December 31, 2014  
Length: 1:00  
Summary: Public service announcement from the Council for a Stronger America focusing on how high quality preschool is a wise investment.
  
3. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 15, 2014  
Length: :35  
Summary: 100 years of education. That's what Grand Rapids Community College was celebrating at DeVos Place last night. One of the highlights during the gala included a living timeline that showed students in action during the school's 100 year history. School leaders say events will continue throughout the year, ending with graduation in May.
  
4. Program: 24 Hour News 8 @ 10pm  
Date Aired: November 13, 2014  
Length: 1:30  
Summary: This isn't an issue in just one school district --- Since July -- schools in Michigan have been required by law to do \*three\* lockdown drills each year -- work with county emergency managers -- and tell them when the drills will happen. But Target 8 Investigator Dani Carlson uncovered that that's where the requirements stop. Tune in tonight at 6pm -- Target 8 Investigator Dani Carlson will show you - through a series of

recent lockdowns at West Michigan schools - how things are done now and ask the hard questions on whether things need to change.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: November 24, 2014  
Length: 3:61  
Summary: For the first time publicly - a Grand Valley State student is opening up to Target 8 about why she sparked a federal investigation into the school. More and more college students are reporting sexual assaults around the country... and the GVSU student says West Michigan is no different. She's telling us what happened the night she says she was raped... and why she says G-V-S-U isn't doing enough to stop such violence.

## Health & Fitness Issues

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

1. Program: "Nature" PSA  
Date Aired: October 1, 2014 - December 31, 2014  
Length: 1:00  
Summary: Public service announcement from the Nature Conservancy. Protect nature and preserve life. Together our hands can save our world.
  
2. Program: "Worlds" PSA  
Date Aired: October 1, 2014 - December 31, 2014  
Length: 1:00  
Summary: Stand Up to Cancer. Together we can stand up to cancer through research. Join the Stand Up for Cancer community.
  
3. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 16, 2014  
Length: :31  
Summary: So is Michigan prepared? Today, we got a chance to talk with a top state health official, who says the state's monitoring system is watching for signs of Ebola. The network of more than 90 health care facilities statewide uploads patient information to a data base monitored by the state.

4. Program: 24 Hour News 8 @ 10pm  
Date Aired: November 3, 2014  
Length: 1:45  
Summary: It's benefits enrollment season - many of you have medical costs on the top of your mind. But before you make your next appointment - you'll want to see what Target 8 is uncovering. Target 8 Investigator Marlee Ginter joins us now - with a peek at what she's working on tonight. We found the same procedure could cost you four times more at another facility... just down the road. So tonight we're taking this further... looking at a wide range of medical costs. We're talking about blood tests... office visits... even x-rays. This time - we found more price gaps. But we're not talking hundreds of dollars - we're talking thousands of dollars you could be saving if you shopped around.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: November 10, 2014  
Length: :17  
Summary: As for the Ebola watch here in Michigan. 10 people are being actively monitored for the deadly virus -- that's according to the Michigan Department of Community Health. None of the people have completed the monitoring cycle, which lasts 21 days. We'll be sure to update you when that changes.

6. Program: 24 Hour News 8 @ 10pm  
Date Aired: November 10, 2014  
Length: :24  
Summary: Michigan is getting nearly 13-million dollars in federal grants to help improve student health and safety. Some of that money is coming right here to Kent County. The grants will be spread out for the next five years to help increase awareness of mental health issues among school-aged youth. The Kent Intermediate School district, along with the Michigan Department of Human services and two other districts will get the money.

7. Program: 24 Hour News 8 @ 10pm  
Date Aired: December 3, 2014  
Length: :40  
Summary: Public health officials say that makes this a good time to get vaccinated. A new survey from the national foundation for infectious diseases, though, finds 41-percent of adults get the flu shot after the virus is found in their area. That may be too late -- because it takes about two weeks for the vaccination to take full effect.

# 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: "Adopt Us" PSA  
Date Aired: October 1, 2014 - December 31, 2014  
Length: 1:00  
Summary: Public service announcement from the Ad Council. You don't have to be perfect to be a parent. There are thousands of kids looking kids looking to be adopted.

2. Program: "Shelter" PSA  
Date Aired: October 1, 2014 - December 31, 2014  
Length: 1:00  
Summary: Public service announcement from the Shelter Pet Project. Your next best friend could be waiting for you at the shelter. Adopt a shelter pet today.

3. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 5, 2014  
Length: :24  
Summary: The Forest of Fear is West Michigan's only non-profit haunt, put on by the Kentwood Jaycees. From zombies to ghouls, it is a self-guided trail of point-5 miles of spine chilling scares. Located in Caledonia at 84th and Patterson, the Forest of Fear is open every weekend in October, and on the first of November. All of the money that is raised goes back into the Kentwood Area community, and everyone at the Forest of Fear is a volunteer.



4. Program: 24 Hour News 8 @ 10pm  
Date Aired: December 2, 2014  
Length: :48  
Summary: Gilda's club is encouraging people to participate in giving Tuesday by giving money, goods, time or giving blood. They say financial donations and volunteer work are the reasons they are able to provide their programs for free to the West Michigan Community. And therefore---they believe giving Tuesday is a day that reflects what they stand for. They have more information on their website on how you can get involved....

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: December 10, 2014  
Length: :22  
Summary: If you're interested in helping make things seriously in Grand Rapids--today is your first chance to sign up. Gilda's Laughfest is looking for volunteers for next year's festival. You can sign up at [laughfest-g-r.org](http://laughfest-g-r.org). They need help with event promotion, logisitics, merchandise sales and much more. Laughfest 2015 runs from march fifth through the 15th.

## Safety

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

1. Program: "Courage" PSA  
Date Aired: October 1, 2014 - December 31, 2014  
Length: 1:00  
Summary: Public service announcement saying that there are so many other things you could do besides underage drinking.
  
2. Program: "Project Roadblock" PSA  
Date Aired: December 26, 2014 - December 31, 2014  
Length: 1:00  
Summary: Four different messages from the National Highway Traffic Association. Buzzed driving is drunk driving, don't drink and drive over New Year's Eve.
  
3. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 6, 2014  
Length: 3:45  
Summary: To Kalamazoo- we've been seeing more and more incidents of police confrontations caught on cell phone cameras. Tonight at 11 -- we're getting access inside the Kalamazoo Department of Public Safety-- to show you why this cellphone video doesn't show the full story, most of us have a camera on us - right here on our phone. That's of course why we're seeing more scenes like this one which only add to the tension in some neighborhoods between police and citizens. Now - Kalamazoo's police chief - and others across West Michigan - are considering getting more cameras of their own - body cameras - to try to capture the full story - instead of a few seconds.

4. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 14, 2014  
Length: :22  
Summary: Emmett Township Police Officer Ben Hall pulled over a vehicle for a traffic violation. That's when he found a 5-year-old girl in the back seat. She was buckled in a seatbelt, but not in a car seat. The mother explained money was tight, and that she couldn't afford one at the time. And instead of writing her a ticket, Officer Hall had her pull into Walmart, where he bought the family a child safety seat.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 14, 2014  
Length: 1:41  
Summary: Police are investigating after a student was sexually assaulted outside a dorm at Grand Valley State University. Last month another sexual assault was reported at an apartment just off campus... officials don't believe the two cases are connected. New tonight, 24 Hour News 8's Tom Hillen is talking with students and the university about safety on campus.

6 Program: 24 Hour News 8 @ 10pm  
Date Aired: November 16, 2014  
Length: 1:19  
Summary: Firefighters in the city of Portage ended up with an unusual rescue effort on their hands -- as they worked to get more than a dozen snakes to safety.... That was the scene on Oakside Street in Portage overnight. 24 Hour News Eight's Koco McAboy is on the story.