



## Issues Report

### Fourth Quarter 2013

#### 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 2013

<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: "Book People" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement from the Library of Congress. Reading is fundamental.
  
2. Program: "This Mind" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement from the US Department of Education. Students can achieve with the help from Federal Student Aid.
  
3. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 22, 2013  
Length: :52  
Summary: There will be a donation given to the Secchia Institute for Culinary Education at G-R-C-C-. More than 70 restaurants participated in restaurant week. One-dollar of every meal bought will be given to the program.
  
4. Program: 24 Hour News 8 @ 10pm  
Date Aired: November 11, 2013  
Length: 1:06  
Summary: All public universities in our state will now provide in-state tuition to veterans.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: December 4, 2013  
Length: :12  
Summary: This morning we obtained the personnel file of Alison Hoendervanger who has worked as a special education teacher for the Saranac Public Schools. Last month we reported she had been suspended by the district while police investigate.

6. Program: 24 Hour News 8 @ 10pm  
Date Aired: December 13, 2013  
Length: :23  
Summary: The Education Secretary says all married couples should be treated the same when it comes to student loan applications - whether they are in same sex marriages or not.

## Health & Fitness Issues

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

1. Program: "Adopt Us Kids" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement from the US Department of Health and Human Services raising awareness that anyone can be a foster parent.
  
2. Program: "Stroke" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement from the American Heart Association to know the signs of a stroke.
  
3. Program: "Air" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement from the American Lung Association to know the state of your air and what are your lungs collecting.
  
4. Program: "Crohns" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement from the Crohns & Colitis Foundation of America. One in 200 people suffer with Crohns, help find a cure.
  
5. Program: "Shelter Pets" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement from Ad Council & [theshelterpetsproject.org](http://theshelterpetsproject.org). A person is the best thing to happen to a sheltered pet.

6. Program: "ACS Join Us" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: American Cancer Society; Help us raise funds to find a cure.

7. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 1, 2013  
Length: :25  
Summary: Starting today- thousands of kids across the state and some here in West Michigan, are getting access to dental care. The state's healthy kids dental program is expanding to three new counties, including Ottawa.

8. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 2, 2013  
Length: :30  
Summary: People have six months from today to enroll in the online health insurance marketplaces at the heart of the Affordable Care Act

9. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 31, 2013  
Length: :12  
Summary: Last year it took until November to get seven confirmed cases of the flu. While there are no guarantees -- the high number of cases so early in the season \*could\* mean that this year's flu season is worse than last year's.

10. Program: 24 Hour News 8 @ 10pm  
Date Aired: December 2, 2013  
Length: :28  
Summary: Michigan abortion foes have gotten the go-ahead to put a proposal before lawmakers to ban abortion coverage from health plans unless a separate policy is bought.

# 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: "Connected" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement raising awareness of our constant connection to nature.
  
2. Program: "Stand by Them" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement from the US Department of Veterans & US Dept. of Defense. Veterans crisis line, there is help out there.
  
3. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 18, 2013  
Length: :30  
Summary: Organizers are hoping to sign up enough volunteers to ring bells at over 60 Red Kettle locations in the Grand Rapids area in November and December.
  
4. Program: 24 Hour News 8 @ 10pm  
Date Aired: November 4, 2013  
Length: :26  
Summary: A community in Calhoun County is debating whether to ban charity donation bins that aren't monitored daily. The Marshall City Council plans to vote today on whether to hold a public hearing in December on zoning changes affecting such boxes.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: December 1, 2013  
Length: :16  
Summary: The Angel Tree campaign is underway, along with Salvation Army's Red Kettles. Money donated makes that difference between hardship and happy holidays for many of our neighbors in West Michigan.

6. Program: 24 Hour News 8 @ 10pm  
Date Aired: December 12, 2013  
Length: :47  
Summary: A west Michigan school is taking part in a nationwide campaign known as the "Hour of Code." The project is designed to get millions of kids from around the world to learn one hour of computer science.

7. Program: 24 Hour News 8 @ 10pm  
Date Aired: December 25, 2013  
Length: 1:15  
Summary: For years WOOD TV 8 has partnered with the Salvation Army on the Angel Tree Campaign--Together, along with your help, we've been able to bring Christmas Gifts to underserved children in West Michigan. Eva Aguirre Cooper visited an Angel Tree toy distribution center to show us how the this year's campaign went.



# Safety

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

1. Program: "Frozen" PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement from the Ad Council & Makinghomeaffordable.gov. Foreclosure prevention help is out there For Veterans.

2. Program: "FEMA Fire Safety PSA  
Date Aired: October 1, 2013 - December 31, 2013  
Length: 1:00  
Summary: Public service announcement from FEMA on the importance of fire safety.

3. Program: 24 Hour News 8 @ 10pm  
Date Aired: October 14, 2013  
Length: :28  
Summary: The groundbreaking ceremony happened today at Sparrow Ionia hospital at the site of their future location on M-66 just north of i-96. The new, two-story hospital will have expanded emergency, surgery, and outpatient services including all digital radiology, private Patient rooms, and enhanced safety and security.

4. Program: 24 Hour News 8 @ 10pm  
Date Aired: November 1, 2013  
Length: 1:55  
Summary: Target 8 showed shoppers... products parents reported to the federal government... for safety concerns.... several parents even blamed two of the products for causing their children's deaths.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: November 4, 2013  
Length: 1:15  
Summary: Yesterday, a woman was stuck in a tree for hours after her parachute malfunctioned. In August, a man fell and broke his pelvis after having a problem with his chute. Today, we spoke with Anthony Gwinn, one of the owners of Skydive Hastings. He says the company does its best to ensure safety for the skydivers, but there's an inherent risk.