



Issues Report

Fourth 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

October - December 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.
• 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: "Empower the Future" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from Junior Achievement. You can change the life of a student and empower their future by volunteering with Junior Achievement.

2. Program: "Smart about Money" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from the National Endowment for Financial Education. Get smart about saving for college, home loans or medical bills. Smartaboutmoney.org has tips and tools for you.

3. Program: Maranda Where You Live
Date Aired: October 5, 2015
Length: 3:30
Summary: Students from Eagle Crest Academy show off their ArtPrize projects

4. Program: Maranda Where You Live
Date Aired: October 8, 2015
Length: 3:30
Summary: Students from Forest Hills Central Schools taking part in the Mosaic Mobile juried film competition.

5. Program: Maranda Where You Live
Date Aired: October 13, 2015
Length: 7:33
Summary: Girls from the West Michigan Aviation Academy take part in the WING (Women Inspiring Next Generation) flight with Delta. Educational trip for girls interested in aviation and STEM.

6. Program: Maranda Where You Live
Date Aired: October 15, 2015
Length: 6:18
Summary: The Kalamazoo Valley Museum previews an event to celebrate National Chemistry Week. Visitors can take part in demonstrations and experiments.
7. Program: Maranda Where You Live
Date Aired: October 15, 2015
Length: 3:31
Summary: Profile on a West Catholic High School Student who opened takes collections of books to local laudromats for kids who might not otherwise have access to books.
8. Program: Maranda Where You Live
Date Aired: October 29, 2015
Length: 22:00
Summary: Entire show based off the movie screening of "A Girl Like Her" - that tells the harsh realities of bullying. Nearly 300 students from 6 West Michigan schools had the opportunity to see the movie. We talked with the young girls, as well as experts from Pine Rest Christian Mental Health Services and Girl Scouts of Michigan Shore to Shore.
9. Program: "Today's Military" PSA
Date Aired: October 30, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from the Department of Defense. Support our country and join today's military in the army, marines, navy, air force or coast guard in either active duty, guard or reserves.
10. Program: Maranda Where You Live
Date Aired: November 5, 2015
Length: 5:52
Summary: A West Michigan High School designed and built their own observatory. They received a grant several years ago and were able to finish the project.

11. Program: 24 Hour News 8 @ 10pm
Date Aired: November 9, 2015
Length: :29
Summary: Tomorrow, the Kalamazoo Promise celebrates a decade of offering free college tuition. There will be a three-day conference at the Kalamazoo Radisson Hotel, including an appearance by Governor Rick Snyder. The promise has changed the game in the competitive market of education. It offers free college tuition to 58 colleges and universities in Michigan to students who graduate from a Kalamazoo Public Schools high school.

12. Program: Maranda Where You Live
Date Aired: November 13, 2015
Length: 22:00
Summary: Entire program on STEM, Science, Technology, Engineering and Math. STEM prepares students to be 21st century leaders. Part of the show focuses on a STEM conference that encouraged young women to see what they can do in STEM-oriented fields.

13. Program: 24 Hour News 8 @ 10pm
Date Aired: December 2, 2015
Length: :29
Summary: After years of failed efforts... the House has overwhelmingly voted to sharply scale back the federal role in education. The legislation, approved 359 to 64, would return to the states decision-making power over how to use students' test performance in assessing teachers and schools. The Every Student Succeeds Act will allow Michigan to opt out of common core without fear of being penalized, replaces the failed one-size-fits-all system implemented by 'No Child Left Behind,' The senate is expected to vote on it next week.

14. Program: Maranda Where You Live
Date Aired: December 9, 2015
Length: 4:50
Summary: SLD Read, a program that helps adults and children with literacy issues, teamed up with Celebration Cinema to bring "The Wizard of Oz" back to the big screen for a fundraising effort.

Health & Fitness Issues

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

1. Program: "Replant our Forests" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from the Arbor Day Foundation. Our Forests are our natural resource as well as a playground for everyone. Join people from around the US to help replant our forests to preserve our natural resources for years to come.

2. Program: "Flu and You" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from the National Council on Aging. Flu Shots are important especially if you are over the age of 65. There are safeguards for you.

3. Program: "Medicare Made Clear" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from the N4A (Advocacy, Action & Answers on Aging). Follow these tips for your health and get resources on how to help make Medicare more clear for you.

4. Program: "Leukemia Support" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from the Children's Leukemia Foundation of Michigan. Life for a child with Leukemia doesn't need to be dark, get the support you need from the Children's Leukemia Foundation of Michigan.

5. Program: "Apples and Bananas" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from Feeding America. One in five children struggle with hunger in America. Feeding America works to help provide food for kids in need.
6. Program: 24 Hour News 8 @ 10pm
Date Aired: October 2, 2015
Length: :56
Summary: State leaders announced today that it will provide water filters to the people of Flint and plans to test water in the public schools. It will cost about one million dollars. The city of Flint used to get water from Detroit, but last year, a state appointed emergency manager decided it would be cheaper to get water from the Flint River. But once the water leaves the treatment facility, it goes through lead pipes and picks up the lead. Top officials declared a public health emergency yesterday, telling residents to not drink the water unless it had been filtered or tested.
7. Program: Maranda Where You Live
Date Aired: October 5, 2015
Length: 3:00
Summary: Healthy Kids Dental will provide dental care to Medicaid-eligible kids in Kent County.
8. Program: Maranda Where You Live
Date Aired: October 6, 2015
Length: 22:00
Summary: Entire show on the "Art of Dance" and staying active through dancing. We get instruction on dance from a local ballet company, a break dancer and find out why staying active is important.
9. Program: Maranda Where You Live
Date Aired: October 14, 2015
Length: 3:06
Summary: Spectrum Health Sports Medicine discusses fall sports for young athletes.

10. Program: Maranda Where You Live
Date Aired: October 21, 2015
Length: 3:39
Summary: Representative from Priority Health discusses open enrollment that takes place Nov. 1. They have online tools to help you best decide what works for you and your family.

11. Program: Maranda Where You Live
Date Aired: October 23, 2015
Length: 22:00
Summary: Entire show on combined effort of the United Dairy Industry in Michigan and the Detroit Lions to get kids active. Show features healthy living, how to make good food choices and encouraging kids to get 60 minutes of play or activity everyday.

12. Program: Maranda Where You Live
Date Aired: October 27, 2015
Length: 5:30
Summary: Maranda teams up with a dietician from the United Dairy Industry of Michigan to discuss healthy treats for Halloween.

13. Program: "Paralyzed Veterans" PSA
Date Aired: October 30, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from Paralyzed Veterans of America, to support our Veterans by changing lives and building futures.

14. Program: "That's where we operate" PSA
Date Aired: October 30, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from Doctors without Borders. When front yards become front lines, or when disasters strike that's when Doctors without Borders gets into action.

15. Program: Maranda Where You Live
Date Aired: November 2, 2015
Length: 4:21
Summary: Priority Health discusses the concerns about Halloween candy, the added sugar and empty calories. They discuss ways to get the candy out of the house after Halloween.

16. Program: Maranda Where You Live
Date Aired: November 3, 2015
Length: 22:00
Summary: Entire show on healthy kids. We profile the vision and dental programs at Ferris State university. Helen DeVos Children's Hospital discusses the necessity for flu shots this season. We talk with United Dairy Industry of Michigan about healthy snacks. Spectrum Health talks about their sports medicine program.

17. Program: Maranda Where You Live
Date Aired: November 16, 2015
Length: 3:23
Summary: Spectrum Health athletic trainers talk about transitioning from fall to winter sports for student athletes.

18. Program: Maranda Where You Live
Date Aired: November 16, 2015
Length: 4:13
Summary: Priority Health discusses National Diabetes Awareness Month. Discussion includes early warning signs and how patients can get help.

19. Program: Maranda Where You Live
Date Aired: November 24, 2015
Length: 8:50
Summary: Dieticians from Helen DeVos Children's Hospital & Priority Health discuss portion control for eating as we enter the holiday season.

20. Program: Maranda Where You Live
Date Aired: December 1, 2015
Length: 6:42
Summary: United Dairy of Michigan shares healthy holiday recipes.

21. Program: 24 Hour News 8 @ 10pm
Date Aired: December 3, 2015
Length: :22
Summary: The new Mary Free Bed Y-M-C-A is the first of its kind -- not just in West Michigan, but in the world. The facility at the corner of Burton and Kraft in Cascade Township is the first health and wellness facility in the world built with universal design... meaning it's designed for everyone -- regardless of their ability. There is an open house on Saturday afternoon. The new Y opens on Monday.

22. Program: Maranda Where You Live
Date Aired: December 11, 2015
Length: 22:00
Summary: Entire show from Gymnastics on the Grand, big sporting event in downtown Grand Rapids to promote a healthy lifestyle and showcase some of the area's best gymnasts.

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: October 1, 2015 - December 31, 2015
Length: :30
Summary: Volunteering is a great way to give back to your community.

2. Program: Maranda Where You Live
Date Aired: October 5, 2015
Length: 2:30
Summary: The Van Andel Institute discusses their Purple Community and how people can get involved in fundraising events

3. Program: 24 Hour News 8 @ 10pm
Date Aired: October 8, 2015
Length: :44
Summary: Kate Veldink was born with a rare genetic disease her mom described to us as the worst symptoms of cerebral palsy, muscular dystrophy and cystic fibrosis rolled into one. Her mom credits their community, and especially her daughter's friends, with providing support Kate and her family have needed through the years. Now the goal is to go on Ellen.

4. Program: 24 Hour News 8 @ 10PM
Date Aired: October 14, 2015
Length: :18
Summary: Congratulations to WOOD-TV 8's Eva Aguirre Cooper. She was awarded the Cesar E. Chavez Distinguished 'Aguila' award for Hispanic Excellence. The award is given to people who are investing in the future by increasing awareness and educational opportunities in the Latino community

5. Program: Maranda Where You Live
Date Aired: October 20, 2015
Length: 22:00
Summary: Entire program on community event at the John Ball Zoo. Stories include profile on Zoo Goes Boo, feeding zoo animals, how to help kids overcome fear of animals and tips from dentists as we get close to Halloween.
6. Program: Maranda Where You Live
Date Aired: October 21, 2015
Length: 4:42
Summary: Holland Community Aquatic Center teams up with Benjamin's Hope to provide swimming lessons to adults with disabilities.
7. Program: Maranda Where You Live
Date Aired: October 22, 2015
Length: 7:15
Summary: Paws with a Cause looking for volunteers, discuss their volunteer orientation and what they are looking for in volunteers.
8. Program: 24 Hour News 8 @ 10pm
Date Aired: November 2, 2015
Length: 1:12
Summary: The community in South Haven is mourning tonight after a high school quarterback was killed in a single car crash. High School senior Devon Smiley was killed after hitting a tree... The wreck happened around 1-30 this morning on the Blue Star Highway, south of Creekwood Drive. We don't know what caused the crash. No one else was hurt. Grief counselors will be on hand for students at the high school tomorrow.
9. Program: Maranda Where You Live
Date Aired: November 11, 2015
Length: 22:00
Summary: Entire show on National Adoption Month. We discuss adoption options with Bethany Christian Services. We talk with children who have been adopted and their parents about the process.

10. Program: Maranda Where You Live
Date Aired: November 25, 2015
Length: 22:00
Summary: Entire show from The Kalamazoo Institute for the Arts as they profile their programs and events for the holiday season.

11. Program: Guiding Light Mission PSA
Date Aired: December 2, 2015 - December 31, 2015
Length: :30
Summary: An Alley way can be a home, or a fire in a trash can could be a kitchen for men out on the street, help Guiding Light Mission serve the men in Grand Rapids.

12. Program: Maranda Where You Live
Date Aired: December 2, 2015
Length: 8:00
Summary: Maranda profiles 2 of the women honored in the YWCA Tribute Awards - which honors women who are distinguished leaders and trailblazers in West Michigan..

13. Program: Maranda Where You Live
Date Aired: December 3, 2015
Length: 22:00
Summary: Entire show from the Air Zoo, which offers community and educational programs during the holidays and winter break.

14. Program: Maranda Where You Live
Date Aired: December 9, 2015
Length: 3:28
Summary: Maranda talks with a West Michigan 8-year-old who came up with a program to help collect coats for the homeless.

15. Program: Maranda Where You Live
Date Aired: December 10, 2015
Length: 22:00
Summary: Entire show from Helen DeVos Children's Hospital, as a local radio station holds a tele-thon to raise money for the hospital.

16. Program: Maranda Where You Live
Date Aired: December 15, 2015
Length: 4:35
Summary: Profile of one of the charity partners for this year's Fifth Third Riverbank Run, the Alzheimer's Assoc of Greater Michigan.

Safety

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

1. Program: "Money Scams" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from Scam Awareness.org. The moment they ask for immediate cash or a pre-paid debit card, you should be careful. Think before you send money.

2. Program: "Train Safety" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from the Association of American Railroads. Everyday people tempt fate and die trespassing on railroad tracks. If you see tracks, think train.

3. Program: "Home Food safety" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from the Academy of Nutrition and Dietetics. Wash all your fruits and vegetables and keep them separate from raw meats. Cook food to correct temperatures and store foods quickly after eating.

4. Program: "Identity Theft" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: :30
Summary: Follow these tips to save your money and help prevent Identity theft.

5. Program: "Online Safety" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: :30
Summary: Follow these tips to protect you and your family when online.

6. Program: "Phone Fraud" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: :30
Summary: Follow these tips to protect yourself and your family from phone fraud.
7. Program: "Distracted Driving" PSA
Date Aired: October 1, 2015 - December 31, 2015
Length: :30
Summary: Don't drive distracted, it's not worth it. Follow these tips to protect yourself and other drivers.
8. Program: 24 Hour News 8 @ 10pm
Date Aired: October 1, 2015
Length: :23
Summary: A Kalamazoo Public Safety officer was hurt trying to arrest a man this morning. This after 14-year-old girl called police saying a man was following and harassing her.
9. Program: 24 Hour News 8 @ 10pm
Date Aired: October 9, 2015
Length: :29
Summary: The state has suspended the license of an in-home daycare in Kalamazoo County to protect the health, welfare and safety of children. The state won't confirm details, but Anita Tillman says the state yanked her license after a one year old girl got out of her apartment. The state cited Tillman for failing to assure appropriate care and supervision of children. Inspectors also found problems with supervision last July when they visited to renew the home's license. Tillman says she's going to fight to get her license back.
10. Program: Maranda Where You Live
Date Aired: October 9, 2015
Length: 2:00
Summary: ESCAPE Fire and Safety discusses fire safety during Fire Prevention Week. This year's theme "Hear the BEEP here you SLEEP!"

11. Program: Maranda Where You Live
Date Aired: October 16, 2015
Length: 22:00
Summary: Entire show on Operation Save a Life, an effort by ESCAPE Fire Safety and local West Michigan fire departments to provide free smoke and carbon monoxide alarms.

12. Program: "Human Trafficking" PSA
Date Aired: October 29, 2015 - December 31, 2015
Length: 1:00
Summary: Public service announcement from the Manasseh Project and Kent County Human Trafficking Task Force. Human trafficking takes place in Grand Rapids and West Michigan, help stop this traffic by getting educated on human trafficking.

13. Program: Maranda Where You Live
Date Aired: November 19 & 20, 2015
Length: 44:00
Summary: 2 entire shows dedicated to teaching kids about the dangers of driving and driving and texting and driving. A national program brought to schools in North Muskegon.

14.. Program: Maranda Where You Live
Date Aired: December 1, 2015
Length: 4:35
Summary: Michael McLeieer of ESCAPE Fire Safety discusses home safety around the holiday season.