



## Issues Report

**Second 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

## April - June 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: "Score Biz" PSA  
Date Aired: April 1, 2014 - June 30, 2014  
Length: 1:00  
Summary: Public service announcement from SCORE. Free mentors for small business owners starting their own business can Make a huge difference.
  
2. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 10, 2014  
Length: 1:08  
Summary: We received a tip to Report It suggests Fremont students had some help when it comes to the ACT and Michigan Merits test taken last month. That help... in the form of calculators... which appear to have been provided by the school. We investigate.
  
3. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 12, 2014  
Length: :22  
Summary: Victims in the Chad Curtis Sexual Assault case have filed a four-million dollar lawsuit against Curtis, Lakewood Public School District and the Lakewood Board of Education.
  
4. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 5, 2014  
Length: :22  
Summary: It's a program that's been in the works for several years -- similar to the Kalamazoo Promise. Tomorrow, Grand Rapids Community Foundation and Grand Rapids Public Schools plan to make what they call a major announcement on funding to make this possible.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: June 8, 2014  
Length: 1:41  
Summary: With only about 18-hundred people in the community ---Saranac is a small town....But now---a big change--is shaking things up in the tight-knit community. It's called the Saranac Promise---- a new program that helps students with college expenses.... It's being phased in over the next few years.... starting now--- with merit-based scholarships worth between 500 dollars and 1 thousand dollars----ultimately leading up to 20-17 with 4-thousand dollars offered to students each year.

6. Program: "Energy Savings" PSA  
Date Aired: June 23, 2014 - June 30, 2014  
Length: 1:00  
Summary: Public service announcement from the U.S. Department of Energy. By taking energy efficient actions in the home, you can save money by reducing your energy bill. Simple but efficient actions you can take around the home.

## Health & Fitness Issues

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

1. Program: "Your Weight Matters" PSA  
Date Aired: April 1, 2014 - June 30, 2014  
Length: 1:00  
Summary: Public service announcement from the Obesity Action Coalition. Your weight matters. It can cause emotional problems or Lead to diabetes or heart disease.

2. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 2, 2014  
Length: :13  
Summary: More illnesses are being linked back to a Holland Township Restaurant tonight. The Ottawa County Department of Public Health has identified more than 100 stomach illness cases linked back to Wild Chef Japanese Steakhouse Grill and Bar.

3. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 4, 2014  
Length: 1:41  
Summary: It has become a part of the West Michigan emergency response landscape -- called upon almost daily and counted on to save lives....The Aero Med medical helicopter....But for some reason within the last few days the chopper was pulled.... with officials in charge of the chopper being evasive about what is going on..."Aero Med has decided to voluntarily ground its helicopter service after learning from the Federal Aviation Administration of a potential administrative error..."

4. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 12, 2014  
Length: :25  
Summary: Three-point-three million people died from harmful alcohol use in 2012. That's according to a new report released by the World Health Organization today. The report says alcohol consumption can cause increased risk of more than 200 diseases including cirrhosis and some cancers.

5. Program: "Real Battles" PSA  
Date Aired: June 26, 2014 - June 30, 2014  
Length: 1:00  
Summary: Public service announcement for Veterans. PTSD and other mental illnesses are real struggles for veterans. Reach out for help if you need it.

# 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: "Danger Dad & Mom-ments" PSA  
Date Aired: April 1, 2014 - June 30, 2014  
Length: 1:00  
Summary: Public service announcement from the Ad Council on adoption. You don't have to be a perfect parent, there are thousands of kids looking to be adopted.
  
2. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 5, 2014  
Length: 1:10  
Summary: A West Michigan Community coming together in support of a man critically injured after being struck by a car while walking. The victim, blind - his guide dog killed. Tom Hillen with the story of a man who's already had to overcome so much.
  
3. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 7, 2014  
Length: 1:30  
Summary: It's almost time for baseball in West Michigan. The Whitecaps open their season in less than 24 hours. News 8's Heather Walker is live from the park tonight. Earlier today fifth third ball park was busy with activity. From construction workers to fans buying tickets. They were doing last minute prep today at the ball park. That's normal. But this year they are still rebuilding after a fire wiped out all the suites along the first base line in January. The suites have been rebuilt. But they're still working on the interior. Fans probably won't even notice.

4. Program: "Save Them All" PSA  
Date Aired: May 12, 2014 - June 30, 2014  
Length: 1:00  
Summary: Public service announcement from BestFriends.org. Encouraging you that you can't buy a best friend but you can adopt one by adopting a pet today.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 15, 2014  
Length: 1:09  
Summary: Tonight was the awards ceremony for the 6th annual Connecting with Community Awards. For the last several weeks we have been sharing all eight of the finalists with you. The winner for this year's Connecting with Community Awards was Camp Shout Out. Eva Aguirre Cooper was there with this report.

6. Program: 24 Hour News 8 @ 10pm  
Date Aired: June 8, 2014  
Length: :15  
Summary: Festival is a community celebration in downtown Grand Rapids that features arts, entertainment, food and fun activities. Here's the best part---- all performances and activities are free. You also have the chance to come out and support some local artists who are selling their artwork at the event. This is also the largest all-volunteer festival in the country.



# Safety

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

1. Program: "Look before you Pump" PSA  
Date Aired: April 1, 2014 - June 30, 2014  
Length: 1:00  
Summary: Public service announcement from the Outdoor Power Equipment Institute. Check your type of gas you pump for your equipment, cheaper isn't always better.

2. Program: "Shadows" PSA  
Date Aired: April 1, 2014 - June 30, 2014  
Length: 1:00  
Summary: Public service announcement from DHS and Blue Campaign. Help people come out from the shadows. Help stop human trafficking and save lives.

3. Program: "Flood 1" PSA  
Date Aired: April 1, 2014 - May 22, 2014  
Length: :30  
Summary: Public service announcement produced in partnership with WOOD and Kent County Emergency Management. Tips and information on how to prepare for a flood.

4. Program: "Flood 2" PSA  
Date Aired: April 1, 2014 - May 22, 2014  
Length: :30  
Summary: Public service announcement produced in partnership with WOOD and Kent County Emergency Management. Tips and information on what to do and not do during a flood situation.

5. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 19, 2014  
Length: :18  
Summary: It's been three years since officer Eric Zapata from the Kalamazoo Department of Public Safety was shot and killed. This morning - the annual Eric Zapata memorial run was held in his honor. It took place at Kalamazoo Valley Community College. All proceeds from the event will go toward the E-Z memorial foundation.

6. Program: 24 Hour News 8 @ 10pm  
Date Aired: April 19, 2014  
Length: :55  
Summary: The Kalamazoo Department of Public Safety along with "Safe Kids of Kalamazoo County" hosted a free child safety seat event this afternoon for parents, guardians and caregivers.

7. Program: 24 Hour News 8 @ 10pm  
Date Aired: May 9, 2014  
Length: :26  
Summary: Ford is recalling more than 692-thousand vehicles for two safety problems. The first case covers Escape SUVs and C-Max hybrids from the 2013 and 2014 model years. Ford says a software glitch can stop the side curtain air bags from inflating in some rollover crashes. The second case covers Escapes from 2013 and 2014. Exterior door handles can bind and stop the door from latching properly. It could allow doors to open while in motion. Most of the Escapes have both problems.

8. Program: "1 is 2 Many" PSA  
Date Aired: May 12, 2014 - June 30, 2014  
Length: 1:00  
Summary: Public service announcement on domestic violence. Male actors and male politicians on camera talking about how young women face the highest rates of dating violence and sexual assault. The message is that even being abused once is too many.

9. Program: "Weather Radio" PSA  
Date Aired: June 4, 2014 - June 30, 2014  
Length: :30  
Summary: Public service announcement produced in partnership with WOOD and Kent County Emergency Management. Information on weather radios and why you need them and how they can help.

10. Program: "Tornado" PSA  
Date Aired: June 4, 2014 - June 30, 2014  
Length: :30  
Summary: Public service announcement produced in partnership with WOOD and Kent County Emergency Management. Information on how to prepare for the chance of tornadoes.