

Issues and Answers  
WKQZ Cumulus Media –  
Saginaw, MI

1st Quarter – 2023

Compiled and submitted by:  
Operations Manager Scott Stine

A handwritten signature in black ink, appearing to read 'Chris Monk', positioned above a horizontal line.

Chris Monk

Regional Vice President/Market Manager

Cumulus Media-Ann Arbor/Flint/Saginaw

## **ISSUES AND ANSWERS (January - March 2023)**

**Air Date: 1/ 15/23 15 minutes**

Guest: Jeanne Conger- President of Positive Results Downtown in Saginaw

Cumulus Media's Scott Stine spoke with Jeanne regarding their "Bringing Back the Ice" promotion that runs during January and February. This annual event is held at Hoyt Park in Saginaw and it's in conjunction with Friends of Hoyt Park. It is a combination of free ice skating and sledding. This is a great community event that highlights the facilities at Hoyt Park. Positive Results Downtown Saginaw is an organization of volunteers formed to develop and promote downtown Saginaw. It was started in 1975 to stop the exodus of business.

**Air Date: 1/29/23 15 minutes**

Guest: Heather Spencer of Leadership Bay County

Cumulus Media's Nate Rose and April Rose spoke to Heather Spencer of Leadership Bay County Class of 2023 & Sara Humrickhouse of Foster Families Navigation & Resource Center. Leadership Bay County is holding an event March 9<sup>th</sup> to raise money for a training center and kitchenette that will benefit local children and families in the foster Families Navigation Resource center.

**Air Date: 2/5/23 20 minutes**

Guest: Jordan Brown – Communications Specialist for the Girl Scouts

Jordan is with the Girl Scouts. With over 15,000 members across 34 counties in Michigan, we believe girls can change the world. It began over 100 years ago with one woman, Girl Scouts' founder Juliette Gordon "Daisy" Low, who believed in the power of every girl. She organized the first Girl Scout troop on March 12, 1912, in Savannah, Georgia, and every year since, we've made her vision a reality, helping girls discover their strengths, passions, and talents. Today we continue the Girl Scout mission of building girls of courage, confidence, and character, who make the world a better place. We're the preeminent leadership development organization for girls. And with programs for girls from coast to coast and across the globe, Girl Scouts Heart of

Michigan offers every girl a chance to do something amazing. To volunteer, reconnect, donate, or join, visit [www.gshom.org](http://www.gshom.org).

**Air Date: 2/12/23 15 minutes**

Guest: Michael Hayes, Vice President and Grant Director for Michigan Baseball Foundation

The Michigan Baseball Foundation's 2023 grant application season will be closing **next Thursday, February 16**. To be considered for a grant from MBF, a non-profit organization must meet one or more of the following guidelines, which reflect the purposes for which the Michigan Baseball Foundation operates.

- Contributes to regional economic development by expanding employment opportunities and promoting the general welfare of the area.
- Based in the mid-Michigan area and serves young people.
- Funded project promotes amateur sports and fitness.

The Michigan Baseball Foundation will consider funding mid-Michigan non-profit organizations that use the grant money to fund projects; the grants are not intended to fund day-to-day operations. Primary consideration will be given to organizations in the Midland, Bay, Saginaw, Clare, Gladwin, Gratiot, Genesee, Isabella, Tuscola, Huron, Arenac, Ogemaw, Sanilac and Iosco counties.

Since its inception in 2006, MBF has awarded over \$1.292 million in charitable grants to non-profit organizations throughout the Great Lakes Bay Region.

**Air Date: 2/19/23 20 minutes**

Guest: Earl Bovia, President of the Bay City Fireworks

Mr. Bovia appeared on the program to discuss the new fundraiser for this year's fireworks festival.

2<sup>nd</sup> Guest: Henry Reyna from Secure Solution LLC

Businesses rely on his training and experience for security assessments and customized security training programs, including robber prevention and response, responding to acts of violence, verbal conflict de-escalation, and self-defense. His engaging and practical presentations on these subjects make him a sought-after speaker for those interested in giving their employees and members practical information they can use at work and home.

Air Date: 2/26/23 20 minutes

Guests: Jessica Gregory, Philanthropy Officer for McLaren Bay Medical Foundation.  
Laura love, Community Health Education Specialist

Talking Points –

- What is the Foundation? Jessica shared their mission
- What does the foundation do? Jessica discussed their focus area of Innovation, education, and compassion.
- Compassionate programs with Jessica elaborating on Helen M Nickless programming including the free clinic and healthcare screening offerings
- Laura talked about the importance of healthcare screenings, the various screenings that are offered, the fact that we can even bring healthcare screenings on -site for workplaces, and how foundation supports these programs.
- How does the Foundation get it funds/ where do the gifts come from? Jessica filled us in regarding planned giving, employee giving, and special events
- How can someone get involved/ help? Jessica discussed becoming a volunteer, attending our events – and Laura talked about making your health a priority and how to find more information about upcoming screenings and health education programs.

## **ISSUES AND ANSWERS (January - March 2023)**

**Air Date: 3/5/23 20 minutes**

Guest: Brian Wheeler – Media Relations for Consumers Energy

The discussion with Brian revolved around the recent major ice storms that have hit the state of Michigan and how it affected homes and business. Over 400,000 were without power. Brian spoke of the restoration effort, how to stay safe during power outages and the best way to report outages. We also discussed with Brian the initiatives that Consumers Energy has in regard to clean power like solar and wind.

**Air Date: 3/12/23 15 minutes**

Guest: Michelle Revette, Executive Officer for the Home Builders Association of Saginaw

A discussion with Michelle was had in regard to the 2023 Saginaw Home & Garden Show. It is March 18 and 19 at the Saginaw Valley State University Ryder Center. The Home and Garden show is an exciting weekend for spectators and vendors alike. New this year, a new floor plan, Student Showcase and a chance to win a Pot of Gold in a sweepstakes. The show features over 100 vendors and 200,000 square feet of display space.

## ISSUES AND ANSWERS (January - March 2023)

**Air Date: 3/19/23 15 minutes**

Guest: Lindsey Richardson, Director of Development from the Bay Area Women's Center

Cumulus Media host Rachel Geddes spoke with Lindsey regarding their upcoming events. They have a fundraising event called the Wildly Gourmet Dinner which is back in person this year. The event will be held on April 12<sup>th</sup> at the DoubleTree Hotel in Bay City and feature local chefs cooking different appetizers, a main course and a dessert. The money for this event goes to help survivors of violence who continue to **need support more than ever**. The safety and resources they can receive at the Bay Area Women's Center is often life-changing. **Their** mission is to eliminate domestic violence and sexual assault.

They also have the 5K-9 fun run/walk coming up on June 11th. This 5K is dog friendly. It used to be entirely volunteer run, but the agency is now in their second year hosting that event. All funds raised support the costs associated with boarding a pet for survivors of domestic violence who are seeking safe shelter. We discussed how pets impact the lives of survivors.

**Air Date: 3/26/23 15 minutes**

Guest: Lori Flippin, STEM Director for the Great Lakes Bay Regional Alliance

Spring break marks the beginning of the travel season for many families, but a regional campaign aims at entertaining children and families locally. The STEM Staycation promotion is a network of partnering organizations with a STEM (science, technology, engineering, math) focus, encouraging families to explore locally at partnering museums, planetariums, nature centers, and more. The series of STEM-based adventures provides educational, engaging entertainment for kids and families during seasonal and holiday breaks. Organized by the Great Lakes Bay Region STEM Pipeline, the program is in partnership with the Go Great Lakes Bay Regional Convention & Visitors Bureau and the Mt. Pleasant Area CVB. As part of the series, the promotional STEM Passport Staycation promotion runs from March 25 through April 9. The STEM Passport has reached over 100,000 students since its launch in 2018. Courtney Soule, director of communications at Great Lakes Bay Regional Alliance, says the program aims to showcase 30 partnering organizations. Participants can receive prizes for visiting partnering organizations.