

ISSUES / PROGRAMS REPORT

FOR 2nd QUARTER 2023

Submitted by:
WTCM - FM
Traverse City, MI

July 3rd, 2023

INTRODUCTION

This program report reflects the second quarter activity for WTCM-FM radio, Traverse City, MI.

From April 1st, 2023 to June 30th, 2023, WTCM-FM broadcast a variety of programming that centered on our Northern Michigan community and public affairs.

In addition to providing important and relevant information to the community, WTCM-FM runs various recorded PSA's and live announcements that assist many of the area's health and human service agencies, as well as recruitment opportunities.

The issues determined by WTCM-FM to be of concern to members of our community of license in this quarter are listed below. What follows is a listing of some of the significant issues responded to by WTCM-FM. However, the listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

PUBLIC AFFAIRS PROGRAMS **WTCM - FM** **PROGRAMS THAT ADDRESS COMMUNITY ISSUES**

Northern Michigan Focus
(Sunday 6:00am to 6:30am)

A locally produced show focusing on topical issues of particular concern to Northern Michigan residents, discussing community events, civic efforts, and opportunities for community participation.

NORTHERN MICHIGAN FOCUS

April 2, 2023

Time: 6:00am to 6:30am

SEGMENT 1

CAITLYN STARK

TIME: 12 MINUTES

TOPIC: COMMERCE

CAITLYN STARK FROM THE CADILLAC AREA CHAMBER OF COMMERCE AND THE NORTHERN MICHIGAN CHAMBER ALLIANCE JOINS MICHELLE PEREZ TODAY TO DISCUSS HOW THINGS ARE RECOVERING FOLLOWING THE COVID 19 PANDEMIC. THEY DISCUSS THE UPCOMING RIBBON CUTTING CEREMONY FOR THE MUCH WELCOMED EINSTEIN CYCLE SHOP AND THE OVERALL STATE OF BUSINESS IN THE AREA.

SEGMENT 2

CHRISTAL FROST

TIME: 12 MINUTES

TOPIC: HUMAN SERVICE AGENCY

CHRISTAL FROST FROM TRAVERSE BAY CHILDRENS ADVOCACY CENTER JOINS MICHELLE PEREZ TO DISCUSS APRIL BEING CHILD ABUSE PREVENT MONTH. THEY HAVE TEAMED WITH LOCAL ICE CREAM MAKE MOOMERS AND HAVE COME UP WITH A SPECIAL FLAVOR FOR THE MONTH OF APRIL. CHRISTAL DISCUSSES SOME OF THE SIGNS OF CHILD ABUSE AND WHAT YOU CAN DO IF YOU SEE ABUSE.

NORTHERN MICHIGAN FOCUS

APRIL 9, 2023

Time: 6:00am to 6:30am

SEGMENT 1

HENRY WOLFE

TIME: 12 MINUTES

TOPIC: TOURISM

HENRY WOLFE PRESIDENT OF TRAVERSE CONNECT AND CHAIR OF THE NORTHERN MICHIGAN CHAMBER ALLIANCE JOINS MICHELLE PEREZ THIS WEEKEND TO DISCUSS THE SPRING AND SUMMER MONTHS FOR BUSINESSES IN THE REGION. HENRY DISCUSSES THE UPCOMING KICK OFF TO NORTHERN MICHIGAN START UP WEEK.

SEGMENT 2

CURTIS GOLDSBOROROUH

TIME: 12 MINUTES

TOPIC: ENVIRONMENTAL

CHEBOYGAN COUNTY RESIDENT, CURTIS GOLDSBOROUGH, JOINS MICHELLE PEREZ THIS WEEKEND TO DISCUSS THE MOVE TO SAVE THE POPULAR CORNWALL FLOODING AREA IN THE HEART OF THE PIGEON RIVER STATE FOREST. THE DNR HAS SLATED FOR THE WATER TO BE DRAWN DOWN AND THE WATER REMOVED. CURTIS IS HELPING LEAD THE CHARGE ALONG WITH LOCAL AND STATE LEGISLATORS.

NORTHERN MICHIGAN FOCUS

APRIL 16, 2023

Time: 6:00am to 6:30am

SEGEMENT 1 STACIE BYTEWERK

TIME: 12 MINUTES

TOPIC: TOURISM/COMMERCE

STACIE BYTEWORK FROM THE MANISTEE CHAMBER OF COMMERCE JOINES MICHGELLE PEREZ TO DISCUSS BUSINESS IN MANISTEE. THEY DISCUSS HOW BUSINESSES ARE REBOUNING IN A POST COVID 19 WORLD. THEY DISCUSS PENDING LEGILSATION THE COULD FORCE RESTAURANTS AND BARS TO RAISE THE MINIMUM WAGE FOR TIPPED EMPLOYEES. STACIE DISCUSSES THE UPCOMING TRAVERSE CONNECT EVENT COMING UP AT THE END OF JANUARY AT THE GRAND TRAVERSE RESORT.

SEGMENT 2 JIM WHEATLEY

TIME: 12 MINUTES

TOPIC: TRADE/SHIPPING

THE PRESIDENT OF THE LAKE CARRIERS ASSOCIATION JOINS RON JOLLY TO DISCUSS THE SOO LOCKS. THE SOO LOCKS CLOSES FOR THE SEASON ON SUNDAY, JANUARY 15TH. RON AND JIM DISCUSS PENDING LEGISLATION ABOUT THE LOCKS THAT COULD BRING NEW ICE BREAKERS TO THE GREAT LAKES. IN ADDITION, THEY DISCUSS THE FUNDING AND BUILDING OF THE NEW LOCK, WHICH IS SCHEDULED TO BE COMPLETED BY 2030.

NORTHERN MICHIGAN FOCUS

APRIL 23, 2023

Time: 6:00am to 6:30am

SEGMENT 1

NIKKI DEVITT

TIME: 12 MINUTES

NIKKI DEVITT FROM THE PETOSKEY AREA CHAMBER OF COMMERCE AND THE NORTHERN MICHIGAN CHAMBER ALLIANCE JOINS US TODAY TO DISCUSS THE STATE OF BUSINESS IN THE TIP OF THE MITT. NIKKI DISCUSSES THE NEW RURAL READINESS PROGRAM, AND THE NORTHERN MICHIGAN CHAMBER ALLIANCE LOBY DDAY TO ADVOCATE FOR ADDITIOANAL FUNDING FOR THE OFFICE OF RURAL DEVELOPMENT.

SEGMENT 2

BENJAMIN MARANTETTE

TIME: 12 MINUTES

TRAVERSE CITY CITY CLERK BENJAMIN MARANTETTE AND COMMUNITIONS SPECIALIST COLLEEN PAVELGLIO JOIN MICHELLE THIS MORNING TO DISCUSS THE INAUGURAL CLASS OF THE TRAVERSE CITY CITY ACADEMY. THIS IS THE FIRST OF A 5 PART SERIES WITH MICHELLE PEREZ WHO IS TAKING THE CITY ACADEMY. WE WILL DO A DEEP DIVE ON THE CITY OF TRAVERSE CITY. TODAY WE DISCUSS THAT THE ACADEMY IS WHAT WE WILL BE DOING FOR THE NEXT MONTH.

NORTHERN MICHIGAN FOCUS
APRIL 30, 2023
Time: 6:00am to 6:30am

NORTHERN MICHIGAN FOCUS
MAY 7, 2023
Time: 6:00am to 6:30am

SEGMENT 1 TERRI HEFFRON

TIME: 12 MINUTES

TOPIC: ARTS & ENTERTAINMENT

TERRI HEFFRON JOINS MICHELLE PEREZ TO DISCUSS AN IMPORTANT SHOW RUNNING AT THE OLD TOWN PLAYHOUSE IN TRAVERSE CIT THE NEXT FEW WEEKS. THEY DISCUSS THE LARAMIE PROJECT WHICH IS ABOUT THE MURDER OF MATTHEW SHEPARD IN 1998, AN INCIDENT THAT CHANGED THE DIALOUGE AND LAWS SURROUNDING HATE CRIMES IN AMERICA.

SEGMENT 2 JAY WERDUSKI

TIME: 12 MINUTES

TOPIC: NATURAL RESOURCES

JAY WERDUSKI WITH THE GROUP STURGEON TOMORROW—A GROUP IN CHEBOYGAN, MICHIGAN WHO ASSIST FISHERIES MANAGERS IN THE REHABILITATION OF THE LAKE STURGEON ON BLACK LAKE AND TO ADVANCE EDUCATION, TO FURTHER OTHER CHARITABLE, EDUCATIONAL AND SCIENTIFIC OBJECTIVES AND TO ENGAGE THE COMMUNITY IN THE EFFORT TO BETTER UNDERSTAND LAKE STURGEON.

NORTHERN MICHIGAN FOCUS
MAY 14, 2023
Time: 6:00am to 6:30am

SEGMENT 1

TIME: 24 MINUTES

TODAY ON NORTHERN MICHIGAN FOCUS IS PART 3 OF A FOUR-PART SERIES HIGHLIGHTING THE CITY OF TRAVERSE CITY AND THE INAUGRAL TRAVERSE CITY "CITY ACADEMY". JOINING MICHIGAN PEREZ TODAY IS COLLEEN PAVELGIO, COMMUNICATIONS SPECIALIST WITH THE CITY OF TRAVERSE CITY AND ART KRUEGER, DIRECTOR OF MUNICIPAL UTILITIES. TODAY, ART TALKS ABOUT WHAT THE MUNICIPAL UTILITILY DEPARTMENT DOES. ART SPEAKS WITH US ABOUT DRINKING WATER, ENERGY SUSTAINABLITLIY AND PUBLIC UTILITIES IN TRAVERSE CITY. ART GOES IN DEPTH ABOUT A MAJOR SEWER AND WATER PROJECT IN TRAVERSE CITY.

NORTHERN MICHIGAN FOCUS
MAY 21, 2023
Time: 6:00am to 6:30am

SEGEMENT 1 SARAH VANHORN

TIME: 12 MINUTES

TOPIC: TOURISM

SARAH VANHORN FROM THE CHARLEVOIX CHAMBER OF COMMERCE AND THE NORTHERN MICHIGAN CHAMBER ALLIANCE. SARAH DISCUSSES THE CURRENT STATE OF BUSINESS IN CHARLEVOIX AND HOW THE WEATHER HAS IMPACTED TOURISM IN THE AREA. SARAH SPEAKS ABOUT A DELEGATION OF THE NORTHERN MICHIGAN CHAMBER ALLIANCE TRAVELING TO THE U.P. TO MEET WITH LEGISLATORS AND BUSINESS LEADERS TO DISCUSS ISSUED THAT EFFECT BUSINESS IN THE STATE.

SEGMENT 2 BILL MARSH JR.

TIME: 12 MINUTES

TOPIC: PERSONAL/HEALTH

A LISTENER FAVORITE IS BACK. VIC MCCARTY AND WENDY NIENHOUSE ARE JOINED BY BILL MARSH JUNIRO TO DISCUSS LIFE. BILL MARSH JR DISCUSSES WAYS TO MEET AND EXCEED YOUR GOALS IN 2023. A FAN FAVORITE FOR YEARS, BILL MARSH JR. SHARES HIS PERSPECTIVE ON SETTING GOALS AND EXPECTATION.

NORTHERN MICHIGAN FOCUS
MAY 28, 2023
Time: 6:00am to 6:30am

SEGMENT 1 CARRIE SEWARD TIME: 12 MINUTES

TOPIC: VETERANS AFFAIRS

CARRIE SEWARD FROM THE ALEDA E. LUTZ VA MEDICAL CENTER OUT OF SAGINAW JOINS MICHELLE PEREZ TODAY TO DISCUSS THE UPCOMING PACT ACT RESOURCE FAIRS TAKING PLACE IN ROGERS CITY AND ONAWAY IN JUNE. CARRIE GIVES US THE DATES AND TIMES IN ADDITION TO EXPLAINING IN GREATER DETAIL WHAT THE PACT ACT IS AND HOW IT CAN BENEFIT OUR VETERANS AND THEIR FAMILIES

SEGMENT 2 MICAH BELL TIME: 12 MINUTES

TOPIC: NATURAL RESOURCES

MICAH BELL WITH SLEEPING BEAR DUNES NATIONAL LAKESHORE JOINS US TODAY TO DISCUSS THE RECENT PRESCRIBED BURNS WITHIN THE SLEEPING BEAR DUNES NATIONAL PARK SYSTEM. OVER 500 ACRES WERE RECENTLY BURNED IN LEELANAU COUNTY AND MICAH EXPLAINS WHY CONTROLLED BURNS ARE SO IMPORTANT.

NORTHERN MICHIGAN FOCUS

JUNE 4, 2023

Time: 6:00am to 6:30am

SEGMENT 1 MACKINAC ISLAND TOURISM TIME: 12 MINUTES

TOPIC: TOURISM

JOINING MICHELLE ON NORTHERN MICHIGAN FOCUS THIS WEEKEND IS STEPHANIE CASTELINE FROM THE MACKINAC ISLAND TOURISM BUREAN. STEPHANIE JOINS US TODAY TO TALK ABOUT THE 75TH ANNUAL LILAC FESTIVAL COMING UP ON MAKCINAC ISLAND. WE DISCUSS THE HISTORY OF THE FESTIVAL AND HOW MANY DIFFERENT SPECIES OF LILACS ARE ON THE ISLAND.

SEGMENT 2 SAFER KIDS/SAFER SCHOOL TIME: 12 MINUTES

TOPIC: PUBLIC SAFETY

RON JOLLY IS JOINED BY A LOCAL GROUP OF VOLUNTEERS CALLED SAFER KIDS/SAFER SCHOOLS. THEY DISCUSS SAFETY IN SCHOOL AND HOW SCHOOLS CAN BE SAFER IN THE EVENT OF A SCHOOL ACTIVE SHOOTER SITUATION. THEY DISCUSS THE CURRENT THINGS IN PLACE TO HELP KEEP SCHOOLS SAFE AND WHAT ARE SOME OTHER POSSIBLE SOLUTIONS.

NORTHERN MICHIGAN FOCUS

JUNE 11, 2023

Time: 6:00am to 6:30am

SEGMENT 1 TIM HYGH

TIME: 12 MINUTES

TOPIC: TOURISM

IN PART 2 OF A FOUR-PART SERIES HIGHLIGHTING DIFFERENT ELEMENTS OF BEAUTIFUL MACKINAC ISLAND, TIM HYGH, EXECUTIVE DIRECTOR OF MACKINAC ISLAND TOURISM JOINS US TO CHAT ABOUT ALL THE WONDERFUL WAYS YOU CAN ENJOY MACKINAC ISLAND THIS SUMMER, INCLUDING THE 7TH ANNUAL LILAC FESTIVAL WHICH KICKED OFF ON JUNE 9TH.

SEGMENT 2 JEFF THOMAS

TIME: 12 MINUTES

TOPIC: NATURAL RESOURCES

JOINING US FOR A SEGMENT OF NORTHERN MICHIGAN FOCUS IS JEFF THOMAS, A HISTORY TEACHER AT ALPENA HIGH SCHOOL, TO TALK ABOUT THE GREAT LAKES AND THE HISTORY OF THE GREAT LAKES. JEFF HAS BEEN GIVING TALKS AROUND THE REGION DISCUSSING GREAT LAKES LORE, INCLUDING LOCAL STORIES.

NORTHERN MICHIGAN FOCUS

JUNE 18, 2023

Time: 6:00am to 6:30am

SEGMENT 1 TIM HYGH

TIME: 12 MINUTES

TOPIC: TOURISM

JOINING MICHELLE PEREZ THIS WEEKEND ON NORTHERN MICHIGAN FOCUS IS THE EXECUTIVE DIRECTOR OF MACKINAC ISLAND TOURISM BUREAU...PART 2 IN A 4 PART SERIES HIGHLIGHTING THE BEAUTIFUL MACKINAC ISLAND, WHICH HAS JUST BEEN VOTED THE BEST ISLAND IN AMERICA. TIM AND MICHELLE CHAT ABOUT THE 75TH LILAC FESTIVAL AND THE EXCITING THINGS FOR TOURISTS TO ENJOY THIS SUMMER AND EARLY FALL ON THE ISLAND.

SEGMENT 2 PAUL LAPORTE

TIME: 12 MINUTES

TOPIC: ARTS/ENTERTAINMENT

JOINING RON JOLLY THIS WEEKEND IS PAUL LAPORTE.."THE ART GUY" ... PAUL AND RON DISCUSS PAINT GRAND TRAVERSE..THE ANNUAL PLEIN AIR (OUTDOOR) PAINTING FESTIVAL AND COMPETITION, PRESENTED BY CROOKED TREE ARTS CENTER AND LOCATED IN TRAVERSE CITY. EAST SUMMER TALENTED ARTISTS FROM ACROSS THE COUNTRY COME TO TRAVESRSE CITY TO BE INSPIRED BY THE REGION'S BEAUTIFUL LANDSCAPES.

NORTHERN MICHIGAN FOCUS

JUNE 25, 2023

Time: 6:00am to 6:30am

SEGMENT 1 ALLISON AND ALAN SEHOYAN

TIME: 12 MINUTES

TOPIC: TOURISM

TODAY WE WRAP UP A FOUR PART SERIES ON BEAUTIFUL MACKINAC ISLAND. TODAY WE WILL DISCUSS LIVING ON THE ISLAND FULL TIME. THERE ARE ONLY 500 FULL TIME RESIDENTS ON MACKINAC ISLAND AND TODAY WE SPEAK WITH ALLSON AND ALAN SEHOYAN WHO HELPS GIVE US A BEHIND THE SCENES LOOK AT LIVING ON THE ISLAND AND WHAT ITS LIKE DURING THE WINTER.

SEGMENT 2 DWIGHT CHAPIN

TIME: 12 MINUTES

TOPIC: CURRENT EVENTS

JOINING RON JOLLY TODAY IS DWIGHT CHAPIN, A FORMER MEMBER OF PRESIDENT RICHARD NIXON'S STAFF. HE CHATS WITH RON ABOUT LIFE IN THE NIXON WHITEHOUSE AND OTHER PRESIDENTS HE WORKED WITH, IN ADDITION TO DISCUSSING POLITICS TODAY AND HOW THEY COMPARE.