

WLCS

WLCS-FM Quarterly Report
2021 Q1 PSA

1st Quarter Ending
March 31st, 2021

Quarterly Issues/PSA Report for WLCS Quarter Ended 3-31-21

Group/Organization	Dates	Community Need	Total Annc.	Value
Michigan Association of Broadcasters	1-6-21/2-1-21	Stay well PSA information regarding staying safe from Covid 19 infections.	175 – thirty second	
Michigan Association of Broadcasters	1-6/2-1-21	Michigan Veterans Affairs Association PSA’s recommending help for veterans and their families	175-thirty second	
Cumulus Corporate Media	3-22/3-31-21	Get Vaccinated PSA’s	150-thirty second	
Cumulus Corporate Media	1-1/3-31-21	Project Shine urging young people to volunteer in their communities.	1170-thirty second	
Michigan Association of Broadcasters	1-1/1-5-21	Great Lakes Forestry PSA’s	168 thirty second	
Hackley Public Library	1-1/3-31-2021	Promoted Library services in Muskegon	546-thirty second	
Muskegon Rescue Mission	3-1/3-31-2021	Fore Shore Adventure Race fundraiser PSA’s	168-thirty second	
Black History Month	1-26/2-28-2021	Aired PSA’s promoting activities through West Michigan for Black History Month	178-thirty second	
Angel Neighborhood Association	3-27/3-31-2021	Muskegon neighborhood association PSA’s promoting Easter Egg Hunt for youth.	42-thirty second	
Every Woman’s Place	3-27/3-31-2021	Fundraising PSA to promote Woman’s Shelter Every Woman’s Place	42-thirty second	
Hackley Community Cares	1-1/3-31-2021	PSA campaign promoting Covid testing areas and vaccination locations.	511-thirty second	
City of Muskegon Heights	3-15/3-31-2021	PSA campaign promoting two Pop-Up Covid vaccination places in Muskegon Heights	109-thirty second	
Women’s History Month	3-1/3-30-2021	PSA campaign promoting prominent women	203-thirty second	
			Prepared By <u>Rich Berry</u>	