

# **WLAV**

## **Quarterly Issues and Public Service Report**

**3<sup>rd</sup> Quarter Ending  
September 30, 2015**



WLAV airs a weekly 30 minute program called INFO TRAK. It is an award winning interview program featuring nationally recognized experts and leaders presenting factual and timely information that listeners can use. There's no religious, corporate or political agenda. The show airs every Sunday morning at 5:00am.



Weekly Public Affairs Program

Call Letters: WLAU

## **QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2015**

Show # 2015-27

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Sonya Madison**, Workplace Attorney and Legal Analyst, based in Atlanta

Ms. Madison said a drunk driving conviction can severely damage a person's chances of finding or even keeping a job. She noted that most large employers typically conduct background checks on potential employees today. She explained why negatives such as a DUI conviction often will remove the applicant from consideration for a job opening.

**Issues covered:**

**Drunk Driving  
Employment**

**Length: 7:47**

**Jeff Strohl, PhD**, Director of Research at the Georgetown University Center on Education and the Workforce

Dr. Strohl co-authored a recent study that determined that although more Hispanics and African-Americans are going to college, their access to the most selective schools isn't keeping pace. He said there are major income differences between those with a top education compared to graduates of other schools. He explained the reasons behind this problem, and why it is so difficult to address.

**Issues covered:**

**Minority Concerns  
Education**

**Length: 9:21**

**Janet Champ**, co-author of *"Ripe: The Truth About Growing Older and the Beauty of Getting on With Your Life"*

Ms. Champ talked about challenges and myths faced by women as they age. She said many women feel discarded and undervalued as they reach their forties. She believes that this phase of life is rich in often underappreciated beauty and that women who adapt to these changes can offer much to society.

**Issues covered:**

**Women's Issues  
Aging  
Senior Citizens**

**Length: 4:39**

Show # 2015-28

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Nicholas Tatonetti, PhD**, Assistant Professor of Biomedical Informatics, Director of Clinical Informatics at the Herbert Irving Comprehensive Cancer Center at Columbia University

Dr. Tatonetti's research uncovered a surprising correlation between the month a person is born and their risk of developing various health problems, including heart disease, viral infections and ADHD. His study found 55 diseases that correlated with the season of birth. He explained the time of year a person is born dictates many of the environmental factors they are exposed to during birth and early development.

**Issues covered:**  
Personal Health

**Length: 6:54**

**Michael H. Shuman**, economist, attorney, author, and entrepreneur, experts on community economics, author of *"The Local Economy Solution"*

Mr. Shuman believes the entire process of local economic development has become ineffective and unaffordable. He said the traditional method of chasing large companies with huge taxpayer subsidies creates very few new jobs. He is a proponent of alternative approaches in which states and cities encourage private ventures that help local businesses launch and grow.

**Issues covered:**  
Economic Development  
Employment

**Length: 10:12**

**Bill Bishop**, author of *"The Big Sort"*

America may be more diverse than ever, but Mr. Bishop believes that the nation's neighborhoods are becoming too divided—culturally, economically and politically. He said that the places where Americans live are becoming increasingly populated with people who live, think, and vote as they do. He explained what is behind this movement and why it is not a positive development.

**Issues covered:**  
Community  
Diversity Issues

**Length: 5:03**

Show # 2015-29

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**John Santa, MD**, Director of the Health Ratings Center for Consumer Reports

Heart health has become a highly profitable business. Dr. Santa talked about the growing wave of cardiac tests and treatments that are being marketed to aging baby boomers. He said the most dubious tests often result in costly, unnecessary and sometimes dangerous treatments. He also explained how health consumers can get accurate information on the proficiency and competence of heart doctors.

**Issues covered:**  
Personal Health  
Senior Citizens  
Consumer Matters

**Length: 8:32**

**Jonathan Levav, PhD**, Associate Professor of Marketing at the Stanford University Graduate School of Business

Wise decision-making is perhaps the greatest factor that determines success or failure in life and business. Professor Levav talked about his study of "decision fatigue." He explained the surprising influences on decisions, and how individuals can improve decision-making by recognizing and controlling those variables.

**Issues covered:**

**Length: 8:40**

**Workplace Matters**  
**Mental Health**

**Bernard Biermann, MD, PhD**, Assistant Professor, Department of Psychiatry at the University of Michigan, Medical Director of the Child/Adolescent Inpatient Unit at Mott Children's Hospital in Ann Arbor, MI

Dr. Biermann recently completed a study that found that parents severely underestimate their teens' use of drugs and alcohol. While just ten percent of parents thought their kids drank alcohol in the past year, 52 percent of teens admitted to doing so. He talked about the possible reasons in the huge disparity, and offered advice for parents on how to recognize the signs of alcohol and drug use in their teenager.

**Issues covered:**

**Length: 5:07**

**Substance Abuse**  
**Parenting**  
**Youth at Risk**

Show # 2015-30

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Armon B. Neel Jr., PharmD.**, consulting pharmacist, author of *"Are Your Prescriptions Killing You?: How to Prevent Dangerous Interactions, Avoid Deadly Side Effects, and Be Healthier with Fewer Drugs"*

Mr. Neel said that patients and doctors often don't recognize when prescription drugs may be interacting dangerously with one another. He discussed the financial costs to our nation's healthcare system, and explained how patients can reduce the number of medications they're taking.

**Issues covered:**

**Length: 7:17**

**Personal Health**  
**Senior Citizens**  
**Consumer Matters**

**Catherine Steiner-Adair, EdD.**, clinical psychologist, school consultant, author of *"The Big Disconnect: Protecting Childhood and Family Relationships in the Digital Age"*

The digital world is here to stay, but what are families losing? Dr. Steiner-Adair believes that today's parents often pay more attention to their smartphones than their children. She discussed the emotional impact felt by kids, and outlined how parents can set boundaries on the use of hi-tech devices for both themselves and their children.

**Issues covered:**

**Length: 10:00**

**Parenting**  
**Youth at Risk**

**Jack Canfield**, co-creator of the Chicken Soup for the Soul book series, author of "*The Success Principles*" series

Mr. Canfield talked about the keys to success and how to overcome self-defeating beliefs, fears and habits. He also offered principles on building good teams and better relationships at the office, and how to set goals to improve your life and finances.

**Issues covered:**  
**Workplace Issues**  
**Education**  
**Personal Finance**

**Length: 4:51**

Show # 2015-31

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Sheila Markin Nielsen**, career counselor with more than 25 years of experience, author of "*Job Quest: How to Become the Insider Who Gets Hired*"

The search for a job can seem intimidating and frustrating for most people. Ms. Markin Nielsen said the most critical component in any successful job search is to establish personal relationships. She outlined strategies to create personal connections and trust with key people. She discussed the usefulness of online tools such as LinkedIn, along with the value of resumes in today's employment environment.

**Issues covered:**  
**Employment**  
**Career**

**Length: 10:25**

**Jennifer Suor**, researcher, PhD candidate in clinical psychology at the University of Rochester

Ms. Suor's research found that children from low-income families are at risk of stunted cognitive functioning before they even start kindergarten. Her team found that young children with emotionally distant caregivers and who lived in an unstable home also had high levels of the stress hormone cortisol, which appears to significantly affect their cognitive abilities.

**Issues covered:**  
**Education**  
**Parenting**

**Length: 6:44**

**Andy Cohen**, CEO, Caring.com

In the past year, approximately 14 million drivers have been in a road incident caused by an elderly driver, according to a survey by Mr. Cohen's organization. He discussed how other motorists view the safety and competence of senior drivers. He also explained how to determine whether an older loved one is no longer fit to drive, and how to approach the topic with them.

**Issues covered:**  
**Senior Citizens**  
**Traffic Safety**

**Length: 5:10**

Show # 2015-32

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Deirdre Maloney**, author of *"Bogus Balance: Your Journey to Real Work/Life Bliss"*

These days, nearly everyone struggles to balance their work and home lives. Ms. Maloney said that no one can achieve a perfect balance. She said it is possible to find real balance and satisfaction by setting priorities and accepting that you can't have it all. She explained why it is important to analyze your own values and priorities on a regular basis.

**Issues covered:**

**Length: 9:28**

Career  
Parenting  
Mental Health

**Doug Whiteman**, Insurance Analyst at Bankrate.com

37% of Americans with children under age 18 do not have any life insurance, according to a new Bankrate.com study. And about one-third of the parents who do have life insurance have no more than \$100,000 of protection. Mr. Whiteman explained why this is such a great concern. He also offered suggestions on how to shop for life insurance and how to determine how much coverage is necessary.

**Issues covered:**

**Length: 7:46**

Personal Finance  
Parenting

**Richard Johnson, PhD**, Senior Fellow at the Urban Institute, an independent non-partisan organization that evaluates social and economic issues

Dr. Johnson studied Americans who change careers after age 50. He found that most take pay cuts and accept lesser health benefits, but are still happier in their new jobs. He explained why these workers decide to switch careers, and offered advice for older job hunters.

**Issues covered:**

**Length: 4:50**

Senior Citizens  
Workplace Matters  
Unemployment

Show # 2015-33

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Nick Corcodilos**, employment expert, headhunter, founder of AskTheHeadhunter.com, author of *"Fearless Job Hunting"*

Mr. Corcodilos said that the way companies recruit, evaluate and hire employees is a disaster. He said employers misuse computer screening software and sites like LinkedIn, in the hope of finding a mythical perfect candidate, then complain that the American workforce is undertrained and unqualified for today's high tech jobs. He offered advice for people who are seeking a new job.

**Issues covered:**

**Length: 8:57**

Employment  
Job Training



**Scott Barry Kauffman, PhD**, cognitive psychologist, Adjunct Assistant Professor of Psychology at New York University, author of *"Ungifted: Intelligence Redefined"*

Dr. Kauffman said that the traditional methods of measuring the intellectual potential of children, such as IQ and standardized tests, don't work. He shared his own story of being labeled as "learning disabled" as a child, yet eventually completing his PhD in cognitive psychology at Yale University. He noted that there are many paths to greatness, and argued for a more customized approach to achievement that takes into account each individual's goals, psychology, and developmental trajectory.

**Issues covered:**

**Length: 7:56**

**Education**

**Children's Issues**

**Gary Brienzo**, Communications Manager, National Arbor Day Foundation

Mr. Brienzo talked about the growing disconnect between children and nature, as youngsters spend more time indoors with smartphones, video games and the Internet. He talked about the benefits of encouraging children and families to spend time outdoors, including better awareness of the environment.

**Issues covered:**

**Length: 4:42**

**Environment**

**Community Health**

**Parenting**

**Volunteerism**

Show # 2015-34

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**David Gumpert**, food rights advocate, author of *"Life, Liberty and the Pursuit of Food Rights"*

Mr. Gumpert believes that Americans should have the right to privately obtain foods directly from farmers, neighbors, and local producers, in the same way that previous generations did. He said government regulations are making it increasingly difficult for consumers who wish to get raw milk, custom-slaughtered beef and pastured eggs outside the government regulatory system. He outlined the potential health concerns about mass-produced, processed food sold at supermarkets.

**Issues covered:**

**Length: 8:29**

**Food Safety**

**Government Regulation**

**Noël Janis-Norton**, learning and behavior specialist, founder and director of The New Learning Centre in London, author of *"Calmer, Easier, Happier Parenting: Five Strategies That End the Daily Battles and Get Kids to Listen the First Time"*

Ms. Norton offered advice to parents who are tired of nagging, pleading or yelling just to get their kids to do simple tasks. She offered examples of how parents should use positive reinforcement to encourage children to cooperate. She also offered tips on how to make homework a more positive and pleasant task each day.

**Issues covered:**

**Length: 8:40**

**Parenting**

**Children's Issues**

**Virginia Reichert**, former director of the Center for Tobacco Control at North Shore-Long Island Jewish Health System

Ms. Reichert talked about a study she conducted that discovered many smokers incorrectly believe that nicotine causes cancer. This misperception makes them less like to use nicotine patches or gum to help them stop smoking. She explained how comprehensive programs can greatly increase the success rate of smokers who want to quit.

**Issues covered:**

Addiction  
Community Health

**Length: 4:58**

Show # 2015-35

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Emily Rogalski, PhD**, Neuroscientist, Research Associate Professor in Cognitive Neurology and Alzheimer's Disease Center at the Northwestern University Feinberg School of Medicine

Dr. Rogalski is in the early stages of a study of "SuperAgers" — men and women who are in their 80s and 90s, but with brains and memories that seem far younger. She explained what has been learned so far from these exceptional seniors, and what she hopes to discover as the study progresses. She said the research may eventually find ways to help protect others from memory loss.

**Issues covered:**

Personal Health  
Senior Citizens

**Length: 8:01**

**Amanda Ripley**, investigative journalist, author of *"The Smartest Kids in the World--and How They Got That Way"*

Over the past fifty years, math and science skills have remained largely flat in the US, while soaring in Canada, Finland and many other developed countries. Ms. Ripley explained why some new "education superpower" countries have rapidly improved test scores, and how their policies differ from the US. She said teachers' college programs in the US should become much more selective, only accepting top students.

**Issues covered:**

Education  
Government

**Length: 9:10**

**Dana Gunders**, Project Scientist, Natural Resources Defense Council's Food and Agriculture program in San Francisco

Ms. Gunders recently co-led a study with Harvard researchers that concluded that dates printed on packaged foods often confuse consumers, leading many to throw out food before it actually goes bad. She said the dates are intended to indicate freshness rather than whether a product is unsafe to eat. She would like to see new government regulations that would standardize food labeling and make it less confusing for consumers.

**Issues covered:**

Food Safety  
Consumer Matters  
Government Regulations

**Length: 4:55**

Show # 2015-36

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Ann Dowsett Johnston**, award-winning journalist, author of *"Drink: The Intimate Relationship Between Women And Alcohol"*

Ms. Johnston said women have closed the gender gap in the past decade, not only in their professional and educational lives, but also in terms of alcohol abuse . She noted that corporations have developed marketing strategies and products targeted exclusively to women. She expressed particular concern that alcohol manufacturers are now using social media to target teenage girls for marketing messages.

**Issues covered:**  
**Substance Abuse**  
**Women's Issues**

**Length: 9:27**

**Kathryn Edin, PhD**, Professor of Public Policy and Management at the John F. Kennedy School of Government at Harvard University, co-author of *"Doing the Best I Can: Fatherhood in the Inner City"*

Dr. Edin studied fatherhood among inner city men who are sometimes called "deadbeat dads." She said the term does not accurately describe today's urban fathers, many of whom take pride in being involved in the lives of some of their children. She explained how economic and cultural changes have transformed the meaning of fatherhood among the urban poor.

**Issues covered:**  
**Inner City Issues**  
**Parenting**  
**Poverty**

**Length: 7:36**

**David L. Roth, Ph.D.**, Director of the Johns Hopkins University Center on Aging and Health

Dr. Roth's research found that caregivers assisting chronically ill or disabled family members had an 18 percent lower death rate than similar people who were non-caregivers. He talked about the possible reasons behind this surprising finding.

**Issues covered:**  
**Senior Citizens**  
**Personal Health**  
**Family**

**Length: 4:49**

Show # 2015-37

Date aired: \_\_\_\_\_ Time Aired: \_\_\_\_\_

**Mark Rank, PhD**, Professor of Social Welfare at Washington University in St. Louis

Dr. Rank led a study that found that, between the ages of 25 and 60, almost two-thirds of Americans will live in poverty for a year or more. He shared other statistics from his study that illustrate how common poverty is. He discussed the reasons behind the problem and why a surprising number of Americans move from poverty to the middle class or higher, then back to poverty again.

**Issues covered:**  
**Poverty**  
**Education**

**Length: 8:31**

**Sandeep S. Grewal, MD, MS**, nutrition and weight loss expert, co-author of *"Fat-Me-Not: Weight Loss Diet of The Future"*

Most parents believe preparing and packing a healthy lunchbox is a difficult task. Dr. Grewal explained why lunches parents send to school are so critical to their kids' development and learning. He talked about the worst things parents can include in a lunch, and why hot lunches at school are not always a better option. He also discussed the most effective ways to lose weight.

**Issues covered:**

**Length: 8:33**

Parenting  
Nutrition

**Jim Quiggle**, Director of Communications at Coalition Against Insurance Fraud

Mr. Quiggle discussed Medicare fraud, which has become a multi-billion dollar industry. He explained how fraudsters rapidly evolve their techniques as investigators close in on a specific scam. He outlined common warning signs of a scam that senior citizens should recognize, such as cold-call solicitations and requesting Medicare numbers over the phone.

**Issues covered:**

**Length: 5:00**

Medicare Fraud  
Senior Citizens

Show # 2015-38

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Meredith Jones**, author of *"Women of The Street: Why Female Money Managers Generate Higher Returns (and How You Can Too)"*

Ms. Jones said her research found that women typically make better investment decisions than men. She explained how women's and men's investment behaviors differ. She also offered advice to young women who may be considering a career as an investment professional.

**Issues covered:**

**Length: 10:32**

Personal Finance  
Women's Issues

**Todd Herrenkohl, PhD**, Professor of Sociology, Interim Associate Dean for Research for the Office of Research, University of Washington

Dr. Herrenkohl led a study that found that troubling behaviors exhibited by abused children can predict criminal activity when they grow up. He explained what the most common indicators are and how they differ between boys and girls. He discussed the importance of recognizing kids at risk and getting treatment for them as quickly as possible.

**Issues covered:**

**Length: 6:38**

Child Abuse  
Crime  
Youth at Risk

**Bruce Schneier**, internationally recognized security technologist, Chief Technology Officer of Resilient Systems, a fellow at Harvard's Berkman Center, and a board member of Electronic Frontier Foundation, author of "*Schneier on Security*"

Mr. Schneier discussed a recent study that examined the most commonly hacked computer passwords. Many people choose passwords that are far too easy to guess. He outlined ways to choose and remember a very secure password.

**Issues covered:**

**Length: 5:14**

Crime

Consumer Matters

Show # 2015-39

**Date aired:** \_\_\_\_\_ **Time Aired:** \_\_\_\_\_

**Brad J. Bushman, PhD**, Professor of Communication and Psychology, Margaret Hall and Robert Randal Rinehart Chair of Mass Communication at Ohio State University

Dr. Bushman's research found that gun violence in movies rated PG-13 has more than tripled since PG-13 was introduced in 1985. In fact, he found that today's PG-13 films depict more violence than R-rated movies. Dr. Bushman explained why parents should be concerned. He said the patchwork of different rating systems for TV, movies and video games is confusing for parents and should be standardized.

**Issues covered:**

**Length: 9:01**

Parenting

Media

**Stewart D. Friedman, PhD**, Professor at the Wharton School of Business at the University of Pennsylvania, Founding Director of the Wharton Leadership Program and Wharton's Work/Life Integration Project, author of "*Baby Bust: New Choices for Men and Women in Work and Family*"

Dr. Friedman studied two classes of Wharton School of Business students, and found stunning results: the rate of graduates who plan to have children has dropped by nearly half over the past 20 years. He outlined the reasons for this disturbing trend and explained why this could be a huge problem for our society. He also offered some potential solutions.

**Issues covered:**

**Length: 8:04**

Parenting

Career

Education

**Chris & Toren Volkmann**, co- authors of "*Our Drink: Detoxing the Perfect Family*"

Chris and Toren offered their perspective on college drinking, as a mother and son who personally suffered the effects. They discussed warning signs of excessive drinking that both parents and college students should be aware of, and talked about the changing attitudes on college campuses.

**Issues covered:**

**Length: 4:36**

Substance Abuse

Youth at Risk

Parenting Matters

WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Food Safety group promoting the safe handling of food both in public places and the home.

A total of 14 announcements aired from July 1 thru July 27, 2015.

~~The balance was zero, and a total of \$2,000 in inventory.~~

# MICHIGAN FOOD SAFETY.COM

[HOME](#)   [CONSUMER RESOURCES](#)   [INDUSTRY RESOURCES](#)   [REGULATORY I](#)  
[ALLERGIES](#)

## ABOUT US

As human beings, we all need food to survive, but food is far more than a staple of life. Flavorful food delights us and entertains us as well. In preparing and eating food, it can be easy to forget the importance of food safety.

As a restaurant operator, restaurant patron, or a at-home cook, you need to think about food safety. Sometimes it can be difficult to find helpful information on how to safely handle, prepare, and store food.

**Welcome to Michigan Food Safety.com.**

Resources highlighted in red are funded through the Michigan Food Law of 2000, Act No 92, Industry Food Safety Education Fund.

[CONSUMER RESOURCES](#)   [INDUSTRY RESOURCES](#)   [REGULATORY RESOURCES](#)   [CONTACT US](#)



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*Mr. Ford SAT 7/29*  
*Mr. Ford 7/29*  
*AS*



# INVOICE

**PAY THIS AMOUNT: \$0.00**

Remit To: 3639 Momentum Place  
 Chicago, IL 60689-5336  
 Station: Cumulus-Grand Rapids - WLAV-FM  
 Phone#: 616-855-8304

**Bill To: MI ASSOCIATION OF BROADCASTERS**

Invoice #: 2567803  
 Invoice Date: 07/26/15  
 Order #: 31470

Advt#751

Acct Exec: HOUSE HOUSE  
 Estimate #:

**Terms: Due on Receipt**

**Description: MRA/LEFTOVERS/ NRS11RE2**

Day	Date	Time	Len	Line #	Rate	Cl	Product
Fri	07/03/15	8:51PM	30	437748	\$0.00	C	NRS11RE2
Sun	07/05/15	2:35PM	30	437748	\$0.00	C	NRS11RE2
Sun	07/05/15	10:14PM	30	437748	\$0.00	C	NRS11RE2
Sun	07/05/15	10:42PM	30	437748	\$0.00	C	NRS11RE2
Tue	07/07/15	12:16AM	30	437748	\$0.00	C	NRS11RE2
Tue	07/07/15	12:50AM	30	437748	\$0.00	C	NRS11RE2
Tue	07/07/15	1:42AM	30	437748	\$0.00	C	NRS11RE2
Wed	07/08/15	12:12AM	30	437748	\$0.00	C	NRS11RE2
Wed	07/08/15	1:10AM	30	437748	\$0.00	C	NRS11RE2
Wed	07/08/15	2:25AM	30	437748	\$0.00	C	NRS11RE2
Sun	07/12/15	8:30PM	30	437748	\$0.00	C	NRS11RE2
Sun	07/12/15	11:14PM	30	437748	\$0.00	C	NRS11RE2
Sun	07/26/15	4:26PM	30	437748	\$0.00	C	NR15RE03
Sun	07/26/15	11:45PM	30	437748	\$0.00	C	NR15RE03

**Amount Due \$0.00**

**Total Spots 14**

**Terms: Due on Receipt**



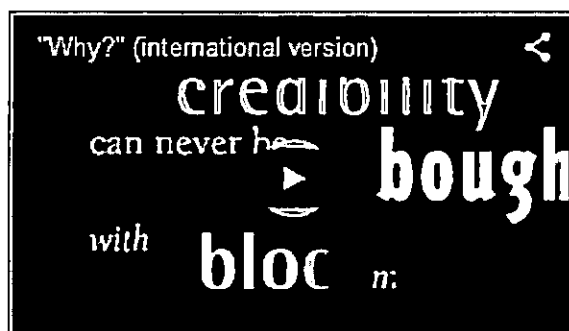
WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Department of Health and Human Services Promoting the Quit Smoking Helpline, offering provider referrals, free counseling and nicotine replacement therapy.

A total of 22 announcements aired from July 1 thru July 27, 2015.

~~The following is a list of the announcements:~~



## Improving Health by Reducing Tobacco Use



**Tobacco kills more people in our state** than AIDS, alcohol, auto accidents, drug overdoses, murders, and suicides combined. The use of cigarettes and other tobacco products is the single, most preventable cause of disease, disability and death, both in Michigan and across the United States.

The MDHHS Tobacco Section team is dedicated to changing the negative

health and economic impact of tobacco by:

- providing help and support for smokers who want to quit;
- promoting smoke-free air spaces, both indoors and out of doors;
- protecting youth from exposure to secondhand smoke;
- continuing to raise awareness about other tobacco products, both the old (such as spit tobacco) and the new, emerging products; and
- educating and empowering population groups that bear a higher-than-average burden from tobacco use and secondhand smoke exposure.

## Take Charge of Your Health! We Can Help

Do you or a loved one want to quit smoking? Congratulations! Quitting will bring both immediate and long-term benefits to you and those close to you. Tobacco use affects not only your health, but also the health of your family and others around you.

There are many ways to quit, and there are many resources available to help. One of the best is the Michigan Tobacco Quitline, which offers free provider referrals, free counseling, and free nicotine replacement therapy to those who qualify. Call 800-784-8669 today to find out more.



## It's the Law: No Smoking in Public

Secondhand smoke is a killer. Every year, approximately 1,740 Michigan residents who don't smoke die from having been exposed to someone else's tobacco smoke. Secondhand smoke contains more than 7,000 chemicals,



# INVOICE

**PAY THIS AMOUNT: \$0.00**

Remit To: 3639 Momentum Place  
Chicago, IL 60689-5336  
Station: Cumulus-Grand Rapids - WJWV-FM  
Phone#: 616-855-8304

Bill To: MI ASSOCIATION OF BROADCASTERS

Invoice #: 2567802  
Invoice Date: 07/26/15  
Order #: 31465

Advt#751

Terms: Due on Receipt

Acct Exec: HOUSE HOUSE  
Estimate #:  
Description: TOBACCO/STEVE AND DOUG/  
NRS19495

Day	Date	Time	Len	Line #	Rate	Cl	Product
Sat	07/04/15	1:18PM	60	437743	\$0.00	C	NRS19495
Sat	07/04/15	3:06PM	60	437743	\$0.00	C	NRS19495
Sat	07/04/15	8:24PM	60	437743	\$0.00	C	NRS19495
Sat	07/04/15	11:26PM	60	437743	\$0.00	C	NRS19495
Sun	07/05/15	2:50PM	60	437743	\$0.00	C	NRS19495
Sun	07/05/15	3:50PM	60	437743	\$0.00	C	NRS19495
Sun	07/05/15	5:13PM	60	437743	\$0.00	C	NRS19495
Sun	07/05/15	8:45PM	60	437743	\$0.00	C	NRS19495
Sun	07/05/15	9:31PM	60	437743	\$0.00	C	NRS19495
Sun	07/05/15	10:13PM	60	437743	\$0.00	C	NRS19495
Sun	07/05/15	10:43PM	60	437743	\$0.00	C	NRS19495
Sun	07/05/15	11:13PM	60	437743	\$0.00	C	NRS19495
Sun	07/05/15	11:43PM	60	437743	\$0.00	C	NRS19495
Tue	07/07/15	12:49AM	60	437743	\$0.00	C	NRS19495
Tue	07/07/15	1:18AM	60	437743	\$0.00	C	NRS19495
Tue	07/07/15	10:05PM	60	437743	\$0.00	C	NRS19495
Wed	07/08/15	12:12AM	60	437743	\$0.00	C	NRS19495
Sun	07/12/15	6:07AM	60	437743	\$0.00	C	NRS19495
Sun	07/12/15	9:31PM	60	437743	\$0.00	C	NRS19495
Sun	07/12/15	10:14PM	60	437743	\$0.00	C	NRS19495
Wed	07/22/15	5:45AM	60	437743	\$0.00	C	NRS19495

Amount Due \$0.00

Total Spots 21

Terms: Due on Receipt



## INVOICE

**PAY THIS AMOUNT: \$0.00**

**Remit To: 3639 Momentum Place**

**Chicago, IL 60689-5336**

**Station: Cumulus-Grand Rapids - WLAV-FM**

**Phone#: 616-855-8304**

**Bill To: MI ASSOCIATION OF BROADCASTERS**

**Invoice #: 2568124**

**Invoice 08/09/15**

**Date:**

**Order #: 31465**

**Advt#751**

**Terms: Due on Receipt**

**Acct Exec: HOUSE HOUSE**

**Estimate #:**

**Description: TOBACCO/STEVE AND DOUG/  
NRS19495**

Day	Date	Time	Len	Line #	Rate	Cl	Product
Mon	07/27/15	7:23PM	60	437743	\$0.00	C	NRS19495

**Amount Due \$0.00**

**Total Spots 1**

**Terms: Due on Receipt**

WLAV aired announcements provided by the Michigan Association of Broadcasters providing information on the Michigan Virtual University. The nonprofit online program was established in 1998 by the State of Michigan to serve the K-12 Michigan community with online instructional services.

A total of 5 announcements aired from August 17 thru August 30, 2015.

~~The following is a list of the announcements:~~

[News](#)[Articles/Reports](#)[Events](#)[Jobs](#)**MICHIGAN VIRTUAL UNIVERSITY***You Can Learn Virtually Anything®*Search... 888-532-5806 | [Contact MVU »](#)[Home](#)[About Us](#)[Media](#)[Services](#)[Support](#)[Board of Directors](#)[MVU Facts](#)[Directions to MVU](#)[Staff Directory](#)[Symposium](#)[Leadership Blog](#)

## *About Us — MVU focuses on the K-12 community*

*Michigan Virtual University® (MVU®)* was established in 1998 by the State of Michigan. *MVU* is a private, nonprofit 501(c)(3) corporation and is governed by an independent Board of Directors comprised of individuals representing business, industry, higher education, K-12 education and state government.

*MVU* began to serve Michigan's K-12 community with online instructional services as a result of Public Act 230 of 2000. In 2005, the *Michigan Virtual School® (MVS®)* was awarded accreditation by the North Central Commission on Accreditation and School Improvement (NCA) and the Commission on International and Trans-Regional Accreditation (CITA). *MVS* was re-accredited in 2011.

In 2003, in partnership with the Michigan Department of Education, *MVU* created *Michigan LearnPort®*, a web-based portal that provides low-cost and no-cost online



### *Vision & Mission*

#### **Vision**

*Michigan's digital learning leader advancing personalized education for all learners.*

#### **Mission**

*Advancing K-12 education through*

digital learning,  
research, innovation,  
policy and  
partnerships.

professional development opportunities for Michigan's K-12 community, higher education and for organizations not directly affiliated with K-12 or higher education.

In 2012, MVU opened the *Michigan Virtual Learning Research Institute™ (MVLRI™)* which draws upon recognized state and national leaders from K-12 schools, higher education and the private industry to provide research, evaluation, and development expertise that support Michigan's students, parents, schools, K-12 and postsecondary educators and state and local policymakers. In 2013, MVLRI received the 2013 iNACOL Innovator Award for Outstanding Research.

### Strategic Decisions: A Framework for the Future

Last fall, MVU published *Strategic Decisions: A Framework for the Future*. This document serves as a strategic compass for *Michigan Virtual University*. Working with a group of internal and external stakeholders, we prepared this planning tool to help guide important decisions as we strive to better serve Michigan's K-12 community and policymakers as a trusted leader, partner, innovator and capacity builder. Download Strategic Decisions »

### MVU Values

The MVU organizational values represent a set of core beliefs that continue to build a high performance team environment. These value statements serve as the foundation for MVU's vision and mission statements. This is what we believe:

- **Put people first** — Personalized learning, diversity of thought, partnerships in the educational community, investment in staff.
- **Commit to excellence** — Quality products and services, responsiveness and timeliness, pride in our work.
- **Act with integrity** — How we act is as important as what we do, good stewards of resources, trust is earned.
- **Embrace innovation** — Advance the art of learning, impact educational practice and policy.
- **Serve with passion** — We are an extremely passionate group of professionals focused on improving education and career readiness.
- **Succeed through teamwork** — Nothing great can be achieved individually. We appreciate the diversity that various individuals bring to our work and interactions and believe in collaborating with the best to achieve success.





## INVOICE

**PAY THIS AMOUNT: \$0.00**

**Remit To: 3639 Momentum Place**

**Chicago, IL 60689-5336**

**Station: Cumulus-Grand Rapids - WLAV-FM**

**Phone#: 616-855-8304**

**Bill To: MI ASSOCIATION OF BROADCASTERS**

**Invoice #: 2568644**

**Invoice 08/30/15**

**Date:**

**Order #: 32294**

**Acct Exec: HOUSE HOUSE**

**Estimate #:**

**Description: MVU/PICK TWO/ MAB 30**

**Advt#751**

**Terms: Due on Receipt**

Day	Date	Time	Len	Line #	Rate	Cl	Product
Mon	08/17/15	1:26PM	30	453922	\$0.00	C	NR15MVU2
Fri	08/21/15	12:26AM	30	453922	\$0.00	C	NR15MVU2
Sun	08/23/15	10:44PM	30	453922	\$0.00	C	NR15MVU2
Mon	08/24/15	10:06PM	30	453922	\$0.00	C	NR15MVU2

**Amount Due \$0.00**

**Total Spots 4**

**Terms: Due on Receipt**





## INVOICE

**PAY THIS AMOUNT: \$0.00**

Remit To: 3639 Momentum Place

Chicago, IL 60689-5336

Station: Cumulus-Grand Rapids - WLAV-FM

Phone#: 616-855-8304

Bill To: MI ASSOCIATION OF BROADCASTERS

Invoice #: 2568696

Invoice Date: 08/30/15

Date:

Order #: 32535

Advt#751

Acct Exec: HOUSE HOUSE

Estimate #:

Terms: Due on Receipt

Description: MAB30/MVU/PICKTWO/NR15MVU  
2

Day	Date	Time	Len	Line #	Rate	CI	Product
Sun	08/30/15	8:31PM	30	458874	\$0.00	C	NR15MVU2

Amount Due \$0.00

Total Spots 1

Terms: Due on Receipt

WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Department of Health and Human Services providing information on the Michigan Gambling Disorder Help-line offering confidential counseling and referrals to treatment or support groups. A total of 3 announcements aired from August 10 thru August 30.

~~The schedule was [REDACTED] in station [REDACTED].~~

[MDHHS Home](#)[Contact MDHHS](#)[Site Map](#)[MI.gov](#)

## Gambling Disorder

**Gambling Disorder Services**, administered by the Behavioral Health and Developmental Disabilities Administration, are provided through a contract agreement with Health Management Systems of America (HMSA).

Services available to Michigan residents include: 24-hour help-line, prevention programs, and treatment programs.

**Gambling Disorder Help-line: 800-270-7117 [24-Hours]**

Strictly confidential, counselors provide immediate help to address issues related to gambling disorder, including screening services and referrals to treatment or support groups. Non-Michigan residents, dial 313-961-2193 to obtain a number for your state.

[Gambling Treatment Providers List](#)

[Gambling Treatment Providers Web page Listing](#)



When you have a gambling problem, it's not just your problem. It's a problem for your family, your employer, your health, and your future. It's an emotional problem with real financial consequences. If you or someone you love is out of control, there is hope. Let us help you get your life back, call **1-800-270-7117**.

For many people, gambling is fun and entertaining. But for some, it's a serious problem that continues after the fun is gone. Besides money trouble, gambling can seriously affect relationships, families, and employment.

[Concerned that You May Have a Gambling Disorder? Answer these 20 questions.](#)



## INVOICE

**PAY THIS AMOUNT: \$0.00**

**Remit To: 3639 Momentum Place**

**Chicago, IL 60689-5336**

**Station: Cumulus-Grand Rapids - WLAV-FM**

**Phone#: 616-855-8304**

**Bill To: MI ASSOCIATION OF BROADCASTERS**

**Invoice #: 2568650**

**Invoice 08/30/15**

**Date:**

**Order #: 32530**

**Advt#751**

**Terms: Due on Receipt**

**Acct Exec: HOUSE HOUSE**

**Estimate #:**

**Description: GAMBLING/SYMPTOMS/MAB60/  
NRS19399**

Day	Date	Time	Len	Line #	Rate	Cl	Product
Sun	08/30/15	5:42AM	60	458869	\$0.00	C	NRS19399
Sun	08/30/15	9:31PM	60	458869	\$0.00	C	NRS19399
Sun	08/30/15	10:43PM	60	458869	\$0.00	C	NRS19399

**Amount Due \$0.00**

**Total Spots 3**

**Terms: Due on Receipt**

WLAV aired announcements provided by the Michigan Association of Broadcasters and the Healthy Michigan Plan. This program makes health care benefits available to individuals at a low cost to eligible Michigan residents.

A total of 3 announcements aired from August 10 thru September 6.

~~The schedule was worth a total of \$2,225 in station inventory.~~



### More people are getting healthy with the Healthy Michigan Plan.

Looking for health care coverage that works for your health and your budget? There's a new option to help working people like you get healthy — at a cost that works in your budget. It's the Healthy Michigan Plan.

We understand you shouldn't have to choose between taking care of your health and taking care of your bills. That's why the Healthy Michigan Plan makes health care benefits available to individuals at a low cost. On April 1, 2014, Michigan residents will be able to get health care coverage through the Healthy Michigan Plan. Now thousands more people will be able to afford health care coverage which means more people will be preventing illnesses and getting healthy. Learn more to see if the Healthy Michigan Plan is for you and find out if you may be eligible.

### Three easy ways to apply

[www.michigan.gov/mibridges](http://www.michigan.gov/mibridges)

1-855-789-5610

Visit your local  
Department of Human  
Services office

[Michigan.gov Home](#) | [Healthy Michigan Plan Home](#)

[Policies](#) | [Michigan News](#) | [Michigan.gov Survey](#)

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## INVOICE

**PAY THIS AMOUNT: \$0.00**

**Bill To: MI ASSOCIATION OF BROADCASTERS**

**Remit To: 3639 Momentum Place**

**Chicago, IL 60689-5336**

**Station: Cumulus-Grand Rapids - WLAV-FM**

**Phone#: 616-855-8304**

**Invoice #: 2568717**

**Invoice Date: 08/30/15**

**Date:**

**Order #: 32289**

**Advt#751**

**Terms: Due on Receipt**

**Acct Exec: HOUSE HOUSE**

**Estimate #:**

**Description: HEALTHY MI PLAN/TIME BOMB/  
MAB 60**

Day	Date	Time	Len	Line #	Rate	Cl	Product
Sun	08/16/15	11:43PM	60	453917	\$0.00	C	NRS19501

**Amount Due \$0.00**

**Total Spots 1**

**Terms: Due on Receipt**



## INVOICE

**PAY THIS AMOUNT: \$0.00**

Remit To: 3639 Momentum Place

Chicago, IL 60689-5336

Station: Cumulus-Grand Rapids - WLAV-FM

Phone#: 616-855-8304

Bill To: MI ASSOCIATION OF BROADCASTERS

Invoice #: 2569603

Invoice 09/27/15

Date:

Order #: 32289

Acct Exec: HOUSE HOUSE

Estimate #:

Description: HEALTHY MI PLAN/TIME BOMB/  
MAB 60

Advt#751

Terms: Due on Receipt

Day	Date	Time	Len	Line #	Rate	Cl	Product
Sun	09/06/15	10:24PM	60	461606	\$0.00	C	NRS19501
Sun	09/06/15	11:41PM	60	461606	\$0.00	C	NRS19501

Amount Due \$0.00

Total Spots 2

Terms: Due on Receipt



WLAV aired announcements, both live and recorded, promoting an appearance of Morning Show co-host Michelle McKormick at Anna's House restaurant where 10% of all sales went to the Cystic Fibrosis Foundation.

A total of 104 announcements aired from August 14 thru August 25.

~~The following information was obtained from the WLAV records:~~

**Liner B—Anna's House Breakfast in Bed 2015**

- **Classic Rock 97LAV invites you to have breakfast with Michelle McKormick at the Grand Opening Of Anna's House at 2409 East Beltline**
  - **Join Michelle Tuesday August 25<sup>th</sup> between 9am & 11am for another LAViP Workforce Grand Opening Prize Party!**
  - **Someone will win Breakfast in Bed, delivered by Michelle McKormick & a \$500 Gift card from ROOMS OF GRAND RAPIDS & Breakfast for a year from Anna's House (1 breakfast a month for a year)**
  - **10% of all sales from that day benefit CYSTIC FIBROSIS!**
  - **Anna's House open 6a-3pm.....**
  - **Learn more now at [wlav.com](http://wlav.com)**
- 

**Live liners: 56**

**Recorded promos: 48**

**Total value: ~~\$31,200~~**

*\$18,200.00*



Home / About Us /

## About Us

The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment and ensuring access to high-quality, specialized care.

### WHAT YOU NEED TO KNOW



## About the Cystic Fibrosis Foundation

Learn more about the CF Foundation including who we are, what we do, and our impact on cystic fibrosis.

### RESOURCE

## Media Center

Through the Cystic Fibrosis Foundation's efforts, the life expectancy of people with cystic fibrosis has doubled in the past 30 years and research to find a cure is more promising than ever.

# Element Play from 08/14/2015 to 08/26/2015

Title	Artist	Day	Date and Time
Anna's House Breakfast in Bed	Anna's House/TGMS	Friday	Aug 14 2015 12:17AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Friday	Aug 14 2015 5:13AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Friday	Aug 14 2015 12:14PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Friday	Aug 14 2015 5:15PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Saturday	Aug 15 2015 2:12AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Saturday	Aug 15 2015 7:28AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Saturday	Aug 15 2015 12:14PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Saturday	Aug 15 2015 11:11PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Sunday	Aug 16 2015 4:15AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Sunday	Aug 16 2015 12:12PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Monday	Aug 17 2015 1:10AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Monday	Aug 17 2015 5:00AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Monday	Aug 17 2015 11:13AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Monday	Aug 17 2015 3:14PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Monday	Aug 17 2015 6:10PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Monday	Aug 17 2015 10:13PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Tuesday	Aug 18 2015 2:15AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Tuesday	Aug 18 2015 5:16AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Tuesday	Aug 18 2015 12:11PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Tuesday	Aug 18 2015 4:13PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Wednesday	Aug 19 2015 12:11AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Wednesday	Aug 19 2015 4:15AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Wednesday	Aug 19 2015 10:12AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Wednesday	Aug 19 2015 2:14PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Wednesday	Aug 19 2015 6:16PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Thursday	Aug 20 2015 2:13AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Thursday	Aug 20 2015 5:12AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Thursday	Aug 20 2015 12:14PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Thursday	Aug 20 2015 5:12PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Friday	Aug 21 2015 12:14AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Friday	Aug 21 2015 3:09AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Friday	Aug 21 2015 9:17AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Friday	Aug 21 2015 12:10PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Friday	Aug 21 2015 3:15PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Friday	Aug 21 2015 6:15PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Saturday	Aug 22 2015 4:11AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Saturday	Aug 22 2015 8:13AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Saturday	Aug 22 2015 2:13PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Saturday	Aug 22 2015 11:15PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Sunday	Aug 23 2015 3:10AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Sunday	Aug 23 2015 6:13AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Sunday	Aug 23 2015 11:48AM

Title	Artist	Day	Date and Time
Anna's House Breakfast in Bed	Anna's House/TGMS	Sunday	Aug 23 2015 10:32PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Monday	Aug 24 2015 3:19AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Monday	Aug 24 2015 9:37AM
Anna's House Breakfast in Bed	Anna's House/TGMS	Monday	Aug 24 2015 2:12PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Monday	Aug 24 2015 6:14PM
Anna's House Breakfast in Bed	Anna's House/TGMS	Tuesday	Aug 25 2015 3:16AM

## Element Play from 08/14/2015 to 08/26/2015

Title	Artist	Day	Date and Time
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Friday	Aug 14 2015 3:01AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Friday	Aug 14 2015 6:12AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Friday	Aug 14 2015 8:13AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Friday	Aug 14 2015 11:59AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Friday	Aug 14 2015 3:59PM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Friday	Aug 15 2015 12:02AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Saturday	Aug 15 2015 2:04AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Saturday	Aug 15 2015 5:06AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Saturday	Aug 15 2015 7:00AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Saturday	Aug 15 2015 11:18AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Sunday	Aug 16 2015 4:00AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 17 2015 1:01AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 17 2015 3:05AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 17 2015 7:31AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 17 2015 1:01PM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 17 2015 2:58PM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 17 2015 4:57PM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 17 2015 11:59PM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 18 2015 2:02AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 18 2015 6:13AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 18 2015 10:55AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 18 2015 3:56PM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Wednesday	Aug 19 2015 2:53AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Wednesday	Aug 19 2015 8:13AM

Title	Artist	Day	Date and Time
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Wednesday	Aug 19 2015 9:46AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Wednesday	Aug 20 2015 12:04AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Thursday	Aug 20 2015 5:12AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Thursday	Aug 20 2015 8:32AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Thursday	Aug 20 2015 4:57PM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Friday	Aug 21 2015 3:03AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Friday	Aug 21 2015 7:29AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Friday	Aug 21 2015 8:30AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Saturday	Aug 22 2015 2:59AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Sunday	Aug 23 2015 1:03AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Sunday	Aug 23 2015 5:08AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 24 2015 3:00AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 24 2015 5:15AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 24 2015 8:29AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 24 2015 11:58AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 24 2015 2:56PM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Monday	Aug 24 2015 6:00PM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 25 2015 1:05AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 25 2015 4:04AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 25 2015 6:27AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 25 2015 7:15AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 25 2015 8:28AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 25 2015 9:13AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 25 2015 9:40AM

Title	Artist	Day	Date and Time
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 25 2015 10:15AM
Liner B--Anna's House Gwys 2015	Anna's House/Rooms Of GR/Cystic Fibrosis	Tuesday	Aug 25 2015 10:55AM



WLAV aired live announcements promoting a food drive for the Kid's Food Basket. WLAV had listeners bring food items to THE BOB in downtown Grand Rapids to have a chance to win tickets to an Aerosmith concert on August 25. The station provided the tickets.

A total of 45 announcements aired from July 30 thru August 4.

~~\_\_\_\_\_~~

**Liner B---Aerosmith pre-party @ HOME 8 4 15**

- **Join LAV for our AEROSMITH Concert pre-party TUESDAY AUGUST 4<sup>th</sup> at HOME (House Of Music & Entertainment) on the first floor of the BOB.**
- **We'll be Live & Local from 5:30 to 7:30pm with Live music courtesy of THE ELECTRIC RED from 5-8pm (Rob Brandt Hosts)**
- **All day Tuesday the 4<sup>th</sup> we invite you to help us support THE KIDS FOOD BASKET by donating non-perishable food items! Do that & then register to win AEROSMITH tickets for that night & a \$100 Gilmore Collection gift Card.**
- **The BOB will also host an AERSOMITH Post show party starting at 10pm!**
- **Get the KIDS FOOD BASKET wish list (for food) at [wlav.com](http://wlav.com)**

---

**Live liners: 45**

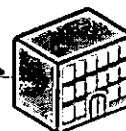
**Total value: ~~\$13,500.00~~**

*\$ 7875.00*


[Newsletter Sign-up](#)
[About Us](#) [Who We Serve](#) [Donate](#) [Volunteer](#) [Community](#)


## Who We Are

Kids' Food Basket is a nonprofit organization fighting childhood hunger to help young people learn and live well. We began over a decade ago by serving 125 kids each school day through our Sack Supper program and now serve nearly 7,000 kids each weekday in West Michigan. Sack Suppers are evening meals that provide a well-rounded nutritious meal — nutrition that's critical to the development of kids' brains and bodies. [Watch a video about Kids' Food Basket fight against childhood hunger.](#)


**Mapping  
Hunger**


### With these evening meals, we attack childhood hunger by:

- **Serving kids directly.** Sack Suppers are distributed within classrooms or at local parks, meaning every child who needs one can get one easily and safely.
- **Creating an engine for volunteering.** Our work is driven by the love and support of our community, with nearly 250 volunteers packing and delivering Sack Suppers each week day. Many more lead juice box and snack drives and fund drives.
- **Empowering kids to help each other.** Through volunteering and educational programs, we help kids understand hunger and lead projects to end it. 33% of hours volunteered come from youth under age 18.

[Learn More](#)

Meet our founder, [Mary K. Hoodhood](#), and learn how Kids' Food Basket began. Meet our [staff](#) and [board](#) -- we are a small team that is supported by hundreds of volunteers every day! It is only with the support of the West Michigan community that Kids' Food Basket has been able to serve so many kids in such a short period of time.

Kids' Food Basket works for the day that every kid is nourished to be the best in school and life. Kids' Food Basket is a registered 501(c)(3) private, nonprofit organization. [You can review our most recent 990 here.](#) For more information about Kids' Food Basket Audited Financial Statement [click here](#).

Please feel free to contact us about our 990 or Audited Financial Statements [here](#).

# 94772

sack suppers served since  
**July 1st, 2015**

34	5,668	190
SCHOOLS TODAY	SERVED TODAY	VOLUNTEERED TODAY

GRAND  
RAPIDS

MUSKEGON

[Donate](#)
[Volunteer](#)

## Element Play from 07/30/2015 to 08/04/2015

Title	Artist	Day	Date and Time
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Thursday	Jul 30 2015 3:04AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Thursday	Jul 30 2015 5:12AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Thursday	Jul 30 2015 7:28AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Thursday	Jul 30 2015 11:00AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Thursday	Jul 30 2015 2:55PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Thursday	Jul 30 2015 4:55PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Thursday	Jul 30 2015 11:14PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Friday	Jul 31 2015 5:14AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Friday	Jul 31 2015 10:56AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Friday	Jul 31 2015 3:56PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Friday	Jul 31 2015 11:56PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Saturday	Aug 1 2015 5:00AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Saturday	Aug 1 2015 6:58AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Saturday	Aug 1 2015 8:58AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Saturday	Aug 1 2015 11:56AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Saturday	Aug 1 2015 2:55PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Saturday	Aug 1 2015 5:57PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Saturday	Aug 1 2015 11:16PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Sunday	Aug 2 2015 2:08AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Sunday	Aug 2 2015 4:07AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Sunday	Aug 2 2015 6:18PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Monday	Aug 3 2015 2:03AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Monday	Aug 3 2015 5:10AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Monday	Aug 3 2015 7:15AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Monday	Aug 3 2015 9:46AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Monday	Aug 3 2015 12:16PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Monday	Aug 3 2015 5:21PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Monday	Aug 3 2015 7:56PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 1:01AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 2:58AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 5:12AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 8:13AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 10:19AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 11:22AM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 12:16PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 1:15PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 2:19PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 3:24PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 3:58PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 4:17PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 5:00PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 5:18PM

Title	Artist	Day	Date and Time
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 5:59PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 6:19PM
Liner B--Aerosmith Pre-Party	PSA/BOB Aug 4 2015	Tuesday	Aug 4 2015 6:57PM