WLAV

COMMUNITY ISSUES

AND PUBLIC SERVICE

REPORT

1st QUARTER

March 31, 2015

QUARTERLY ISSUES/PROGRAMS WORKSHEET FOR WLAV QUARTER ENDED 3-31-15

Group/Organization	Dates	Community Need	Total Annc.	Value
		PROMOTE RESPONTED EFFORT	51	
MAB/MIDER+COMM. HEALTH	1/8	PRODUTE DAGE HEALTH IN WOMEN & Kros	43	
MAB/ "	1/29-1/31	MI. MEALTHER TOMORROW PROG.	3	
MAB! "	1/29-1/30	and the second control of the second control	2	
MAB! U	And a second sec	PRISION GAMBIANT MELP	18	-475
MAB/"	1/3 - 3/2	CO ION CANCER SORBENING	106	- ZEE
& COTH. CHARTTES Boss KIRIN	Character and property at any other		13	
GR PUBLE SCHOOLS	Control of the Contro	SCHOOL CHOICE EXPO	7	-25
CHELDRENS LEUK. FOUND.	American northwest American	LEUKEMER MECH . ORUWABSTIE	20	
MAGIENAUMI . CM		HEALTH CAME BURSLIMING TAUPS	3	
MABIME SEC. OF STORE		SOS EXPLESS ONCONESANUTE	14	
(MABI/ME DOAT COMM MADOUR	1/5-1/29	THE CONTRACT OF THE PROPERTY O	57	
* SPORTSMON AGARNST-HUNGAL	A DESCRIPTION OF THE PARTY OF T	FOOD DREVE A+ SPORT SHOW	BH 145	4-3
GILDA'S CLUB		LAGGE FEST/10DAY TUNDRUSE	183	
SPARTA US WEBSTITNG	A AND DESCRIPTION OF THE PARTY	FEB21 FUND PASSE A+ SHAMPOUNDS	22	
VANGESSALL BENEFET	3/11-3/14	Auctow + DINNA A+S+ MARYS Council	25	
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			TOTAL	

Prepared By Elbur

WLAV airs a weekly 30-minute public affairs program called InfoTrak. The show is an award-winning interview program with nationally recognized experts and leaders presenting timely information on a variety of subjects of interest to our listeners.

The program airs Sunday mornings at 5:00am. Attached, find a synopsis of each week's programs and topics.



Weekly Public Affairs Program

Senior Citizens

Call Letters:

QUARTERLY ISSUES REPORT, JANUARY-MARCH, 2015

Show # 2 Date ai		Time Aired:		
	Gaby Chapman , retired Formula for Universal F		president, author of "Let Them Have Bo	oks: A
\$	She explained why you		ncourage a love of reading in their child ter in school than those who do not. Sh their own reading material.	
Ī	<u>Issues covered:</u> Literacy Education		<u>Length:</u> 8:48	
	Jeff Reeves, financial j	ournalist, editor of InvestorPlace	e.com	
i	nvestments. He explai	ned how frequently an investor s	ors make when handling their 401(k) should do some housekeeping with thei estments that have changed in value.	r mutual
ī	<u>Issues covered:</u> Retirement Planning Senior Citizens		<u>Length:</u> 8:19	
;	Sarah Brokaw, author	of "Fortytude: Making the Next L	Decades the Best Years of Your Life"	
6	and how women can na	avigate the transition into midlife	Brokaw talked about the reasons behin with more enjoyment. She said society wn person and yet conforming to tradition	sends
_	Issues covered: Women's Issues		<u>Length:</u> 5:03	

e aired:	Time Aired: _	
		dult Psychiatrist who specializes in ADD and ADHD, auth Focus and Be More Productive"
rapidly change ability to focus	ng technology. Dr. Hallow at work. He said the mos	easingly overwhelmed by a mix of nonstop demands and yell discussed the underlying reasons why people lose the st common distraction is caused by electronic screens of a o sustain a productive mental state at work.
<u>Issues cover</u> Mental Healt Career		<u>Length:</u> 7:22
		trition, Culinary & Diabetes Expert, Registered Dietitian, The Overworked Person's Guide to Better Nutrition"
explained why		os to plan, cook and eat better for a healthier lifestyle. Shortant and why an organized kitchen is critical in that proce to a lower-sodium diet.
Issues cover Nutrition Personal Hea		<u>Length:</u> 7:44
	Gamino, PhD, Research t the University of Texas a	Scientist and Assistant Research Professor at the Cente at Dallas
determined th	at intervention programs on peers. She explained how	havior and school performance. Dr. Gamino led a study to can help bring low-income adolescents up to speed with to cognitive intervention could easily be integrated into a ne
Issues cover Education Poverty	<u>ed:</u>	<u>Length:</u> 4:51
v# 2015-03 e aired:	Time Aired: _	
Tony Lee, en	nployment expert, publishe	er of CareerCast.com
explained the	factors that his organizati growth potential of caree	to determine the 10 most and least stressful careers. Mr ion used to measure the stress in various jobs. He also ers on the list and why stressful jobs can still be desirable
Issues cover	r <u>ed:</u>	<u>Length:</u> 7:22

Kevin Shird, former drug dealer and convict, President and Co-Founder of the Mario Do Right Foundation, author of "Lessons of Redemption"

Mr. Shird shared his story of spending years as young drug-trafficker on the streets of Baltimore, and his eventual arrest and incarceration. He explained how he turned his life around, now working as a community leader, speaking to students about substance abuse prevention and helping children of addicted parents.

Issues covered:
Substance Abuse
Crime
Minority Concerns

Length: 7:44

Sean Burch, multiple world record holder in extreme sports events, fitness and motivational expert, author of "Hyperfitness: 12 Weeks to Conquering Your Inner Everest and Getting Into the Best Shape of Your Life"

Mr. Burch shared the story of how he became the first solo climber of Mount Everest. He talked about the importance of diet and fitness, and offered tips on how the average person can lose weight and get into shape.

Issues covered:
Personal Health

Length: 4:58

Show # 2015-04	
Date aired:	Time Aired:

Andrew D. Eschtruth, Associate Director for External Relations at the Center for Retirement Research at Boston College, co-author of "Falling Short: The Coming Retirement Crisis and What to Do About It"

Americans are not saving enough for retirement and most won't have enough to maintain their lifestyle, or retire when they want. Mr. Eschtruth explained the reasons behind the problem and what the average consumer can do to better prepare for retirement. He also outlined changes needed in the 401k system that could help avert a crisis.

Issues covered:
Retirement
Government Policies
Personal Finance

Length: 10:54

Ellen Peters, PhD, Professor of Psychology and Director of the Behavioral Decision Making Initiative at The Ohio State University"

Dr. Peters led a study that examined how people perceived their math abilities, then compared it to their actual math skills. About one in five people who say they are bad at math in fact score in the top half of those taking an objective test. But a third of people who say they are good at math actually score in the bottom half. She explained why math perceptions matter in everyday life and why it is important for parents to encourage their children's enjoyment of math.

Issues covered: Education Personal Finance Length: 6:27

Les Bernal, Executive Director of Stop Predatory Gambling, a national grassroots citizen's movement concerned about predatory gambling

Americans in dozens of states can now buy lottery tickets in a growing number of ways. Mr. Bernal talked about the increasingly aggressive ways that governments are marketing new lottery products, and how the targets are typically lower income citizens. He believes that governments have created a mindset that discourages saving and personal responsibility and promotes state-sponsored wagering.

<u>Issues covered:</u>
Gambling Addiction
Government Policies

Length: 5:07

Show # 2015-0	5	
Date aired:	Time Aired	l;

Cathy Steinberg, personal safety expert and trainer, author of "The Fabulous Girl's Guide to Being Fearless: What Every Girl Should Know"

FBI statistics say that 1 in 4 females in the US will be a victim of violent crime. Ms. Steinberg talked about the most common types of violence directed at young women, and offered suggestions of how to avoid dangerous situations. She explained why it is so important for prospective college students to evaluate campus security before they make a decision on where to go to school.

Issues covered: Sexual Assault Crime Women's Issues Length: 8:18

Chadwick Wasilenkoff, founder and CEO of Fortress Paper, a specialty paper company that produces secure paper for currencies around the world

Mr. Wasilenkoff discussed the measures that governments take to prevent counterfeiting of currencies. He said that a large percentage of counterfeit US bills are believed to be produced by state-sponsored operations in countries such as North Korea. He explained why recent measures, such as the improved \$100 bill, do slow down counterfeiters temporarily. However, he said criminals eventually adapt to such changes, so it is a never-ending battle. He explained how consumers can try to identify counterfeit bills.

Issues covered:
Counterfeiting
Crime
Government Regulations

Length: 8:55

Megan Moreno, MD, researcher at Seattle Children's Research Institute and Associate Professor of Pediatrics at the University of Washington

Dr. Moreno recently conducted a study that found that found that teens who smoke cigarettes are 23 times more likely to smoke marijuana, compared to those who don't use tobacco. She talked about the reasons behind this finding. She also explained how the recent legalization of marijuana in several states may affect its use nationwide.

Issues covered:
Substance abuse
Government Regulations

Length: 5:04

ow # 2015-06 Ite aired: Time	Aired:
David Rabiner, PhD, Senior Duke University	Research Scientist in the Department of Psychology & Neuroscience at
academic performanceis on treat ADHD. He discussed the added that students who use	scription medications used illegally by college students improve their the rise. Dr. Rabiner said the drugs of choice are those typically used to question of whether the practice is a form of academic cheating. He these medications without a prescription typically have higher rates of rm worse academically and are more stressed out about their grades.
<u>Issues covered:</u> Substance Abuse Education	<u>Length:</u> 8:09
Michael Thompson, Director	of the Council of State Governments Justice Center
fare better if they are sentence found that youth who are lock than those who remain under	conducted a study that examined whether juveniles who commit crimes ed to community-based supervision or state-run incarceration. The study ed up in state-run facilities are 21 percent more likely to be rearrested supervision closer to home. He said that community supervision pensive for taxpayers than state-secure facilities.
<u>Issues covered:</u> Youth at Risk Crime Government Policies	<u>Length:</u> 8:55
	Director, Associate Professor of Public Affairs in the School of Economic at The University of Texas at Dallas
Dr. Goodman co-authored a s productivity of employees in p and increase job satisfaction a	tudy that found that family-friendly employment policies tend to increase ublic organizations. He said it appears that these policies reduce stress and employee loyalty.
<u>Issues covered:</u> Workplace Matters Parenting	<u>Length:</u> 5:01
w#2015-07 e aired: Time	Aired:
Michael Moss, Pulitzer Prize How the Food Giants Hooked	winning reporter for The New York Times, author of "Salt Sugar Fat: "Us"
double the recommended am of salt, sugar and fat increase	rican eats thirty-three pounds of cheese, seventy pounds of sugar and ount of saltmost of it from processed foods. Mr. Moss said that the use s sales of processed foods, reduces manufacturing costs, and enables ses or on the grocery shelf for months. He offered suggestions for oduct labels.

<u>Length:</u> 8:01

<u>Issues covered:</u>
Personal Health
Consumer Matters

Debra Donston-Miller, editor and writer for InformationWeek.com, expert in social networking and information technologies

Ms. Donston-Miller said social media has essentially become an online resume, and that job hunters who do not use it are at a huge disadvantage. She discussed the most effective strategies for using social media in job searches and networking with colleagues. She explained which social networks are the most useful and why. She also recommended sharing content on social networks, such as reports or videos, to demonstrate expertise and abilities.

Issues covered: Employment Workplace Matters Length: 8:59

Tim Lohrentz, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Mr. Lohrentz recently conducted a study of payday loans and their net impact on the US economy. He found that the burden of repaying the high-interest loans results in \$774 million in lost consumer spending and 14,000 job losses annually. He outlined the alternatives to payday loans that are available to low-income borrowers.

<u>Issues covered:</u>
Payday Loans
Poverty
Government Regulations

Length: 5:10

Show # 2015-08

Date aired: Time Aired:

Mark Underwood, PhD, neuroscience researcher, expert on brain aging and cognitive function, President and co-founder of Wisconsin-based biotech company Quincy Bioscience

Dr. Underwood said most people start to experience mild memory loss by age 40. He explained the relationship of early memory problems to advanced forms of dementia as people enter their 70s and 80s. He outlined basic steps to take to keep the brain active, which may prevent or slow cognitive decline as a person ages.

Issues covered: Personal Health Senior Citizens Length: 8:01

Patty Osterberg, Education & Outreach Director of Sustainable Electronics Recycling International, an organization that sets standards for responsible electronics recycling

Ms. Osterberg discussed the most responsible ways to recycle unused mobile phones and other electronic gadgets. Her organization certifies recyclers with the R2 standard, which verifies that recycling companies perform their services in a responsible and ethical manner. She talked about the environmental impact of throwing a phone in the trash.

Issues covered:
Recycling
Environment
Consumer Matters

Length: 8:59

Susan Carpenter, Program Manager of the Insight Center for Community Economic Development, a non-profit organization that focuses on policies to build economic health in lower income communities

Ms. Carpenter spent two years and thousands of dollars transforming her California home into a test case for sustainable living. She talked about some of the most cost-efficient ways to go "green," along with some of the less successful projects. She outlined the easiest ways the average person can improve their environmental footprint.

<u>Issues covered:</u>
Environment
Consumer Matters

Length: 4:55

Show # 2015-09	
Date aired:	Time Aired:

Catherine Collinson, President of the Transamerica Center for Retirement Studies, a non-profit private foundation

Ms. Collinson talked about the option of "phased retirement," in which an employee begins to gradually put in shorter work weeks. She said the strategy permits workers to test out retirement to see if they enjoy it and can afford it, and allows them to avoid tapping into Social Security or savings until truly necessary. She said many employers welcome it, because it allows the senior employee to mentor younger colleagues and the organization to retain institutional knowledge.

<u>Issues covered:</u> Retirement Career Length: 8:42

Brian Wansink, PhD, behavior economist, food psychologist, John Dyson Professor of Consumer Behavior at Cornell University, Director of the Cornell Food and Brand Lab, author of "Slim By Design, Mindless Eating Solutions for Everyday Life"

Dr. Wansink discussed his research at Cornell, which examines how and why we make choices about the food we eat. He said the way a kitchen or other living environment is set up can encourage weight loss naturally. He outlined innovative but inexpensive steps restaurants, grocery stores and school cafeterias can make to encourage healthier dining choices.

<u>Issues covered:</u> Health and Nutrition Consumer Matters Length: 8:34

Cami Walker, author of "29 Gifts: How a Month of Giving Can Change Your Life"

At age thirty-five, Ms. Walker was diagnosed with multiple sclerosis. As she battled depression about her illness, she received an uncommon prescription from an African medicine woman: Give to others for 29 days. She shared her story of finding small ways to help others, and how it made a dramatic difference in her own health and happiness.

Issues covered:
Charitable Contributions
Volunteerism
Mental Health

Length: 4:24

te aired:	Time Aired:
Tony Robbins, m Financial Freedom	otivational speaker, author of "Money, Master the Game: 7 Simple Steps to"
managers, and fou to improve their pe	If the brains of more than 50 of the world's most successful investors and money and dramatically different philosophies. He discussed lessons that anyone can us resonal finances. He also talked about his efforts to feed the hungry and his for being concerned about poverty and hunger in America.
<u>Issues covered:</u> Personal Finance Consumer Matter	
Andrew Sperling,	Director of Federal Advocacy, National Alliance on Mental Illness
treatment more aff substance abuse s	ssed the cost of mental health treatment, and the options available to make ordable. He explained how the Affordable Care Act has affected mental health a services. He outlined the most common forms of assistance provided to employers. He also talked about the most common forms of mental illness.
Issues covered: Mental Health Substance Abuse Consumer Matter	
Richard Lichenst Maryland School o	ein MD, Director of Pediatric Emergency Medicine Research at the University of f Medicine
Lichenstein recent	s while walking, biking or driving can be much riskier than most people think. Dr by conducted a study that found that headphone-related deaths have tripled in the He explained who is most likely to become a victim and the reasons that this gerous.
Issues covered: Traffic Safety Personal Health	<u>Length:</u> 4:55
w # 2015-11 re aired:	Time Aired:
Center at Harvard	D , First Innovation Education Fellow at the Technology and Entrepreneurship University, Co-Director of the Change Leadership Group at the Harvard Graduat on, author of "Creating Innovators: The Making of Young People Who Will Change
the US to success	nat innovative thinking is today's most essential real-world skill. He believes that fully compete in the global economy, America needs to make teaching innovation ols, at home and in business. He explained the steps that teachers and parents

<u>Issues covered:</u> <u>Length:</u> 9:28 Education

take to foster more creative problem-solving in youngsters.

Government Policies
Employment

Raymond Francis, MSc, health expert, author of "Never Be Sick Again"

Mr. Francis shared his personal story of facing a life-threatening condition at age 48, and how he overcame it. He believes that nearly every disease or illness can be prevented or reversed. He talked about the common denominator of all diseases and the six potential causes. He also offered suggestions to improve health at any age.

<u>Issues covered:</u> Nutrition and Health Consumer Matters Length: 7:45

Darrell W. Gurney, founder of CareerGuy.com, Certified Personnel Consultant, Certified Job & Career Transition Coach, Certified Career Management Coach, and Licensed Spiritual, author of "Never Apply for a Job Again: Break the Rules, Cut the Line, Beat the Rest"

Mr. Gurney talked about the critical importance of networking when searching for a job. He said the latest online tools can help, but they are not as effective as meeting and being known by as many people as possible within an industry. He offered advice to the long-term unemployed.

Issues covered: Employment Length: 5:03

Show # 2015-12

Date aired: _____ Time Aired: _____

Peter A. Sacco, PhD, psychologist who specializes in addictions, author of "Right Now Enough Is Enough"

Dr. Sacco discussed the biggest misconceptions about addictions and bad habits. He said pornography and gambling are the least recognized addictions among Americans today. He noted that addicts are frequently able to hide their behavior and lead seemingly normal lives. He also talked about the most effective routes to recovery.

<u>Issues covered:</u> Substance Abuse Mental Health Length: 8:04

Jeff Speck, AICP, City Planner and Architectural Designer who advocates for smart growth and sustainable design, author of "Walkable City: How Downtown Can Save America, One Step at a Time"

In the typical American city, the car is still king. Mr. Speck said that downtown areas and local economies can be dramatically improved by becoming pedestrian-friendly. He explained how simple decisions have cascading effects, and how citizens can influence their elected representatives to make wise choices for their communities.

Issues covered:
Urban Planning
Government Policies
Economy

Length: 9:14

John P. Thyfault, PhD, Professor of Nutrition and Exercise Physiology, Director of the Health Activity Center at the University of Missouri

Statins, the most widely prescribed type of cholesterol-lowering drugs, have prevented millions of heart attacks and saved countless lives. But Dr. Thyfault conducted a study that found that statins may also counteract the benefits of exercise, the other tried-and-true way to boost cardiac health. He explained why doctors usually prescribe drugs, rather than recommending exercise or dietary change. He also talked about how much exercise can be effective for people dealing with high cholesterol.

Issues covered: Personal Health

Length: 5:06

Show # 2015-1:	3		
Date aired:		Time Aired:	

Bill Thornton, PhD, Professor of Psychology, University of Southern Maine

Dr. Thornton led a study that found that the mere presence of a smart phone, even if it is turned off, can make it difficult to perform complex tasks. He explained the likely reasons that a phone can be so distracting. He offered suggestions for parents who are concerned about phone usage affecting their child's schoolwork.

<u>Issues covered:</u> Mental Health Consumer Matters Length: 7:27

Sharon Fowler, MPH, Adjunct Assistant Professor, University of Texas Health Science Center at San Antonio

Ms. Fowler was the co-author of a study that found that diet soda consumption leads to expanding waistlines. She found that older adults who drank two or more diet sodas a day had waist size increases that were six times greater than those of people who didn't drink diet soda. She discussed the possible physiological reasons and offered suggestions for those trying to control calories.

Issues covered:
Personal Health
Senior Citizens
Consumer Matters

<u>Length:</u> 9:43

Regina Leeds, professional organizer, author of "The 8-Minute Organizer"

Nearly everyone can use some help in getting organized. Ms. Leeds talked about the reasons that keeping order in our lives and possessions is so difficult. She offered small, step-by-step suggestions on how determine goals to get organized, and how to create positive routines for the long-term.

Issues covered: Consumer Matters Mental Health Length: 5:06

Tony Gates Morning Show Cares

Date 2/6/15

Northview Schools Education Foundation Michelle Hosted their LOL night with Comedians to support Education..held at Bolder Creek (dinner and comics)

Date 2/6/15

Michigan Press Gala Tony hosted from 6-10p and live auction To benefit Michigan Journalism Student Scholarships Amway Grand Plaza

Date: 2/13-2/14

Dam to Dam Ice fishing Tournament Tony hosted fishing tourney on 2/14 Whole weekend to benefit the Big Brother and Big Sisters

Date: 2/19/15

Van Andel Institutes Winterfest fundraiser for Parkinson's research. Tony Gate and Michelle Mckormick hosted events and live auction ..

Time: 5:30 - 9:30

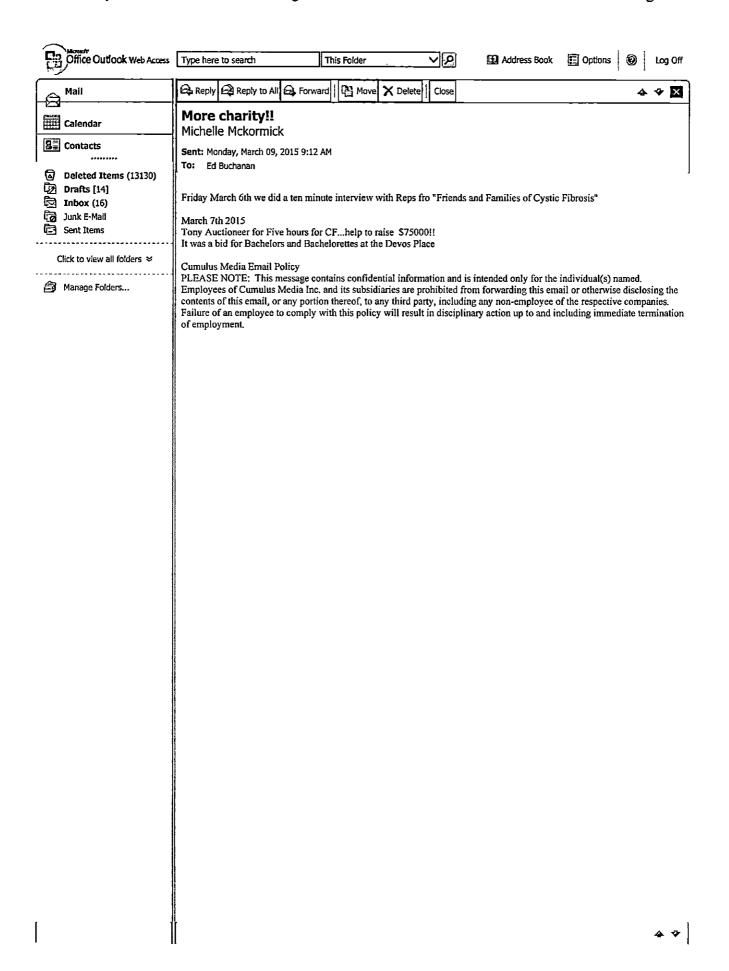
Promoted on the air and hosted.

Date: 2/28/15

All day!

Tony golfed in Ice Golf Tourney to benefit Gilda's Club and the Humane Society

Promoted heavily in the weeks leading up..



WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Army National Guard in support of the Guard's recruitment efforts.

A total of 51 announcements aired from December 29, 2014 and March 31, 2015. The Automotive March 31, 2015.

WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Department Of Community Health and their Perinatal Infant Oral Health Program to improve the health of pregnant women, infants and families in Michigan.

A total of 43 announcements aired from December 29, 2014 and January 18, 2015. The station is

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MDCH > PREGNANT WOMEN, CHILDREN & FAMILIES > CHILDREN & FAMILIES > HEALTHY CHILDREN & HEALTHY FAMILIES

Perinatal Oral Health

Perinatal Infant Oral Health Program

Mission: To improve health outcomes for pregnant women, infants and families living in Michigan.

Purpose of the Perinatal Oral Health Program is to establish a comprehensive system to improve the oral health status of women and infants and to increase knowledge and awareness on the importance of perinatal and infant oral health among healthcare providers, educators, policymakers, public health officials and the public.

Michigan's focus on perinatal oral health is part of an ambitious state plan to reduce infant mortality an initiative proposed by Governor Rick Snyder in 2011. Michigan's Infant Mortality Reduction Plan is a statewide strategic effort to improve infant mortality and strengthen the system of perinatal care available to women and infants. Recent studies have reported associations between oral diseases, particularly periodontal disease and an increased risk for poor birth and pregnancy outcomes such as preterm birth, low birth-weight and gestational diabetes.

Perinatal Infant Oral Health Program Activities

Perinatal Oral Health Survey

Over 500 Michigan healthcare providers participated in an online survey to determine their practices regarding the oral health of their patients. This information will be utilized for implementation strategies and evaluation of the *Perinatal Oral Health Action Plan*.

Perinatal Oral Health Conference

Included learning, exploration and strategizing for the future with national experts and Michigan health leaders from medical, dental, academic, and advocacy

1

WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Department Of Community Health and the Michigan Healthier Tomorrow program. The program asks residents to Lose 10% of their body weight.

A total of 3 announcements aired from December 29, 2014 and December 31, 2014. They have to be a first of the control of the c

	Home	MABF	MAPB
Member Login			

Community Service

MI Healthier Tomorrow

AMBER Alert of Michigan

Community Associates

PSA Downloads

PEP - Public Education Partnership

Local Broadcasters In Action



We're a world-class manufacturer of (RF) broadcast transmission and industrial equipment specializing in the custom design, development and manufacture of leading-edge digital and analog high-power RF systems.

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MI Healthier Tomorrow



Partner Resource Page:
MI Healthier Tomorrow Tools

Jan 18 Media Release: Media Release 1.18.13.pdf

Technical Information for Jan 23 News Conference:
Uplink Information and
Coordinates.pdf

Director Haveman Letter on MI Healthier Tomorrow;

January 22, 2013

Dear colleagues:

Wednesday, January 23rd will be an important day for the health of Michigan residents. As you may know, some 800,000 children and 5 million adults in Michigan have a weight problem. To help fight the rising obesity epidemic in our state, the Michigan Department of Community Health is launching a new initiative and ad campaign called MI Healthier Tomorrow aimed at encouraging people to make the changes to impact their future today by asking Michigan residents to pledge to lose 10 percent of their body weight.

In 2011, MDCH held an obesity summit attended by nearly 500 participants from around the state to identify key priority strategies. One of the recommendations from the summit, which then became a strategy in the Michigan Health and Wellness 4 x 4 Plan, was the development of one consistent statewide public awareness campaign to promote a social movement to reduce obesity and encourage every Michigander to adopt health as a personal core value.

MI Healthier Tomorrow is that statewide message and initiative. Out of all of the messages we explored, the hard-hitting theme that focused on the very serious, very real consequences of obesity was the message that consistently produced a reaction.

MI Healthier Tomorrow encourages Michiganders to pledge to lose 10 percent of their body weight because losing just 10 percent can have significant improvements to both physical and mental health. After taking the online pledge, residents can receive a free Getting Started Kit in the mail along with the option to sign up for healthy texts and/or emails with motivational messages, reminders, tips, or recipes to help keep them focused on reaching their goal of losing weight and becoming healthier.

I ask that you join us in this campaign. Visit our Partner Resource page — to download materials off our website to help prepare your websites as well as your employees and members for this campaign. We encourage you to download the pledge, website buttons, social media samples, and sample messages to send out, you are welcome to promote this campaign both within and outside of your organization.

Michiganders can take the pledge on the website or Facebook page at www.michigan.gov/mihealthiertomorrow or www.facebook.com/mihealthiertomorrow

For more information on the Michigan Health and Wellness 4 x 4 Pian, visit www.mlchigan.gov/healthymichigan .

WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Department Of Community Health promoting their efforts to curb tobacco use in Michigan. A total of 2 announcements aired from December 29, 2014 and December 31, 2014.

MDCH - Tobacco Page 1 of 4

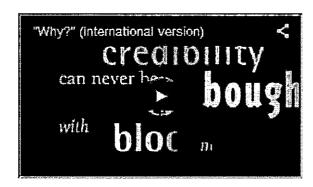
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MDCH > PHYSICAL HEALTH & PREVENTION > PREVENTION > TOBACCO

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 MDCH 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 <u>smoke-free air spaces</u>, 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 <u>new</u>, <u>emerging products</u>; 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.



WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Department Of Community Health promoting their Problem Gambling Services, including toll free help-line. A total of 18 announcements aired from January 11 and January 25, 2015.

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p Ml.gov

MICH Michigan Department of Community Health



MDCH > BEHAVIORAL HEALTH & DEVELOPMENTAL DISABILITY > BH RECOVERY, SUBSTANCE USE, PROBLEM GAMBLING > PROBLEM GAMBLING

Problem Gambling

Office of Recovery Oriented Systems of Care

Problem Gambling Services, administered by OROSC, are provided through a contract agreement with Health Management Systems of America (HMSA).

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



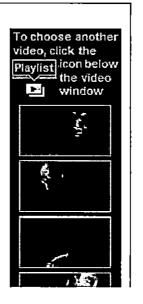
Problem Gambling Help-line: 800-270-7117 [24-Hours]

Strictly confidential, counselors provide immediate help to address issues related to problem gambling, 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





WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Department Of Community Health promoting the Michigan Colorectal Cancer Early Detection Program. A total of 106 announcements aired from February 3 and March 2, 2015.

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MDCH > PHYSICAL HEALTH & PREVENTION > PREVENTION > CANCER

Colorectal Cancer

Program Overview

The Michigan Colorectal Cancer Early Detection Program

- The Michigan Department of Community Health (MDCH) has implemented the Michigan Colorectal Cancer Early Detection Program (MCRCEDP) through a multiyear grant from the U.S. Centers for Disease Control and Prevention. The MCRCEDP provides outreach and colorectal cancer education, individualized risk assessment, and screening to eligible 50- to 64-year-old men and women living in 38 Michigan counties
- MCRCEDP services are provided through eight local coordinating agencies (LCAs)
 with the cooperation and partnership of physicians, hospitals, and other health care
 organizations in their communities. Following Michigan Cancer Consortium Guidelines
 for the Early Detection of Colorectal Cancer, colorectal cancer screening is provided
 through:
 - · Fecal Occult Blood Test (FOBT) for average-risk clients, and
 - · Colonoscopy for clients at increased risk for colorectal cancer.

Cancer Resources

- Colorectal Cancer Fact Sheet
- <u>Colorectal Cancer Navigation</u> The Michigan Department of Community Health has
 developed a guide to navigation utilizing evidence-based strategies in colorectal
 cancer screening. Several MCC member organizations are highlighted in this
 document focusing on different aspects of screening navigation. The intended
 outcome is to disseminate evidence-based strategies and interventions which could
 be implemented by providers to increase colorectal cancer screening rates.
- Lynch Syndrome is an inherited disorder that increases the risk of many types of cancer, particularly cancers of the colon and rectum, which are collectively referred to as colorectal cancer. For screening and genetic testing information for Lynch Syndrome visit http://www.geneticalliance.org/.

WLAV aired announcements provided by the Michigan Association of Broadcasters and the Enroll Michigan website. It is a statewide network of non-profit agencies providing free enrollment support services to health insurance consumers.

A total of 3 announcements aired from January 24 and January 25, 2015.

• About Page 1 of 4

Connecting Consumers to Coverage UR REGION

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About



We have partnered with hundreds of organizations throughout Michigan to help you identify health insurance coverage options that you may be eligible.

We are a "one-stop shop" for all of your Michigan healthcare needs.

Powered by Michigan Consumers for Healthcare, our state's leading consumer voice, Enroll Michigan is a statewide network of non-profit agencies providing free enrollment support services to health insurance consumers. Enroll Michigan also works to encourage greater collaboration and information sharing among consumer groups, hospital networks, insurers and state and local government.

Enroll Michigan's statewide network of Navigators and Certified Application Counselors (CACs) are available to assist you or your small business, at no cost, in understanding your enrollment options. As the name suggests, Navigators assist consumers in "navigating" the Health Insurance Marketplace, where consumers are able to access the tax credits and cost-sharing reductions that make purchasing private health insurance more affordable.

The typical consumer in Michigan has about 43 different health plans to choose from through the Health Insurance Marketplace, which houses its online application at Healthcare.gov. Consumer choice is a good thing because, more likely, you will find a plan that is right for your budget and your healthcare needs. But more choice can also lead to confusion sometimes, especially if you have never shopped for insurance before.

WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Secretary of State promoting their SOS Express online services.

A total of 14 announcements aired from March 1 and March 30, 2015.





Michigan.gov Home

ExpressSOS | SOS Home | Contact SOS

Welcome, Guest

Monday, 4/6/2015

Welcome to ExpressSOS

Save time by conducting your Secretary of State business online. We offer a number of options to make doing business with us faster and easier.

Driver's License and State ID

- Renew Driver's License
- Replace Driver's License
- Renew State ID Card
- Replace State ID Card

Vehicle

- Renew Vehicle Plate/Tab
- Renew Watercraft
- Duplicate Registration
- Duplicate Title

Customer Information

- Update Address/Profile Details
- Online Opt Out

The following transactions and any fees that may be charged are processed separately from the online services above. You cannot combine the transactions above with those listed below.

Other Services

- · Automotive Complaint Form
- · Branch Office Locator
- Campaign Finance Searchable Database
- CDL Self and Medical Certification
- Certified Salvage Vehicle Inspector List
- · Dealer Training Online Registration
- · Driving Skills Testing Locator
- Licensed Repair Facilities
- IRP Online

- <u>Licensed Vehicle Dealerships</u>
- · Michigan Auto Lost & Found
- · Michigan Notary Public Search
- · Michigan Organ Donor Registry
- · Michigan Voter Information Center
- · Plate Fee Calculator
- · Plate It Your Way
- · Press Release E-Mail List Service
- RV Show Request Form

- · Renew Your Mechanic License
- · Renew Your Repair Facility License
- Renew Driver Ed Instructor Cert
- · Renew Driver Ed Provider Cert
- · The Pump Guide
- UCC Online
- Renew Your Dealer License
- e-IDR Electronic Filing
- e-Lobby Electronic Filing

Michigan.gov Home | SOS Home | Site Map | FAQ | ExpressSOS | Forms | Contact SOS | State Web Sites
Privacy Policy | Link Policy | Accessibility Policy | Security Policy | Michigan News | Michigan.gov Survey

Please use the navigation buttons within each transaction and not your browser buttons.

Your security is important to us! If your name is displayed in the upper left-hand corner, select "Sign Out" when finished.

This Web site is best viewed at a resolution of at least 1024x768 using Microsoft Internet Explorer 6 or higher.

Copyright @ 2001-2015 State of Michigan

WLAV aired announcements provided by the Michigan Association of Broadcasters and the Michigan Department Of Community Health and their Healthy Michigan Plan Program making Health care coverage available for low income residents.

A total of 5 announcements aired from March 1 and March 30, 2015.

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MI.gov

MDCH Home Contact MDCH Site Map





MDCH > HEALTH CARE COVERAGE > HEALTHY MICHIGAN PLAN

Healthy Michigan Plan Program Information and History

The State of Michigan will begin accepting applications for the Healthy Michigan Plan on April 1, 2014. Michigan residents can enroll at any time online at www.michigan.gov/mibridges, by phone, or in person.

The Healthy Michigan Plan received approval from the Centers for Medicare and Medicaid Services on December 30, 2013.

On September 16, 2013, Governor Rick Snyder signed into law Michigan Public Act 107 of 2013, which directs the creation of the Healthy Michigan Plan. The State of Michigan plans to make health care benefits available through the Healthy Michigan Plan in early spring 2014.

The Healthy Michigan Plan provides health care coverage for individuals who:

- · Are age 19-64 years
- Have income at or below 133% of the federal poverty level under the Modified Adjusted Gross Income methodology
- · Do not qualify for or are not enrolled in Medicare
- Do not qualify for or are not enrolled in other Medicaid programs
- Are not pregnant at the time of application
- · Are residents of the State of Michigan

Eligibility for the Healthy Michigan Plan is determined through the Modified Adjusted Gross Income methodology, coordinated through the Department of Human Services. All criteria for the Modified Adjusted Gross Income eligibility must be met to be eligible for the Healthy Michigan Plan.

Per federal requirement, individuals eligible for services under the Healthy Michigan Plan must have access to the following 10 Essential Health Benefits:

- · Ambulatory patient services
- · Emergency services
- Hospitalization
- · Maternity and newborn care

- Mental health and substance use disorder treatment services, including behavioral health treatment
- Prescription drugs
- · Rehabilitative and habilitative services and devices
- · Laboratory services
- Preventive and wellness services and chronic disease management
- · Pediatric services, including oral and vision care

The Healthy Michigan Plan will cover other medically necessary services as appropriate.

Healthy Michigan Plan participants may be subject to cost-sharing obligations.

Questions about the Healthy Michigan Plan can be sent to healthymichiganplan@michigan.gov.

ATTENTION ADULT BENEFITS WAIVER BENEFICIARIES

On April 1, 2014, the Adult Benefits Waiver, also known as Adult Medical Program or AMP, will change to the Healthy Michigan Plan. The department is in the process of notifying Adult Benefits Waiver beneficiaries of this change, with instructions on choosing a health plan (if applicable).

Healthy Michigan Plan Information	2013 PA 107 Required Reports	CMS Correspondence	Press Releases
Policies: MSA 14-03 MSA 14-11	§105(d)(8) & §105(d)(9) Baseline Reports on Uncompensated	CMS Approved Special Terms and Conditions - 10/21/14	Healthy Michigan Plan Launched - 4/1/14
Healthy Michigan Plan Handbook	Care & Insurance Rates §105(d)(9) &	Alternative Benefit Plan State Plan Amendment	Healthy Michigan Plan Enrollment Announcement
Healthy Michigan Plan - Frequently Asked Questions	§105(f)(3) Michigan Health Care Cost and Quality Advisory Committee Report	Michigan received approval of the Healthy Michigan Plan from the Centers for Medicare and Medicaid Services	- 3/20/14 Healthy Michigan Plan Approval - 12/30/13
		on December 30, 2013 - <u>Healthy</u> <u>Michigan Plan</u> <u>Section 1115</u> <u>Waiver Approval</u>	Healthy Michigan Plan Waiver Submitted - 11/8/13

INVOICES FOR PSA's FROM MICH. ASS. OF BROADCASTERS

Michigan Army National Guard

MDCH Oral Health for infants and mothers

MDCH Mi. Healthier Tomorrow Program

MDCH Tobacco Control programs

MDCH Problem Gambling Help

MDCH Colon Cancer Screening

Enroll Michigan.com / Mi. Health Care Sign Up

Mi. Secretary of State online Express service

MDCH Healthy Michigan Plan enrollment





INVOICE

PAY THIS AMOUNT: \$0.00

BIII To: MI ASSOCIATION OF BROADCASTERS

Remit To: 3639 Momentum Place

Chlcago, IL 60689-5336

Station: Cumulus-Grand Rapids - WLAV-FM

Phone#: 616-855-8304

Invoice #: 2562227

Invoice 01/25/15 Date:

Order #: 8083

Acct Exec: HOUSE HOUSE

Advt#751

Estimate #:

Description: *

Terms: Due on Receipt

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Day	Date	Time	Len	Ļine#	Rate	CI	Product
Mon	12/29/14	7:30AM	60	227067	\$0.00	С	MI HEALTHIER TOMORROW - NEXT WEEK NRS17581
Mon	12/29/14	8:49AM	-60	227067	\$0.00	С	MIARNG RISING WATERS NR11MNG6
Mon	12/29/14	5:43PM	60	227067	\$0.00	С	TOBACCO STEVE AND DOUG NRS17742
Mon	12/29/14	6:13PM	60	227067	\$0.00	С	MI HEALTHIER TOMORROW - NEXT WEEK NRS17581
Mon	12/29/14	10:43PM	60	227067	\$0.00	С	MIARNG RISING WATERS NR11MNG6
Tue	12/30/14	11:43AM	60	227067	\$0.00	С	TOBACCO STEVE AND DOUG NRS17742
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Wed	12/31/14	6:49AM	60	227067	\$0.00	С	MIARNG RISING WATERS NR11MNG6

Amount Due

\$0.00

Total Spots 8

Terms: Due on Receipt





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 #: 2562209

Invoice 01/25/15

Date:

Order #: 27489

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Advt#751

Terms: Due on Receipt

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Description: MAB 60

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Thu	01/01/15	1:42PM	60	358401	\$0.00	Ċ	NR14MNG5
Fri	01/02/15	6:30AM	60	358401	\$0.00	U	NR14MNG5
Fri	01/02/15	7:49AM	60	358401	\$0.00	C	NR14MNG5
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Sat	01/03/15	7:10PM	60	358401	\$0.00	С	NR14MNG5
Sat	01/03/15	8:46PM	60	358401	\$0.00	С	NR14MNG5
Sun	01/04/15	1:14PM	60	358401	\$0.00	С	NR14MNG5
Sun	01/04/15	2:39PM	60	358401	\$0.00	С	NR14MNG5
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Mon	01/05/15	7:19AM	60	358401	\$0.00	C	NR14MNG5
Mon	01/05/15	8:31AM	60	358401	\$0.00	С	NR14MNG5
Mon	01/05/15	10:43AM	60	358401	\$0.00	С	NR14MNG5
Tue	01/06/15	7:49AM	60	358401	\$0.00	С	NR14MNG5
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Thu	01/08/15	6:30AM	60	358401	\$0.00	С	NR14MNG5
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Fri	01/09/15	7:18AM	60	358401	\$0.00	C	NR14MNG5





PAY THIS AMOUNT: \$0.00

Advt#751

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 #: 2562209 Invoice 01/25/15

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Order #: 27489

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Fri	01/09/15	11:43PM	60	358401	\$0.00	С	NR14MNG5			
Sat	01/10/15	8:43AM	60	358401	\$0.00	С	NR14MNG5			
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Sun	01/11/15	4:26PM	60	358401	\$0.00	С	NR14MNG5			
Sun	01/11/15	6:39PM	60	358401	\$0.00	С	NR14MNG5			
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Mon	12/29/14	2:12PM	60	358401	\$0.00	С	NR14MNG5			
Tue	12/30/14	12:43PM	60	358401	\$0.00	C	NR14MNG5			
Tue	12/30/14	1:13PM	60	358401	\$0.00	С	NR14MNG5			
Tue	12/30/14	5:44PM	60	358401	\$0.00	С	NR14MNG5			
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Wed	12/31/14	8:31AM	60	358401	\$0.00	С	NR14MNG5			
Wed	12/31/14	9:14AM	60	358401	\$0.00	С	NR14MNG5			

Amount Due

\$0.00

Total Spots 48





PAY THIS AMOUNT: \$0.00

Advt#751

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 #: 2562168 Invoice 01/25/15

Date:

Order #: 26966

Acct Exec: HOUSE HOUSE

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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 #: 2562168 Invoice 01/25/15

Date:

Order #: 26966

Acct Exec: HOUSE HOUSE

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Sun	01/11/15	2:39PM	30	348580	\$0.00	С	NRS18939		
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Sun	01/18/15	4:52PM	30	348580	\$0.00	С	NRS18939		
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Mon	12/29/14	7:13PM	30	348580	\$0.00	C	NRS18939		
Mon	12/29/14	10:42PM	30	348580	\$0.00	С	NRS18939		
Tue	12/30/14	6:48AM	30	348580	\$0 .00	С	NRS18939		
Wed	12/31/14	9:12AM	30	348580	\$0.00	С	NRS18939		
Wed	12/31/14	9:14PM	30	348580	\$0.00	С	NRS18939		.,

Amount Due

\$0.00

Total Spots 43





PAY THIS AMOUNT: \$0.00

Remit To: 3639 Momentum Place

Chicago, IL 60689-5336

Station: Cumulus-Grand Rapids - WLAV-FM

Phone#: 616-855-8304

BIII To: MI ASSOCIATION OF BROADCASTERS

Invoice #: 2562218 Invoice 01/25/15

Date:

Estimate #:

Order #: 27891

Acct Exec: HOUSE HOUSE

Advt#751

Terms: Due on Receipt

Description: GAMBLING

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Tue	01/13/15	2:13PM	60	365970	\$0.00	С	NRS18466
Wed	01/14/15	6:12PM	60	365970	\$0.00	С	NRS18466
Thu	01/15/15	2:13PM	60	365970	\$0.00	C	NRS18466
Thu	01/15/15	3:44PM	60	365970	\$0.00	O	NRS18466
Thu	01/15/15	11:44PM	60	365970	\$0.00	С	NRS18466
Fri	01/16/15	6:49AM	60	365970	\$0.00	U	NRS18466
Fri	01/16/15	8:31AM	60	365970	\$0.00	С	NRS18466
Sat	01/17/15	7:43AM	60	365970	\$0.00	C	NRS18466
Sat	01/17/15	10:43AM	60	365970	\$0.00	C	NRS18466
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Thu	01/22/15	2:13PM	60	365970	\$0.00	С	NRS18466
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Sun	01/25/15	6:13AM	60	365970	\$0.00	С	NRS18466
Sun	01/25/15	8:13AM	60	365970	\$0.00	С	NRS18466
Sun	01/25/15	8:15PM	60	365970	\$0.00	С	NRS18466

Amount Due

\$0.00

Total Spots 18





PAY THIS AMOUNT: \$0.00

Remit To: 3639 Momentum Place

Chicago, IL 60689-5336

Station: Cumulus-Grand Rapids - WLAV-FM

Phone#: 616-855-8304

BIII To: MI ASSOCIATION OF BROADCASTERS

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Invoice #: 2563154

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Order #: 28275

Acct Exec: HOUSE HOUSE

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Day	Date	Time	Len	Line#	Rate	CI.	Product
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Tue	02/03/15	6:14PM	60	372988	\$0.00	C	NRS17786
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Wed	02/04/15	7:14PM	60	372988	\$0.00	C	NRS17786
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Fri	02/06/15	11:13PM	60	372988	\$0.00	С	NRS17786
Sat	02/07/15	3:12PM	60	375811	\$0.00	C	NRS17786
Sat	02/07/15	5:13PM	60	375811	\$0.00	С	NRS17786
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Sat	02/07/15	10:13PM	60	375811	\$0.00	O	NRS17786
Sun	02/08/15	6:14PM	60	375811	\$0.00	C	NRS17786
Sun	02/08/15	8:30PM	60	375811	\$0.00	C	NRS17786
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Sun	02/08/15	10:42PM	60	375811	\$0.00	O	NRS17786
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Thu	02/12/15	6:14PM	60	375811	\$0.00	C	NRS17786
Fri	02/13/15	2:43PM	60	375811	\$0.00	С	NRS17786
Sat	02/14/15	6:43PM	60	375811	\$0.00	C	NRS17786
Sat	02/14/15	8:43PM	60	375811	\$0.00	С	NRS17786
Sat	02/14/15	10:43PM	60	375811	\$0.00	С	NRS17786





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 #: 2563154 Invoice 02/22/15

Date:

Order #: 28275

Acct Exec: HOUSE HOUSE

Estimate #:

Terms: Due on Receipt

Advt#751

Description: MAB THIS IS PERSONAL

Day	Date	Time	Len	Line#	Rate	CI	Product
Sat	02/14/15	11:42PM	60	375811	\$0.00	C	NRS17786
Sun	02/15/15	7:12PM	60	375811	\$0.00	C	NRS17786
Sun	02/15/15	8:30PM	60	375811	\$0.00	c	NRS17786
Sun	02/15/15	9:31PM	60	375811	\$0.00	C	NRS17786
Sun	02/15/15	9:45PM	60	375811	\$0.00	C	NRS17786
Sun	02/15/15	10:14PM	60	375811	\$0.00	С	NRS17786
Sun	02/15/15	10:43PM	60	375811	\$0.00	С	NRS17786
Sun	02/15/15	11:12PM	60	375811	\$0.00	С	NRS17786
Sun	02/15/15	11:42PM	60	375811	\$0.00	С	NRS17786
Mon	02/16/15	10:13AM	60	375811	\$0.00	С	NRS17786
Mon	02/16/15	2:44PM	60	375811	\$0.00	С	NRS17786
Mon	02/16/15	6:13PM	60	375811	\$0.00	С	NRS17786
Mon	02/16/15	7:13PM	60	375811	\$0.00	С	NRS17786
Mon	02/16/15	8:13PM	60	375811	\$0.00	С	NRS17786
Mon	02/16/15	10:43PM	60	375811	\$0.00	С	NRS17786
Tue	02/17/15	12:43PM	60	375811	\$0.00	С	NRS17786
Tue	02/17/15	1:13PM	60	375811	\$0.00	С	NRS17786
Tue	02/17/15	2:14PM	60	375811	\$0.00	С	NRS17786
Tue	02/17/15	3:44PM	60	375811	\$0.00	С	NRS17786
Tue	02/17/15	7:14PM	60	375811	\$0.00	С	NRS17786
Wed	02/18/15	2:14PM	60	375811	\$0.00	С	NRS17786
Wed	02/18/15	3:45PM	60	375811	\$0.00	С	NRS17786
Wed	02/18/15	4:44PM	60	375811	\$0.00	С	NRS17786
Wed	02/18/15	5:15PM	60	375811	\$0.00	С	NRS17786
Wed	02/18/15	6:13PM	60	375811	\$0.00	С	NRS17786
Wed	02/18/15	7:13PM	60	375811	\$0.00	С	NRS17786
Thu	02/19/15	4:44PM	60	375811	\$0.00	С	NRS17786
Thu	02/19/15	6:13PM	60	375811	\$0.00	С	NRS17786
Thu	02/19/15	7:13PM	60	375811	\$0.00	С	NRS17786
Thu	02/19/15	10:43PM	60	375811	\$0.00	С	NRS17786
Fri	02/20/15	9:13AM	60	375811	\$0.00	С	NRS17786





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 #: 2563154 Invoice 02/22/15

Date:

Order #: 28275

Acct Exec: HOUSE HOUSE

Advt#751

Estimate #:

Description: MAB THIS IS PERSONAL

Terms: Du	ue on Receipt						Description: MAB THIS IS PERSONAL
Day	Date	Time	Len	Line#	Rate	CI	Product
Sat	02/21/15	3:42AM	60	375811	\$0.00	С	NRS17786
Sat	02/21/15	8:13PM	60	375811	\$0.00	С	NRS17786
Sun	02/22/15	6:13AM	60	375811	\$0.00	С	NRS17786
Sun	02/22/15	9:43AM	60	375811	\$0.00	С	NRS17786
Sun	02/22/15	1:12PM	60	375811	\$0.00	С	NRS17786
Sun	02/22/15	3:13PM	60	375811	\$0.00	С	NRS17786
Sun	02/22/15	6:43PM	60	375811	\$0.00	С	NRS17786
Sun	02/22/15	8:14PM	60	375811	\$0.00	С	NRS17786
Sun	02/22/15	9:31PM	60	375811	\$0.00	С	NRS17786
Sun	02/22/15	10:14PM	60	375811	\$0.00	С	NRS17786
Sun	02/22/15	11:14PM	60	375811	\$0.00	С	NRS17786
Sun	02/22/15	11:43PM	60	375811	\$0.00	С	NRS17786

Amount Due

\$0.00

Total Spots 74





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 #: 2563528

Invoice 03/15/15

Date:

Order #: 28275

Acct Exec: HOUSE HOUSE

Estimate #:

Terms: Due on Receipt

Advt#751

Description: MAB THIS IS PERSONAL

reims. Du	e on veceibr			,			Description. WAS THIS IS PERSONAL		
Day	Date	Time	Len	Line #	Rate	C	Product		
Mon	02/23/15	8:31AM	60	375811	\$0.00	C	NRS17786		
Mon	02/23/15	11:43AM	60	375811	\$0.00	С	NRS17786		
Mon	02/23/15	1:13PM	60	375811	\$0.00	С	NRS17786		
Mon	02/23/15	6:12PM	60	375811	\$0.00	С	NRS17786		
Mon	02/23/15	11:42PM	60	375811	\$0.00	С	NRS17786		
Tue	02/24/15	7:31AM	60	375811	\$0.00	С	NRS17786		
Tue	02/24/15	10:13AM	60	375811	\$0.00	С	NRS17786		
Tue	02/24/15	3:13PM	60	375811	\$0.00	С	NRS17786		
Tue	02/24/15	4:43PM	60	375811	\$0.00	С	NRS17786		
Tue	02/24/15	6:12PM	60	375811	\$0.00	С	NRS17786		
Wed	02/25/15	11:13AM	60	375811	\$0.00	ပ	NRS17786		
Wed	02/25/15	12:43PM	60	375811	\$0.00	С	NRS17786		
Wed	02/25/15	6:13PM	60	375811	\$0.00	С	NRS17786		
· Wed	02/25/15	11:43PM	60	375811	\$0.00	С	NRS17786		
Thu	02/26/15	2:12PM	60	375811	\$0.00	С	NRS17786		
Thu	02/26/15	3:43PM	60	375811	\$0.00	С	NRS17786		
Thu	02/26/15	11:43PM	60	375811	\$0.00	С	NRS17786		
Fri	02/27/15	6:12PM	60	375811	\$0.00	С	NRS17786		
Fri	02/27/15	11:43PM	60	375811	\$0.00	С	NRS17786		
Sat	02/28/15	10:42PM	60	375811	\$0.00	С	NRS17786		
Sat	02/28/15	11:42PM	60	375811	\$0.00	С	NRS17786		
Sun	03/01/15	6:13AM	60	375811	\$0.00	С	NRS17786		
Sun	03/01/15	7:12AM	60	375811	\$0.00	С	NRS17786		
Sun	03/01/15	9:12AM	60	375811	\$0.00	С	NRS17786		
Sun	03/01/15	10:12AM	60	375811	\$0.00	С	NRS17786		
Sun	03/01/15	11:12AM	60	375811	\$0.00	С	NRS17786		
Sun	03/01/15	1:13PM	60	375811	\$0.00	C	NRS17786		
Sun	03/01/15	8:45PM	60	375811	\$0.00	С	NRS17786		
Sun	03/01/15	9:45PM	60	375811	\$0.00	ပ	NRS17786		
Sun	03/01/15	10:14PM	60	375811	\$0.00	С	NRS17786		
Sun	03/01/15	11:42PM	60	375811	\$0.00	C	NRS17786		





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 #: 2563528

Invoice 03/15/15

Date:

Order #: 28275

Acct Exec: HOUSE HOUSE

Advt#751

Terms: Due on Receipt

Estimate #:

Description: MAB THIS IS PERSONAL

Day	Date	Time	Lèn	Ļine #	Rate	CI	Product	m W	. 428
Mon	03/02/15	10:42PM	60	375811	\$0.00	С	NRS17786		

Amount Due

\$0.00

Total Spots 32





PAY THIS AMOUNT: \$0.00

Advt#751

Terms: Due on Receipt

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 #: 2563902 Invoice 03/29/15

Date:

Order #: 28763

Acct Exec: HOUSE HOUSE

Estimate #:

Description: SOS/ EXPRESS SOS JOHNSON/

MAB 60

							IVIAD OU
Day	Date	Time	Len	Line#	Rate	Cl	Product
Tue	03/03/15	1:43PM	60	383596	\$0.00	С	NR15SOS7
Thu	03/05/15	7:14PM	60	383596	\$0.00	С	NR15SOS7
Sat	03/07/15	11:42PM	60	383596	\$0.00	С	NR15SOS7
Sun	03/08/15	12:42PM	60	383596	\$0.00	С	NR15SOS7
Mon	03/09/15	12:43PM	60	383596	\$0.00	С	NR15SOS7
Sun	03/22/15	10:43PM	60	383596	\$0.00	С	NR15SOS7
Mon	03/23/15	7:49AM	60	383596	\$0.00	С	NR15SOS7
Wed	03/25/15	8:44PM	60	383596	\$0.00	С	NR15SOS7
Wed	03/25/15	9:13PM	60	383596	\$0.00	С	NR15SOS7
Wed	03/25/15	11:44PM	60	383596	\$0.00	С	NR15SOS7
Fri	03/27/15	4:42AM	60	383596	\$0.00	С	NR15SOS7
Fri	03/27/15	11:13PM	60	383596	\$0.00	С	NR15SOS7
Sat	03/28/15	8:43PM	60	383596	\$0.00	С	NR15SOS7
Sun	03/29/15	11:12PM	60	383596	\$0.00	С	NR15SOS7

Amount Due

\$0.00

Total Spots 14





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 #: 2563953

Invoice 03/29/15

Date:

Order #: 28758

Acct Exec: HOUSE HOUSE

Advt#751

Estimate #:

Terms: Due on Receipt

Description: HEALTHY MICHIGAN PLAN/ LIKE

ME/MAB 30

Day	Date	Time	Len	Line#	Rate	CI	Product
Sun	03/15/15	9:31PM	30	383591	\$0.00	C	NRS18501
Thu	03/19/15	11:13PM	30	383591	\$0.00	С	NRS18501
Sun	03/22/15	9:30PM	30	383591	\$0.00	С	NRS18501
Mon	03/23/15	8;31AM	30	383591	\$0.00	C	NRS18501
Sun	03/29/15	8:14PM	30	383591	\$0.00	С	NRS18501

Amount Due

\$0.00

Total Spots 5





PAY THIS AMOUNT: \$0.00

Remit To: 3639 Momentum Place

Chicago, IL 60689-5336

Station: Cumulus-Grand Rapids - WLAV-FM

Phone#: 616-855-8304

ME CAPIAN

Bill To: MI ASSOCIATION OF BROADCASTERS

Invoice #: 2562192

Invoice 01/25/15

Date:

Order #: 28036

Acct Exec: HOUSE HOUSE

Estimate #:

Terms: Due on Receipt

Advt#751

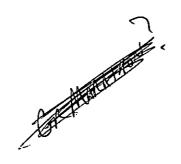
Description: 30 SEC MAB

Day	Date	Time	Len	Line#	Rate	ÇI	Product
Sat	01/24/15	5:13PM	30	370193	\$0.00	С	NR15MCH1
Sun	01/25/15	4:13PM	30	370193	\$0.00	С	NR15MCH1
Sun	01/25/15	6:12PM	30	370193	\$0.00	С	NR15MCH1

Amount Due

\$0.00

Total Spots 3



WLAV aired announcements in support of the Soup's On For All fundraiser for the food and pantry programs of God's Kitchen. They provide meals for the needy every day of the year. The event held annually at The B.O.B. in downtown Grand Rapids raises about \$100,000 every year. WLAV's Tony Gates and Michelle McKormick were guest servers at the event. A total of 13 announcements aired from January 21 and 26, 2015.

Soup's On For All Page 1 of 7

HOME FOOD & BABY SUPPORT FOSTER CARE & ADOPTION FAMILY SUPPORT BEHAVIORAL HEALTH SENIOR SERVICES OUR LOCATIONS

About Us Events Get Help Get Involved Faith in Action Contact



EVENTS

RAISING HOPE

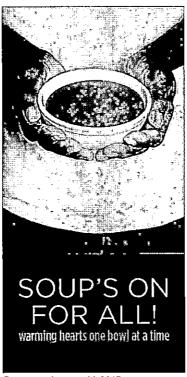
SOUP'S ON FOR ALL

SOUP'S ON ALONG THE LAKESHORE!

LET'S GO TO BAT FOR KIDS



SOUP'S ON FOR ALL



Date: January 26,2015 Location: The B.O.B

> 20 Monroe Ave NW Grand Rapids,MI 49503

Time: 6:30PM

Price: \$50/Person in advance

\$60/Person at door

Join us! Soup's On For All! has warmed the hearts of thousands while helping to provide hot meals for those in need. Held at the B.O.B in downtown Grand Rapids, the event raises more than \$100,000

BUY TICKETS

STAY INFORMED

Subscribe to our newsletter

Email

annually for the food and pantry programs of God's Kitchen, a program of Catholic Charities West Michigan.

This fun-filled evening welcomes more than 1,000 attendees and is made possible with the support of more than 150 volunteers. Guests can visit each of the building's five floors where they are able to sample soups, breads and desserts donated by area restaurants while enjoying live music and entertainment. Throughout the year, volunteers hand paint thousands of soup bowls. Each guest selects a bowl as a souvenir of the evening — and a reminder that hunger is a reality every day for many in our community.

Please contact Bethany Stowe by e-mail bstowe@ccwestmi.org or by phone at 616.551.5663

Media Sponsor













Make sure to visit our





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: CUMULUS GRAND RAPIDS INHSE PROMO /

PSA

Advt#227

Terms: Due on Receipt

60 MONROE CTR

Invoice #: 2562303

Invoice 01/25/15

Date:

Order #: 28051

Acct Exec: Lisa O'Callaghan

Estimate #:

Description: CATHOLIC CHARITES-SOUPS

ON PSA-INTERVIEW

							ON PSA-INTERVIEW	
Day	Date	Time	Len	Line#	Rate	CI.	Product	
Wed	01/21/15	8:08AM	30	370293	\$0.00	С	2015 SOUPS ON PSA	
Wed	01/21/15	1:15PM	30	370293	\$0.00	С	2015 SOUPS ON PSA	
Thu	01/22/15	9:44AM	60	370294	\$0.00	С	2015 SOUPS ON INTERVIEW	
Fri	01/23/15	6:30AM	30	370293	\$0.00	С	2015 SOUPS ON PSA	
Fri	01/23/15	8:32AM	60	370294	\$0.00	С	2015 SOUPS ON INTERVIEW	
Fri	01/23/15	10:14AM	60	370294	\$0.00	С	2015 SOUPS ON INTERVIEW	
Sat	01/24/15	9:43AM	60	370294	\$0.00	С	2015 SOUPS ON INTERVIEW	
Sat	01/24/15	3:42PM	30	370293	\$0.00	С	2015 SOUPS ON PSA	
Sun	01/25/15	3:13PM	30	370293	\$0.00	С	2015 SOUPS ON PSA	
Sun	01/25/15	5:42PM	30	370293	\$0.00	С	2015 SOUPS ON PSA	
Sun	01/25/15	8:05PM	30	370293	\$0.00	С	2015 SOUPS ON PSA	
Sun	01/25/15	8:45PM	60	370294	\$0.00	С	2015 SOUPS ON INTERVIEW	
Sun	01/25/15	11:55PM	30	370293	\$0.00	С	2015 SOUPS ON PSA	

Amount Due

\$0.00

Total Spots 13

WLAV aired announcements in support of the Grand Rapids Public Schools and their School Choice Expo offering students and their parents to learn about the different school choices available.

A total of 7 announcements aired from February 19 and 22, 2015.

VOLUNTEER DONATE ABOUTUS NEWS&UPDATES BOARD CONTACTUS

Home > Events > GRPS School Choice Expo

grps school choice expo

When: Feb 24 @ 4:00pm

The Grand Rapids Public Schools We Are GR School Choice Expo has been rescheduled for Tuesday, February 24, 2015 from 4 -7pm

WHERE: City High Middle School 1720 Plainfield Ave NE Grand Rapids, MI 49505

COST: Free

This family friendly event offers GRPS students, their families, and prospective families the opportunity to learn about their school choices. Free dinner is provided. Children's activities include face painting, balloon animals, bounce house, and arts and crafts.

Applications for Theme School and Center of Innovation are due by February 27th.

Click here to register.

🚱 💅 🛅 Share

DONATE TODAY

SIGN UP FOR E-NEWS



ORDER ECA GEAR







PAY THIS AMOUNT: \$0.00

Remit To: 3639 Momentum Place

Chicago, 1L 60689-5336

Station: Cumulus-Grand Rapids - WLAV-FM

Phone#: 616-855-8304

Bill To: CUMULUS GRAND RAPIDS INHSE PROMO /

PSA

Advt#227

Terms: Due on Receipt

60 MONROE CTR

Invoice #: 2563161

Invoice 02/22/15

Date:

Order #: 28659

Acct Exec: Lisa O'Callaghan

Estimate #:

Description: GRAND RAPIDS PUBLIC

SCHOOLS PSA-FEB EXPO

Day	Date	Time	Len	Line #	Rate	ĆI	Product	10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Thu	02/19/15	11:12AM	15	381132	\$0.00	С	2015 FEB EXPO	
Thu	02/19/15	2:12PM	15	381132	\$0.00	С	2015 FEB EXPO	
Fri	02/20/15	9:12AM	15	381132	\$0.00	С	2015 FEB EXPO	
Sat	02/21/15	7:12AM	15	381132	\$0.00	С	2015 FEB EXPO	
Sat	02/21/15	9:12AM	15	381132	\$0.00	С	2015 FEB EXPO	
Sun	02/22/15	6:42AM	15	381132	\$0.00	С	2015 FEB EXPO	
Sun	02/22/15	5:42PM	15	381132	\$0.00	С	2015 FEB EXPO	

Amount Due

\$0.00

Total Spots 7

WLAV aired announcements in support of the Children's Leukemia Foundation that provides information, financial assistance and emotional support to families dealing with Leukemia.

A total of 20 announcements aired from February 10 and 22, 2015.

The state of the s

7







SERVICE & RESOURCES

COVERED DISEASES

HOW TO HELP

FUNDRAISING EVENTS



CLF Brochure Mission Statement & Goals Board of Directors Youth Advisory Council Staff Listing Chamber Affiliations News and Publications

Press Releases

ABOUT US

Children's Leukemia Foundation of Michigan (CLF) is a statewide organization that provides information, financial assistance and emotional support to Michigan families affected by leukemia, lymphoma and related blood disorders. CLF offers a variety of services that help to meet the needs of its patients and families.

The primary focus at CLF is to support its patients, which is why the majority of funding directly benefits patients and families. Fundraising is crucial for continuation of CLF's services. However, it is important to note that CLF does not phone solicit and donations the Foundation raises in Michigan stay in Michigan.

Like 24 people like this. Be the first of your friends.

HOME CALENDAR CONTACT US PATIENT MESSAGE BOARD MEMBERS LOGIN SITE MAP



















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: CUMULUS GRAND RAPIDS INHSE PROMO /

PSA

Advt#227

Terms: Due on Receipt

60 MONROE CTR

Invoice #: 2563136

Invoice 02/22/15

Date:

Order #: 28514

Acct Exec: Kate Arnold

Estimate #:

Description: CHILDREN'S LEUKEMIA

FOUNDATION

				FOUNDATION				
Day Day	Date	Time	Len	Line#	Rate	CI	Product	
Tue	02/10/15	6:12PM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Tue	02/10/15	7:12PM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Wed	02/11/15	12:42PM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Thu	02/12/15	4:42PM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Fri	02/13/15	12:42AM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Fri	02/13/15	5:14AM	30	376509	\$0.00	C	CHILDREN'S LEUKEMIA FOUNDATION_30	
Sat	02/14/15	8:12AM	30	376509	\$0.00	C	CHILDREN'S LEUKEMIA FOUNDATION_30	
Sat	02/14/15	3:15PM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Sun	02/15/15	4:42AM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Sun	02/15/15	5:42AM	30	376509	\$0.00	ပ	CHILDREN'S LEUKEMIA FOUNDATION_30	
Mon	02/16/15	5:12AM	30	376509	\$0 .00	C	CHILDREN'S LEUKEMIA FOUNDATION_30	
Tue	02/17/15	9:15AM	30	376509	\$0.00	C	CHILDREN'S LEUKEMIA FOUNDATION_30	
Tue	02/17/15	1:12PM	30	376509	\$0.00	C	CHILDREN'S LEUKEMIA FOUNDATION_30	
Wed	02/18/15	10:45AM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Wed	02/18/15	12:42PM	30	376509	\$0.00	O	CHILDREN'S LEUKEMIA FOUNDATION_30	
Thu	02/19/15	5:42AM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Thu	02/19/15	6:21AM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Fri	02/20/15	4:44AM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Sat	02/21/15	5:42AM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	
Sun	02/22/15	2:43AM	30	376509	\$0.00	С	CHILDREN'S LEUKEMIA FOUNDATION_30	

Amount Due

\$0.00

Total Spots 20

WLAV aired announcements in support of the Sportsmen Against Hunger Food Drive at the Ultimate Sport Show at the DeVos Place in Grand Rapids On March 19, Tony Gates broadcast live the entire day from the venue. The value of the 12-hour broadcast was \$24,000.

A total of 145 announcements aired from March 16 and March 18, 2015.



City of Grand Rapids, Michigan

GEORGE K. HEARTWELL MAYOR

March 19, 2015

Mr. Tony Gates WLAY Radio Grand Rapids, MI

Dean Ma

For one and one half decades, the unique voice that is ubiquitous to Grand Rapids has drawn tens of thousands of sports men, women, and children to participate in the largest single-day food drive in Michigan. Beginning at 6:00 a.m. and continuing for fwelve hours throughout the day while broadcasting outdoors in the chilly March weather, that voice, full of passion and ebullience, has welcomed and thanked thousands of generous people who contribute valuable food items that have benefited our fellow citizens in Grand Rapids.

Today begins the 15th annual Michigan Sportsmen Against Hunger Food Drive, hosted by Grand Rapids' own ultimate sportsman, the leader of the pack, Tony Gates. Ensuring the success of this extraordinary food drive requires the assistance of a hardy herd including members of the Rockford Sportsman's Club, WLAV Radio, WOOD TV, and WOTV, along with the good will of Showspan who offers free admittance to the Ultimate Sport Show Grand Rapids to those who bring food donations.

I join the good people of Grand Rapids in thanking Tony Gates for 15 years of bagging the proverbial "book animal" of food drives, and wish all involved another record setting year for donations.

youre de

Sincerely,

George K. Heartwell

Liner U---Ultimate Sport Show 2015

SEE BELOW FOR LIVE LINER AFTER 7PM 3/20

- ➤ Classic Rock 97LAV presents the 70th Annual Ultimate Sport Show at DeVos Place NOW thru Sunday (3/19-3/22)
- ➤ Join Tony Gates for the Sportsman Against Hunger Food Drive, bring by a sack of non-perishable food items & receive admission to that days show!
- > Learn more & get a link to buy tickets at wlav.com!

AFTER 7PM FRIDAY 3/20 READ THIS:

- ➤ Classic Rock 97LAV presents the 70th Annual Ultimate Sport Show at DeVos Place NOW thru Sunday (3/19-3/22)
- > This is the largest Fishing Tackle show in the Midwest!
- ➤ More tackle, fishing trips & fishing boats than any other show!
- > See lake "Ultimate", an indoor lake, with Fishing seminars from bass boats right on the lake!
- > Hours of Show: THURS 3pm-9:30pm
- FRI 11am-9:30pm
- > SAT 10am-9pm
- > SUN 10am-5pm
- > Learn more & get a link to buy tickets at wlav.com!

57 live liners \$17,100

61 recorded promos \$18,300

, 12 hour broadcast \$24,000:00

Value: \$47,400.00

15th Annual Tony Gates – Michigan Sportsmen Against Hunger Food Drive

Bring a sack of at least 6 non-perishable food items (cans or boxes) on Thursday ONLY, March 19 to the RV parked in front of DeVos Place and get in to the Show FREE! For the 15th year Tony Gates of WLAV mornings will be broadcasting live from the RV provided by General RV from 6:30am to 6:30pm. The food will be collected by MSAH volunteers and donated to God's Kitchen of Catholic Charities West Michigan and other needy organizations. This year we are making a special shout-out for TUNA as Dave Carraro of National Geographic's hit show Wicked Tuna will be at the Ultimate Sport Show Thursday and Friday presenting seminars and selling T-Shirts! ...and tuna is a great way to add protein to the diets of the needy. Over 15 years it is estimated that attending Sportsmen, upwards of 2,000 each year, have donated over 120,000 lbs. of food during this, the largest annual single day food drive in Michigan! Help Tony Gates and MSAH volunteers set another record this year!









PAY THIS AMOUNT: \$0.00

Remit To: 3639 Momentum Place

Chicago, IL 60689-5336

Station: Cumulus-Grand Rapids - WLAV-FM

Phone#: 616-855-8304

BIII To: CUMULUS GRAND RAPIDS INHSE PROMO /

PSA

60 MONROE CTR

Invoice #: 2563933

Invoice 03/29/15

Date:

Order #: 29137

Acct Exec: Lisa O'Callaghan

Estimate #:

Terms: Due on Receipt

Advt#227

Description: 2015 ULTIMATE SPORT SHOW

Day	Date	Time	Len	Line#	Rate	CI	Product
Mon	03/16/15	7:31AM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Mon	03/16/15	7:50AM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Mon	03/16/15	11:12AM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Mon	03/16/15	11:42AM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Mon	03/16/15	12:44PM	30	389902	\$0.00	C	SPORTSMAN AGAINST HUNGER-TONY GATES
Mon	03/16/15	1:12PM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Mon	03/16/15	3:12PM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Mon	03/16/15	4:12PM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Mon	03/16/15	5:12PM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Mon	03/16/15	6:42PM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Tue	03/17/15	7:08AM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Tue	03/17/15	11:12AM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Tue	03/17/15	1:12PM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Tue	03/17/15	3:12PM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Tue	03/17/15	6:12PM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Tue	03/17/15	7:42PM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Tue	03/17/15	9:14PM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Tue	03/17/15	10:14PM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Wed	03/18/15	6:20AM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Wed	03/18/15	7:08AM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Wed	03/18/15	10:42AM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES





PAY THIS AMOUNT: \$0.00

Remit To: 3639 Momentum Place

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Bill To: CUMULUS GRAND RAPIDS INHSE PROMO /

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60 MONROE CTR

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Description: 2015 ULTIMATE SPORT SHOW

Day	Date	Time	Len	Line#	Rate	CI	Product
Wed	03/18/15	11:12AM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Wed	03/18/15	2:12PM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Wed	03/18/15	6:12PM	30	389903	\$0.00	С	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Wed	03/18/15	7:12PM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES
Wed	03/18/15	9:12PM	30	389903	\$0.00	C	ULTIMATE SPORTS-BOBBING FOR TROUT-ROB BRANDT
Wed	03/18/15	11:12PM	30	389902	\$0.00	С	SPORTSMAN AGAINST HUNGER-TONY GATES

Amount Due

\$0.00

Total Spots 27

Element Play from 01/01/2015 to 03/31/2015

Title	Artist	Day	Date and Time
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 4:46AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 6:12AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 7:27AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 10:46AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 2:43PM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 7:41PM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 10:42PM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 2:48AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 6:10AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 8:30AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 1:47PM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 3:37PM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 10:41PM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 12:43AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 2:43AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 6:13AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 8:27AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 11:42AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 5:41PM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 8:40PM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 11:41PM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 6:27AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 8:27AM
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 12:46PM

Title	Artist	Day	Date and Time		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 4:05PM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 7:41PM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 10:40PM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 1:46AM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 4:48AM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 6:15AM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 8:12AM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 9:42AM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 12:42PM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 3:43PM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 9:47PM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Saturday	Mar 21 2015 6:43AM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Saturday	Mar 21 2015 5:04PM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Saturday	Mar 21 2015 8:45PM		
Liner UUltimate Sport Show 2015	sportsman against hunger food drive	Sunday	Mar 22 2015 3:41AM		

Element Play from 01/01/2015 to 03/31/2015

Title	Artist	Day	Date and Time
Ultimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 2:48AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 5:11AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 11:38AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Monday	Mar 16 2015 11:40PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 12:44AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 3:51AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 5:14AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 9:15AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 12:42PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 6:45PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Tuesday	Mar 17 2015 9:46PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 1:45AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 5:13AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 1:46PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 4:42PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 7:45PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Wednesday	Mar 18 2015 10:52PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 12:48AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 3:44AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 9:39AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 3:41PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 7:11PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Thursday	Mar 19 2015 9:47PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 2:40AM

Title	Artist	Day	Date and Time
Ultimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 5:00AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 9:15AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 11:44AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 2:37PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 5:41PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 8:45PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Friday	Mar 20 2015 11:13PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Saturday	Mar 21 2015 12:46AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Saturday	Mar 21 2015 3:42AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Saturday	Mar 21 2015 8:12AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Saturday	Mar 21 2015 12:44PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Saturday	Mar 21 2015 3:44PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Saturday	Mar 21 2015 6:43PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Saturday	Mar 21 2015 9:49PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Sunday	Mar 22 2015 12:48AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Sunday	Mar 22 2015 9:20AM
Ultimate Sport Show 2015	sportsman against hunger food drive	Sunday	Mar 22 2015 1;48PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Sunday	Mar 22 2015 4:43PM
Ultimate Sport Show 2015	sportsman against hunger food drive	Sunday	Mar 22 2015 11:20PM

WLAV aired announcements in support of Laughfest. It is a ten day comedy extravaganza that raises funds for Gilda's Club of Grand Rapids Offering support to people and their families living with cancer. A total of 145 announcements aired from March 16 and March 18, 2015.

Liner A---Laughfest 2015

- > The Laughter continues through Sunday!
- Classic Rock 97LAV continues to celebrate Laughfest!
- > There's still plenty of Funny left!
- ➤ Don't miss World Class Comedians & more performing in the nation's only community-wide festival of laughter to benefit Gilda's Club Grand Rapids....
- ➤ Learn more & buy tickets through the front page & concert calendar links at wlav.com
- > Laughfest—for the health of it!

3/1-3/15/15

90 Live Liners

93 recorded promos

\$54,900 value

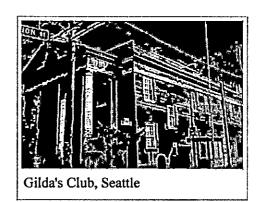
Gilda's Club

From Wikipedia, the free encyclopedia

Gilda's Club is a community organization for people living with cancer, their families and friends. Local chapters provide meeting places where those living with cancer, their families, and friends can join with others to build emotional and social support as a supplement to medical care. Free of charge and nonprofit, Gilda's Club chapters offer support and networking groups, lectures, workshops and social events in a nonresidential, homelike setting. The club was named in tribute to comic actress Gilda Radner, who died of ovarian cancer in 1989. It is now known as the Cancer Support Community.^[1]

History

Gilda's Club was founded by Joanna Bull, Radner's cancer psychotherapist along with Radner's widower, Gene Wilder (himself a cancer survivor) and broadcaster Joel Siegel (who died after a long battle with the disease). The first club opened in New York City in 1995, after a long fundraising campaign that included movie trailers featuring Wilder in theaters around the country. The organization took its former name from Radner's comment that cancer gave her "membership to an elite club I'd



rather not belong to". [4] Radner's story can be read in her book, It's Always Something.

In July 2009, Gilda's Club Worldwide merged with The Wellness Community, another established cancer support organization to create the Cancer Support Community (CSC). [5][6][7] As of 2012, there were over 20 active local affiliates of Gilda's Club. Although some local affiliates of Gilda's Club and The Wellness community have retained their names, many affiliates have adopted the name Cancer Support Community following the merger. The proposed name change caused controversy in some communities. [8][9][10][11] The national organization introduced a web-based diagnostic "distress screening" tool [12] which led the Pittsburgh Gilda's Club to change its name and sever its ties with the national organization because of a disagreement over requirements to offer the screening tool to all patients. [13]

See also

- Friends of Gilda
- Gilda Radner

References

- 1. Cancer Support Community website (http://www.cancersupportcommunity.org); accessed March 19, 2015.
- 2. Dennis McLellan, "Joel Siegel, 63; film critic on ABC morning news show" (http://articles.latimes.com/2007/jun/30/local/me-siegel30), Los Angeles Times, June 30, 2007.

Title	Artist	Day	Date and Time
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 1 2015 12:43AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 1 2015 3:40AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 1 2015 12:39PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 1 2015 2:42PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 1 2015 4:43PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 12:40AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 3:42AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 6:11AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 8:27AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 10:49AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 12:42PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 3:42PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 4:43PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 6:39PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 9:04PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 10:44PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 2 2015 11:40PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 3 2015 12:39AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 3 2015 2:44AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 3 2015 4:44AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 3 2015 6:27AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 3 2015 8:11AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 3 2015 10:41AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	 	Mar 3 2015 10:41AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 3 2015 2:44PM Mar 3 2015 5:43PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 3 2015 8:44PM
	Gilda's Club G.R.	Tuesday	
Liner ALAUGHFEST 2015		Tuesday	Mar 3 2015 10:42PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 1:46AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 3:50AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 5:12AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 7:31AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 9:39AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 11:43AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 2:39PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 5:45PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 7:43PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 9:50PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 4 2015 11:45PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 12:40AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 2:43AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 4:45AM

Title	Artist	Day	Date and Time	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 7:28AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 8:25AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 10:40AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 12:39PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 2:43PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 4:36PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 6:42PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 8:43PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 5 2015 10:41PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Friday	Mar 6 2015 6:28AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Friday	Mar 6 2015 8:30AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Friday	Mar 6 2015 12:42PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Friday	Mar 6 2015 2:45PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Friday	Mar 6 2015 4:44PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Friday	Mar 6 2015 9:47PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Saturday	Mar 7 2015 5:45AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Saturday	Mar 7 2015 9:41AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Saturday	Mar 7 2015 3:38PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Saturday	Mar 7 2015 6:04PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 8 2015 4:45AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 8 2015 2:41PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 8 2015 4:43PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 9 2015 12:46AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 9 2015 2:45AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 9 2015 5:11AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 9 2015 7:11AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 9 2015 9:41AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 9 2015 11:43AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 9 2015 5:41PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 9 2015 7:40PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Monday	Mar 9 2015 11:44PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 10 2015 1:48AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 10 2015 2:40AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 10 2015 3:43AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 10 2015 6:13AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 10 2015 10:44AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 10 2015 1:41PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 10 2015 3:39PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Tuesday	Mar 10 2015 10:43PM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 11 2015 2:43AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Wednesday	Mar 11 2015 7:13AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 12 2015 9:39AM	
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Thursday	Mar 12 2015 5:40PM	

Title	Artist	Day	Date and Time
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Friday	Mar 13 2015 9:46AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Saturday	Mar 14 2015 12:41AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Saturday	Mar 14 2015 8:39PM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 15 2015 12:44AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 15 2015 5:57AM
Liner ALAUGHFEST 2015	Gilda's Club G.R.	Sunday	Mar 15 2015 1:38PM

Title	Artist	Day	Date and Time	
LAUGHFEST 2015	GILDA'S CLUB G.R.	t e	Date and Time	
LAUGHFEST 2015		Monday	Mar 2 2015 2:43AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Monday	Mar 2 2015 4:43AM	
	GILDA'S CLUB G.R. Monday		Mar 2 2015 5:12AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Monday	Mar 2 2015 9:14AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Monday	Mar 2 2015 2:10PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 3 2015 1:46AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 3 2015 3:54AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 3 2015 5:11AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 3 2015 9:15AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 3 2015 1:49PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 3 2015 4:46PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 3 2015 7:50PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 3 2015 9:50PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 3 2015 11:41PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 4 2015 12:44AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 4 2015 2:44AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 4 2015 4:43AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 4 2015 9:11AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 4 2015 12:43PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 4 2015 4:44PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 4 2015 6:49PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 4 2015 8:48PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 4 2015 10:43PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 5 2015 1:44AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 5 2015 3:40AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 5 2015 5:00AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 5 2015 9:13AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 5 2015 11:43AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 5 2015 1:43PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 5 2015 3:11PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 5 2015 9:56PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 5 2015 11:43PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 6 2015 1:49AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 6 2015 3:47AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 6 2015 5:00AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 6 2015 9:13AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 6 2015 11:47AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 6 2015 1:43PM	
LAUGHFEST 2015	GILDA'S CLUB G,R.	Friday	Mar 6 2015 3:15PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 6 2015 5:46PM	
LAUGHFEST 2015	GILDA'S CLUB G,R.	Friday	Mar 6 2015 7:40PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 6 2015 9:47PM	

Title	Artist	Day	Date and Time	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 6 2015 11:43PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 7 2015 2:49AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 7 2015 4:46AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 7 2015 6:14AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 7 2015 8:12AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 7 2015 11:38AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 7 2015 1:40PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 7 2015 5:43PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 7 2015 8:41PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 7 2015 11:42PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Sunday	Mar 8 2015 12:42AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Sunday	Mar 8 2015 3:45AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Sunday	Mar 8 2015 10:20AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Sunday	Mar 8 2015 1:38PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Sunday	Mar 8 2015 5:41PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Sunday	Mar 8 2015 11:20PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Monday	Mar 9 2015 1:42AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Monday	Mar 9 2015 10:43AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Monday	Mar 9 2015 2:45PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Monday	Mar 9 2015 4:45PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 10 2015 5:00AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 10 2015 9:15AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 10 2015 11:42AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 10 2015 9:49PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Tuesday	Mar 10 2015 11:22PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 11 2015 3:49AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 11 2015 5:10AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 11 2015 1:48PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 11 2015 3:44PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Wednesday	Mar 11 2015 6:49PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 12 2015 2:46AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 12 2015 5:00AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 12 2015 10:15AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 12 2015 12:43PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Thursday	Mar 12 2015 10:37PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 13 2015 2:47AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 13 2015 5:00AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 13 2015 10:42AM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 13 2015 12:43PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 13 2015 3:14PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 13 2015 5:51PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 13 2015 8:43PM	
LAUGHFEST 2015	GILDA'S CLUB G.R.	Friday	Mar 13 2015 10:47PM	

Title	Artist	Day	Date and Time
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 14 2015 6:11AM
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 14 2015 12:44PM
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 14 2015 3:48PM
LAUGHFEST 2015	GILDA'S CLUB G,R.	Saturday	Mar 14 2015 6:44PM
LAUGHFEST 2015	GILDA'S CLUB G.R.	Saturday	Mar 14 2015 10:44PM
LAUGHFEST 2015	GILDA'S CLUB G.R.	Sunday	Mar 15 2015 3:38AM
LAUGHFEST 2015	GILDA'S CLUB G.R.	Sunday	Mar 15 2015 6:47AM
LAUGHFEST 2015	GILDA'S CLUB G.R.	Sunday	Mar 15 2015 10:20AM
LAUGHFEST 2015	GILDA'S CLUB G.R.	Sunday	Mar 15 2015 12:42PM

WLAV aired announcements in support of a No Limit Hold Em' Poker tournament to raise funds for Sparta High School's wresting program. The event was held at The Shamrock Poker Room on February 21, 2015. A total of 22 announcements aired from February 17 and 21, 2015.

Liner V2---Shamrock Poker Tourney LAViP

- ➢ Join Tony Gates for the Grand Opening of THE POKER ROOM at The Shamrock, 2501 Wilson Ave NW, Walker (Wilson & Remembrance)
- > Tony will live & Local with prize machine from 2-4pm this Saturday (2/21)
- ➤ The NO LIMIT HOLD 'EM Tournament...begins at 4pm, \$100 Buy In. Call 260-9894 for Advance registration
- > Proceeds to benefit SPARTA WRESTLING---

22 live liners \$6600.00 value

Title	Artist	Day	Date and Time
Liner V2The Shamrock LAViP	sparta wrestling	Tuesday	Feb 17 2015 9:49PM
Liner V2The Shamrock LAViP	sparta wrestling	Wednesday	Feb 18 2015 8:12AM
Liner V2The Shamrock LAViP	sparta wrestling	Wednesday	Feb 18 2015 12:41PM
Liner V2The Shamrock LAViP	sparta wrestling	Wednesday	Feb 18 2015 9:52PM
Liner V2The Shamrock LAViP	sparta wrestling	Thursday	Feb 19 2015 4:45AM
Liner V2The Shamrock LAViP	sparta wrestling	Thursday	Feb 19 2015 7:27AM
Liner V2The Shamrock LAViP	sparta wrestling	Thursday	Feb 19 2015 9:42AM
Liner V2The Shamrock LAViP	sparta wrestling	Thursday	Feb 19 2015 5:42PM
Liner V2The Shamrock LAViP	sparta wrestling	Friday	Feb 20 2015 1:44AM
Liner V2The Shamrock LAViP	sparta wrestling	Friday	Feb 20 2015 6:12AM
Liner V2The Shamrock LAViP	sparta wrestling	Friday	Feb 20 2015 8:12AM
Liner V2The Shamrock LAViP	sparta wrestling	Friday	Feb 20 2015 11:45AM
Liner V2The Shamrock LAViP	sparta wrestling	Friday	Feb 20 2015 8:46PM
Liner V2The Shamrock LAViP	sparta wrestling	Saturday	Feb 21 2015 12:43AM
Liner V2The Shamrock LAViP	sparta wrestling	Saturday	Feb 21 2015 2:44AM
Liner V2The Shamrock LAViP	sparta wrestling	Saturday	Feb 21 2015 6:47AM
Liner V2The Shamrock LAViP	sparta wrestling	Saturday	Feb 21 2015 1:02PM
Liner V2The Shamrock LAViP	sparta wrestling	Saturday	Feb 21 2015 1:40PM
Liner V2The Shamrock LAViP	sparta wrestling	Saturday	Feb 21 2015 2:03PM
Liner V2The Shamrock LAViP	sparta wrestling	Saturday	Feb 21 2015 2:42PM
Liner V2The Shamrock LAViP	sparta wrestling	Saturday	Feb 21 2015 3:03PM
Liner V2The Shamrock LAVIP	sparta wrestling	Saturday	Feb 21 2015 3:42PM

WLAV aired announcements in support of a benefit dinner for Tony & Audrey Van Gessell. Tony is the Sr. Ride Captain for the Patriot Guard in West Michigan and has insurmountable medical bills. The benefit dinner and auction was hosted by WLAV's Tony Gates and Rob Brandt. A total of 25 announcements aired from March 11 and 14, 2015.

Liner—G—Van Gessell Benefit dinner

- Classic Rock 97LAV invites you to help a local Vet who has helped so many in the past---
- ➤ This Saturday night (3/14) join us for the Tony & Audrey van Gessell benefit Dinner at St. Mary's Catholic Church, 15164 Juniper Drive, in Marne starting at 5pm for a smoked pulled pork dinner (Bubba's cooking), music from Funtastic Sounds, a Silent Auction & more
- Just a \$10 donation at the door, \$5 12 & under---
- > Tony is Sr. Ride Captain for the Patriot Guard in this area & along with other Vets, provide Honor & support for all Vets & their families.
- > Tony & Audrey have insurmountable medical bills & we're trying to help someone who has helped & served some many in the past.
- > Tony gates & Rob Brandt will be stopping by too
- LAV is donating the following for the silent auction: 2 pair of Heart/Joan Jett Tickets for the Saturday March 28th Van Andel Arena Show, plus a Styx CD/DVD package, a Bob Seger Litho & his "Ultimate Hits: Rock-n-Roll Never Forgets" double CD & "The Heart Of Rock-n-Roll" 4cd collection Plus the 25th anniversary Rock-n-Roll Hall of Fame Concert Nights!"

FYI...JUST SOME OF THE SILENT AUCTION ITEMS:

BEER MIRRORS
GREMLIN TATTOO GIFT CERTIFICATES
DETROIT TIGER TICKETS
DOUBLE J RESORT GIFT CERTIFICATE
MEIJER GIFT CARDS
DUEL BATTER CHARGER
SPECIAL EDITION WINE
COATS
SOBIE MEATS GIFT CARDS
ALFANO PIZZA GIFT CARDS
JACK'S AUTO GIFT CERTIFICATE
JACK'S SERVICE CENTER, LUBE OIL AND FILTER
HOT ROD HARLEY DAVIDSON \$450 RIDING JACKET

STEVE'S AUTOMOTIVE CENTER CORDLESS DRILL AND ACCESSORIES

GREAT LAKES AUTO RESCUE CERTIFICATE FOR ONE FREE TOW
VITALES OF COMISTOCK PART GIFT CERTIFICATE
TREE STAND, HUNTING HARNESS AND ICE FISHING TRIP
WOODS AND WATER RV STAY
SILVER BULLET FIREARMS CERTIFICATE
PERRIN BREWING COMPANY CERTIFCATE

25 live liners: \$7500.00 value

Element 1 ay 11 of 1 of 2013 to 03/31/2013				
Title	Artist	٤	Day	Date and Time
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Wednesday	Mar 11 2015 12:43AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Wednesday	Mar 11 2015 6:28AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Wednesday	Mar 11 2015 8:26AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Wednesday	Mar 11 2015 12:41PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Wednesday	Mar 11 2015 4:40PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Wednesday	Mar 11 2015 8:39PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Thursday	Mar 12 2015 2:45AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Thursday	Mar 12 2015 6:28AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Thursday	Mar 12 2015 8:29AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Thursday	Mar 12 2015 10:46AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Thursday	Mar 12 2015 1:38PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Thursday	Mar 12 2015 6:44PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Thursday	Mar 12 2015 10:37PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Friday	Mar 13 2015 1:47AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Friday	Mar 13 2015 6:12AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Friday	Mar 13 2015 8:15AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Friday	Mar 13 2015 2:42PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Friday	Mar 13 2015 5:50PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Friday	Mar 13 2015 9:41PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Saturday	Mar 14 2015 4:48AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Saturday	Mar 14 2015 8:48AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Saturday	Mar 14 2015 10:38AM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Saturday	Mar 14 2015 3:03PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Saturday	Mar 14 2015 4:45PM
Liner GVan Gessell Benefit 2015	Van Gessell	Benefit Dinner 2015	Saturday	Mar 14 2015 5:42PM