

WMAX
Grand Rapids, MI
Quarterly Issues/Programs List
First Quarter, 2024
04/08/2024

WMAX
Quarterly Issues/Programs List

WMAX provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **AUTOMOTIVE INDUSTRY/ECONOMY:** A LOOK AT THE UPCOMING MICHIGAN INTERNATIONAL AUTO SHOW/THE 30TH ANNIVERSARY OF THE NACTOY AWARDS
- **CANCER SUPPORT/TOURISM:** LAUGHFEST NEEDS VOLUNTEERS FOR THIS YEARS FESTIVAL/A LOOK AT NEW PROJECTS IN THE MUSKEGON AREA
- **CLIMATE CHANGE/LITERATURE:** DISCUSSION ON HOW CLIMATE CHANGE IS AFFECTING LAKE SUPERIOR/THE JANUARY SERIES AT CALVIN UNIVERSITY
- **CLIMATE CHANGE/WILDFIRES:** TWO LOCAL TELEVISION METEOROLOGISTS DISCUSS THE PAST YEAR IN WEATHER AND EFFECTS OF CLIMATE CHANGE
- **DIVERSITY EQUITY INCLUSION:** A DISCUSSION ON ESTABLISHING DIVERSITY EQUITY AND INCLUSION IN THE WORKPLACE
- **ECONOMIC IMPACT LOCAL SPORTS:** A CANDID CONVERSATION WITH THE HOST OF THE HUGE SHOW AND HIS TAKE ON MICHIGAN SPORTS
- **HUMAN TRAFFICKING/COUNSELING:** THE TWO YEAR ANNIVERSARY OF THE HUMAN TRAFFICKING TASK FORCE IN KENT COUNTY/STUDENTS SUCCESS HUBS
- **LITERACY/PEDIATRIC ONCOLOGY:** A LOOK AT THE NATIONAL WRITERS SERIES/THE LOCAL CHARITY HELPING FAMILIES WITH HOSPITALIZED CHILDREN
- **MEDICAL TRAUMA DISABILITY:** A LOCAL AUTHOR TALKS ABOUT HER LIFE CHANGING INJURY AND HER NEW WAY OF LIVING LIFE TO ITS FULLEST
- **MOVIE INDUSTRY/MEDIA LITERACY:** DIRECTOR OF BRAND STRATEGY AND SOCIAL MEDIA FROM ONLINE NEWS OUTLET COVERS THE BIG STORIES OF 2023
- **RECYCLING/CLIMATE CHANGE:** THE FOUNDER AND PRESIDENT OF GTF TECHNOLOGIES TALKS ABOUT THE REVOLUTIONARY PROCESS OF HIS BUSINESS
- **STUDENT AID/PERFORMING ARTS:** QUESTIONS ON THE FREE APPLICATION FOR FEDERAL STUDENT AID FORM/A LOOK AT ESCANABA IN DA MOONLIGHT
- **TALENT RETENTION/BOOK TOURISM:** RETAINING AND ATTRACTING STUDENTS IN MICHIGAN AFTER GRADUATION/THE NATIONAL WRITERS SERIES GUEST

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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MEDICAL TRAUMA DISABILITY	IHEART MEDIA WEST MICHIGAN WEEKEND	A LOCAL AUTHOR TALKS ABOUT HER LIFE CHANGING INJURY AND HER NEW WAY OF LIVING LIFE TO ITS FULLEST	JOCELYN DETLOFF	01/07/2024 06:00 AM	028:19
CLIMATE CHANGE/LITERATURE	IHEART MEDIA WEST MICHIGAN WEEKEND	DISCUSSION ON HOW CLIMATE CHANGE IS AFFECTING LAKE SUPERIOR/THE JANUARY SERIES AT CALVIN UNIVERSITY	ROBERT STERNER/M WILDSCHUT	01/14/2024 06:00 AM	029:15
ECONOMIC IMPACT LOCAL SPORTS	IHEART MEDIA WEST MICHIGAN WEEKEND	A CANDID CONVERSATION WITH THE HOST OF THE HUGE SHOW AND HIS TAKE ON MICHIGAN SPORTS	BILL SIMONSON	01/21/2024 06:00 AM	028:36
AUTOMOTIVE INDUSTRY/ECONOMY	IHEART MEDIA WEST MICHIGAN WEEKEND	A LOOK AT THE UPCOMING MICHIGAN INTERNATIONAL AUTO SHOW/THE 30TH ANNIVERSARY OF THE NACTOY AWARDS	DAWN BAKER/JEFF GILBERT	01/28/2024 06:00 AM	028:51
CLIMATE CHANGE/WILDFIRES	IHEART MEDIA WEST MICHIGAN WEEKEND	TWO LOCAL TELEVISION METEOROLOGISTS DISCUSS THE PAST YEAR IN WEATHER AND EFFECTS OF CLIMATE CHANGE	BLAKE HARMS/ELLEN BACCA	02/04/2024 06:00 AM	028:40
MOVIE INDUSTRY/MEDIA LITERACY	IHEART MEDIA WEST MICHIGAN WEEKEND	DIRECTOR OF BRAND STRATEGY AND SOCIAL MEDIA FROM ONLINE NEWS OUTLET COVERS THE BIG STORIES OF 2023	ERIC HULTGREN	02/11/2024 06:00 AM	028:35
HUMAN TRAFFICKING/COUNSELING	IHEART MEDIA WEST MICHIGAN WEEKEND	THE TWO YEAR ANNIVERSARY OF THE HUMAN TRAFFICKING TASK FORCE IN KENT COUNTY/STUDENTS SUCCESS HUBS	MICHELLE LAJOYE/DAVID DURKEE	02/18/2024 06:00 AM	028:08
CANCER SUPPORT/TOURISM	IHEART MEDIA WEST MICHIGAN WEEKEND	LAUGHFEST NEEDS VOLUNTEERS FOR THIS YEARS FESTIVAL/A LOOK AT NEW PROJECTS IN THE MUSKEGON AREA	ZACK BERENDS/CINDY LARSEN	02/25/2024 06:00 AM	029:16

DIVERSITY EQUITY INCLUSION	IHEART MEDIA WEST MICHIGAN WEEKEND	A DISCUSSION ON ESTABLISHING DIVERSITY EQUITY AND INCLUSION IN THE WORKPLACE	SANDRA UPTON	03/03/2024 06:00 AM	028:22
LITERACY/PEDIATRIC ONCOLOGY	IHEART MEDIA WEST MICHIGAN WEEKEND	A LOOK AT THE NATIONAL WRITERS SERIES/THE LOCAL CHARITY HELPING FAMILIES WITH HOSPITALIZED CHILDREN	NOELLE RILEY/ELLEN CARPENTER	03/10/2024 06:00 AM	029:00
STUDENT AID/PERFORMING ARTS	IHEART MEDIA WEST MICHIGAN WEEKEND	QUESTIONS ON THE FREE APPLICATION FOR FEDERAL STUDENT AID FORM/A LOOK AT ESCANABA IN DA MOONLIGHT	CHAD SOMERVILLE/MIKE GESLER	03/17/2024 06:00 AM	027:49
RECYCLING/CLIMATE CHANGE	IHEART MEDIA WEST MICHIGAN WEEKEND	THE FOUNDER AND PRESIDENT OF GTF TECHNOLOGIES TALKS ABOUT THE REVOLUTIONARY PROCESS OF HIS BUSINESS	GARY SCHULER	03/24/2024 06:00 AM	028:45
TALENT RETENTION/BOOK TOURISM	IHEART MEDIA WEST MICHIGAN WEEKEND	RETAINING AND ATTRACTING STUDENTS IN MICHIGAN AFTER GRADUATION/THE NATIONAL WRITERS SERIES GUEST	AVA ATTARI/DON WINSLOW	03/31/2024 06:00 AM	028:26

**Section II
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	iHM/PSA	000:30	8
	iHM/PSA	000:30	22
	PSA/PROJECT YELLOW LIGHT-SUBMIT 2024 V1 MK 30	000:29	1
CANCER AWARENESS	THE V FOUNDATION	000:28	6
CANCER AWARENESS	THE V FOUNDATION	000:30	3
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	4
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	10
COMMUNITY INVOLVEMENT	AMERICAN HEART ASSOCIATION	000:29	15
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	6
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	6
COMMUNITY INVOLVEMENT	UNCF	000:30	6

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
FINANCIAL COACHING	OPERATION HOPE	000:29	12
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	7