

# **ISSUES / PROGRAMS REPORT**

## **FOR 3<sup>rd</sup> QUARTER 2023**

**Submitted by:**  
**WCCW (AM)**  
**Traverse City, MI**

**October 2<sup>nd</sup>, 2023**

### **INTRODUCTION**

This program report reflects the third quarter activity for WCCW (AM) radio, Traverse City, MI.

From July 1<sup>st</sup>, 2023 to September 30<sup>th</sup>, 2023, WCCW (AM) broadcast a variety of programming that centered on our Northern Michigan community and public affairs.

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

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

### **PUBLIC AFFAIRS PROGRAMS** **WCCW (AM)** **PROGRAMS THAT ADDRESS COMMUNITY ISSUES**

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

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

NORTHERN MICHIGAN FOCUS

3<sup>RD</sup> QUARTER 2023

Sunday July 2<sup>nd</sup>

Segment 1                      Bill Marsh Jr.                      time: 12 minutes

Bill Marsh Jr., a listener favorite, joins Vic McCarty and Wendy Neinhouse to offer his life advice and thoughts about living in the north.

Segment 2                      Mayor Scott/Rogers City                      Time: 12 minutes

Mayor Scott...Mayor of Rogers City joins Michelle Perez to discuss the needed funding to help begin a project in downtown Rogers City that aims to revitalize parts of downtown Rogers City.

Sunday July 9<sup>th</sup>

Segment 1                      Jack Lane/Realtor                      Time: 12 minutes

Local top Real Estate Associate Broker Jack Lane joins Michelle Perez today to discuss the local Real Estate market. Jack goes into detail about the continued rise in property values and the likelihood that it will continue for many years. Jack also dispels some of the worries about another real estate bubble on the horizon.

Segment 2                      Judy Harrison/Rebooted                      Time: 12 minutes

Local businesswoman and artist Judy Harrison joins us on NMF today to discuss their new performance and retail space in Traverse City called Flat Cap Ventures.

Sunday July 16<sup>th</sup>

Segment 1                      Curtis Goldsberg                      Time: 12 minutes

Curis Goldberg joins Michelle Perez this morning to discuss the grassroots efforts by residents of Northern Michigan to save the Cornwall Dam Flooding area in the Pigeon River Forest in Cheboygan County. This popular recreation area has been earmarked by the Michigan DNR to come down instead of being repaired. Curtis Goldsberg is leading the charge to help save it.

Segment 2                      Colleen Pavelgio                      Time: 12 Minutes

Colleen Pavelgio joins us on Northern Michigan Focus this weekend to discuss the recent Traverse City City Academy. In its inaugural year the TC academy selected 15 members of the community and over 8 workshops taught them how the city works. Community members learned issues about parking, road maintenance and budget...

Sunday July 23<sup>rd</sup>

Segment 1                      Mackinac historic state parks                      time: 12

Joining us today on NMF is the head of Mackinac historic state parks to discuss all the amazing history of these areas in Northern Michigan, including the forts on Mackinac Island and Mackinac City.

Segment 2                      The Professor                      time: 12 minutes

A fan favorite...The Professor joins Ron Jolly and Colleen Wares this morning to discuss the origins of the words and phrases that have become the norm in our everyday language.

Sunday Aug. 6<sup>th</sup>

Segment 1

Rep. Cam Cavitt

Time: 24 minutes

Joining Michelle Perez this morning is State Representative from the 107<sup>th</sup> house district Cam Cavitt. Rep. Cavitt joins Michelle this morning to discuss his current fight to help save the Cornwall Dam Flooding area in Cheboygan County. Rep. Cavitt goes into detail about what he and some of his colleagues are doing at the state level to help save this popular recreation area that has been around for over 60 years.

Sunday Aug. 13<sup>th</sup>

Rachel Proffer

Time: 12 minutes

Joining Michelle Perez this morning is local Traverse City resident, Rachel Proffer who spent 10 years living in L'aHaina Hawaii. Rachel comes on to update Northern Michigan on the deadly fires that have destroyed this beautiful town on Maui. There is a rather large contingency of Traverse City residents who have deep ties to the L'ahaina area.

Segment 2

Tara Schueler

Time: 12 minutes

Joining us this morning is Tara Scheuler with the Aleda Lutz V.A. Clinic to discuss the open registration for veterans to receive benefits resulting from the passing of the PACT act. This new law will allow for benefits for our veterans and families affected by burn pits and other toxic chemicals they may have been exposed to while serving in the military.

Sunday Aug. 20<sup>th</sup>

Segment 1

Bob and Melinda Carr

Time: 12 minutes

Today we continue to highlight Mackinac Island and what it offers. Bob and Melinda join Michelle this morning to discuss what life is like living on Mackinac Island full time. They talk about the economy, jobs and what people do during the winter on the Island.

Sunday Aug. 27<sup>th</sup>

Segment 1                      Rachel Proffer                      Time: 24 minutes

We welcome back Traverse City Resident Rachel Proffer, a local resident who spent ten years living in L'Haina Hawaii. Rachel is leading the charge in Traverse City in getting valuable resources to many of the families affected by the deadly fires on Maui. She discusses the devastation left by the fire. Destroying almost all of L'Haina. Many have reached out wanting to know how they can help. Rachel fills the community in on what they can do.

Sunday September 3<sup>rd</sup>

Segment 1                      Michelle Howard                      Time: 12 minutes

Michelle from Traverse Area District Library joins Michelle this morning to discuss all the programs in September for the community. TADL offers programs throughout the region at all of the different branches.

Segment 2                      Susan Howard                      Time: 12 minutes

Susan, a local educator joins Michelle to discuss the upcoming school year and what kids and families may need to get started, from School Supplies to mental health awareness. Susan offers information about resources to local agencies who are available to help families needing help in acquiring new clothing, school supplies and more.

Sunday, September 10<sup>th</sup>.

Segment 1                      Curtis Goldsburgh                      Time: 12 minutes

Curtis, a Cheboygan county resident, joins Michelle to discuss his grassroots effort to save the Cornwall Dam. Curtis happily shares news of a recent grant award of over 200 thousand that will be used towards the almost 2.1 million dollars price tag to bring the Dam area up to par.

Segment 2                      Ruth Blick                      Time 12 Minutes

Ruth Blick from the Salvation Army Traverse City joins Michelle this morning to discuss the fall programs with The Salvation Army and what it takes to prepare for the Red Kettle Campaign that runs during the holidays.

Sunday, September 17<sup>th</sup>

Segment 1                      Sarna Salman                      Time: 12 minutes

Sarna joins us from the organization For the Love of Water, or FLOW. Sarna joins us to talk about the Line Five pipeline, in addition to other initiatives by the group, FLOW to help preserve the waterways in Michigan. In addition to letting folks know how they can be better stewards of our water.

Segment 2                      Deb Jackson                      Time: 12 Minutes

Deb Jackson, executive Director of the Old Town Playhouse in Traverse city joins us to talk about a recent collaboration with local business Image 360 in a recent project that will bring even more energy and life to the intersection and 8<sup>th</sup> and Cass streets. Deb discusses the grants used to help pay for an art project that will decorate the outside of the building.

Sunday September 24<sup>th</sup>

Segment 1                      Mark Torburus                      Time: 24 minutes

Mark, the head meteorologist from MLIVE joins Ron Jolly on NMF this week to take a deep dive into changing weather patterns in Michigan and what we might expect this winter and the in the coming year. Mark and Ron also dive into the Farmers' Almanac.

Sunday September 30<sup>th</sup>

Segment 1      Megen Wells Wick

Time: 24 minutes

Megan Wicks from the Michigan Group Mom Demand Action joins Michelle today to discuss common sense gun laws currently being proposed, and an upcoming event at the State theater to discuss gun violence.