

ISSUES / PROGRAMS REPORT

FOR 4th QUARTER 2023

Submitted by:
WCCW (AM)
Traverse City, MI

January 2nd, 2024

INTRODUCTION

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

From October 1st, 2023 to December 31st, 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.

Sunday, October 1st, 2023

Segment 1: Sarah Bielman

Time: 12 minutes

Traverse City Resident, Sarah Bielman joins us to discuss the very first Traverse City Mrs. Roper Romp. This is a fun event where all participants dress up as a former popular TV character and march in support of pride month and the Northern Michigan community.

Segment 2: Karine Pearson

Time: 12 minutes

Karine Pierson joins us to discuss the recently formed Non-Profit in Traverse City, MI Music Scholarship. Karine discusses her music school and the need for a Scholarship program which allows less fortunate families the ability to have their children take independent music lessons.

Sunday, Oct. 8th, 2023

Segment 1: GT Road Commission

Time: 12 minutes

The Grand Traverse County Road Commission to discuss how they prepare for the task of keeping the roads in the region safe during the winter months. With tips and advice on how residents can keep safe on the roads during inclement weather.

Segment 2: Ben Dornoff

Time: 12 Minutes

Ben Dornoff , a local resident who has competed in the Special Olympics for over a decade, joins us to discuss his successes with the Special Olympics and how it can transform the lives of those with disabilities.

Sunday, October 15th, 2023

Segment 1: DISTRICT HEALTH DEPT. #10

TIME: 12 MINUTES

A REPRESENTATIVE FROM DISTRICT HEALTH DEPARTMENT #10 JOINS US TO DISCUSS OCTOBER BREAST CANCER AWARENESS MONTH. WE DISCUSS SIGNS, SYMPTOMS AND TREATMENTS FOR BREAST CANCER, EARLY DETECTION, AND WHAT THE HEALTH DEPARTMENT OFFERS THE COMMUNITY.

SEGMENT 2: TRAVERSE AREA DISTRICT LIBRARY

TIME: 12 MINUTES

MICHELE HOWARD FROM TRAVERSE AREA DISTRICT LIBRARY JOINS US TO DISCUSS THE LATE FALL/WINTER ACTIVITIES FOR CHILDREN AND ADULTS AT TADL. MOST PROGRAMS AND ACTIVITIES ARE FREE TO THE COMMUNITY UNLESS NOTED OTHERWISE.

Sunday, October 22nd, 2023

SEGMENT 1: FOR LOVE OF WATER

TIME: 12 MINUTES

FOR THE LOVE OF WATER, OR FLOW, JOINS US THIS WEEK TO DISCUSS THEIR WORK TO CONSERVE AND PRESERVE THE WATERS OF MICHIGAN. BASED OUT OF TRAVERSE CITY, FOR THE LOVE OF WATER IS A NON PROFIT THAT WORKS TO ENGAGE THE COMMUNITY AND LEGISLATORS ON THE ISSUES FACING THE GREAT LAKES AND WATER WAYS IN MICHIGAN.

SEGMENT 2: THE PROFESSOR MIKE SHEEHAN

TIME: 12 Minutes

LOCAL FAVORITE, THE PROFESSOR MIKE SHEEHAN JOINS RON JOLLY FOR ONE OF THE MOST POPULAR SHOWS IN THE REGION "WORDS TO THE WISE", TEACHING THE COMMUNITY THE ORIGINS AND PHRASES FROM HISTORY.

SUNDAY, NOVEMBER 5TH, 2023

SEGMENT 1: KRISTIEN HAINES

TIME: 12 MINUTES

JOINING US THIS WEEK IS LOCAL AUTHOR KRIS HAINES, WHO JOINS US TO DISCUSS HER 20TH PUBLISHED BODY OF WORK, "THE DIARY OF DISORDERED EATING". KRIS TELLS US ABOUT HER JOURNEY THROUGH SELF DISCOVERY AND HEALING FROM DISORDERED EATING. KRIS OFFERS ADVICE ON HOW TO SEEK HELP FOR THOSE BATTLING DISORDERED EATING.

SEGMENT 2 DENNIS PROUT

TIME: 12 MINUTES

DENNIS PROUT FROM PROUT FINANCIAL JOINS RON JOLLY AND COLLEEN WARES TO DISCUSS MONEY MATTERS, INCLUDING TIPS ON HOW TO SAVE FOR RETIREMENT AND MUCH MORE.

SUNDAY, NOVEMBER 12TH

SEGMENT 1: MARI DEW

TIME: 12 MINUTES

MARI DEW JOINS US TODAY TO DISCUSS HER SELF-PUBLISHED BOOK, 40 MANTRAS IN 40 DAYS. MARI GIVES THE COMMUNITY INSIGHT ON NOT ONLY HER BOOK BUT HOW ANYBODY CAN, WITH SOME EFFORT, SELF PUBLISH A BOOK.

SEGMENT 2: MARY BEVANS GILLETTE

TIME: 12 MINUTES

MARY BEVENS GILLETTE, THE EXECUTIVE DIRECTOR FOR THE NORTHERN MICHIGAN ARTS AND CULTURE NETWORK JOINS US TO DISCUSS THE LOCAL MINI GRANTS AVAILABLE TO ALL AREA NON-PROFIT ARTS ORGANIZATIONS. MARY DISCUSSES THE MANY ORGANIZATIONS THAT CAN APPLY FOR THESE MINI GRANTS AND TELLS US HOW ONE CAN APPLY FOR SUCH A GRANT.

NOVEMBER, 19TH, 2023

SEGMENT 1: RILEYS CANDLES

TIME: 12 MINUTES

JOSH HART, FOUNDER OF NON-PROFIT, RILEY'S CANDLES JOINS US THIS WEEKEND TO DISCUSS THE UPCOMING EVENTS WITH RILEYS' CANDLES. HIS NON-PROFIT RAISES MONEY TO HELP DOGS IN NEED OF SURGURY. JOSH SELLS CANDLES AND RELATED PRODUCTS WITH PROCEEDS TO HELP FUND MUCH NEEDED SURGURIES FOR DOGS.

SEGMENT 2: CURIS GOLDSBOROUGH

TIME: 12 MINUTES

THE BATTLE TO SAVE THE CORNWALL DAM FLOODING AREA IN CHEOYGAN COUNTYS. CURTIS GOLDSOROUGH, WHO HELPED STARTED A GRASSROOTS MOVEMENT TO SAVE THIS POPULAR RECREATION AREA NORTHERN MICHIGAN JOINS US TODAY TO UPDATE UP ON HOW THINGS ARE PROGRESSING IN THE FIGHT TO SAVE THE CORWALL FLOODING AREA.

SUNDAY, NOV. 26TH, 2023

SEGMENT 1: OLD TOWN PLAYHOUSE

TIME: 24 MINUTES

DEB JACKSON, EXECUTIVE DIRECTOR OF THE OLD TOWN PLAYHOUSE, JOINS US TODAY TO DISCUSS THE NEW SEASON AT THE OLD TOWN PLAYHOUSE IN TRAVERSE CITY, WHICH IS WELL UNDERWAY. IN ADDITION TO MAIN STAGE SHOWS, THE OTP OFFERS TOP NOTCH EDUCATION IN THE ARTS FOR YOUNG PEOPLE IN THE REGION. DEB UPDATES ON WHAT OUR CHILDREN CAN PARTICIPATE IN HERE LOCALLY AND MORE.

DECEMBER, 3RD, 2023

SEGMENT 1: DR. RAY DOKTOR

TIME: 24 MINUTES

DR. RAY DOKTOR, A SPECIALIST IN LIFE COACHING AND BEHAVIORAL STUDIES, JOINS US TO DISCUSS THE RECENT NEWS THAT A GROUP IN NORTHERN MICHIGAN HAS BEEN IDENTIFIED AS A POSSIBLE CULT OR MIND CONTROL GROUP. THE TWIN FLAMES UNIVERSE BASED IN SUTTONS BAY IS THE RECENT SUBJECT OF TWO DIFFERENT DOCUSERIES NOW RUNNING MAJOR STREAMING SERVICES. DR. RAY DISCUSSES WITH THE NORTHERN MICHIGAN COMMUNITY ON HOW TO IDENTIFY TIGHT MIND CONTROL GROUPS AND WHAT WE CAN DO TO RECOGNIZE AND AVOID THEM.

SUNDAY, DECEMBER 10TH

NO SHOW/TECH DIFFICULTIES.

SUNDAY, DECEMBER 17TH

SEGMENT 1: RILEYS CANDLES

TIME: 24 MINUTES

JOSH HART JOINS IN THE STUDIO ONCE AGAIN TO SHARE WITH THE COMMUNITY THE NEW COOPERATIVE MARKET IN TRAVERSE CITY THAT HIGHLIGHTS SMALL START UPS OR THOSE CONSIDERING OPENING A BUSINESS IN THE GRAND TRAVERSE AREA. THE MARKET GIVES THEM A PLACE TO BETA TEST THEIR BUSINESS IDEAS AND TO SEE HOW THE COMMUNITY RESPONDS.

SUNDAY, DECEMBER 24TH

NO SHOW/TECH DIFFICULTIES

SUNDAY, DECEMBER 31ST

TIME 24 MINUTES

DENNIS PROUT WITH PROUT FINANCIAL JOINS US TODAY FOR RETIREMENT RADIO...DENNIS JOINS US TO HELP THE COMMUNITY LEARN THE WAYS WE CAN PREPARE OURSELVES FOR RETIREMENT AND THE RESOURCES THAT ARE AVAILABLE LOCALLY.