

Issues and Answers
WIOG Cumulus Media –
Saginaw, MI

2nd Quarter – 2023

Compiled and submitted by:
Operations Manager Scott Stine



Chris Monk

Regional Vice President/Market Manager

Cumulus Media-Ann Arbor/Flint/Saginaw

ISSUES AND ANSWERS (April- June 2023)

Date: April 2, 2023

Guest: Catherine Martinez, Marketing and Fund Development Manager for Child & Family Services of Saginaw

Catherine was interviewed by Cumulus Media's Rachel Geddes. In 1870, the founders of Child & Family Services were committed to improving the quality of life for women and children by providing needed shelter, food, and clothing. Since that day, the services of the agency have changed to continually meet the needs of those who live or work in the Great Lakes Bay Region.

Child & Family Services provides the most complete counseling, wellness and crisis services in the Great Lakes Bay Region. From supportive counseling to corporate wellness and sexual assault recovery, our clinical team combined with the areas' leading psychiatrist takes a holistic approach for individual, families and area businesses.

Date: April 9, 2023

Guest: SHARON MORTENSEN President & CEO of the Midland Area Community Foundation

Cumulus Media's Scott Stine spoke to Sharon regarding the Midland Area Community Foundations commitment to the local Midland community. It exists to cultivate the power of giving within the community, support long-term transformation and to help ensure all residents thrive. Give Local Midland is a fundraiser for local non-profits that the foundation helps organize. It is scheduled for Tuesday May 2, 2023.

Date: April 16, 2023

Guest: Veronica Horn, President and CEO of the Saginaw County Chamber of Commerce

Cumulus Media's Scott Stine interviewed Veronica. The topics ranged from the importance of the work the chamber does, to the announcement of the OHL Memorial Cup coming to Saginaw in 2024, to exciting collaborations between the chambers of commerce in Saginaw, Bay and Midland counties. All businesses in Saginaw County are welcome to join the chamber to receive benefits.

ISSUES AND ANSWERS (April - June 2023)

Date: April 23, 2023

Guest: Brian Keenan-Lechel, Director of Saginaw County Parks and Rec

Cumulus Media's Scott Stine spoke with Brian in regard to a new project that Saginaw County Parks & Rec have undertaken with the State of Michigan. It's called the Saginaw River Headwaters Rec Area. It's a 330 acre parcel of land where the former Malleable Iron plant sat in the city of Saginaw, on the banks of the Saginaw River. The plant was torn down, debris removed. It is now a large green space with many fun things to come. It already has a parking lot and walking path. Soon viewing platforms will be built so residents can watch for waterfowl. Children's play areas are also forthcoming. The latest addition to the Saginaw County Parks & Rec portfolio will be opening on Friday April 28.

Date: May 7, 2023

Guest: Carmen Mora, Executive Director of the Saginaw-Shiawassee Habitat For Humanity

Saginaw-Shiawassee Habitat for Humanity to raise walls on the 200th new build in the City of Saginaw with financial support from the City of Saginaw, Isabella Bank and Spence Brothers Saginaw-Shiawassee Habitat for Humanity (SSHFH), in partnership with the City of Saginaw's Community Development Block Grant Department, Isabella Bank and Spence Brothers kicks off a new build in the City of Saginaw with a wall raising on Friday, May 19th at 7:30 a.m. at 1611 N. Charles, Saginaw. The land was donated by the Saginaw County Land Bank Authority.

Date: May 14, 2023

Guest: Cherie Long, Founder and CEO of Heart of the City Development Center in Saginaw

Heart of the City Development is hosting a STEM event. The goal of this event is to demonstrate how the inclusion of individuals with intellectual and developmental disabilities will benefit the community. Community inclusion is important because all people, regardless of their abilities, should be able to participate and engage in a full range of community activities. Community integration for individuals with intellectual and developmental disabilities is essential because it enriches the lives of our family members, as it fulfills the need for human interaction and is a means to skill development for potential employment and daily living. Attached below are the event forms for participation as a STEM activity table, Resource table, or Sponsor to help make this a successful event. We look forward to hearing from you and appreciate your support.

ISSUES AND ANSWERS (April - June 2023)

Date: May 21, 2023

Guest: Jim Johnston, Vice President of the Coleman Veterans Memorial

Cumulus Media's Scott Stine interview Jim regarding the Coleman Veterans Memorial and their fundraising concert called "United By Sacrifice". The concert is Sunday May 28 and this year will feature Lou Gramm. **In May of 2007** the Zylman Family lost their son Casey in Iraq, and as a result they wanted to do something to honor Casey's memory. Randy Zylman, his father, served with the 25th Infantry Division in Vietnam, and Casey also served with the 25th Infantry Division as a Calvary Scout during Operation Iraqi Freedom. After much thought, they decided to honor the Coleman Community as well as all area Veterans with something bigger, and so the Coleman Veterans Memorial Committee was founded.

Date: June 4, 2023

Guest: Josh Winiecke, Labor Liaison for the Saginaw County United Way

United Way of Saginaw County's Project Independence builds mobility ramps for local individuals in need, at no cost to the recipient. To raise funds for this program, get to Saginaw Old Town Junction for the "SUMMER BOOGIE" on Saturday, June 10th. You'll enjoy a whole day of live music, food, raffles, and a poker run! Registration starts at 10a.m. and the \$20 fee includes food, drink and raffle entry or you can pay \$10 General entry for the day. "Get down" to United Way's "Summer Boogie" at the Junction on Hamilton Street! Sponsored by U A 85.

Date: June 11, 2023

Guests: Carlos Padilla – Executive Director of the Great Lakes Bay Invitational
Shelly Berlin – Program Manager, Dow Events

Cumulus Media's Scott Stine spoke with both Carlos and Shelly regarding the 2023 Dow - Great Lakes Bay Invitational. It is an LPGA event that is coming July 17- July 22. Carlos spoke about the overall benefits of the event...from the money that comes into the community every year to the money that Dow donates back to local charities. Shelly spoke about an offshoot for the tournament called the LPGA Leadership Academy. That is a two-day event leading up to the tourney where 40 young girls are mentored by a mix of local community leaders and former LPGA pro players.

Date: June 18, 2023

Guest: Chris Smith, The Bridge Food Center in Midland

The Bridge Food Center, located in Midland, is a grocery store with wholesale prices, marked up by 5 pennies. It is run by 100% volunteer staff who love to serve the community. The Bridge is able to keep product costs low because the labor costs are eliminated due to volunteers stepping up and helping out.

Mission Statement

To provide opportunities for people to put high quality, affordable food on their table by serving them with love, respect and the help of God.