WLCS

Quarterly Issues and Public Service Report

4th Quarter Ending 12-31-2013 Quarterly Issues/Programs Worksheet for WLCS Quarter Ended 12-31-13

Group/Organization	Dates	Community Need	Total Annc.	Value
Crop Walk for Hunger	10-1/10-4-13	Fundraiser to raise money for Muskegon area Food Pantries	34-60 second PSA's	
Muskegon Rescue Mission Hike for the Hungry	10-1/10-11-13	Fundraising walk to raise money to feed the needy in the Muskegon area.	88-60 second PSA's	
NAACP Speaker Sybrina Fulton, mother of Michael Brown, at Fraunenthal Theater	10-18/11-7-13	Educational talk from mother of Florida shooting victim Michael Brown at Frauenthal Theater	160-60 second PSA's	
Volunteer Appeal for Muskegon High School	10-28/12-13	PSA campaign to urge volunteerism at Muskegon High School.	512-thirty second PSA's	
Crawl for a Cause Weekly Get Together for Charity	10-29/12-31-13	Pub crawl every Saturday where donations went to a different local charity each week.	240-thirty second PSA's	
Muskegon Family Care Affordable Care Act Sign up	11-15/12-31-13	PSA campaign by Muskegon Family Care to help people sign up for insurance.	368-thirty second PSA's	
Hackley Public Library Ballet Seminar	12-7/12-13	Members of the GR Ballet taught young people the basics about ballet at the Hackley Public Library.	48-thirty second PSA's	
Ronald McDonald House Informational PSA	12-24/12-31-13	Information about how the Ronald McDonald House helps people in need.	56-sixty second PSA's	

Michigan Association of Broadcasters	10-1/12-31-13	Educating listeners about the Michigan CAP program	12-sixty second PSA's
Michigan Association of Broadcasters	10-1/12-31-13	Education and outreach to promote the Michigan HPV program	31-sixty second PSA's
Michigan Association of Broadcasters	10-1/12-31-13	Education and outreach to promote the dangers of smoking and diabetes.	13-sixty second PSA's
Michigan Association of Broadcasters	10-1/12-31-13	Education and outreach to promote dangerous high water conditions statewide.	157-sixty second PSA's
Michigan Association of Broadcasters	10-1/12-31-13	Educating listeners about Gambling Problems	12-sixty second PSA's

Issues and Programming WLCS 4th Quarter 2013

- 10/7 Inside Muskegon 6am-6:30am... Issue: Great Lakes Study... Talked with Arn Bozezaart of GVSU about the arrival of a research platform to aid in the schools study of the Great Lakes.
- 10/14 Inside Muskegon 6am-6:30am... Issue: Muskegon Lumberjacks... Talked with the owner Mr. Mervis as his hockey team starts its Third year of the operation.
- 10/21 Inside Muskegon 6am-6:30am... Issue: Improving local job climate... Talked with members of the Muskegon Chamber about improving job climate and what's driving it.
- 10/28 Inside Muskegon 6am-6:30am... Issue: Halloween Safety... tasked with Muskegon County Sheriff Dean Rossler about trick or treating safety tips for both kids and motorists... As well as sanction alternatives to trick or treating.
- 11/4 Inside Muskegon 6am-6:30am... Issue: White Lake Clean up... Talked with DNR officials about the federal grant approved to clean up White Lake and surrounding areas.
- 11/11 Inside Muskegon 6am-6:30am... Issue: Sappi Fine Site... Talked with the new owners of the Sappi Fine property about their plans for re-development
- 11/18 Inside Muskegon 6am-6:30am... Issue: Wind Power... Talked with Chair of Muskegon County Commissioners about possibility of contracting a swing energy farm on the County Wastewater property.
- 11/25 Inside Muskegon 6am-6:30am... Issue: Changes at Muskegon Chronicle... Talked with Tom Kendra about more of their news products moving on line to Mlive.
- 12/2 Inside Muskegon 6am-6:30am... Issue: Consolidation of schools. Lead table discussion of combining some area schools for cost saving...
- 12/9 Inside Muskegon 6am-6:30am... Issue: Bi-lingual options in schools... Talked with two Muskegon Public School Counselors about efforts for bi-lingual education for Spanish speaking students.
- 12/16 Inside Muskegon 6am-6:30am... Issue: Closing BC Cobb Plant... Talked with Consumer Energy official about closing the coal burning electrical plants by 2015.
- 12/23 Inside Muskegon 6am-6:30am... Issue: Muskegon Hts Schools... Talked with Muskegon ISD superintendent David Sika... The ISD has been named emergency manager of the Heights School District as aid battles to stay afloat financially.





PAY THIS AMOUNT: \$0.00

Remit To: 3646 Momentum Place

Chicago, IL 60689-5336

Station: Cumulus-Muskegon - WLCS-FM

Phone#: 616-855-8304

Bill To: MI ASSOCIATION OF BROADCASTERS 819 NORTH WASHINGTON AVENUE

LANSING, MI 48906

Invoice #: 461888 Invoice 10/27/13

Date:

Order #: 4903

Acct Exec: HOUSE HOUSE

Estimate #:

Description: *

Advt#399

erms: Due on Receipt							Description: *		
Day	Date	Time	Len	Line#	Rate	CI	Product		
Mon	09/30/13	4:01AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Tue	10/01/13	10:40AM	60	53201	\$0.00	С	MCAP NR13MCAP		
Tue	10/01/13	7:17PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Wed	10/02/13	8:18PM	60	53201	\$0.00	С	HPV I WISH NRS17937		
Wed	10/02/13	11:38PM	60	53201	\$0.00	С	MCAP NR13MCAP		
Thu	10/03/13	3:32PM	60	53201	\$0.00	С	NRS14948 GAMBLING LOSE / NR13MSA1 MI SHERIFF ASSOC		
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Mon	10/21/13	11:38PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Tue	10/22/13	5:14AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Tue	10/22/13	5:34PM	60	53201	\$0.00	С	HPV I WISH NRS17937
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Amount Due

\$0.00

Total Spots 53





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LANSING, MI 48906

Invoice #: 462548

Invoice 11/24/13

Date:

Order #: 4903

Acct Exec: HOUSE HOUSE

Advt#399

Estimate #:

Terms: Due on Receipt

Description: *

Day	Date	Time	Len	Line #	Rate	CI	Product
Mon	10/28/13	12:01AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
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Advt#399

LANSING, MI 48906

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Total Spots 57





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LANSING, MI 48906

Invoice #: 463447

Invoice 12/29/13

Date:

Order #: 4903

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Advt#399

Estimate #:

Description: *

Day	Date	Time	Len	Line #	Rate	CI	Product
Mon	11/25/13	7:33PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Mon	11/25/13	10:39PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
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Sun	12/08/13	10:37PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Mon	12/09/13	1:02AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Mon	12/09/13	11:38PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Tue	12/10/13	11:32AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Tue	12/10/13	11:38PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Wed	12/11/13	7:39AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Wed	12/11/13	8:39AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Thu	12/12/13	8:18PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Fri	12/13/13	10:39PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Sat	12/14/13	11:18AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Sun	12/15/13	1:00AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Sun	12/15/13	4:00AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Sun	12/15/13	5:49AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Mon	12/16/13	11:34AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Mon	12/16/13	3:34PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Wed	12/18/13	5:12AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Wed	12/18/13	9:39AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Wed	12/18/13	10:37PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Thu	12/19/13	1:34PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Thu	12/19/13	7:34PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Thu	12/19/13	10:23PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Fri	12/20/13	4:01AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Fri	12/20/13	12:33PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Fri	12/20/13	1:34PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Sat	12/21/13	4:02AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Sun	12/22/13	1:19PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Sun	12/22/13	6:18PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Sun	12/22/13	7:19PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Mon	12/23/13	12:35PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Mon	12/23/13	3:19PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		
Mon	12/23/13	6:19PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6		





PAY THIS AMOUNT: \$0.00

Remit To: 3646 Momentum Place

Chicago, IL 60689-5336

Station: Cumulus-Muskegon - WLCS-FM

Phone#: 616-855-8304

Bill To: MI ASSOCIATION OF BROADCASTERS 819 NORTH WASHINGTON AVENUE

LANSING, MI 48906

Invoice #: 463447 Invoice 12/29/13

Date:

Order #: 4903

Acct Exec: HOUSE HOUSE

Estimate #:

Description: *

Advt#399

Terms: Due on Receipt

Day	Date	Time	Len	Line#	Rate	CI	Product
Tue	12/24/13	12:02AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Tue	12/24/13	6:13AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Wed	12/25/13	4:02AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Wed	12/25/13	3:18PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Wed	12/25/13	6:18PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Fri	12/27/13	2:02AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Fri	12/27/13	8:19PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Sat	12/28/13	10:19AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Sat	12/28/13	2:18PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Sat	12/28/13	3:19PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Sun	12/29/13	3:01AM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Sun	12/29/13	2:18PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6
Sun	12/29/13	6:19PM	60	53201	\$0.00	С	MIARNG - RISING WATERS - NR11MNG6

Amount Due

\$0.00

Total Spots 75