

WLCS

Quarterly Issues and Public
Service Report

3RD Quarter Ending
9-30-2013

Quarterly Issues/Programs Worksheet for WLCS Quarter Ended 9-30-13

Group/Organization	Dates	Community Need	Total Annc.	Value
Fall Fishing Festival	8-26 to 9-28-13	Sponsored by the Convention and Visitors Bureau, this was a national fishing tournament that we ran public service announcements for.	272-sixty second PSA's	
Rotary Club's Grape Escape Fundraiser	8-19/9-24-2013	Fundraiser featuring Michigan Wines and foods to fund the non-profit activities of the Muskegon Rotary.	280-thirty second PSA's	
Pathfinders After School/Lights Out Program	8-19/9-30-13	Promoted the after school study programs and safety programs for at risk youth in Muskegon Heights.	392-60 second PSA's	
Muskegon Heights Charter Academy Student of the Week	9-10/9-30-2013	Promote students who do well at Muskegon Heights Charter Academy. Recognition for social and academic accomplishments.	160-120 second PSA's	
Crop Walk for the Hungry	9-10/9-30-13	Program to raise money via a community walk to promote and stock area food pantries in Muskegon County.	170-thirty second PSA's	
Hike for the Hungry Walk sponsored by the Muskegon Rescue Mission	9-19/9-30-13	Program to promote and raise money for the Muskegon Rescue Mission.	96-thirty second PSA's	
Coast West Festival	7-1/7-6-13	Continuous concert coverage of this brand new week long concert/festival at Muskegon's Heritage Landing.	48-thirty second PSA's	
Muskegon Family Care Golf Fundraiser	9-10/9-13-13	Fundraiser for Muskegon Family Care Center	24-thirty second PSA's	

Prepared By Rich Berry

Michigan Association of Broadcasters	7-1/6-30-13	Educating listeners about the Michigan Healthier Tomorrow Program	31-sixty second PSA's
Michigan Association of Broadcasters	7-1/6-30-14	Education and outreach to promote safety with Radon.	31-sixty second PSA's
Michigan Association of Broadcasters	7-1/6-30-14	Education and outreach to promote the dangers of smoking and diabetes.	31-sixty second PSA's
Michigan Association of Broadcasters	7-1/6-30-14	Education and outreach to promote dangerous high water conditions statewide.	31-sixty second PSA's
Michigan Association of Broadcasters	7-1/6-30-14	Educating listeners about Gambling Problems	31-sixty second PSA's

Issues and Programming WLCS 3rd Quarter 2013

7/1 Inside Muskegon 6am-6:30am... Issue: Homeless Benefit... Talked to spokesperson for effort by several area churches to hold a dinner -auction fundraiser to benefit the area Rescue Mission

7/8 Inside Muskegon 6am-6:30am.. Issue: Community Fireworks... Talked with Commission Bob Scolnik he headed up community donations to raise funds for July 4th Fireworks.

7/15 Inside Muskegon 6am-6:30am.. Issue: New Charter School Bd Members... Talked with one of the new board members Art Scott about direction and key dates and events for new school system.

7/22 Inside Muskegon 6am-6:30am.. Issue: Muskegon Museum exhibit... Talked with two WWII vets who set up an exhibit remembering WWI and WWII...

7/29 Inside Muskegon 6am-6:30am.. Issue: Bike Time ... Talked with organizers of the weekend event that saw bikers from all over the country to take part.

8/5 Inside Muskegon 6am-6:30am.. Issue: August Election... Talked with County Clerk about key races and social focus on proposals.

8/12 Inside Muskegon 6am-6:30am.. Issue: Muskegon Heights Charter School... With school starting in less than a month there still is a need to get info out to the community on enrollment and other issues with the school. Talked with new principle Andre Johnson.

8/19 Inside Muskegon 6am-6:30am... Issue: Muskegon... Talked with the newly appointed Mayor Steve Gawron about his vision for the city as he replaces the former Mayor...

8/26 Inside Muskegon 6am-6:30am... Issue: Sappi Site... Talked with the developer of the former paper mill site about the progress on redeveloping the site.

9/2 Inside Muskegon 6am-6:30am... Issue: Local Colleges... Talked with the leaders of Baker College and Muskegon Community College about enrollment and where the current economy is making local colleges more viable.

9/9 Inside Muskegon 6am-6:30am... Issue: Tourism... Talked with Amy Van Loon of the White Lake Chamber about tourist impact on local economy this summer.

9/16 Inside Muskegon 6am-6:30am... Issue: Hume Home... Broadcast from their 5k fundraiser to create awareness of their work with the area homeless.

9/23 Inside Muskegon 6am-6:30am... Issue: Muskegon Tourist Season... Talked with Chris Zahrt of the Muskegon Chamber about the coming tourist season in Muskegon.

9/30 Inside Muskegon 6am-6:30am... Issue: GVSU Water Research Center... Talked with John Hanson of GVSU about how the center of Muskegon Lake has helped them with their research of the Great Lakes.



INVOICE

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 #: 459165
Invoice 07/28/13
Date:
Order #: 4903

Advt#399

Acct Exec: HOUSE HOUSE

Estimate #:

Description: *

Terms: Due on Receipt

Day	Date	Time	Len	Line #	Rate	CI	Product
Mon	07/01/13	2:00AM	60	53201	\$0.00	C	NR13SOS1 EXPRESS SOS JOHNSON
Wed	07/03/13	10:40AM	60	53201	\$0.00	C	NRS14948 GAMBLING LOSE / NR13MSA1 MI SHERIFF ASSOC
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819 NORTH WASHINGTON AVENUE

LANSING, MI 48906

Invoice #: 459165
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 Order #: 4903

Acct Exec: HOUSE HOUSE

Advt#399

Estimate #:

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Thu	07/25/13	5:14AM	60	53201	\$0.00	C	NR13SOS2 EXPRESS SOS JOHNSON
Thu	07/25/13	10:39PM	60	53201	\$0.00	C	MIARNG - RISING WATERS - NR11MNG6
Fri	07/26/13	6:37AM	60	53201	\$0.00	C	MCAAA HELP MCAAA105
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Total Spots 49

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819 NORTH WASHINGTON AVENUE

LANSING, MI 48906

Invoice #: 460013
Invoice 08/25/13
Date:
Order #: 4903

Advt#399

Acct Exec: HOUSE HOUSE

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Amount Due **\$0.00**

Total Spots **45**

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Phone#: 616-855-8304

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819 NORTH WASHINGTON AVENUE
LANSING, MI 48906

Invoice #: 460537
Invoice 09/29/13
Date:
Order #: 4903

Advt#399

Acct Exec: HOUSE HOUSE

Estimate #:

Description: *

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Sun	09/22/13	5:34PM	60	53201	\$0.00	C	HPV I WISH NRS17937



INVOICE

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 #: 460537
 Invoice Date: 09/29/13
 Order #: 4903

Acct Exec: HOUSE HOUSE

Estimate #:
 Description: *

Advt#399

Terms: Due on Receipt

Day	Date	Time	Len	Line #	Rate	CI	Product
Sun	09/22/13	6:32PM	60	53201	\$0.00	C	MCAP NR13MCAP
Mon	09/23/13	2:34PM	60	53201	\$0.00	C	NRS14948 GAMBLING LOSE / NR13MSA1 MI SHERIFF ASSOC
Mon	09/23/13	11:35PM	60	53201	\$0.00	C	HPV I WISH NRS17937
Wed	09/25/13	11:23PM	60	53201	\$0.00	C	NRS14948 GAMBLING LOSE / NR13MSA1 MI SHERIFF ASSOC
Thu	09/26/13	12:35PM	60	53201	\$0.00	C	MIARNG - RISING WATERS - NR11MNG6
Thu	09/26/13	8:19PM	60	53201	\$0.00	C	HPV I WISH NRS17937
Thu	09/26/13	11:01PM	60	53201	\$0.00	C	MCAP NR13MCAP
Fri	09/27/13	10:39PM	60	53201	\$0.00	C	MIARNG - RISING WATERS - NR11MNG6
Sat	09/28/13	7:33AM	60	53201	\$0.00	C	HPV I WISH NRS17937
Sat	09/28/13	10:39PM	60	53201	\$0.00	C	MCAP NR13MCAP
Sun	09/29/13	10:37PM	60	53201	\$0.00	C	NRS14948 GAMBLING LOSE / NR13MSA1 MI SHERIFF ASSOC

Amount Due \$0.00

Total Spots 60

Terms: Due on Receipt