

WMOM
QUARTERLY ISSUES/PROGRAMS LIST
QUARTER 3 2020

ISSUES: July 1st 2020 through September 31st 2020

1. Mental Health
2. Public School Announcements
3. Community Information

PROGRAMS:

1. Mental Health

Program Title: Mental Health Matters
Type: Public Affairs
Source: Local
Time Broadcast: August 20th 2020; September 3rd 2020; September 17th 2020
Duration: 20 minutes
Brief Description(s):

Various staff members from West Michigan Community of Mental Health come on to speak about Mental Health and Mental Health Awareness and the type of resources available to the public. During these segments we addressed the mobile app they have that the community can use in mental crisis.

2. Community Information

Program Title: Community Table
Type: Public Affairs
Source: Local
Time Broadcast: August 21st 2020; August 28th 2020; September 4th 2020; September 11 2020; September 18th 2020
Duration: 5 to 10 minute segments

Brief Description(s):

August 21st & 28th 2020

We had the Mayor of the city of Ludington, Steve Miller on to discuss city changes and give us updates on all things going on in the area. During these segments he discussed the tourists leaving or not for the season and how the coronavirus may shape this season.

September 11th & 18th 2020

WMOM had Steve Miller on, the mayor of Ludington, to discuss possible new rules and regulations and new construction going on in the area.

3. Public School Announcement

Program Title: Local Alerts
Type: Public Service Announcement
Source: Local
Time Broadcast: August 21st 2020; August 25th 2020; August 31st 2020; September 3rd 2020; September 8th, 9th, 10th, 11th, 14th, 16th
Duration: 10 to 20 minute segments
Brief Description(s):

August 21st 2020

During this segment we addressed the issue of a school supply shortage in or local schools. We let the listeners know what was needed, how much, and were to bring it to.

August 25th & 31st 2020

We spoke to Ludington schools to address some reopening questions we had for this year. We provided the listening audience information on this years school plan. WMOM asked questions we received from the first segment and spoke directly to the schools to get parent's the information they need.

September 3rd 2020

This segment outlined another school in our districts reopening plan. We had the superintendent of Mason County Central on to address questions listeners may have about the upcoming school year.

September 8th, 9th, 10th, 11th, 14th, & 16th

In these short 5 minute segments we addressed how weather would be affecting listeners school days/ commutes. We teamed up with local schools to bring the public school closing information the moment we knew about it.