

Traverse City Coast Guard Auxiliary Recognizes Midwestern Broadcasting for Commitment to Boating Safety

Traverse City, MI - On Friday, February 16, the Traverse City Coast Guard Auxiliary presented an award upon Midwestern Broadcasting in recognition of their unwavering support of the Recreational Boating Safety Program (RBS) across Northern Michigan. With a network spanning eight radio stations, Midwestern Broadcasting's dedication has significantly contributed to spreading vital boating safety awareness, extending from Lake Huron to the Upper Peninsula and as far south as Baldwin, Michigan.

For over 80 years, Midwestern Broadcasting has been a stalwart presence in the region, serving as a reliable source of information and advocacy. Their commitment goes beyond mere broadcasting; they actively engage in public service announcements (PSAs) covering Boating Safety Courses, disseminating safety reminders during the boating season, and hosting discussions with key figures such as the Air Station Commander, Captain Schanno, and various members of the Coast Guard Auxiliary like Dianne Walker who heads up our RBS program.

Dick Lavanture, the Auxiliary Flotilla Commander, and Jim Frick, the Flotilla's Vice Commander, had the honor of presenting the award to Chris Warren, General Manager of Midwestern Broadcasting. Warren's leadership has not only supported Coast Guard Auxiliary 091-26-10 but has also been instrumental in aiding the Traverse City Coast Guard Air Station.

Traverse City takes immense pride in its designation as a Coast Guard City, recognizing the importance of its presence in ensuring boating safety and maritime security. The partnership with Midwestern Broadcasting underscores the significance of collaboration between public and private entities in fulfilling this mission.

"It is so important to have such an asset available to assist our mission of Boating Safety," Lavanture emphasized, expressing gratitude for Midwestern Broadcasting's enduring partnership.

As the boating community navigates through ever-evolving challenges and opportunities, the collaboration between Traverse City Coast Guard Auxiliary and Midwestern Broadcasting stands as a beacon of commitment to safety and service. Through continued cooperation, they aim to enhance boating safety awareness further, ensuring that every journey on the water is as safe as it is enjoyable.

For more information on the Recreational Boating Safety Program and upcoming initiatives, please visit the Traverse City Coast Guard Auxiliary website.

