Issues and Programs List
WZAM-AM
July 1st-September 30th, 2021

Compiled by:

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NEWS:

One 2 minute newscast at :55 after each hour. Airs 4 times a day.

WZAM offers complete coverage of news and events concerning the residents of the Central Upper Peninsula and, specifically, Marquette County. The news reports cover not only typical "hard news" but also feature pieces and community events. The reports often include actualities or record sound bites of people in the community explaining their knowledge of topics in the news or community events

SPORTS:

Two 2 minute Sportscasters air 22 times a day.   These covers local athletes and their teams, as well as the college and pro teams of regional interest.

A rotating series of feature splay twice an hour between 6am and 7pm. They feature coaches and athletes from around the are, or a regional perspective of what's happening in Lower Michigan.

WZAM covers local high school sports., clubs & college sports, including scores, previews of upcoming contests, and athlete news.

PUBLIC SERVICE:

Throughout the quarter a number of locally produced public service announcements were played. A rotating file of ;local 60 second announcements were aired approximately 60 times a day.

In addition, Michigan Association of Broadcasters PSAs play many times a day. The organization, of which WZAM is a member, supplies us with 30 and 60 second public service announcements on issues ranging from child safety to health awareness to lead poisoning prevention, among others.

The one dedicated series for this quarter?

1. THE BIG ONE—SUMMER SAFETY

   Variety of 60 second spots, June-August 2021

Why we did it: With the summer season in full swing we had Marquette Police Chief Blake Rieboldt and Police Captain Mike Laurila in to cut a series of PSAs about water safety, pedestrian and bike safety, social distancing. and other dos and donts. This was a continuation of the series we began in June.

Contact individual: Blake Rieboldt, Marquette Police Chief, (906) 228-0400.