



MICHIGAN BROADCASTERS = VOICES THAT SERVE *you*



LOCAL VOICES. LOCAL SERVICE. LOCAL TRUST.

Michigan broadcasters serve their communities everyday, providing information people rely on to live, work, and stay safe.



When Michiganders turn to local broadcasting, they turn to a resource that puts them first. Neighbors who work, live, and send their kids to local schools. Trusted voices who guide communities through uncertainty or emergency. Faces and voices that grow with them, through entertainment and education.

When Michiganders turn to local broadcasting, they turn to an industry that supports them and asks for nothing in return.

For more than 100 years, Michigan's broadcasters have rooted themselves in their communities with a proven ability to mobilize, connect, and solve. Just this year:

- **WJR-AM's SAY Detroit Radiothon** raised nearly **\$2.5 million** in a single day to support healthcare, housing, education, and family services in Detroit.
- **WXYZ-TV Detroit's Day of Giving Back** helped provide **408,000** meals in one day through a partnership with Forgotten Harvest, fighting food insecurity across metro Detroit.
- **WWJ-AM's Winter Survival Radiothon** raised **\$276,774** to deliver emergency heating and utility assistance for Michigan families during the winter.
- **WLUC-TV Marquette's Canathon** raised **\$125,000** and collected more than **115,000** food items, supporting food pantries across more than ten Upper Peninsula counties.
- **WKFR-FM Kalamazoo's Roof Sit** raised more than **\$74,000** to support victim services and child abuse prevention in southwest Michigan.
- **WRSR-FM Flint's Feeding Frenzy** raised nearly **\$72,000**, providing the equivalent of **450,000** meals for families served by the Food Bank of Eastern Michigan.

Michigan broadcasters serve their communities more effectively than any other collective group. It is a direct reflection of our foundation, our people, and the communities we are proud to call home.

Today, broadcasters face increasing challenges as the media landscape evolves at a rapid pace. What has not changed is our commitment to local service.

And when Michiganders need help, it's local broadcasters who turn to them with a solution. Local broadcasting remains essential to our communities. *Because together, we move Michigan forward.*

Casey Jones
President & CEO



MichiganMedia.com

@MIBroadcasters

MICHIGAN BROADCASTERS' ECONOMIC IMPACT RINGS LOUD & CLEAR!

Annual Economic Contributions in Michigan:

TOTAL IMPACT



\$37.92 BILLION

TELEVISION:



\$26.23 BILLION

RADIO:

\$11.68 BILLION

EMPLOYMENT: TOTAL JOBS SUPPORTED:



81,131

TV:



55,922 JOBS

RADIO:

25,209 JOBS

ECONOMIC IMPACT BREAKDOWN:



DIRECT ECONOMIC

**\$1.71 BILLION,
10,254 JOBS.**

IMPACT ON OTHER INDUSTRIES:



**\$4.30 BILLION,
25,582 JOBS**

STIMULATIVE EFFECT ON ECONOMY:



**\$31.90 BILLION,
45,295 JOBS**

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100.3 wnic FM
detroit

Jay's JUNIORS

iHeartMedia

WNIC-FM (Detroit)

iHeart Media and **WNIC-FM's** initiative Jay's Juniors was created with the mission of bringing hope, joy, and magical moments to children battling chronic and terminal health conditions by sending them and their families on an all expenses paid Walt Disney World Vacation. Now in its 11th year, 2025 marked the largest event yet. Twenty-eight children and their families were escorted on a privately chartered jet from Delta Airlines to Walt Disney World for a 4-night stay which included park hopper tickets, food, spending money, parking, and ground transportation. **\$1 Million** was raised to cover trip expenses. Since the start of the program, **\$5 million** has been raised and more than **200 families** have been gifted with hope, joy, and magical moments.

ROOF SIT

Liggett Communications, LLC
WSAQ-FM (Port Huron)

Liggett Communication's WSAQ-FM held their annual Community Roof Sit to benefit the Child Abuse and Neglect (CAN) Council. Morning show hosts lived on top of a building in downtown Port Huron to raise funds and awareness for child abuse prevention and advocacy. The station, with help from listeners and other community organizations, helped raise **\$150,000** to support the work of the CAN Council.



107 Q COUNTRY



Make an **IMPACT**

Gray Media, Inc.

WILX-TV (Lansing)

Gray Media's WILX-TV

is dedicated to serving Mid-Michigan by going beyond reporting the news.

Community isn't just where broadcasters live; it's who they are, where they raise their families, and serve their community.

In 2025, the station expanded their Make an Impact initiative, partnering with nine local nonprofits - using on-air, digital and social platforms. These efforts raised more than **\$150,000** and collected tens of thousands of physical donations, all reinvested back into Mid-Michigan communities. Featured partners included Sleep in Heavenly Peace (beds for children), Champions of the Heart (CPR & AED education), Mitten Misfits Farm Sanctuary (providing forever homes for rescue animals), Footprints of Michigan (footwear for children and veterans), Big Brothers Big Sisters (youth mentorship), Ele's Place (grief support for children), and It's A Breast Thing (support for breast cancer patients).

Through storytelling, advocacy, and service, the station demonstrate how local television can be a powerful force for connection, safety, and positive change in Mid-Michigan!



Canathon

Gray Media, Inc.

WLUC-TV (Marquette)

WLUC-TV6's Canathon demonstrates the role local broadcasters play in their communities. Serving **10 counties** across Upper Michigan, the annual food drive mobilizes viewers, businesses, and schools to support local food pantries facing increased demand. Following SNAP benefit reductions, TV6 helped collect more than **115,000** food donations and raise over **\$145,000**, demonstrating how local broadcasting brings communities together to deliver real help when it matters most.



SEE THE IMPACT:
Explore how broadcasters are strengthening **YOUR** community



The Michigan Association of Broadcasters represents all free, over-the-air television and radio stations serving Michigan's 83 counties. We believe public service and broadcasting go hand in hand, with a mission to ensure communities across our state are informed, protected, and connected to their local stations. Ensuring continued access to free, local broadcasting requires thoughtful public policy and a shared commitment to keeping local service strong in every Michigan community.

NUMBER OF COMMERCIAL STATIONS



TV: 35 RADIO: 316

NUMBER OF STATEWIDE EMERGENCY ALERT STATIONS:



36

NUMBER OF HIGH SCHOOL AND COLLEGE BROADCAST STUDENTS SERVED ANNUALLY



2500+

AMOUNT OF SCHOLARSHIP DOLLARS AWARDED



\$550,000+

CONTACT YOUR LOCAL STATION HERE:

