

# MIC

**SERVING  
OUR  
COMMUNITIES**

**2023**

**TV MAB**  
Michigan Association of Broadcasters



# Districts 1-2

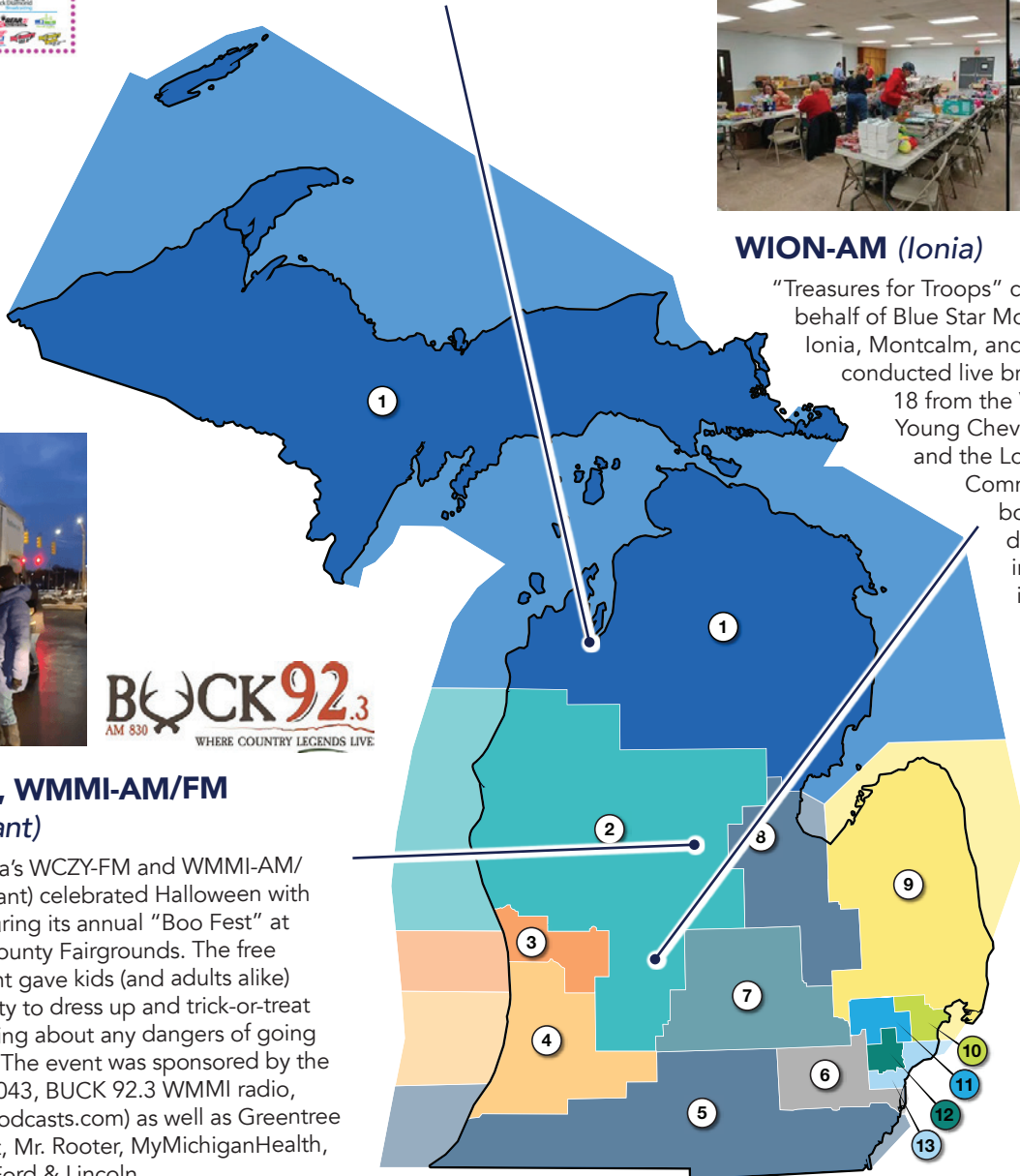


## Black Diamond Broadcasting



### WGFM-FM/WGFN-FM/WMKC-FM/WUPS-FM/WWMK-FM/ WCBY-FM/WGFE-FM/WCFX-FM/WWSS-FM (Traverse City)

The stations of Black Diamond Broadcasting kicked off their annual "Blanket the North" campaign to collect newly purchased blankets, sheets, pillows, and towels for the less fortunate in Northern Michigan. Everything donated for Blanket the North is distributed directly to local people in need and shelters throughout each local area.



## WION-AM (Ionia)

"Treasures for Troops" collected items on behalf of Blue Star Mothers Chapter #188 of Ionia, Montcalm, and Kent Counties. WION conducted live broadcasts November 14-18 from the Village Market of Muir, Young Chevrolet-Buick-GMC of Ionia, and the Lowell Area Chamber of Commerce. More than 230 boxes were packed with donations and collected in this yearly event, and included letters, cards, and notes from Saranac, Ionia, and Lowell students, Ionia area residents, and others. The boxes went to active military members deployed far from home. The boxes will be a surprise to most recipients.



## WCZY-FM, WMMI-AM/FM (Mt. Pleasant)

Latitude Media's WCZY-FM and WMMI-AM/FM (Mt. Pleasant) celebrated Halloween with its listeners during its annual "Boo Fest" at the Isabella County Fairgrounds. The free two-hour event gave kids (and adults alike) the opportunity to dress up and trick-or-treat without worrying about any dangers of going door-to-door. The event was sponsored by the stations (MY1043, BUCK 92.3 WMMI radio, MyMichiganPodcasts.com) as well as Greentree Co-op Market, Mr. Rooter, MyMichiganHealth, and Krapohl Ford & Lincoln.

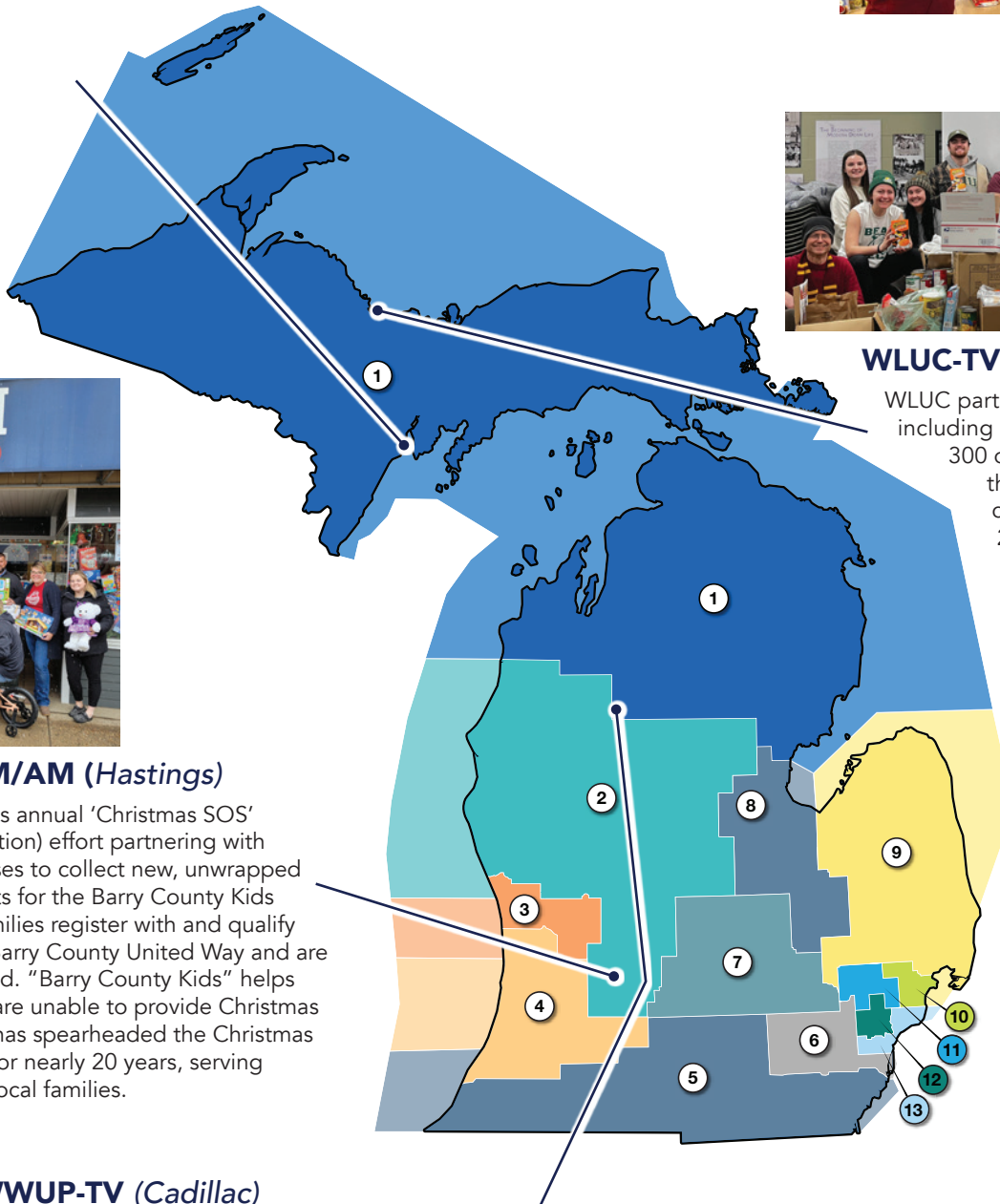
On November 18, Latitude Media's WCZY-FM (My 1043), WMMI-AM/FM and MyMichiganPodcasts.com (Mt. Pleasant), along with The United Way of Gratiot & Isabella Counties and I-Ride, held the annual "Fill a Mayflower" event, collecting nonperishable food items and cash donations from the community. This year, the effort helped collect more than 15,000 non perishable food items (that filled the truck and then some), and more, including personal care items for the Care store in town, plus more than \$7,000 in cash.



# Districts 1-2

**WGLO-FM, WCMM-FM, WTIQ-AM, WCHT-AM, WDMJ-AM, WGKL-FM, WIMK-FM, WJPD-FM, WMIQ-AM, WTIQ-AM, WUPF-FM, WUPG-FM, WUPT-FM, WUPZ-FM, WZNL-FM (Escanaba)**

"Stuff The Studio" was Radio Results Network's first Annual Food Drive to collect non-perishable food donations to fill local food pantries across much of the Upper Peninsula. The stations did live remote broadcasts at several local businesses to raise awareness of the project and collect food in several cities and towns. Locations included Escanaba/Gladstone, Marquette, Manistique, Iron Mountain and several others in between. Nearly two tons of food was distributed to local food pantries in the U.P.



## **WBCH-FM/AM (Hastings)**

WBCH held its annual 'Christmas SOS' (Stuff Our Station) effort partnering with local businesses to collect new, unwrapped Christmas gifts for the Barry County Kids program. Families register with and qualify through the Barry County United Way and are based on need. "Barry County Kids" helps parents who are unable to provide Christmas gifts. WBCH has spearheaded the Christmas SOS project for nearly 20 years, serving hundreds of local families.



## **WLUC-TV (Marquette)**

WLUC partners with businesses, including 75 schools, and sets up 300 drop locations throughout the Upper Peninsula to collect for the Canathon. In 2022, monetary and item donations contributed to a total of 165,000 pounds of food, bringing the 40-year combined total to 4.8 million pounds of food collected. All food collected in a community through the TV6 Canathon stays there to "help feed a hungry neighbor" and is distributed through churches, the Salvation Army, and St. Vincent DePaul.

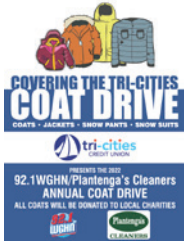
## **WWTV/WWUP-TV (Cadillac)**

WWTV-TV/9&10 Media Group welcomed the addition of NanBop Farm to its family of brands. The station shared many steps along the way with viewers: from planning sketches and weed suppression education to the acquisition of livestock and winter preparation. This farm is a place where viewers can learn the pros and cons of modern farming and how to participate in and build community supported agriculture. In October, viewers came out for a harvest themed day of tours, hayrides, and to warm up with hot cocoa. The vision to start a farm, and even the name, NanBop, come from the legacy of former owner, Mario Iacobelli – known to his family as Boppy.





# District 3



## WGHN-AM/FM (Grand Haven)

The 2022 Covering the Tri-Cities Coat Drive collected a record 2,038 coats and hundreds of mittens, hats, and scarves to benefit local charities and missions. The six-week coat drive featured local partners, Plantenga's Cleaners, that generously accepted and dry cleaned the donated coats, and Tri-Cities Credit Union that supported the coordination of drop boxes and promotion. More than 30 drop boxes were available at businesses, churches, and nonprofits throughout the Grand Haven, Spring Lake, Ferrysburg, and Muskegon area.

During November and December, WGHN partnered with the Grand Haven Area Community Foundation to give those that help others a voice to tell their story. The station highlighted 21 Nonprofit Impact Organizations that support the community. Representatives from each organization were given the opportunity to come to the WGHN studios and record their story to convey to listeners how their organization could benefit from financial support during the Season of Giving. The promotional schedule ran across all dayparts. WGHN matched the broadcast schedule during this six-week effort for added awareness.



## WXMI-TV (Grand Rapids)

Kids Food Basket, a local organization dedicated to making sure all children have access to nourishing meals, has a Sack Supper program which provides healthy meals to more than 10,000 children in West Michigan every day. FOX17 engaged several local school districts in September, at the start of the high school football season, to encourage friendly competition for students, teachers, and families, to help collect and decorate 200,000 brown bags. The WXMI-TV Station Team set up a tent at featured games to educate the public about the Kids Food Basket mission and to decorate bags.



## WOOD-TV (Grand Rapids)

WOOD-TV's Football Frenzy Food Drive collected 16,903 pounds of food, all donated back to the community. In two years, the WOOD-TV Football Frenzy Food Drive has collected more than 30,000 pounds of food which has benefited 17 hyperlocal communities in the West Michigan area. At the end of the season, the WOOD TV staff donated to Feeding America West Michigan and joined the community in affecting change in the stories the station covered each day.



## WXMI-TV, WXYZ-TV, & WSYM-TV (Grand Rapids)

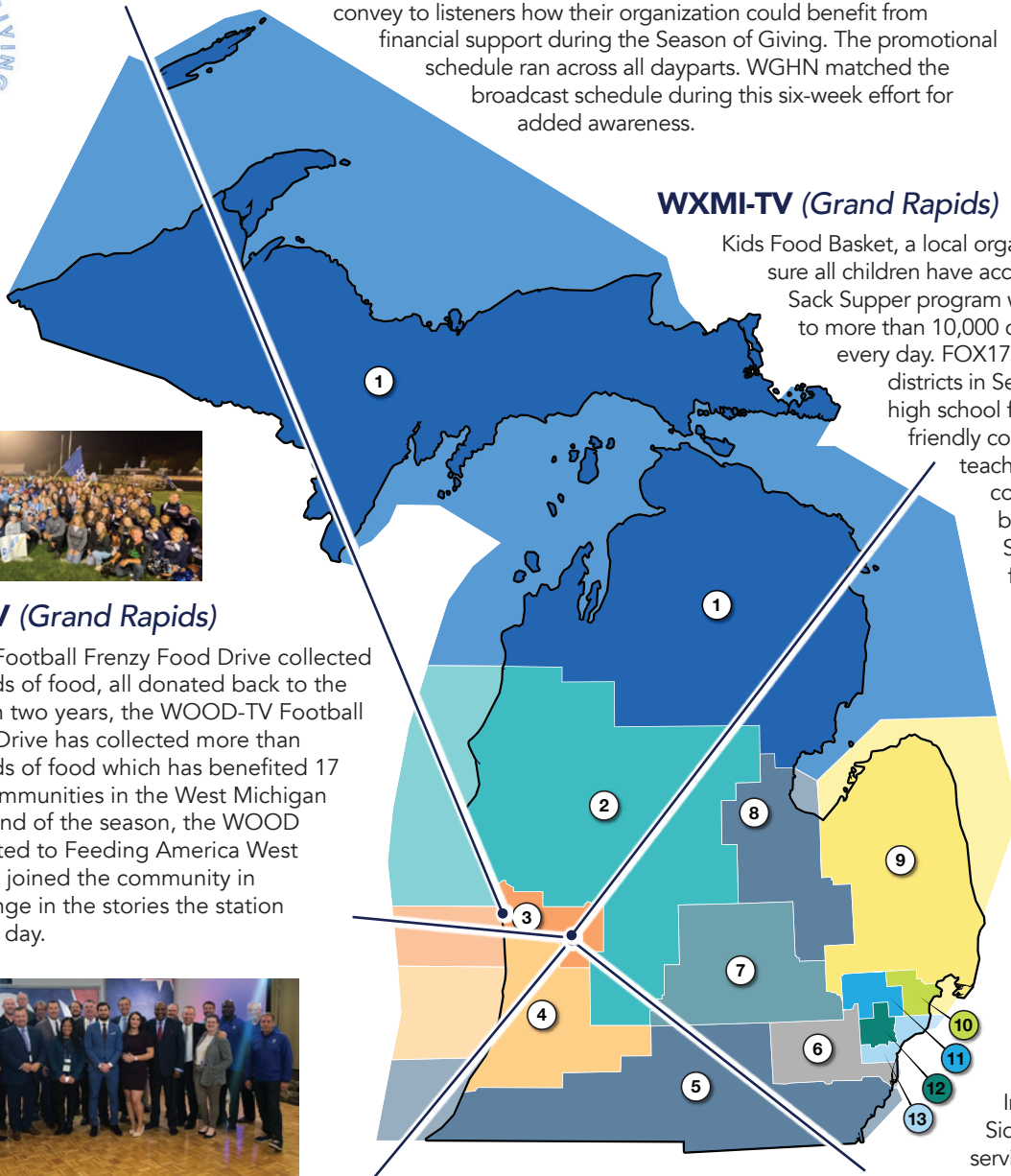
On July 20, WXMI, WXYZ, and WSYM, in partnership with Oakland University, hosted a one-hour GOP Governor Primary Debate. Then on October 25, the stations, in partnership with Oakland University, hosted the final gubernatorial debate. Both were broadcast on TV and radio stations commercial free across Michigan.

assistance received it. The station's 13 Reads literacy initiative put books into homes and classrooms, sponsored a summer reading festival, and more. The station partnered with United Ways across Michigan for the annual Summer StockUp, a month-long campaign to call attention to the food crisis brought on by the pandemic. The team at WZZM created 13 Loves Pets which is an ongoing campaign to advocate for animals in need of loving families. And finally, WZZM's annual Toys for Tots campaign collected more than 10,000 toys.



## WZZM-TV (Grand Rapids)

In 2022, WZZM 13 On Your Side worked with programs serving ten different counties; every family who asked for



# District 4

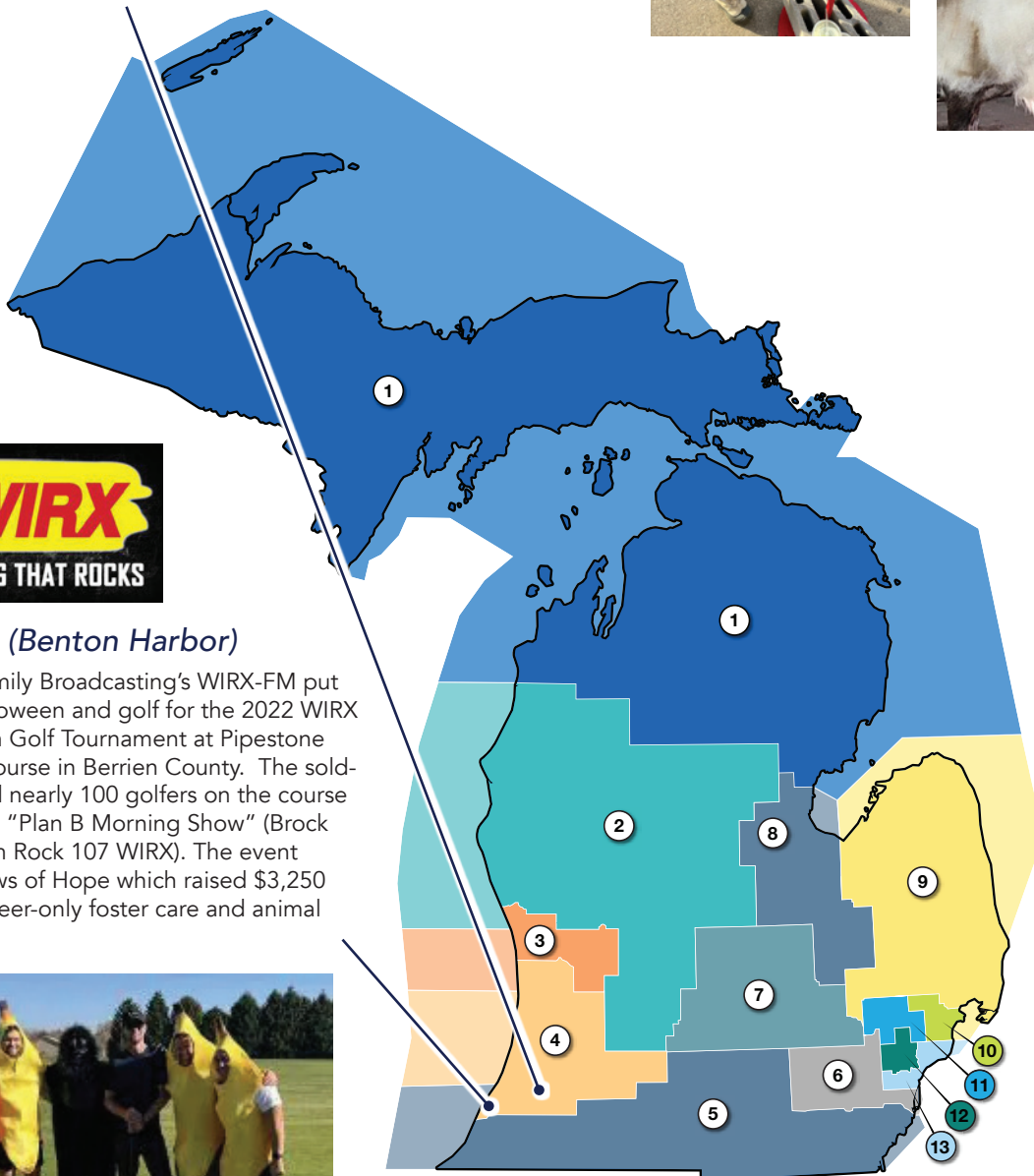
## WWMT-TV (Kalamazoo)

WWMT News Channel 3 held a "Red Kettle Marathon" in partnership with the Salvation Army of Kalamazoo on Monday November 28, 2022. WWMT Sports Director Andy Pepper rang bells at various locations for 18 hours straight. Community businesses and sports team mascots came out to help support this effort. This single day event raised over \$9,200, but more importantly, helped recruit volunteers throughout the holiday season to help 'ring the bell'. The dollars raised go to help with food assistance, rent assistance, senior citizen programs, help for the unhoused, and programs for children throughout the year.



## WIRX-FM (Benton Harbor)

Mid-West Family Broadcasting's WIRX-FM put together Halloween and golf for the 2022 WIRX Hole-O-Ween Golf Tournament at Pipestone Creek Golf Course in Berrien County. The sold-out event had nearly 100 golfers on the course alongside the "Plan B Morning Show" (Brock & Hunter from Rock 107 WIRX). The event benefited Paws of Hope which raised \$3,250 for the volunteer-only foster care and animal rescue group.





# District 5-6



## WCSR-FM (Hillsdale)

Hosts Bob Flynn and Juli Morgan rang bells for the Salvation Army during a five-hour remote broadcast at the Hillsdale Market House. Other community partners donated their proceeds to bring the total raised to \$13,010.50. The Salvation Army 360 Life Center administers the program, which supports Hillsdale County programs for those in need, including food pantries, utility assistance, free weekly lunches, emergency assistance, and more.



## WLEN-FM (Adrian)

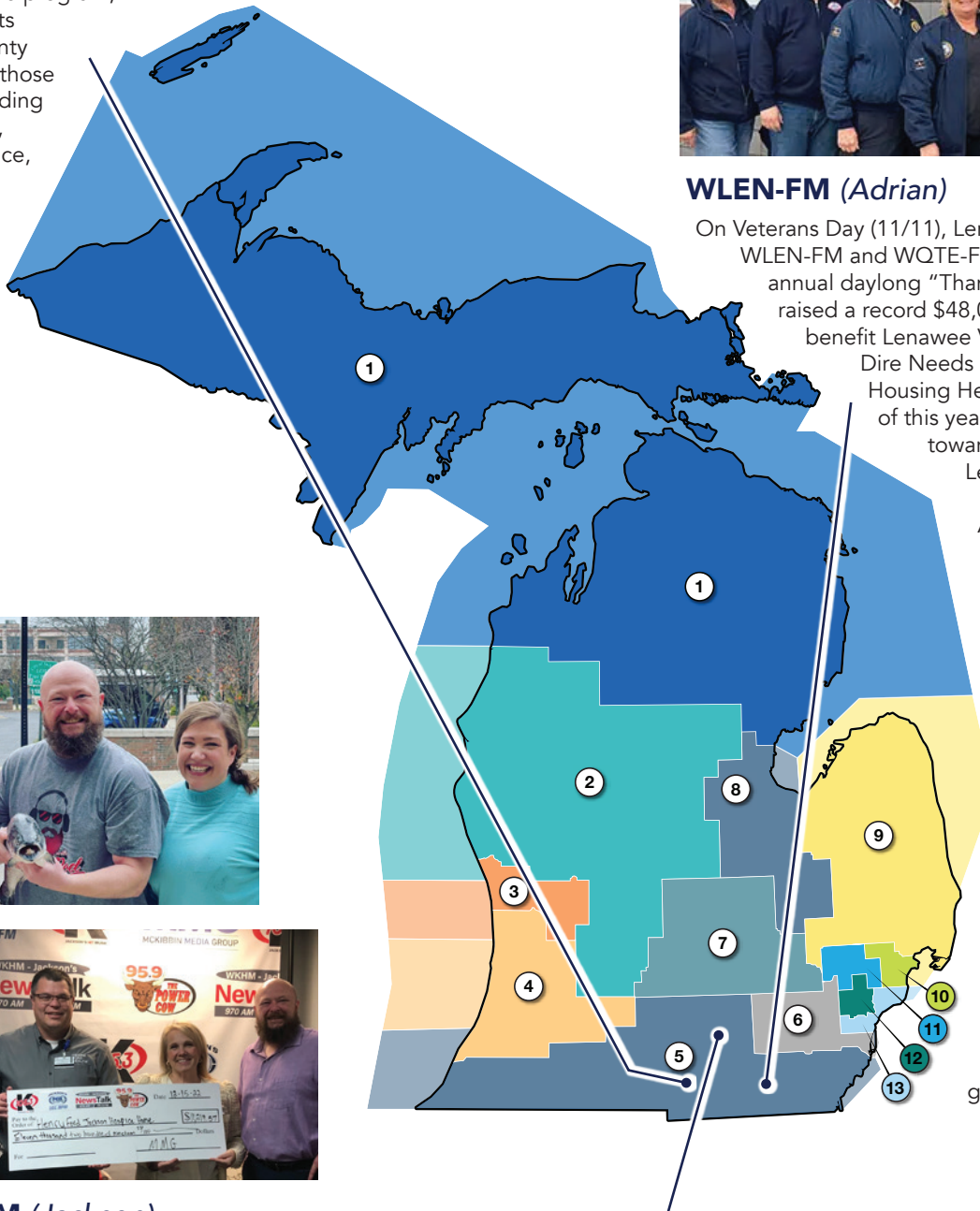
On Veterans Day (11/11), Lenawee Broadcasting's WLEN-FM and WQTE-FM (Adrian) held its 17th annual daylong "Thank A Vet" fundraiser and raised a record \$48,000! All of the proceeds benefit Lenawee Vets through the Veteran's Dire Needs Fund administered through Housing Help of Lenawee. A portion of this year's fundraising will also go toward a new veteran's home in Lenawee County.

A tragic fire in the early morning hours of Wednesday, August 24 temporarily closed Associated Charities of Lenawee and closed down their back-to-school distribution of clothing, shoes, backpacks, and school supplies to families in need. In response, WLEN (Lenawee Broadcasting Company) and WQTE (Southeast Michigan Media) Radio stations immediately addressed this catastrophic event with a curbside collection of monetary donations and gift cards.



## WKHM-FM (Jackson)

McKibbin Media Group held its annual Charity Radiothon November 11, 2022 and raised more than \$12,200 for two causes - \$11,200 went to Henry Ford Jackson Hospice Home to help families in need pay for costs not covered by insurance and \$1,000 was donated to Wounded Warrior Project in honor of Veterans Day. Monster Motors was a major sponsor of the Charity Radiothon with a donation of \$3,500 to the cause.

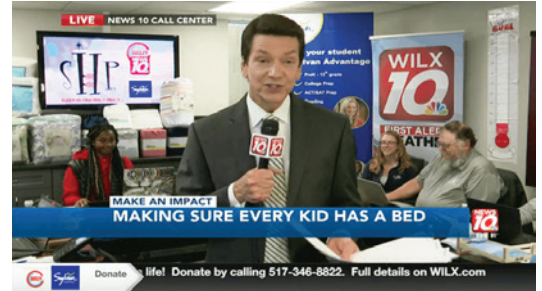


# District 7



## WQHH-FM (Lansing)

MacDonald Broadcasting's WQHH-FM held its 12th Annual Backpack Giveaway to help students and families prepare for the start of the new school year. Assisted by station sponsors as well as Communities in Schools of Michigan and Delta Dental, the station handed out the backpacks drive-through style. The backpacks were available to students in elementary school through high school.



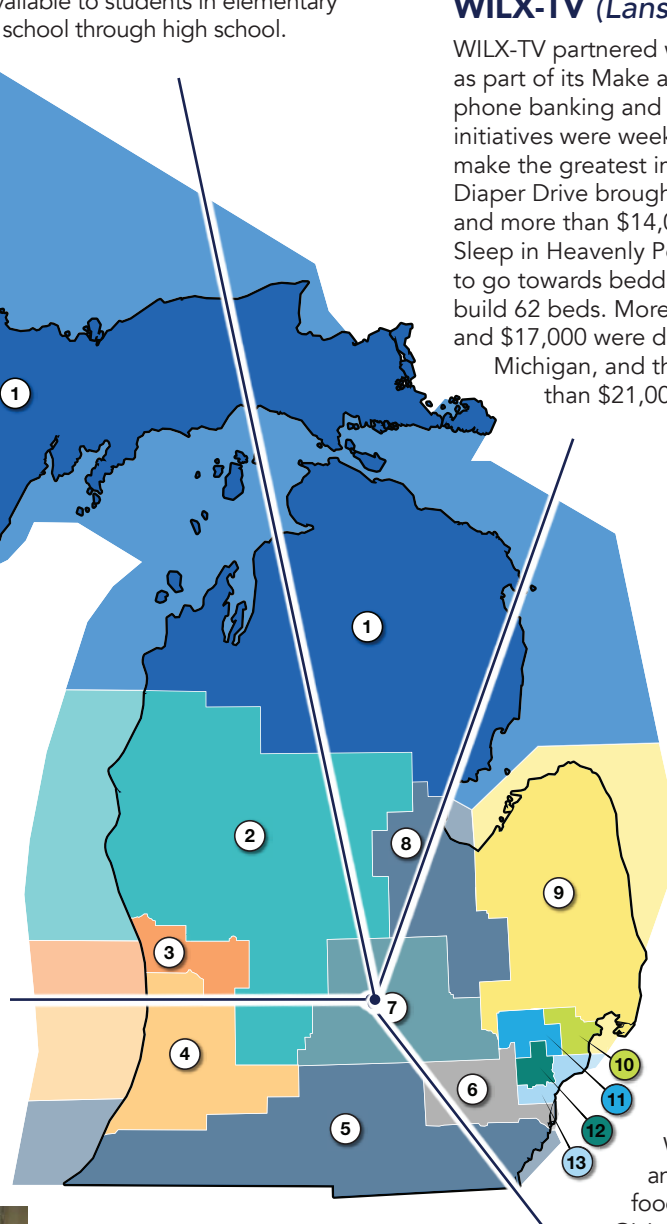
## WILX-TV (Lansing)

WILX-TV partnered with four charities in 2022 as part of its Make an Impact initiative through phone banking and community action. These initiatives were week-long events designed to make the greatest impact. The Capital Area Diaper Drive brought in thousands of diapers and more than \$14,000 in donations. The Sleep in Heavenly Peace event raised \$23,000 to go towards bedding/beds and the team build 62 beds. More than 800 pairs of shoes and \$17,000 were donated for Footprints of Michigan, and the station collected more than \$21,000 for the Salvation Army.



## WYSM-TV, WXMI-TV, & WXYZ-TV (Lansing)

On July 20, 2022, WSYM, WXMI, and WXYZ, in partnership with Oakland University, hosted a one-hour GOP Governor Primary Debate. Then on October 25, 2022, the stations, in partnership with Oakland University, hosted the final gubernatorial debate. Both were broadcast on TV and radio stations commercial free across Michigan.



## WLNS-TV (Lansing)

Working with UNICEF, WLNS-TV hoped to raise \$6,000 to help the child refugees of Ukraine. Instead, the station raised \$30,000 in just one week.

WLNS raised just over \$10,000 and collected a literal ton of food during their annual Day of Giving – that's enough food and funds for 40,000 meals.

The station also worked with the Salvation Army to raise almost \$10,000 with their virtual and in-person "kettle campaign", collected shoes in a day-long "Soles 4 Vets" campaign, worked with the Izzo Race to raise tens of thousands of dollars for a variety of local charities, hosted several "sold out" blood donation events with the Red Cross, and got down and dirty – sending their staff to spruce up the Jackson County Fairgrounds and the Ronald McDonald House in Lansing.



# District 8-9

## WMJO-FM (Saginaw)

Santa Joe's Christmas for Hospital Kids provides toys for the kids spending their holiday at Covenant Healthcare and McLaren Bay Region Hospital. Each year for the past 10-years, listeners have donated countless toys and gifts. After the toys are collected, the staff personally plays Santa by delivering the toys directly to the children in their hospital rooms.



## WCRZ-FM (Flint)

Townsquare Media's WCRZ-FM hosted its annual "Let's Make Miracles Radiothon" to benefit Hurley Children's Hospital. The effort raised \$82,105 for the hospital. Money raised helps with vouchers for parents to get a bite to eat and extra items to keep children occupied while they are hospitalized.

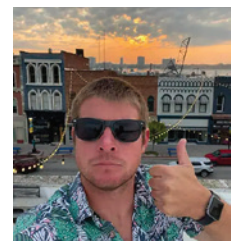


## WDZZ-FM (Flint)

On March 2 and 3, 2022, Cumulus Media Flint's WDZZ (Z92.7) held a 26-hour radiothon. During this 2-day special broadcast, Z92.7 and the community of Flint, MI raised over \$25,000 for the families of St. Jude Children's Research Hospital. This annual effort ensures families never receive a bill from St. Jude for treatment, travel, housing, or food.

## WSAQ-FM (Port Huron)

Liggett Communication's WSAQ-FM held its annual "Roof Sit" to benefit the St. Clair County Child Abuse and Neglect Council (CAN Council) and raised a record \$179,000. WSAQ morning personality Matt Markham camped out for five days this year on the roof of MiMutual Mortgage in downtown Port Huron. Markham broadcast live, advocating for donations to fund the CAN Council's programs and services that help children and families.



## WSGW-FM/AM (Saginaw)

WSGW-FM/AM broadcast the 17th Annual Sharing Hope Radiothon to benefit the Rescue Ministries of Mid-Michigan. The 12-hour broadcast in December raised \$58,067! In addition, the station held its Lights Before Christmas at Covenant Health Care. The public was invited to join first responders and radio staff every night in December from 5-9pm to Covenant Kids to wave lights for the children who were in the hospital for the holiday season. The station also held a toy drive for the children in the hospital.

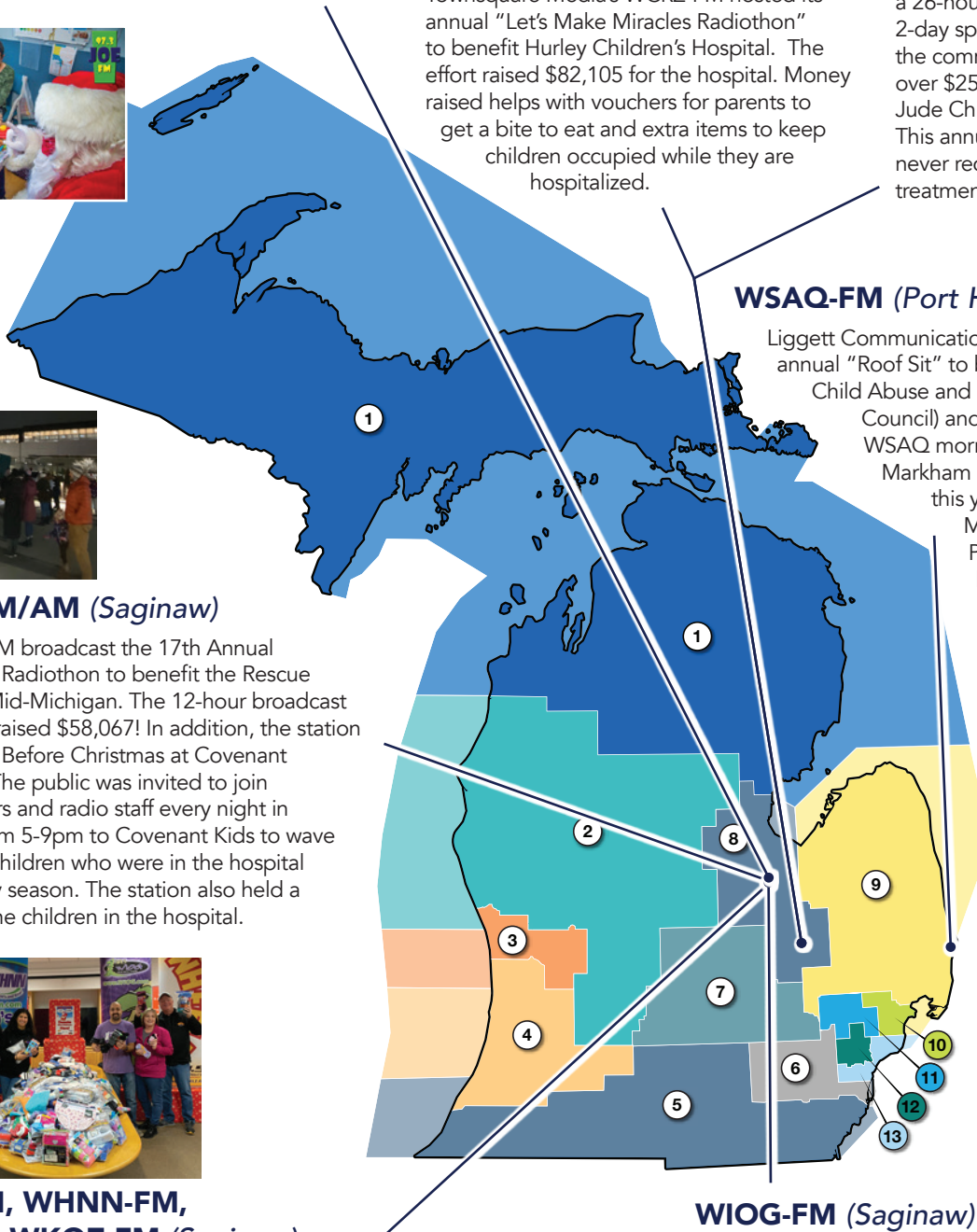


## WIOG-FM, WHNN-FM, WILZ-FM, WKQZ-FM (Saginaw)

The Saginaw Cumulus stations, WIOG-FM, WHNN-FM, WHEELZ 104.5 and Z93 The Rock Station, teamed up for the 2nd annual Feets & Seats drive to collect donations for the CAN Council of the Great Lakes Bay Region. The Council serves foster kids and their families. The stations helped raise awareness and collect new socks and underwear for the council, which are the most needed but the least donated items.

## WIOG-FM (Saginaw)

Each year for the past four years, WIOG's Covenant Kids Radiothon has raised money for the Covenant Foundation. There was a special treat last year when triplets were born at 31 weeks. Elliot, Ian, and Oliver spent several weeks in the NICU. Their mom Haley, who worked at Covenant during their birth, was blown away by the care and attention she and her baby boys received.



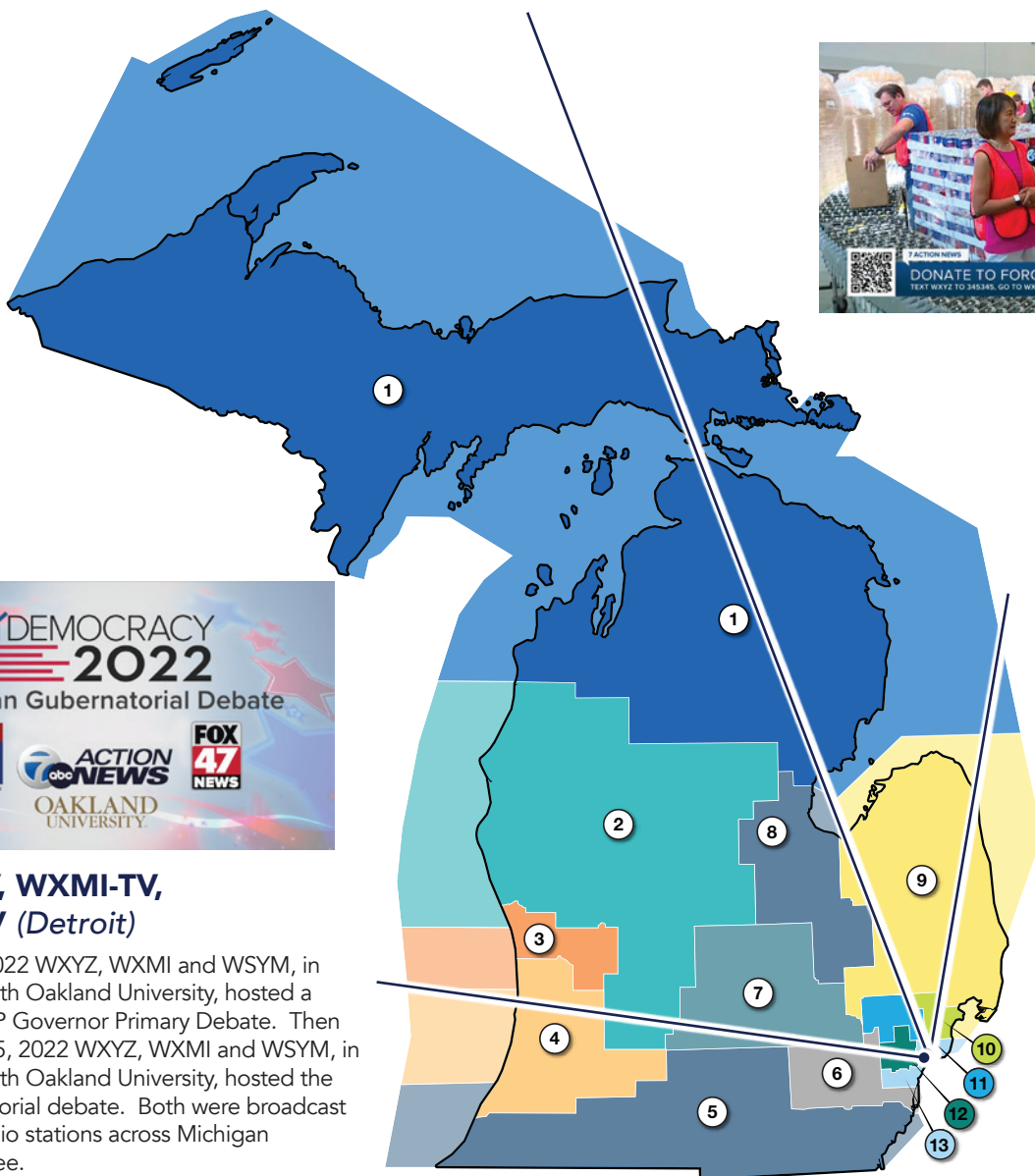


# Districts 10-13



## WXYZ-TV (Detroit)

WXYZ, with the help of the Detroit community, stepped up to help improve childhood literacy by providing new, age-appropriate books to kids across metro Detroit. The community, along with the employees at WXYZ and the Scripps Howard Fund, came together (add commas, and Scripps Howard Foundation is now the Scripps Howard Fund came together for the If You Give a Child a Book campaign. Generous donations provided almost 20,000 new books for kids! And on July 12, 2022, WXYZ raised \$100,000.00 in a one-day event for metro Detroit's largest food rescue organization, Forgotten Harvest. The money raised by the telethon made a direct, positive impact on families in Southeastern Michigan.



## WXYZ-TV, WXMI-TV, WSYM-TV (Detroit)

On July 20, 2022 WXYZ, WXMI and WSYM, in partnership with Oakland University, hosted a one-hour GOP Governor Primary Debate. Then on October 25, 2022 WXYZ, WXMI and WSYM, in partnership with Oakland University, hosted the final gubernatorial debate. Both were broadcast on TV and radio stations across Michigan commercial free.



# Districts 10-13



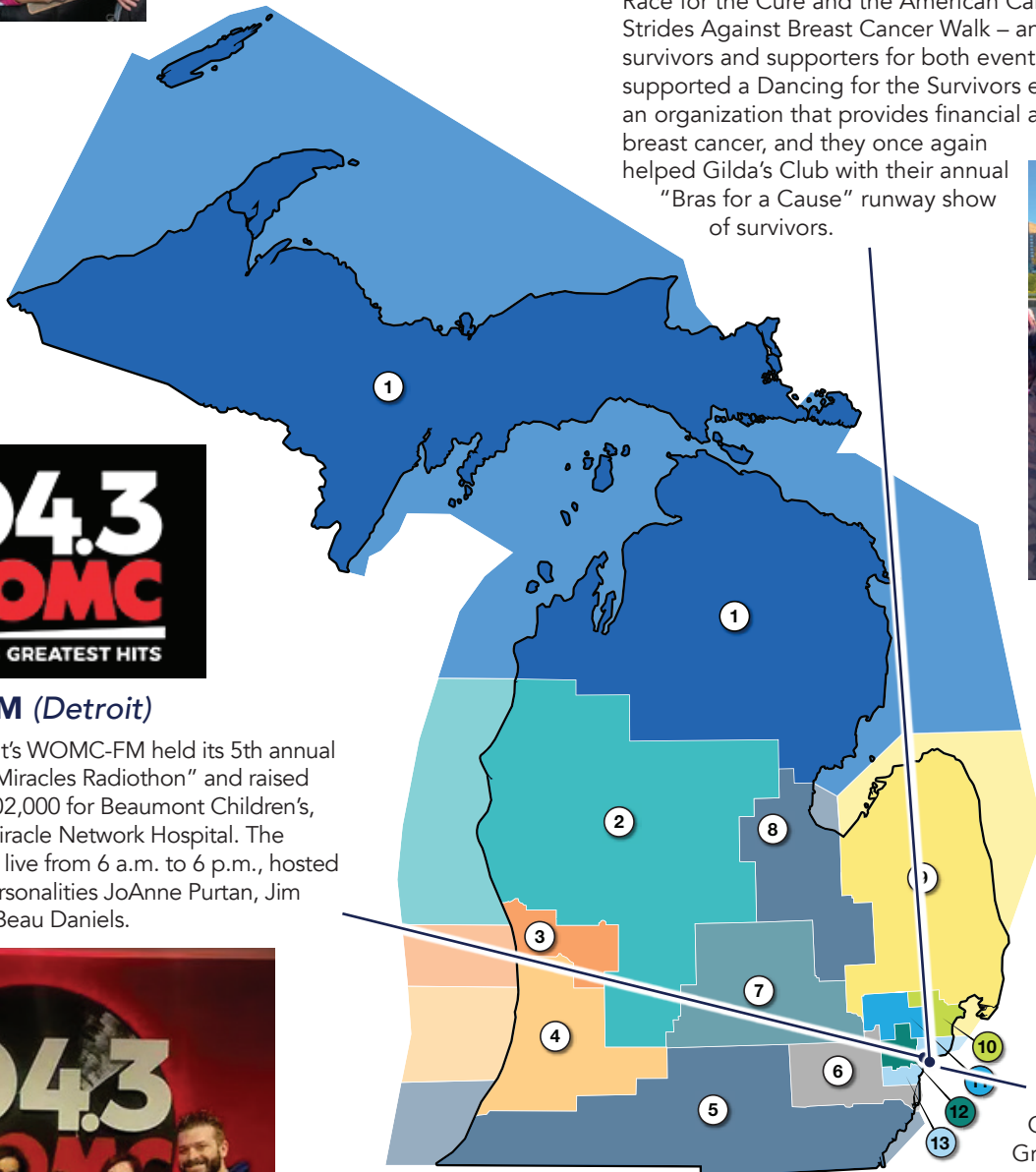
## WJBK-TV (Detroit)

With one in five children facing hunger in the metro-Detroit community, WJBK-TV FOX 2 teamed up with Gleaners Community Food Bank for four one-day telethon events in 2022. In total, the four events raised more than \$1.3 million. All those donations were matched by sponsors for a grand total of more than \$2.6 million. Every dollar goes to feeding hungry families, seniors, and children in our community. WJBK-TV FOX 2 also went to work for the community during Breast Cancer Awareness Month - sponsoring both major breast cancer walks, Race for the Cure and the American Cancer Society's Making Strides Against Breast Cancer Walk – and joined thousands of survivors and supporters for both events. Additionally, the station supported a Dancing for the Survivors event with the Pink Fund, an organization that provides financial assistance to those fighting breast cancer, and they once again helped Gilda's Club with their annual "Bras for a Cause" runway show of survivors.



## WOMC-FM (Detroit)

Audacy Detroit's WOMC-FM held its 5th annual "Turn Up the Miracles Radiothon" and raised more than \$502,000 for Beaumont Children's, a Children's Miracle Network Hospital. The radiothon was live from 6 a.m. to 6 p.m., hosted by WOMC personalities JoAnne Puritan, Jim Johnson and Beau Daniels.



## WDIV-TV (Detroit)

On Giving Tuesday (11/29), Graham Media's WDIV-TV held its annual telethon to benefit THAW, The Heat & Warmth Fund. THAW, established in 1985, has distributed over \$250 million in assistance to more than 280,000 Michigan households. The annual event aired for 14 hours this past Giving Tuesday and raised \$136,000!





# Districts 10-13



## WJR-AM (Detroit)

In 2022, 760 WJR partnered with the Detroit Economic Club for the second year of "Rising Stars". Over the course of ten weeks, the station identified ten local leaders, all under the age of 40, for the impact they're making in their industry, community, and families. The program culminated in a special honoree ceremony and edition of the Guy Gordon show.



## WJR-AM (Detroit)

Now in its 12th year, WJR's Women Who Lead seeks female leaders from throughout the Great Lakes region who are influencing local communities in positive ways. Each year, the station honors 12 of these amazing ladies at their Women Who Lead Honoree Ceremony. Beyond the annual ceremony, WJR also presents the "Women Who Lead Show," a monthly one-hour radio program hosted by Ann Thomas. Each edition highlights the personal and professional accomplishments of at least one of the nominees and other inspiring female leaders.



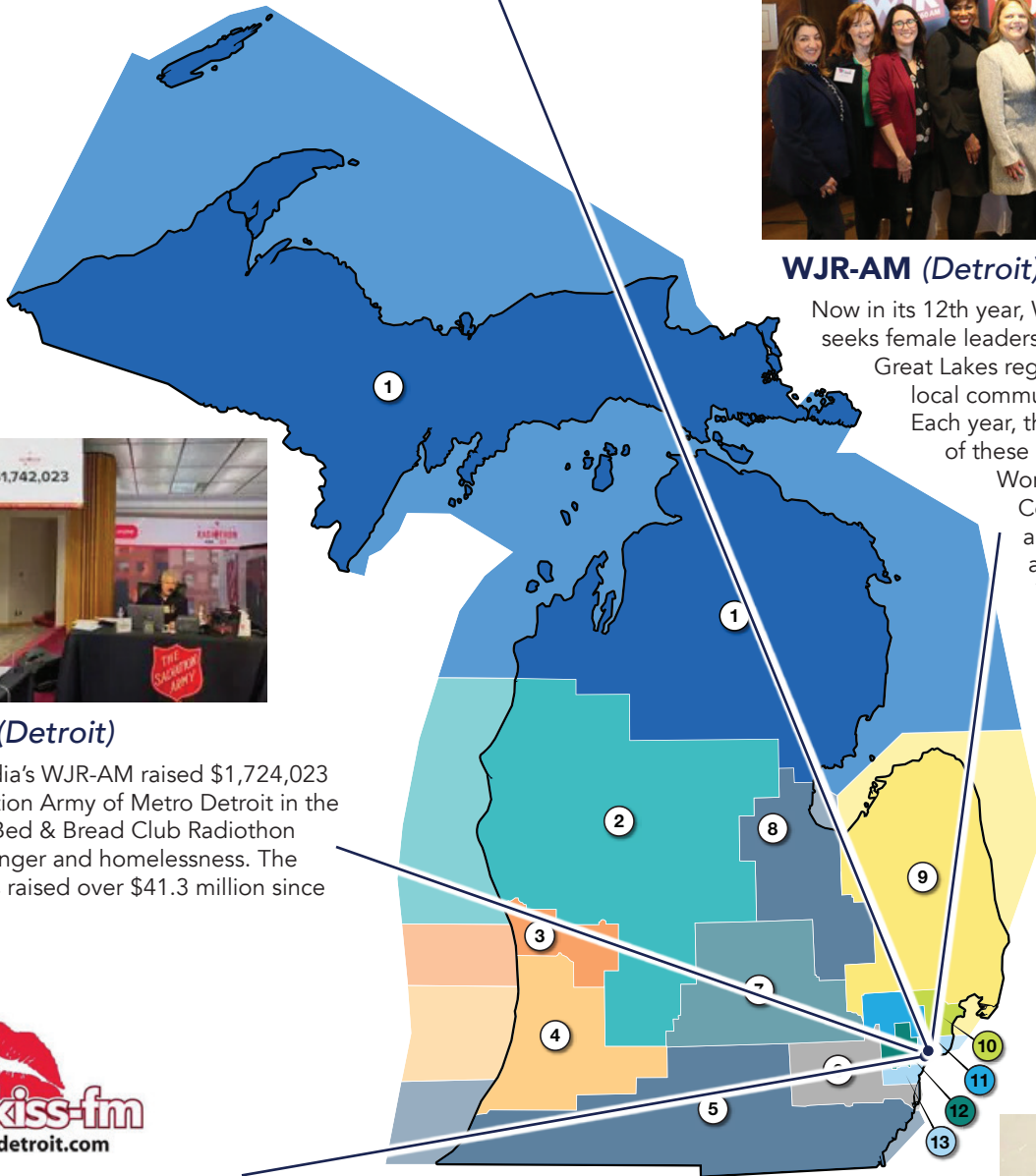
## WJR-AM (Detroit)

Cumulus Media's WJR-AM raised \$1,724,023 for The Salvation Army of Metro Detroit in the 35th Annual Bed & Bread Club Radiothon to combat hunger and homelessness. The radiothon has raised over \$41.3 million since its inception.



## WDMK-FM (Detroit)

Beasley Media Group's WDMK-FM 8th Annual "Sleeping Bags for the Homeless" Radiothon raised a total of \$107,250 to benefit Detroit's homeless and families living in area shelters. The three-hour annual event created by Mildred Gaddis, host of the "Mildred Gaddis Show," took place on December 11, 2022 with support from UAW International, Laborers Local 1191 and The Detroit Community Fund. Proceeds benefited the EMG Foundation. WDMK-FM encouraged community leaders and listeners to donate cash and items, including heavy duty sleeping bags, hats, gloves, and personal hygiene items critically needed during the cold winter months in Michigan. The funds collected were used to purchase items distributed on Martin Luther King, Jr. Day in January 2023.





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