

MICHIGAN BROADCASTERS

SERVING OUR LOCAL COMMUNITIES

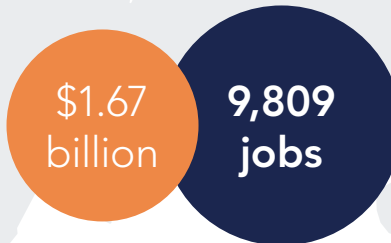
2024 EDITION

Broadcasting's Impact on Michigan

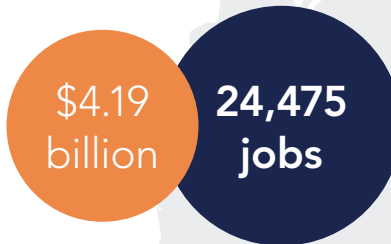
Total Economic Impact in State



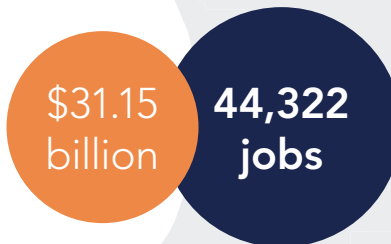
Direct Economic Impact in State



Economic Impact on Other Industries in State



Stimulative Effect on Economy in State



**Data is from 2023 Woods & Poole Economics, Inc.*

Districts 1-2

Gray Television, Inc.

WLUC-TV (Negaunee)

The TV6 Canathon was established in 1982 as a way to help unemployed miners in the Marquette Iron Range. 42 years later, the Canathon still garners participation from all sectors of the Upper Peninsula to "Help feed a hungry neighbor." This year, TV6 partnered with the United Way of Marquette County to provide an online monetary donation option. Monetary contributions made to the TV6 Canathon help to supplement the nonperishable food collections and provide assistance for each pantry to purchase perishable items on an as-needed basis. With over 350 retail collection points across 10 counties, and 75 participating schools, the Upper Peninsula collected over 144,000 pounds of food for local area food banks, bringing the TV6 Canathon cumulative total to over 4.8 million pounds.



Radio Results Network

WUPT-FM (Marquette)

The Radio Results Network in Marquette hosted a *Takeover Tuesday* series in October, 2023 as a part of their new partnership program with Radio X (91.5 WUPX), Northern Michigan University's student-run radio station. The *Takeover Tuesday* series created opportunities for students to further their experience in the broadcasting industry and further connect with their local community.



Lilly Broadcasting

WZMQ-TV (Marquette)

Operation Warm Up, a partnership between Lilly Broadcasting's WZMQ-TV and Goodwill Industries of Northern Wisconsin and Upper Michigan, is a winter clothing drive to help local families receive clothes for the season. WZMQ-TV asked viewers to lend a warm helping hand by bringing gently used coats, hats, and gloves to five donation centers across the UP. The clothing drive received more than 300 coats, hats, and gloves, and raised \$2,700 in donations, which allowed for Goodwill Industries to buy over 400 new winter items to be sent to local schools.



WCMU Public Media (Mt. Pleasant)

As part of a November fundraiser, WCMU Public Media invited listeners to donate not only to the station, but to also to give the gift of food and support food bank partners in Michigan. Ten percent of all donations over \$60 were designated *Gift of Food* thank-you gifts. As a result of these efforts, enough money was donated to provide 5,400 meals. The donation effort took place over a four-day period from November 16-20, 2023.

WCMU Foodraiser November 16-20



Packer Radio

WION-AM (Ionia)

Packer Radio's WION-AM, together with listeners, friends, advertisers, and Ionia and Saranac School Systems, helped the Blue Star Mothers to 198 gift boxes to servicemen and women who are far from home. The drive, held from November 13-17, 2023, included broadcasts from various locations in the station's coverage area and drop off locations in Ionia, Lowell, and Muir. Additionally, the station invited listeners to submit names and addresses of servicemen and women to receive the gift packages.



Barry Broadcasting

WBCH-AM/FM (Hastings)

WBCH-AM/FM in Hastings partners with Barry County United Way to help ensure area children receive gifts at Christmas. WBCH's annual S-O-S: *Stuff Our Station* community service project collected toys and gifts for toddlers through teens and 'stuffed' the front windows of the stations' downtown studios for distribution by United Way volunteers to families in need. This year WBCH listeners and other community partners donated enough gifts to help nearly 600 area children at Christmas. Any leftover presents are given throughout the year by Barry County United Way and local law enforcement to children and families who suffer loss or traumatic events. WBCH has also kicked off a yearlong safety awareness campaign stressing Michigan's Emergency Vehicle Caution Law after the community was shocked in November 2023 by the death of a local wrecker operator. WBCH is running frequent announcements to remind listeners to "Slow Down and Move Over - It's the Law."



Districts 3-4

WGHN, Inc.

WGHN-AM/FM (Grand Haven)

WGHN's 5th annual *Covering the Tri-Cities Coat Drive* donated a record 2,700 coats and over 200 pairs of new gloves to benefit families in Grand Haven, Spring Lake, Ferrysburg, and Northwest Ottawa County. Support from local businesses included 30 collection box locations for six-weeks during October and November 2023. Plantenga's Cleaners cleaned all donated garments, and donations benefited Love In Action, Salvation Army, and other local missions.



Tegna, Inc.

WZZM-TV (Grand Rapids)

WZZM-TV 13 ON YOUR SIDE partnered with local community groups to present summer reading programs in various Grand Rapids parks during summer slide to get kids and families reading. Working with the Toys for Tots Foundation, community partners, and Michigan author Johnathan Rand, 13 ON YOUR SIDE donated over 18,000 free books to kids who needed them through these programs. WZZM-TV 13 ON YOUR SIDE also partnered with Heart of West Michigan United Way to *Stuff the Bus*. Teachers in under-resourced schools and communities report that more than 63% of their students arrive on the first day of school without the necessary school supplies. The team not only filled a bus with school supplies but had to go out and rent a U-Haul as well which was packed top to bottom. The *Stuff the Bus* campaign helped ease the burden of families in a number of local school districts where supplies are scarce.



Nexstar Media Group, Inc.

WOOD-TV (Grand Rapids)

Now more than ever, children are facing negativity and issues with self-love and acceptance, body image, anxiety, concerns about what others think, and a slew of other difficulties. Nexstar Media Inc.'s WOOD-TV8 presented their annual *Maranda's Beautiful U 2023* on Tuesday, April 25, empowering 7th and 8th-grade students by focusing on beauty, kindness, respect, positivity, and compassion. Hosted at the Mary Free Bed YMCA, 150 middle school girls participated in this impactful day that provided motivational speakers, yoga instruction, healthy eating tips, and other uplifting activities. *Beautiful U* also provided an opportunity to share the concept of building community.



iHeartMedia

WSRW-FM & WBCT-FM (Grand Rapids)

On December 7-8, 2023, iHeartMedia West Michigan stations Star 105.7 & 93.7 B-93 held their 24th annual *Radiothon* for The Helen DeVos Children's Hospital in Grand Rapids. Morning show personalities Mac & Shmittty and Matt & Aly remained on air from 7a-7p both days to share incredible stories from former patients, their families, doctors, and community partners who all came together to help raise funds for more than 20 hospital programs. These programs, including the Center for Child Protection, NICU family support, music therapy, and life-saving research, wouldn't be possible without philanthropic efforts like Radiothon. Over the years, Radiothon has raised millions of dollars in total, but this year set a new single year record with \$601,374 donated over the two-day period.



Districts 3-4

E.W. Scripps Company

WXMI-TV (Grand Rapids)

WXMI-TV FOX 17's *A Path Forward* brings together law enforcement, the business community, and many non-profits as part of a Community Advisory Board, to build connections and lift up teens for a safer West Michigan by showcasing resources, changing the way the news department shares these stories, and establishing partnerships that offer real opportunity for the young people in our community. One way WXMI-TV is doing that is with the Boys and Girls Club of Grand Rapids, not only in fundraising at the *Be Great Tailgate*, but in sharing stories about young people who are growing and thriving because of its programming.



Mid-West Family Broadcasting

WSJM-FM, WIRX-FM, WCSY-FM, WYTZ-FM, WCXT-FM, WQYQ-AM & WQLQ-HD2 (Benton Harbor)

For the past 27 years, Mid-West Family Southwest Michigan has worked side by side with the Southwest Michigan Community Action Agency to help receive donations in the form of food, personal care items, and cash to support the tremendous need here in our community. The radio stations broadcast live Monday through Friday from 6a-6p at a local grocery store, asking for donations. This year, a significant amount of food and personal care items were donated and the initiative raised just shy of \$50,000 cash, enough to cover their need for half the year. Without this initiative the SMCAA would struggle mightily to fill the need in the southwest Michigan community.



Midwest Communications, Inc.

WHTC-AM/FM & WYVN-FM (Holland)

Midwest Communication's WHTC-AM/FM & WYVN-FM sponsored the *Alzheimer's Walk of Holland* which helped to spread awareness about the important cause. WHTC Morning News & WHTC Brand Manager Dan Evans emceed the event.



Sinclair Broadcast Group

WWMT-TV (Kalamazoo)

WWMT News Channel 3, Versiti, and the Heart of Michigan Girl Scouts hosted a blood drive in April with 40 donors, 38 donations were collected, and 114 lives were saved, according to Versiti. Thirty of the 40 donors who participated in the blood drive were brand new donors to Versiti, organizers said.



Districts 5-6

Plymouth-Canton Community Schools

WSDP-FM (Plymouth-Canton)

WSDP-FM 88.1 The Park, Plymouth-Canton's student-run radio station positively impacted the local community throughout the year via partnerships with community leaders. *The Penn Theatre Movie Series* sponsorship allowed an excellent opportunity to support one of Plymouth's local treasures as they work to continue serving the community. The station served as the soundtrack for a day-long *Mental Health and Wellness Fair* and demonstrated their service to the community through airing public service announcements and news stories leading up to the event. WSDP-FM 88.1 The Park was also proud to use their airwaves to help a student-led *SJ5K Charity Run* pass the million-dollar mark, benefiting families facing medical hardships.



Michigan Public

WUOM-FM (Ann Arbor)

Michigan Public partnered with several community organizations on June 17, 2023 to present *Navigating a Mental Health Crisis*. This free event helped provide Detroit residents with tools and resources to identify and respond to a mental health crisis. The event helped Detroiters become better equipped to handle crisis situations, informed residents when and when to not call the police, gave guidelines on who to call in a crisis, and shared what long-term support is available. Partners for this event included Detroit Wayne Integrated Health Network and Wayne State University.



Lenawee Broadcasting Company & Southeast Michigan Media, Inc.

WLEN-FM & WQTE-FM (Adrian)

On November 10, 2023, Lenawee Broadcasting Company and Southeast Michigan Media held their annual *Thank-A-Vet* fundraising event outside their studios in downtown Adrian. The event, held live on-air from 6a-6p, raised \$47,401.49 for local veterans. This closely matches the record \$48,000 raised the previous year. WLEN staff, local veterans' organizations, and area business people stood curbside outside the station studios and collected funds to support local veterans. These funds are distributed throughout the year to local veterans for assistance with rent, mortgage payments to avoid foreclosure, utility bills, rental facilities to store possessions when they are displaced, transportation stipends, and for things as simple as a pair of boots to secure employment. Since 2006, the stations have raised over \$400,000 to help local veterans.



McKibbin Media Group

WCSR-FM (Hillsdale)

On December 15, McKibbin Media Group WCSR-FM afternoon host, Bob Flynn raised \$12,904.85 in just five hours of his *Salvation Army Red Kettle Campaign* bell ringing. The station broadcasts the yearly event from the Hillsdale Market House and partners with several corporate sponsors who match a percentage of the kettle funds collected. Money raised stays in the community, benefitting local programs and services of the Hillsdale County Salvation Army. Community partners, Reading Emergency Unit, and Southern Michigan Bank & Trust are also a part of the campaign by hosting *Stuff the Ambulance*, where community members can donate non-perishable food and toiletry items for local food banks. Between food and monetary donations, *Stuff the Ambulance* was able to donate 5,000 items to local pantries.



District 7

Gray Television, Inc.

WILX-TV (Lansing)

WILX-TV News 10's *Make an Impact* initiative is designed to raise awareness, raise funds, and collect supplies for community organizations across Mid-Michigan using the full power of the television station and digital properties to make a real difference. Each campaign ends with an extensive one-day blitz including a telethon from the News 10 Call Center. This initiative has supported causes by collecting boots, blood, diapers, books, defibrillators, bunkbeds, turkeys, backpacks, toys, food, and pets supplies - to just name a few! To date, *Make an Impact* has raised hundreds of thousands of dollars that have gone back into the community, plus countless physical donations.



Nexstar Media Group, Inc.

WLNS-TV (Lansing)

WLNS-TV 6 News features in-depth local content throughout the year focused on issues affecting the community in an effort to provide information that will be helpful, and sometimes lifesaving, to viewers. One example in 2023 is a month-long multi-media initiative called *Fighting Addiction: Heartbreak and Hope* that focused on substance use disorder. The station worked with local organizations to provide educational information and to provide local resources for those who need help. This initiative featured extensive local content, a dedicated web page that included links to local resources, social media posts, and an hour-long special airing after the evening news.



E.W. Scripps Company

WSYM-TV (Lansing)

With the goal of bringing the mid-Michigan community together as one, WSYM FOX 47 proudly broadcast the live two-hour *Silver Bells in the City Electric Light Parade* from the plaza of Lansing City Hall, directly across from the State Capitol. In partnering with Lansing Public Media, the parade telecast was watched in more than 40,000 homes, with another 45,000 in attendance in downtown Lansing, making it the largest in-person event in the City of Lansing.



Midwest Communications, Inc.

WJXQ-FM (Holt)

Midwest Communications' WJXQ-FM partnered with the Lansing Food Bank to help needy families over the holiday season. Listeners were invited to donate 50 pounds of food, or \$50 in cash in exchange for picking any song to be played on the station that day. Cash donations totaled \$3,500 and multiple tons of food were collected.

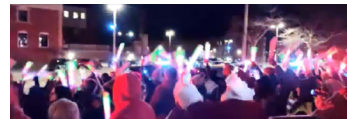


Districts 8-9

Alpha Media Licensee LLC

WSGW-AM/FM, WCEN-FM, WTLZ-FM, & WGER-FM (Saginaw)

For the third-year all of the Alpha Media radio stations combined to present the *Lights Before Christmas* promotion for Covenant Hospital in Saginaw. For five nights in a row, the Alpha Media stations hosted local choirs to sing Christmas songs and Impact Saginaw supplied lights and flashlights for listeners to shine along with police and fire truck lights for the kids in the hospital. A toy drive was included with the area credit unions and the Saginaw Spirit hockey team to brighten the lives of the children.



Krol Communications Inc.

WRSR-FM (Flint)

Krol Communication's WRSR-FM held its annual *Fox Feeding Frenzy* on March 3, 2023, and raised \$61,912 for The Food Bank of Eastern Michigan, enough money to provide 371,472 meals. The 12-hour broadcast aired 7a-7p from the station studios. The Food Bank of Eastern Michigan provides food and water for 415 partner agencies in 22 counties across Michigan. Over \$250,000 have been raised for the food bank since the first *Fox Feeding Frenzy* in 2016.



Townsquare Media

WCRZ-FM (Flint)

Townsquare Media's WCRZ-FM raised \$94,000 for Whaley Children's Center (WCC) during the station's 8th annual *Roof Sit*, held July 12-14, 2023, atop the downtown Grand Blanc McDonald's. The goal of the annual three-day fundraiser was to raise awareness and donations for the needs of the 42 foster children currently living at WCC. The WCC is an independent, 501(c)3 nonprofit, nearly 100 years old, which works to provide every child with a comfortable and living home. They provide residential childcare for children five to 17 years old who have suffered chronic abuse and neglect, provide counseling, aftercare services, and more.



Districts 8-9

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 from September 10-15, 2023. Station staff lived on top of the MiMutual 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 \$162,000 to support the work of the CAN Council.



Sinclair Broadcast Group

WEYI-TV, WSMH-TV & WBSF-TV (*Flint*)

Mid-Michigan NOW, Dort Financial Credit Union, and Catholic Charities of Shiawassee and Genessee Counties teamed up to help those in need for the 13th annual *25 Days of Giving*. Through the month of December, donations for non-perishable food items, personal care items, and winter coats, hats, gloves, and mittens were accepted at Dort Financial Credit Union branches throughout the region. Catholic Charities relies heavily on donations, which are distributed to those in need.



Gray Television, Inc.

WNEM-TV (*Saginaw*)

In March 2014, the Saginaw Spirit hockey team was devastated to learn player Terry Trafford had taken his own life. Since then, it has been the mission of the Saginaw Spirit to prevent suicide through education, connection to resources, and support for those impacted by suicide. WNEM TV5, along with the Barb Smith Suicide Resource & Response Network, hosts a live phone bank encouraging viewers who may be struggling to make that call that could save their life. During the 5p, 5:30p, and 6p News, the station airs a :90 interview with a resource member and a running crawl with an 800 number directing viewers to call. On February 9, 2023, the station hosted the *Talk Today, Hope for Tomorrow* Mental Health phone bank. The Saginaw Spirit, the Trafford Family, and the Barb Smith Suicide Resource & Response Network came together to turn this tragedy into a legacy that will help so many. The professionals who were at WNEM TV5 answering the calls were able to help several critical people and even had staff from the Saginaw Spirit assisting in looking up phone numbers and resources while the experts were on the phone.



Districts 10-13

E.W. Scripps Company

WXYZ-TV (Southfield)

WXYZ-TV, 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, WXYZ-TV employees, and the Scripps Howard Fund came together for the *If You Give a Child a Book...* campaign. Generous donations provided 20,000 new books for kids. On July 26, the station raised more than \$90,000 in a one-day telethon for metro Detroit's largest food rescue organization, Forgotten Harvest. The money raised by the telethon provided 360,00 meals for families in need in Southeastern Michigan. WXYZ-TV broadcast the 60th anniversary of Dr. Martin Luther King Jr.'s Walk to Freedom on June 24th. WXYZ-TV had four hours of live coverage of the historic event as thousands retraced the steps of Dr. King. The walk ended at Hart Plaza for a rally. Metro Detroiters could witness history by watching WXYZ-TV and its streaming platforms.



CBS Television Stations

WWJ-TV (Southfield)

CBS Detroit staff volunteered at Camp Care in Macomb County which is a camp for children with parents suffering from addiction. Staff were able to see a typical day at camp for the children, ranging from five to 18, and talk to them about camera operations and storytelling. CBS Detroit's Amyre Makupson was the keynote speaker for the Empowerment Plan's 10-year anniversary gala. The empowerment plan creates coats that turn into sleeping bags for the homeless. In 2023, the nonprofit made over 11,000 coats. The station also created a Michigan Made tree to solicit votes for the Alzheimer's Association Greater Michigan Chapter through Gardner White. Anchor Amyre Makupson spoke to local businesses and artisans to collect locally created ornaments and spoke to the community about Alzheimer's at the Twinkletown Gala.



FOX Television Stations

WJBK-TV (Southfield)

Over the course of the year, FOX 2 supports more than 100 community causes that impact their viewing audience. The station's biggest project of the year is fighting food insecurity. No child should go to bed hungry, but the reality is that one in five children in the community faces hunger. That's why FOX 2 teams up with Gleaners Community Food Bank all year long. In 2023, the station produced four one-day telethon events to help inspire viewers to support the food bank. In total, the four events raised almost \$1.3 million. All those donations were matched by sponsors for a grand total of more than \$2.5 million. Every dollar goes to feeding hungry families, seniors, and children in the community. FOX 2 also partnered with Gleaners for a *Hunger Free Summer Campaign* because when school is out many children go hungry. More than 30 employees gave time on a Saturday morning to pack food boxes for Gleaners Mobile Pantries. Those mobile distributions go into the community bringing food directly to hungry neighbors. In the end, more than 21,000 pounds of food were packed which will provide 17,034 meals to those in need.



Districts 10-13

Audacy

WWJ-AM & WOMC-FM (Southfield)

On February 3, 2023, WWJ-AM held its 20th annual *Winter Survival Radiothon* to benefit THAW, The Heat and Warmth Fund. This year, the effort raised \$347,660 to bring warmth for Michigan families in need. THAW assists families in need by preventing utility shut-offs, providing fuel, or restoring services. They also help seniors on a fixed income and others who are struggling to replace broken furnace or other essential appliances. The 14-hour event featured an online auction, hourly incentives, and generous listeners calling in to make donations. On November 16, 2023, Audacy's WOMC-FM held its 6th annual *Turn Up the Miracles Radiothon* and raised (at last report) \$488,617 for Beaumont Children's, a Children's Miracle Network Hospital. Radiothon listeners had fun with the on-air talent and enjoyed incentives for donations. They also learned more about Beaumont Children's pediatric programs and those at Beaumont's Center for Exceptional Families as local patients and families treated at Beaumont Children's shared their experiences.



Beasley Media Group

WDMK-FM (Ferndale)

Beasley Media Group's Detroit Praise Network hosted the *2023 National Urban Radio Cares for St. Jude Kid's Radiothon* to benefit St. Jude Children's Research Hospital. The daylong event took place from 6a-11p on March 2, 2023, at the PRAISE Network Studio in the Motor City. Donation requests were also encouraged on-air over the weekend to help raise additional funds for the organization. Thanks to the support of generous donors, families never receive a bill from St. Jude for treatment, travel, housing, or food. The final total raised through the *Detroit Praise Network Radiothon* was \$68,727.



iHeartMedia

WJLB-FM (Detroit)

iHeartMedia's WJLB-FM held its annual *Coats for Kids* fundraiser on November 4, 2023, supporting the Salvation Army of Metro Detroit's mission to provide essentials for those in need. The charitable event included a live broadcast, artist appearances, and performances from Tee Grizzley, Skilla Baby, and Sada Baby. Detroit City Council President Mary Sheffield also participated along with the Detroit Pistons Dancers and mascot Hooper. The event raised more than \$23,000.

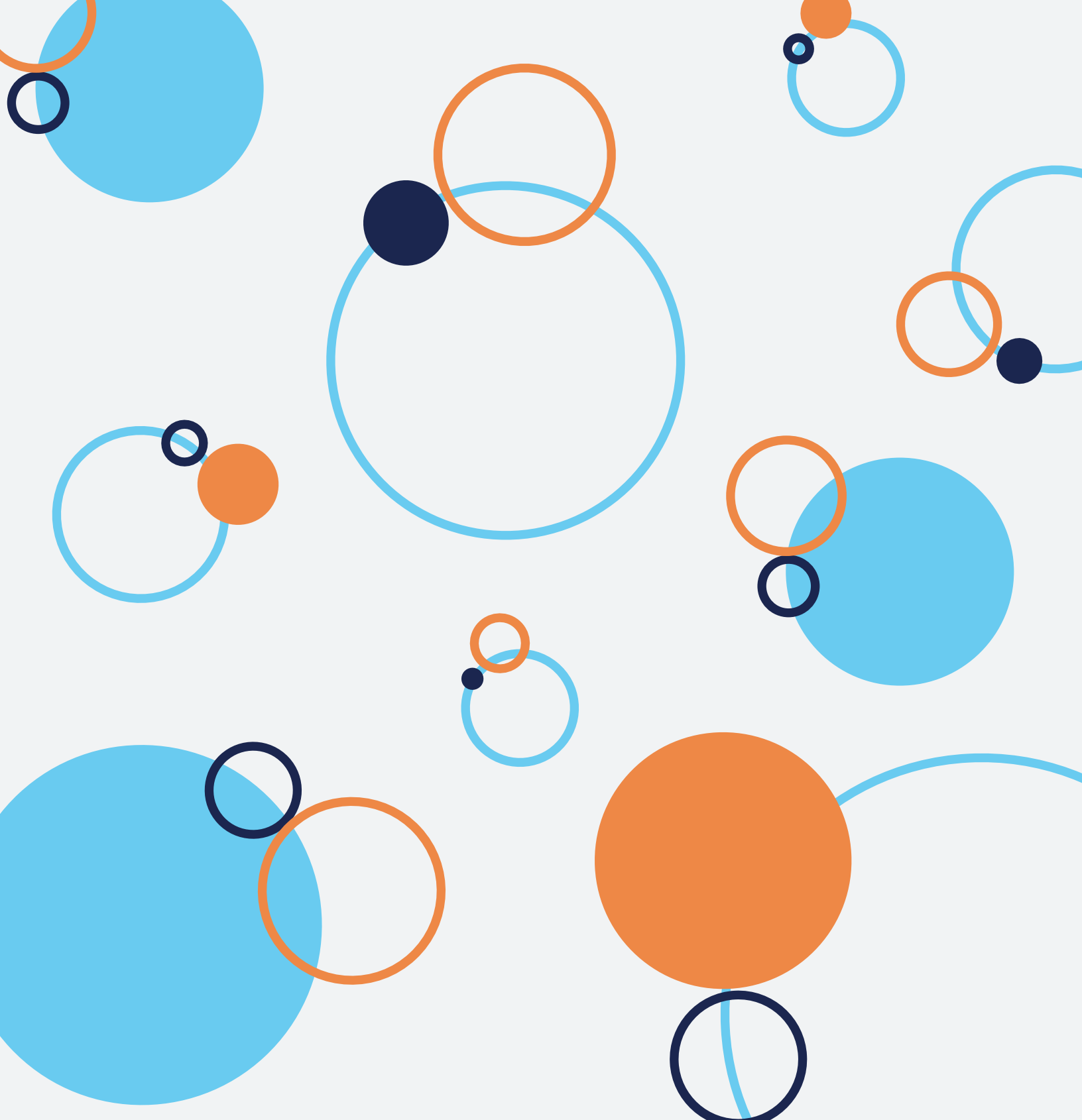


Graham Media Group

WDIV-TV (Detroit)

On November 14, 2023, Graham Media's WDIV-TV hosted their annual *Help Me Hank* drive for Toys for Tots. This year, the station filled two trucks with donations from viewers, all of which went to benefit children over the holiday season. The effort was deemed the most successful yet.





MichiganMedia.com

BeThereMichigan.com