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Michigan Association of Broadcasters

819 N. Washington Ave., Lansing, MI 48906
Phone: (517) 484-7444, Fax: (517) 484-5810
Toll Free: (800) 968-7622
Web site: www.michmab.com
E-mail: mab@michmab.com

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In partnership with the National Association of Broadcasters, the Michigan Association of Broadcasters surveyed radio and television stations in Michigan to determine the extent of station engagement in public service activities. The survey covered community service performed between January 2005 and December of 2005.

Executive Summary



Karole L. White
President/CEO

Michigan Association of Broadcasters

Michigan Broadcasters Provide \$330 Million in Community Service!

We are indeed proud to report that broadcasters in Michigan provided more than \$330 million of community service to Michigan citizens in 2005.

Michigan's broadcasters serve every community. They are the heart and soul of these communities, keeping citizens connected to each other and to what is happening within their community, the state, nation and world. Broadcasters provide that reassuring voice in times of stress and concern. There is a personal relationship between broadcasters and their audience. The voices and faces become trusted friends.

Each community has its own unique set of human and social needs. Broadcasters reflect that uniqueness by forming partnerships with community service groups to find solutions and help in time of need. No other medium has this unique personal relationship with its audiences. It's a long standing relationships of trust. Listeners and viewers know broadcasters will be there for them when needed, whether in emergencies or just to lift spirits or tell us how to dress our children in the morning for school.

Broadcasters bring Michigan citizens closer together to focus on issues and projects to benefit the whole community and to express compassion for one person, a whole family, or a nation, just as they did during the tragedies last year.

During 2005, Michigan broadcasters helped listeners and all citizens of the state express their sorrow and deep concern, far beyond our own borders, to countries far away hit by a tsunami and to the citizens of Louisiana, Mississippi and Florida during the Hurricane Katrina tragedy. This was a year that tested all of us. Your local broadcasters passed the test.

Michigan Broadcasters Respond in Times of Need

In partnership with the National Association of Broadcasters, the Michigan Association of Broadcasters conducted a comprehensive survey of television and radio stations in Michigan to determine the amount of station participation in community affairs activities. Broadcasters were surveyed between January and April of 2006 concerning their activities in 2005. The response rate in Michigan was 43 percent of radio and 68 percent of television stations. The data collected follows within this report.

The data was collected, tabulated and analyzed by Public Opinion Strategies, an Alexandria, Virginia-based opinion research firm. The results were impressive. The survey showed that Michigan radio and television stations contributed more than \$330 million in community service.

Radio and television stations across Michigan raised more than \$53 million for local charities and donated more than \$195 million in free air time for public service announcements. One hundred percent of reporting television and radio stations raised money for charities and individuals in need.

Michigan broadcasters not only work for their own local communities, they also work together on statewide campaigns to address some of our state's most pressing issues, setting aside competition to jointly bring about positive changes for our state. The following are examples of how broadcasters from across our state joined together for a cause:



Amber Alert

Michigan's broadcasters are a strong partner with the Michigan State Police, the Michigan Sheriffs' Association, the Michigan Chiefs of Police and MDOT to the benefit of Amber Alert in Michigan. Amber Alert is the state's notification system for abducted and endangered children. In 2005, 47 Amber Alert activations were aired in various areas of the state, depending on the location of the possible abduction. Of the 47 activations 42 had a positive outcome. The MAB received a grant from AT&T to further the work

of Amber Alert by allowing us to create a web site where broadcasters and other interested parties can see the current status of Amber activations. In addition it will allow members to utilize the Emergency Alert System (EAS) to activate an Amber Alert whether or not a station is staffed at night. This project, along with training for law enforcement and broadcasters, will be completed in late 2006 and has taken hundreds of volunteer hours along with the cooperation of every broadcaster in the state who had to make technical changes to their EAS equipment to make the improved system work.

Michigan Army National Guard

In the past year Michigan's broadcasters went above and beyond to show support of our brave soldiers serving in the Middle East and around the world. They covered them in the news as they left the states and rallied communities to welcome them home as they returned. Broadcasters also supported our troops and their families while the soldiers were away, marshalling communities to do letter writing campaigns and gift baskets. In addition, the broadcasters recognized how important it was for the Michigan Army National Guard to spread the message across the state about the importance of the jobs our citizen-soldiers are doing everyday, which is serving our country and local communities.

“

I'd like to make sure we communicate on behalf of not only the mid-Michigan chapter, but all of the Red Cross chapters in the state, how much we appreciate the Michigan Association of Broadcasters, particularly during the Michigan Cares program...The Michigan Association of Broadcasters came to the Red Cross and said, "We want to help", and it was a phenomenal assist at that point in time.

”

John Cauley
CEO, American Red Cross
Mid-Michigan Chapter

“

Michigan broadcasters really go the step beyond to help us tailor our message so that we can get it across to the public in a way that helps us develop resources for the community.

”

Michael Brown
Michigan Association
of United Ways

Drug-Free Michigan

The MAB served as a distribution center of Drug-Free Michigan PSAs and members responded by airing hundreds of thousands of dollars in anti-drug messages, informing listeners and viewers of the impact of using drugs and where to get help for those addicted.

Harvest Gathering

The poor and hungry will always be with us. It is up to those of us who have much to share with the unfortunate and unable. Broadcasters helped their communities meet the challenge by filling semi-trucks with food and raising money for those organizations that feed the hungry. Once again they collectively helped Harvest Gathering, held in the fall to fill store rooms, from which many local communities draw for their supplies.

Michigan Cares, Michigan Gives

On September 9 a total of 236 radio and television stations across Michigan joined the Michigan Association of Broadcasters and devoted their morning shows to a statewide fundraising effort, urging listeners to donate relief funds via the American Red Cross. Along with the 236 radio and television stations, participants in this special promotion included Governor Jennifer Granholm and many of Michigan’s favorite celebrities, sports stars and elected officials. Michigan’s television stations also promoted the event by urging their viewers to participate. MAB brought together Michigan television and radio stations, commercial and public, in a unified effort to raise money for the urgent and extensive recovery operations in Louisiana, Mississippi and Alabama.



These are but a few of the collaborative programs that broadcasters do together, setting aside the competitive nature of business to make a better community and a better Michigan. Please review the rest of this report to get a better idea of the depth of the commitment of your local broadcasters serving every local community.



Governor Jennifer M. Granholm speaks during the Michigan Cares, Michigan Gives press conference.



“

This unprecedented effort will help make sure the important work of the American Red Cross continues to give help and hope to those in need.

”

Jennifer M. Granholm
Governor, State of Michigan
Speaking on Michigan broadcasters' participation in the Michigan Give, Michigan Cares campaign.

Quantitative Research Findings

Michigan Broadcasters donated more than \$195 million in PSAs.

Using mean figures to derive a per-station total, responding Michigan TV stations report running approximately 166 PSAs per week, with radio stations running 179. These figures combine all PSA spot times – from 10 seconds or less up to 60 second PSAs. Using the reported rate charged for each of these spot lengths, these PSAs translate into a mean cumulative amount of \$1,429,150 a year per TV station responding, and \$451,564 per radio station responding.

The cumulative statewide totals based on these data show the total PSA value for Michigan TV stations as \$48,591,117 and \$146,758,147 for radio stations.

More than \$53 million was raised for charities.

All responding Michigan TV stations (100%) and radio stations (100%) say they help charities, charitable causes or needy individuals by fund-raising or offering some other support. The mean amount raised by these TV stations was \$486,054, with responding radio stations reporting a mean of \$113,338. The projected cumulative amounts for this charitable giving is \$16,525,836 for TV stations and \$36,834,850 for radio stations who conducted some fundraising during the time period examined.

More than \$81 million raised for disaster relief.

More than nine-in-ten responding Michigan TV stations (91%) and nearly all responding radio stations (99%) were involved in either on-air campaigns – either through local news broadcasts, PSAs, or public affairs programming – or off-air activities to aid the victims of disasters. This is a sharp increase from the last survey, with considerable focus on this area by stations in light of the recent hurricanes in the southern United States and the tsunami relief efforts in Asia.



Michigan broadcasters are true first responders, using the airwaves to share important news and emergency information with their communities.

\$330 Million Equals...

\$195,349,264 PSAs Aired

\$53,360,686 Raised for Charity

\$81,636,825 Disaster Relief

\$330,346,775 Total



***It's really important for us
at the local level, as well
as at the statewide level,
to have the outlet and
information bridge
between our issue and
our needs and the public
who we rely on to support
them.***



Jane Marshall
*Executive Director,
Michigan Harvest Gathering*



TV broadcasters in the state reported raising \$61,299,008 in direct contributions or pledges related to disaster relief during 2005, while radio broadcasters reported raising \$20,337,817, for a projected cumulative amount of \$81,636,825.

PSAs also focus largely on local issues. Among responding TV stations, respondents say that an average of 41% of PSA time is devoted to local issues; the percentage of PSAs devoted to local issues among responding radio stations was 62%.

Broadcasters Addressing Important Topics

The following table examines some specific issues and the response by responding stations. As in previous years, broadcasters continue to devote time and resources to addressing important and relevant topics. Each station was asked to respond whether they aired PSAs, locally produced public affairs programs/segments (not including news broadcasts), or news segments on each of the following topics. The numbers here are the percentages of all state TV and radio stations who say they have addressed a particular topic through one of those methods:

Percentages of Distribution Methods

Issue	Television			Radio		
	PSA	PA Program	News Segment	PSA	PA Program	News Segment
AIDS	78%	26%	52%	61%	23%	58%
Alcohol abuse	100%	39%	65%	85%	40%	60%
Adult educ./literacy	70%	39%	61%	76%	58%	59%
Anti-crime	87%	57%	70%	83%	51%	81%
Anti-smoking	74%	22%	65%	81%	47%	71%
Anti-violence	87%	65%	65%	91%	63%	86%
Breast cancer/ other women's health	96%	74%	65%	92%	76%	81%
Children's issues	96%	43%	70%	93%	73%	81%
Drinking during pregnancy	26%	9%	35%	37%	17%	36%
Drunk driving	87%	48%	70%	89%	55%	81%
Drug use/abuse	87%	43%	57%	87%	47%	71%
Homeland security issues	35%	35%	65%	61%	42%	84%
Hunger/poverty/homelessness	74%	52%	70%	81%	69%	86%
Fund raising drives	87%	78%	74%	97%	91%	93%

Promoting Participation

Nearly two-thirds of responding Michigan TV stations (65%) and radio stations (63%) report airing public affairs programs of at least 30 minutes in length. The leading topics of public service campaigns by Michigan broadcasters in 2005 included disaster relief, national charities (such as Easter Seals, Goodwill), poverty/hunger/homelessness, health and disease issues (such as cancer), children's charities (such as Boys & Girls Clubs, Ronald McDonald House), homeland security, animal welfare issues, and supporting local charities such as area hospitals and local schools.

Methodology Notes

Continuing our participation on this project with the National Association of Broadcasters, a number of continued refinements were made from 2003, including questions asking specifically about disaster relief efforts related to the events of the past year. Market size and revenue data for stations were linked to survey data, allowing for more precise weighting and sample procedures.

Qualitative Research Findings

The previous quantitative information only tells a portion of what Michigan broadcasters do for their communities. The statistics on broadcasters' community service are impressive, but, they do not tell the whole story. To illustrate the true diversity of local broadcasters' public service, MAB gathered qualitative stories from a number of Michigan stations to show the ways stations in different Michigan communities are devoting money, airtime, staff and more to address the unique needs of their communities. The following are the stories collected.

Sault Ste. Marie (pictured right) Every November and December WSOO listeners gear up for "Toys for Tunes." The sixth annual "Toys for Tunes" in 2005 garnered over 200 brand new toys that were donated to the Salvation Army to be distributed to children in the area. Here is how it worked: the station played a requested tune in exchange for a new, unwrapped toy. Many people just brought in toys and didn't request tunes. Some people just bring in huge bags of toys each year.

Marquette WMQT-FM promoted the "Northern Michigan University 24-hour Relay for Life." After raising \$4,000 the first year of the event, this year's relay involved more than 200 students and raised more than \$10,000 for the American Cancer Society.

Flint WCRZ-FM participated in a day-long fundraiser called "Stuff the Bus" which raised \$2,000 and a school bus full of school supplies for the Salvation Army.

Big Rapids WYBR-FM held its "Safe Trick or Treat" once again on Halloween. The event offers a safe place for kids to trick or treat during the day in downtown Big Rapids. The event attracted more than 3,500 kids in costumes. In addition, more than 400 kids participated in a costume contest before the trick or treating started.

Cadillac/Traverse City WWTV-WWUP/TV teamed up with Art Van Furniture to provide soldiers with phone cards through Operation Uplink. Viewers made donations at locations in Petoskey and Traverse City to purchase and deliver phone cards to troops.

Detroit WDIV-TV and the Detroit Auto Dealers Association (DADA), helped Denver Jackson, 6, who has been fighting leukemia for most of his life. Denver opted to forgo a trip to Disney World in order to raise \$10,000 for the Van Buren Fire Department so that they would be able to purchase new equipment. WDIV-TV and DADA gave a donation to the fire department and paid for Denver to go to Disney World.

Grand Rapids WOTV-TV and WOOD-TV teamed up to bring fun, food, games and prizes to youth across West Michigan with six summer park parties. The premise of these annual park parties is to bring the fun and excitement to kids and families who may not ordinarily be able to take a summer vacation. Over 3,500 children and adults attended.

Traverse City WPBN/WTOM-TV hosted the "Walk With Us to Cure Lupus" fundraiser raising more than \$50,000 for the cause.



The Lansing Area AIDS Network (LAAN) has always relied on both television and radio to help in the local fight against HIV and AIDS... Outstanding media coverage of HIV/AIDS issues in our community has helped to keep the community involved and aware of the changing AIDS crisis and of local events sponsored by LAAN.



Patrick Lombardi
Director of Development,
Lansing Area AIDS Network



Detroit (pictured left) WXYZ-TV, department of health and Wellness Promotion and Molina Healthcare partnered together to give more than 1,000 Detroit metro area children a “boost” at the 28th annual Healthy Living for Kids Immunization Fair. The fair offered free immunizations, activities and clinics.

Iron Mountain WJNR-FM hosted the “Mountaineer Radio Experience” where a class of broadcasting students compete in writing and producing an ad for the same client. The client awarded the winners with a pizza party at the end of the school year and the radio stations gave that team their own airshift and the client currently is using their ad.

Detroit WCSX-FM's radiothon helped raise over \$210,000. WCSX Classic Rock Morning Show hosts Jim Johnson

and Lynne Woodison (JJ & Lynne) wrapped up their 28-hour radiothon with more than \$210,000 to benefit The Children's Leukemia Foundation of Michigan.

Flint WWBN-FM's “Erik and Carson Show” raised over \$2,700 for two children's charities in the Flint area. The fundraiser included the on-air duo living in an RV for five days in the parking lot of a local club. They collected cans and bottles of all kinds to return them for the deposits. The money went to Traverse Place, an agency that provides a home and job training for homeless teenagers and the REACH program offering support and counseling for runaways.

Grand Rapids WTRV-FM held a 30 hour “Winter Warmth Radiothon” to benefit THAW (The Heat and Warmth Fund) to help those who cannot afford to pay their heating bills. The event raised \$64,000 which will go to help at least 250 area families.

Lansing WLNS-TV, H.E.A.T. (Help Eliminate Auto Theft), and AAA conducted their 4th Annual “VIN Etching Day”. Viewers could take advantage of free VIN etching, Free child ID kits, free car seat checks and free chipped windshield repair service from Harmon Auto Glass. More than 275 vehicles were etched, two dozen child ID kits were distributed, 20 car seat checks were administered and 40 chipped windshields were repaired.

Traverse City WKHQ-FM's Mark Elliot and Lisa Knight participated in the first-ever “106 KHQ Endless Morning Show” Food Drive Marathon, staying on the air in a RV in the parking lot of a local car dealer until they filled up a truck with donated food items. They begged, pleaded, offered prizes and managed not to kill each other over an entire weekend while collecting donations for the Immaculate Conception Food Bank, which serves more than 5,000 people a year.

Kalamazoo The second annual WWMT-TV's “3 Cares Santa Cause” on-line auction raised funds for the U.S. Marine Corp and Toys for Tots program. The online auction raised \$13,000 which went directly to the Toys for Tots program specifically to purchase toys for underprivileged children.

Detroit WCHB-AM/Radio One Detroit and its listeners raised more than \$30,000 in a single day to help the widow of a shooting victim. Hundreds of listeners stopped by the Radio-One offices in Detroit to donate money for medical, funeral and family expenses.

“
WLEN does more than simply sponsor events - they are part of our family!
Over the past 16 years their golf tournament has raised over \$75,000 for the HOPE Community Center.”

Jessica Hanna
 Executive Director,
 HOPE Community Center



Saginaw (pictured right) WIOG-FM in partnership with the Salvation Army and Created for Caring, held the 2005 “Coats for Kids” campaign. The kickoff event featured recording artist Ryan Cabrera and brought in more than 300 coats. “Coats for Kids” collected new or like new coats, hats and gloves to distribute. WIOG’s Coats for Kids campaign was created to address the need to keep area kids warm in the winter season.

Detroit WMGC-FM held a silent auction benefiting the American Heart Association which raised \$4,700.

Grand Rapids The WXMI-TV “FOX 17 Charities Fund”, a fund of the McCormick Tribune Foundation, granted \$72,000 to three West Michigan food Banks as a result of the “Holiday Round-Up” campaign. The following local food banks received grants from the FOX 17 Charities Fund: Second Harvest Gleaners Food Bank of West Michigan (\$55,000), Kalamazoo Loaves and Fish (\$8,500), and the Food Bank of South Central Michigan in Battle Creek (\$8,500).

Detroit WYCD-FM raised \$802,812 for St. Jude Children’s Research Hospital. The two-day Radiothon was hosted live at Metro Detroit’s Oakland Mall and featured live, memorable segments with Clint Black and Hal Ketchum, as well as a WYDC auction featuring Gretchen Wilson and Kenny Chesney autographed guitars.

Ann Arbor WQKL-FM joined with Food Gatherers and Busch’s to collect over 100 tons of food that were distributed to 150 non-profit agencies. With food donations up over 50 percent from last year, Rockin’ for the Hungry 2005 was able to gather over 100 tons of food, or enough to help feed over 130,000 residents of the Ann Arbor area who benefit from the services of Food Gatherers.

Detroit WJLB-FM and the Salvation Army, in partnership with McDonald’s and SMART, collected new winter coats and cash donations at the Oakland Mall in Troy as part of “Coats for Kids.” Cash donations allowed for the purchase of more coats for children in need during the cold winter months.

Lansing (pictured right) WVIC-FM held a 36-hour “Coins For Kids” radiothon to benefit the Sparrow Foundation and the Children’s Miracle Network. The event raised \$65,836.66 for the pediatric program at Sparrow Hospital.

Detroit WJBK-TV teamed up with St. John Health to create “The Healthy Heart Project.” Nearly 1,500 people came to four St. John Health locations for a whole heart checkup – all for free. A number of those who attended required immediate medical attention for problems ranging from high blood pressure to chest pain.

Kalamazoo WKZO-AM raised \$54,687 for 18 local nonprofit organizations in 2005 through sales of station morning show host Lori Moore’s “Holiday Dish to Pass” cookbook. The cookbook is made up of holiday recipes submitted by WKZO listeners. This year, WKZO featured the 2005 Edition, nicknamed the Blabber Girl Edition for its cover art of Lori Moore in a spoof of Clabber Girl Baking Powder packaging.



Michigan Cares, Michigan Gives...

“ **Michigan
broadcasters
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than \$81 million
in disaster
relief in 2005.** ”

*Michigan broadcasters’
Community Service Report*

In time of grave disaster, like the devastation that swept through the Gulf Coast Region during hurricane season in 2005, Michigan broadcasters worked together and with their communities to provide news, information and raise money to help those in need. As proven by the broadcasters in New Orleans, broadcasters are first responders, too.

Lansing WILX-TV held a live telethon January 5 to aid the victims of the Asian tsunami. More than \$221,000 was raised during the one-time event. In addition to the callers pledging more than \$71,000 of the total amount, Sparrow Hospital promised to match the pledges up to \$100,000 and the Dart Foundation pledged \$50,000.

Ann Arbor WWWW-FM, WTKA-AM, WLBY-AM and WQKL-FM, joined together to help in the relief effort for Hurricane Katrina. Between the four stations more than \$15,000 in cash donations were collected.

Tawas City Kevin Allen, morning personality at WKJC-FM took his show on the road Friday, September 9. WKJC Broadcast ‘LIVE’ from the Whitetail Cafe’, downtown East Tawas for the Red Cross Katrina disaster relief fundraiser. Whitetail owners John and Dawn Landon generously donated all the proceeds from breakfast sales during the “LIVE” show. The total raised was \$1,073.00 for the American Red Cross Disaster Relief Fund.

Grand Rapids The McCormick Tribune Foundation and several of its community program partners, including WXMI-TV’s ‘FOX 17 Charities Fund’, started a campaign to raise money for victims of Hurricane Katrina. The McCormick Tribune Foundation matched the first million dollars donated to the campaign at 50 cents on the dollar. All administrative costs were be paid by the Foundation, so all funds raised were given directly to disaster relief organizations that provide short and long-term aid to those affected by Hurricane Katrina.



Flint (pictured left) WWCK-FM’s Caravan for Caring: to benefit Hurricane Victims traveled around Genesee County collecting food, personal items and cash for the Food Bank of eastern Michigan. Mid-Michigan pulled together and collected 15,138 lbs of food and a cash total of \$10,269.99.

Traverse City WKLT- FM raised over \$22,000 at the “Rockin Relief” event to benefit the American Red Cross to aid Hurricane Katrina victims. Kenny Olson, formerly of Kid Rock and the Brown Trucker Band, hosted the event. The 5 hour event featured seven bands and a silent auction. Tickets were \$15 at the door and took place at Streeters Entertainment Center.

Detroit WOMC-FM and Infinity Radio partnered for a “Labor of Love” over the Labor Day Weekend. Donations were collected throughout the weekend for the victims of Hurricane Katrina along the Gulf Coast.

Detroit (pictured right) WDIV-TV's "Rescue 4 HurricAID" began when the station opened its studios to Red Cross volunteers to conduct all-day live phone banks collecting donations. Generous viewers and sponsor partners contributed an astounding \$1.4 million.

Port Huron Area stations raised \$4,000 in the parking lot of the St. Clair County chapter of the American Red Cross. WPHM-AM, WHLS/WHLX-AM, WBTI-FM and WSAQ-FM all broadcast their morning shows live, and had interviews with local Red Cross officials, as well as local first responders and health experts to discuss the effects of Hurricane Katrina.

Saginaw Next Media's five Saginaw Valley radio stations, WCEN-FM, WSGW-AM, WGER-FM, WTLZ-FM and WXQL-FM, teamed up with the American Red Cross to raise funds for hurricane relief for the Gulf Coast communities struck by hurricane Katrina.

Howell (pictured right) WHMI-FM joined 236 stations across the station on September 7 for a morning telethon to raise money for Hurricane victims. The event was part of MAB's Michigan Cares, Michigan Gives campaign.

Jackson WKHM-AM/FM set out to fill one, 53-foot semi-truck with hurricane relief aid materials like diapers, water, juice, baby food and toiletries. They ended up filling five and a half semitrucks. All supplies went to Alexandria, Louisiana, to directly help those in need.

Saginaw WYLZ-FM, WHNN-FM, WIOG-FM, WKQZ-FM, and WTRX-AM, Citadel Broadcasting Saginaw, and midmichigannews.com teamed together for a unique fundraiser for the victims of Hurricane Katrina. Called "The Power Of Five" patrons could stop by any of the drive-by donation locations over a three-day period and donate \$5.

Grand Rapids During a one-day fundraising blitz for the victims of Hurricane Katrina, WZZM-TV raised more than \$50,000 in just 12 hours. Money raised went to the American Red Cross Disaster Relief Fund.

Lansing Mid-Michigan radio stations banded together to provide essential relief to hurricane-ravaged areas of Louisiana, Alabama and Mississippi. Participating stations in the effort were WFMK-FM, WITL-FM, WJIM-AM/FM, WMMQ-FM and WHZZ-FM.

Grand Rapids WGRD-FM's "Free Beer and Hot Wings Morning Show" hosts Gregg Daniels and Chris Michels auctioned off a couple of guitars autographed by members of Green Day and the Red Hot Chili Peppers to help victims of the tsunami; \$11,000 was donated to the West Michigan Red Cross.

Ludington WMOM-FM sent a semi-truck load of supplies to victims of Hurricane Katrina in Mississippi. For two weeks local schools, businesses and individuals brought the merchandise to the station in downtown Ludington.





*Michigan broadcasters are the
heart and soul of their communities
keeping citizens connected
to each other and to what
is happening locally, statewide,
nationwide and to the entire world.*



Serving Every Local Community

Michigan Association of Broadcasters
819 N. Washington Ave. • Lansing, Michigan 48906
PH: 800.968.7622 • 517.484.7444
FX: 517.484.5810 • Email: mab@michmab.com
www.michmab.com