

2014 Report to the Community



fm 103.9 fm

Serving the Citizens of Southeast Michigan, including Lenawee, Monroe, Washtenaw, Jackson and Hillsdale counties for 49 years!

Michigan Association of Broadcasters Station of the Year, 2002, 2003, 2005, 2006, 2008, 2009 and 2011

National Association of Broadcasters Education Foundation 2006, 2008 and 2014 Service to America Award, Service to Children

National Association of Broadcasters Crystal Radio Award winner for community service 1998, 2001, 2005, 2010 and 2014

National Association of Broadcasters Marconi Award winner, 2004 Adult Contemporary Station of the Year and 2011 Small Market Station of the year



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WLEN was blessed in 2014 to be honored by state, national and international organizations for our programming and service. In March, WLEN was honored by the Michigan Association of Broadcasters with several awards, including: 5 Best Awards for Breaking News, Marketing Materials and Promos, Sports, Special Show Personality or Team, and Play by Play, and 3 Merit Awards for Personality or Team, Play by Play and Community Involvement at the Michigan Association of Broadcasters. In April we received our 5th NAB Crystal Radio Award for community service. We are one of only 5 stations nationwide to receive 5 awards and because of that we will be receiving the NAB Crystal Heritage Award in April of 2015. In May, WLEN was honored by the International Broadcasters Idea Bank to be awarded the prestigious Herb Scott Award for promotions for our Anti-Bullying PSA Contest for youth. WLEN was also honored in May with the ATHENA Lenawee Parthenon Award for Business. In June WLEN was honored to be presented with the National Association of Broadcasters Education Foundation Service to America Award for our programming and service to children. It was quite an honor as this award was presented at a gala in Washington DC. The award recognized us for what we do for youth year round, including homeless youth and getting youth involved in our Thank a Vet campaign. What an amazing year. We don't do what we do to be recognized, we do it because it's what we do.....we love taking care of our community!



In 2014 our priority needs were homelessness, hunger and unemployment. We continued to broaden our reach as a community resource, promoted a strong education foundation and helped to build county-wide collaboration. The year saw us touching over \$2,000,000.00 in community giving. A 3kw single FM in a community of 20,000, we touched over 100 organizations. We sponsored Hometown Hope, and each month designed and donated a \$3,700.00 marketing grant to a different local non-profit. We organized fundraising events and assisted others with their events. Our staff of 17 donated over 1,000 volunteer hours. We broadcast over 54,734 public service announcements, over 125 live on location broadcasts and generated more than 400 hours of community affairs programming. We kept our community safe during storms and power outages and educated and informed our audience with local news, political coverage, weather and information. In 2015, we will continue to strengthen our local community and help people and organizations help themselves and help each other.



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News

As a community Radio Station, we are committed to local news. We have no local television stations and only one daily newspaper, so our community depends on us for local news and information. We cover city/village, township and county government meetings each month, as well as 13 local school districts. Our news coverage is comprehensive with 13 daily newscasts Monday through Friday. In addition, we cover news headlines three times a day. On Saturday, we have 10 local newscasts and on Sunday, 8 local newscasts...for a total of 4,316 newscasts annually. Our news department consistently wins awards on a state level, and 2014 was no different.



WEATHER!

In Michigan, we take the weather very seriously. In addition to securing the services of a meteorologist, we offer comprehensive weathercasts; 2 per hour 24 hours a day, or 17,472 weather programs annually. We have a weather line with the latest forecast available 24/7 and we have the local NOAA forecast available with a link on our website.



When NOAA came to us and wanted to use our tower for their weather service, we gladly obliged. In addition to donating tower space to NOAA, we donate space to our local REACT organization. They are a group of two way radio aficionados who are trained in emergency services and mobilized in local emergencies. Our contribution to REACT and NOAA are in excess of \$40,000.00 in services, tower space, electricity and generator use annually.



We are the only local station with auxiliary power at both our transmitter and studio sites, so we are able to broadcast emergency information and keep the community safe.

Between severe weather announcements and auxiliary power services, we are contributing over \$50,000.00 annually to our community.



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Community Programming; Public Service Announcements,

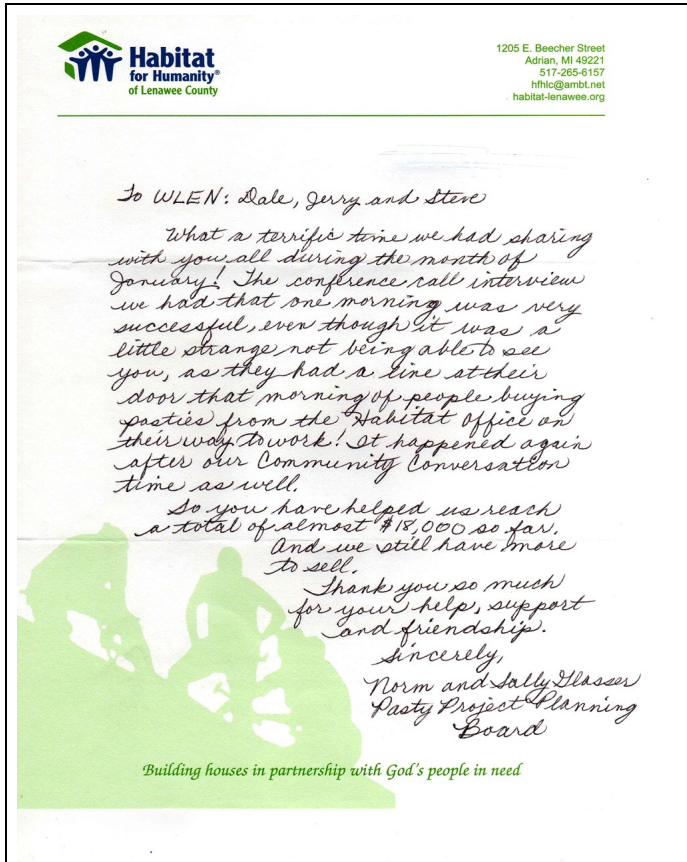
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local talk shows, Community Highlights and Community Conversation

At WLEN, our Community Events Calendar, our Public Service Announcements, our local 3 and 1/2 hour talk show "Partyline Now" and Community Conversation go hand-in-hand to fill the need of the hundreds of non-profits in our community.

Our "Partyline Now" talk show airs each Saturday morning from 8:30am until noon. In addition to being a community forum for citizen voices, it is also a place for non-profit organizations to be our guest, field questions, share concerns and get the word out about services. This program provides a community service in excess of \$39,000.00 annually.

Our :30 and :60 Public Service Announcement Campaigns air daily. We air 4,380 of these announcements annually and 99% of them are used by local organizations and produced by WLEN as an educational tool for our community. Be it the United Way Campaign, or a call for Habitat volunteers; this is an annual donation in excess of \$87,600.00. These are all unpaid minutes.



Community Conversation is a 15 minute program hosted by our Program Director, Dale Gaertner, and it airs 4 to 5 times per week. The community service time value is \$26,000.00.

Through Community Conversation, we covered every aspect of community need, including: Habitat for Humanity, Tecumseh Economic Development, Lenawee County American Legion consortium, Adrian Schools Education Foundation, Lenawee County Health Department, Adrian Kiwanis Club Community Foundation grants process, Lenawee Community Mental Health, Disabilities Awareness, Tecumseh Center for the Arts, Senior Center Services, American Red Cross, Hospice of Lenawee, Crime Stoppers, Lenawee Intermediate Schools Scholarship Program, Boys and Girls Club, Boy Scouts, Food Bank of South Central Michigan, CAA Housing Assistance Program, Special Olympics, Letter Carriers Food Drive, Youth Leadership Program, Junior Achievement, Lenawee County Homeless Education program, Lenawee Substance Abuse Prevention Coalition, Lenawee Emergency Housing program, Lenawee County Mission, "a night without a home", Veteran's Service Homeless program, Associated Charities ...all this and so much more.

Our Community Events Calendar is utilized by schools, clubs, churches, and other civic non-profit organizations to inform our community about their events. We run one :05 announcement three times each hour from 5am til midnight and air a 4 minute community calendar 5 times a day. This amounts to a total air time value of \$389,200.00. These are all unpaid announcements.

On-Line Services

Our community service transfers to our on-line presence as well. At wlen.com we provide tens of thousands of dollars in community service. On our classified on line website, users can buy, sell, trade, rent and giveaway for FREE, absolutely no-charge! This also includes the ability to post pictures of items for sale. We have over 1 million page views each month over 90,000 unique IP addresses, and over 62,000 registered users.

Mornings With Katie and Steve-Weekdays at 7:40am we make available a live 5 minute interview segment to local organizations and non-profits. Value: \$13,000.00 annually



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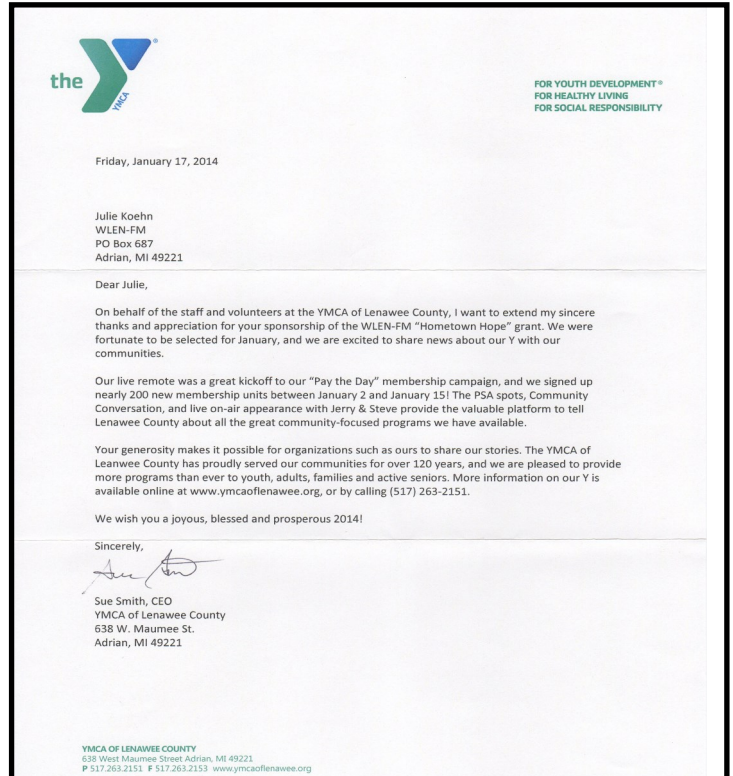
Hometown Hope

Focusing on our goal of combating Homelessness, Hunger and Unemployment, and with our community plagued by some of the highest unemployment and foreclosure rates in the country, we renewed hope with our Hometown Hope program. We offered marketing grants valued at over \$3,700.00 to a different local non-profit organization each month. These organizations applied for the grant and a panel of station personnel and business leaders made the selection. Please read on as a short description of each recipient organization is included. The outcome was that community awareness of the programs and service increased ten fold, provided by the \$42,000.00 in grant advertising donations. Each of the following organizations received this grant and all of the above.

January - The YMCA of Lenawee County
 The YMCA of Lenawee County has been serving the community for over 120 years. They have a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of responsibility. The YMCA of Lenawee County has a fitness center, indoor swimming pool with youth and adult aquatics programs, free land and water exercise programs and state licensed childcare. They used their Hometown Hope grant to promote their family friendly programs and new membership. Their goal is to increase awareness for the Y, and spread their message to inspire people to make positive changes in their lives and their communities.

February- Lenawee United Way 211

In February of 2009, Lenawee United Way launched 211 services. 211 provides callers with information and referrals on how to obtain assistance from local and national social service programs, governmental agencies and non-profit organizations. 211 offers information on a broad range of services, including rent assistance, food banks, affordable housing, health resources, utility assistance, child care, after school programs, elder care, financial literacy and job training programs. The Lenawee United Way will use this program to increase awareness of 211 and how it connects people with services and volunteer opportunities.





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Hometown Hope

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March – Damascus Road

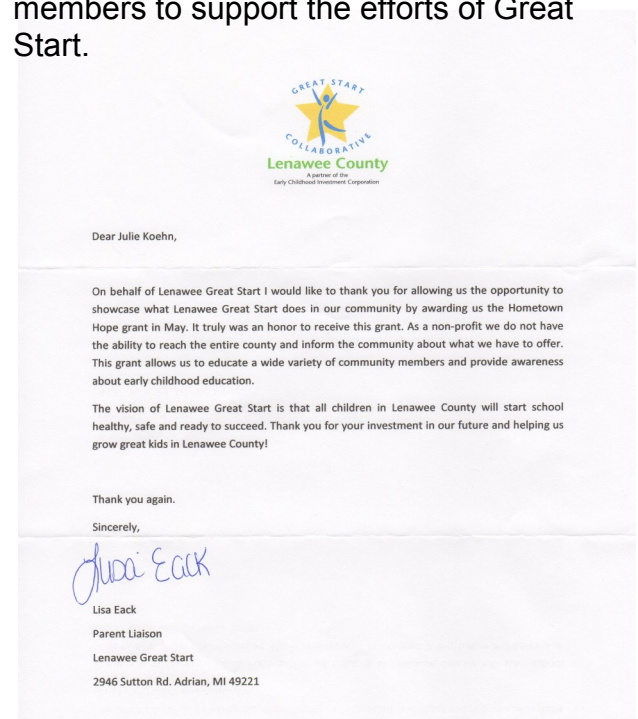
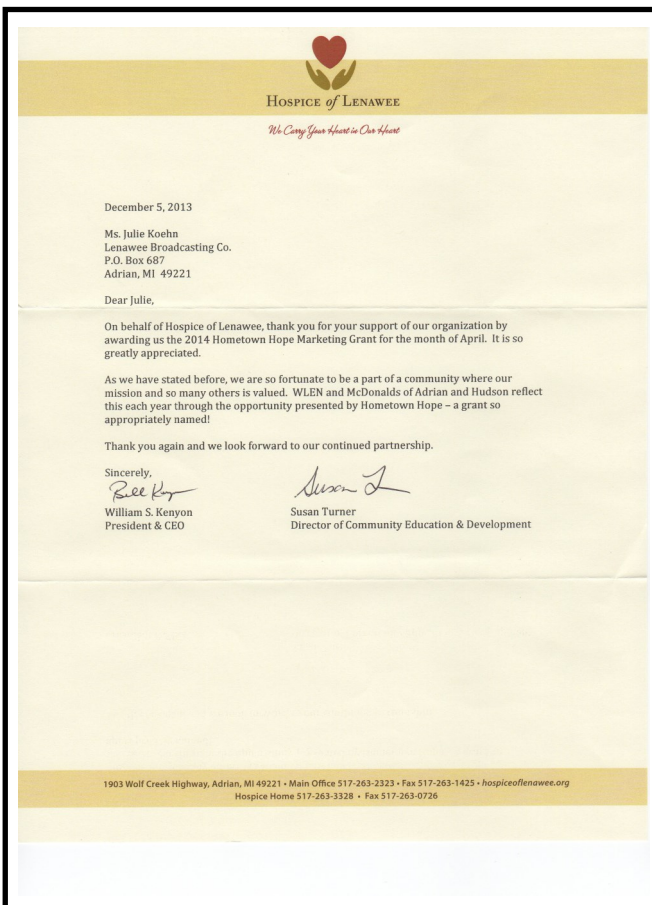
Damascus Road has been helping the homeless and those dealing with issues surrounding incarceration for over 8 years. They help those in need with clothes, furniture, food, housing, jobs and Christian guidance. They serve hundreds of people each year, including approximately 20 people daily in their warming shelter. They will use their Hometown Hope grant to increase awareness of volunteer opportunities, up-coming fund raising events and to inform the community exactly what it is they do and how great the community need for their services is.

April – Hospice of Lenawee

Hospice of Lenawee provides compassionate, patient and family centered care to people of our community during and after the last season of life. In 2012 Hospice of Lenawee opened the Hospice Home; a facility offering residential care. It was a \$5 million dollar project much needed by the community. Hospice will use the grant to educate the community on what Hospice means and to address misconceptions about Hospice. They also hope to promote their bereavement services available to anyone in the community.

May – Lenawee Great Start

The Lenawee Great Start Parent Coalition is a subgroup of the Great Start Collaborative. Together they are working to connect local early childhood resources, programs and support services into an easily accessible comprehensive system that will boost children's development so they can start school ready to succeed. They currently operate in 9 of the 11 school districts in Lenawee County and three community pre-school programs. They will use their grant to promote three events; A day in the life of a Kindergartner workshop, which lets parents know what their future kindergartner needs and what is expected of future students; their annual diaper drive, collecting over 8,000 diapers for Lenawee County families and StarPower at the state capital, bringing together families and community members to support the efforts of Great Start.





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June – The Daily Bread

The Daily Bread has been providing meals to the hungry and homeless in Lenawee County since 2001. The homeless, elderly, needy, low income individuals, veterans, and unemployed are all welcome with the same openness and respect. In 2013 they provided over 18,000 hot meals which they serve 5 days a week and nearly 20,000 pantry meals which are available 3 days a week to those in need in our community. They used their grant to increase awareness of hunger and of the need for food assistance in Lenawee County.

July– Lenawee County Foster and Adoptive Parent Association

In 1970, The Lenawee County Foster and Adoptive Parent Association was established by a group of local foster parents. Their mission; We are committed to the retention and empowerment of families to successfully parent all children placed in their care by providing training, advocacy, legislation and support groups. They used their Hometown Hope grant to inform the community of their local support group for foster and adoptive families, and to provide information to new families interested in becoming licensed foster or adoptive parents.

August - Alzheimer's Association, Michigan Great Lakes Chapter

The Alzheimer's Association, Michigan Great Lakes Chapter services those who reside in a 23 county region in Michigan, including Lenawee County. There are 180,000 people living with Alzheimer's disease in Michigan with 2000 of those in Lenawee County. The chapter offers community programs and services designed to meet the needs of those with Alzheimer's, family members, care partners, care givers and the public at large. They used their grant to increase awareness of the disease, and services that those dealing with the Alzheimer's can access. They also promoted educational programs and their Walk to End Alzheimer's, in September of 2014.



302 S. Tecumseh St. PO Box 894 Adrian, MI 49221 517.266.0937

July 1, 2014

Julie Koehn, General Manager
WLEN
PO Box 687
Adrian, MI 49221

Dear Ms. Koehn:

On behalf of The Daily Bread of Lenawee Board of Directors and Staff, I would like to thank WLEN for selecting our organization as the June 2014 Hometown Hope grant recipient. This was a wonderful opportunity for us to inform the public that there is still a great need for food assistance in our community and what we are doing to help these individuals and families.

Thank you again for this special opportunity. We appreciate everything WLEN does for the community.

Sincerely,

Rhonda Clark
Executive Director





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September – Tecumseh Lions Club

The Tecumseh Lions Club was chartered on January 8th, 2011 and they have been busy. They have been involved in many activities including; planting over 200 trees in the area, collecting school supplies for children, distributing Easter food baskets, purchasing equipment for the districts Kids Sight program, providing an application process for low income folks to get eye exams, and much more. They used their grant to build membership in their club and increase awareness of what they do in the community. They also publicized how they can help citizens with the services they provide.

October - Family Counseling and Children’s Services

FCCS oversees many programs in the community, including individual, marital, family and group counseling, the Catherine Cobb Domestic Violence and Sexual Assault Program, the Domestic Violence Alternative Program, Parent Education Program, and a state-licensed Foster Care and Adoption Program. Counseling services are provided to nearly 100 families and individuals each week. The domestic violence program has served over 500 families in 2013. 88 foster children were placed, and 29 children found permanency and love in adoption. With the Hometown Hope Grant FCCS increased awareness of their services, built a larger network of foster care homes, and inspired work on domestic violence by garnering people and resources to help make positive changes. FCCS has been in operation in Lenawee County since 1961.

November-Hudson Foundation

The Hudson Foundation has been serving the Hudson community since 2010. Their sole purpose is to assist Hudson in helping itself. Residents can give to community based projects through the foundation...some of those projects include; the City recreation program, hat and mitten drive for youth, the Kiwanis Christmas food basket program, Christmas adopt a family program, the Hudson Education Foundations scholarship and mini grant program and the Hudson Library. The foundation does not charge any administrative fees, all funds collected go directly to programs. The foundation used their grant to increase awareness of the foundation, the ways people can donate and built awareness of the programs it serves.

December – The Salvation Army

The Salvation Army came to Lenawee County in 1896. In 1929, they moved into their present location on Church Street in Adrian. Every year, among other services, the Salvation Army provides over 20,000 meals and grocery orders to people who are food insecure. They also meet the demand for other assistance, such as shelter, clothing and children’s camps. Many people know the Salvation Army for their canteen services in times of emergency, but they are much more. In the last 12 month period, they served 6,868 individuals and families. Their concept is to provide a hand up, rather than a hand out, with the ultimate goal of self sufficiency. They used their grant to inform the public about all the services they provide.



We Serve

WLEN
Julie Koehn, General Manager
PO Box 687
Adrian, MI 49221

Dear Julie;

On behalf of the Tecumseh Lions Club, I would like to express our sincere appreciation for being selected for your Hometown Hope program for the month of September. The exposure you gave our club was great! We've received calls from people that heard about us on WLEN who needed help with their eye care, which is exactly why we do what we do. What a tremendous way you have provided to area service clubs to reach people that need our help.

We appreciate all WLEN does for our community and are glad you made us a part of it.

Thanks again for the opportunity!

Sincerely,

Vicki Philo
Vicki Philo
Tecumseh Lions Club

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Anti Bullying PSA Contest for Youth

Because we believe that our kids need to feel safe in school in order to achieve, we knew we needed to be a catalyst of awareness on bullying. The increase in recent school violence led us to the creation of the Anti-Bullying PSA contest. We knew the messages needed to come from those closest to it, so we launched a PSA contest for youth. We had two grade/age categories; grades 5-7 and grades 8-10. The six winning students/youth groups recorded their PSA's at the radio station and we aired them from June through December. The class or organization of the winning entries in each category received a \$100.00 stipend to use as they wished.

Event result: Total donation of air time was in excess of \$13,000.00. This event directly impacts the youth in our community. It is part of the goal; as a safe environment instills better learning....and an education is a direct way to end homelessness, hunger and unemployment.

The local Intermediate School District was so impressed with the results of this program, they had the winning youth produce videos corresponding to their PSA's for airing on the LISD's local TV site. We embraced the collaboration and welcomed the support and interest! The more hands keeping our kids safe the better!



American Cancer Society Relay for Life Celebrity Pie Auction!



WLEN 15th Annual Celebrity Pie Auction to benefit the 2014 American Cancer Society Relay for Life

Listen to 103.9fm on Tuesday, August 5th, 2014 from 6am to 5pm. Bid on pies donated by WLEN Radio personalities, local celebrities and local businesses each hour. Call 517-263-1039 to bid. You can pick up pies Tuesday until 6pm and Wednesday between 8am and 5pm at the WLEN Studios 242 W. Maumee Street in Adrian.

Brought to you by 103.9, WLEN, Lenawee's Radio Station and these supporting sponsors: Adrian Lock and Bike, First Federal of Lenawee in memory of Jeff Vereecke and your Big Boy Restaurants in Adrian, Brooklyn and Tecumseh.



Our community has a 17% higher incidence of cancer than the national average. Cancer has touched many lives in our community, so as part of our participation in the local ACS Relay for Life, we host a celebrity pie auction. Each hour beginning at 6am and running until 5pm, we auction off pies to the highest bidder. The pies are donated by station personnel, local dignitaries, elected officials and businesses.

\$3950.71 was raised as was the awareness for cancer services and cancer in our community. We also raised awareness for the Relay that was held a week later when we participated with a live broadcast and helped bring in over \$100,000.00. Improving the quality of life and health in our community helps everyone stay fed, housed and employed.



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Thank A Vet!

Veteran's Day has always been important to us at WLEN. We believe those who serve must be honored. 9 years ago, WLEN Marketing Consultant Jim Mooney, a Veteran himself, decided we needed to help homeless Vets and "Thank a Vet" was born. We stand curbside for 12 hours collecting funds for the Veteran's Dire Needs Fund administered through the Lenawee Emergency and Affordable Housing Corporation aka Housing Help of Lenawee. The fund is specifically to help Veterans with immediate needs like money to keep their utilities on, help with rent or storage units when they are displaced. Sometimes it's something as simple as a pair of boots to get a job. We interviewed members of our local American Legions, VFW's, Amvets and Veterans Administration representatives. In addition, we had local schools support the effort with student events, including a hat day (donation to wear a hat), a coin drive and a bake sale. The schools participating raised over \$1,778.22 toward the event.

When the dust settled, we raised over \$20,000.00 !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!



exceeding our goal and making it the most successful year ever. Our airtime donation exceeded \$8,800.00. This event directly relates to assisting with homelessness and hunger and reducing unemployment for our veterans and our community.

Hats Off to Veterans: On Friday, October 24th Madison Elementary students participated in "Hats Off to Veterans" Hat Day to support WLEN's Thank a Vet Fundraiser on November 7. Students who brought in a \$1.00 donation were permitted to wear a hat all day at school. Pictured is Miss Weible's class who raised the most money for our local Veterans. They received military-style dog tags for their efforts.



Keep Lenawee Warm!

WLEN is the primary organizer of the "Keep Lenawee Warm" coat and blanket drive. We collect donations of gently used coats and blankets at our studio, at 7 different branch locations of United Bank and Trust and at Dave Knapp Automotive Group. The items were cleaned by a local dry cleaner and distributed by Associated Charities on Make a Difference Day. Over 1,300 coats and blankets were collected, cleaned and distributed. Total donation of air time was in excess of \$7000.00. This event directly impacts those who are homeless and unemployed by helping them secure basic needs like a winter coat and blanket.





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More Connections

Volunteering is part of what we do at WLEN. Our staff of 17 full and part time broadcast professionals donate in excess of 1,000 hours to our community. Whether we are emceeding the Relay for Life, walking to raise funds, or hosting a HOPE Community Center event for special needs adults, we make service a priority. In 2013 we officially formed the WLEN Community Action Squad and continued those efforts in 2014! We believe we are an important and integral part of our community. For us, there's no place like home and no better way to combat homelessness, hunger and unemployment than by giving of ourselves to projects that need us in our community.

Our WLEN Community Action Squad looked cool racing around a grocery store in Supermarket Sweeps. We helped raise over \$1900.00 in food and cash for Damascus Road to fight hunger!



And sometimes it's the little things that make our profession so great!!!!!!!!!!!!!!

WLEN Staff

Thanks for the broadcasting of the LCS/Onsted basketball game and others for the past season. As many families, we are scattered across the country and Friday morning (after the Thursday game) my Facebook comments from family in Brewster, Washington and Libertyville, Illinois ---aunts, uncles and cousins reminded me of how fortunate we are to have WLEN in the community. They were listening on line and expressed their joy at being able to follow the game and hearing their nephew/cousin's name (Jalen Porter) --- senior and last home game. So, thanks again for providing this service.

Sincerely,

Margaret Porter

Margaret Porter---grandmother----and basketball fan



Our Community Action Squad was at it again, making pasties for Habitat for Humanity of Lenawee, it's one of their biggest fund raisers of the year!



WLEN's morning show personality Katie Galazka bagging groceries to raise funds for our local United Way!

Kathy, Suzie & Katie (and everyone else @ WLEN radio)

WLEN Rocks! Thank you all so much for your support of Habitat & the Pasty Project. We could not do it without great community partners like you.

Your own Christy Spruce

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