

FY 2020 Summary of Ads and Articles Published in
Lakefront Lifestyles Magazine

Title	Topic	Edition	Link	Featured Organizations
	Storm Drain Awareness & 24-Hour Pollution Hotline Ad	Oct-19	https://www.oaklandlakefront.com/pageview/viewer/2019-10-01#page=29	WRC
"Great Lakes state hit by flooding, expect same next year"	Fluctuating lake levels (Great Lakes and inland lakes) due to wet weather (WRC staff quoted related to dam management in Oakland County)	Nov-19	https://www.oaklandlakefront.com/articles/gr eat-lakes-state-hit-by-flooding-expect-same-next-year/	EGLE, WRC
"Dive in to learn what Michigan State University has to offer"	Overview of MSU Extension's educational offerings - including riparian education (Introduction to Lakes online course; Michigan Conservation Stewards program; Master Gardener; Lake and Stream Leaders Institute; Michigan Water School), Lawn and Garden hotline	Apr-20	https://www.oaklandlakefront.com/articles/di ve-in-to-learn-what-michigan-state-university-extension-has-to-offer/	MSU Extension
"Tiny critters deliver big benefits for lakes"	How high Daphnia populations can help with water clarity during a period in the spring called "Spring Clear Water Phase"	Jun-20	https://www.oaklandlakefront.com/articles/ti ny-critters-deliver-big-benefits-for-lakes/	MSU Extension, MSU Institue of Water Research
"Life on the Lakes: Natural/soft shoreline"	Benefits of a soft shoreline planted with native vegetation in lieu of hardened shorelines such as seawalls	Jun-20	https://www.oaklandlakefront.com/articles/lif e-on-the-lakes-natural-soft-shoreline/	Rick Linnell, Linnell & Associates, PLLC
"Educate yourself on chemicals in fish from Michigan waterways"	Possible chemical contaminants that may be found in fish in local waterways and how to limit exposure from fish that are consumed	Jun-20	https://www.oaklandlakefront.com/articles/ed ucate-yourself-on-chemicals-in-fish-from-michigan-waterways/	MDHHS
	Septic System Care and Maintenance Ad	May/June 2020	https://www.oaklandlakefront.com/pageview/viewer/2020-06-01#page=35	WRC, SEMCOG, OCHD, MSU-Extension
"Appreciate your lake!"	Citizen science programs to study lakes and virtual learning opportunities to learn about lake management and invasive species management	Jul-20	https://www.oaklandlakefront.com/pageview/viewer/2020-07-01#page=14	MSU Extension, MSU Fisheries and Wildlife Dept.
	Car Care to protect water quality Ad	Jul-20	https://www.oaklandlakefront.com/pageview/viewer/2020-07-01#page=34	WRC
"Virtual Lakes Convention brings lake science to your home"	Promotion of the biennial Michigan Inland Lakes Convention, Sept. 16-18, 2020. This year's theme, "Conserving Lakes in a Changing Environment" that will highlight speakers on the topics of inland lake research, best practices to protect lakes and details on the diverse fish and wildlife found in Michigan's lakes	Aug-20	https://www.oaklandlakefront.com/pageview/viewer/2020-08-01#page=11	MSU Extension
"Wildly Civilized: Native plants for the well-ordered yard"	Highlights the benefit of native plants to protect lake water quality and improve wildlife and pollinator habitat	Aug-20	https://www.oaklandlakefront.com/pageview/viewer/2020-08-01#page=13	Features homeowner on Base Line Lake near Dexter
	Earth-friendly Landscaping Ad	Aug-20	https://www.oaklandlakefront.com/pageview/viewer/2020-08-01#page=22	WRC
	Storm Drain Awareness & 24-Hour Pollution Hotline Ad	Sep-20	https://www.oaklandlakefront.com/pageview/viewer/2020-09-01#page=6	WRC

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"Being 'SepticSmart' ensure the health of your family, lake and waterfront investment	Overview of how septic systems work and best practices for maintenance	Sep-20	https://www.oaklandlakefront.com/pageview/viewer/2020-09-01#page=11	MSU Extension
"Scheming About Sand"	Overview of what activities can be done with and without a permit from the State along lakeshores. The benefits of lakeshore native plant buffers are also discussed.	Sep-20	https://www.oaklandlakefront.com/pageview/viewer/2020-09-01#page=13	Rick Linnell, Linnell & Associates, PLLC

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"A Watershed Horror Story: Nightmare on Elm Creek"	A fictional story tells the tale of how various pollutants on the land and poured into storm drains (grease/oil, fertilizer, litter, etc.) have an impact on water quality and the wildlife (plants and animals) that depend on clean water when they are carried downstream by stormwater runoff	Oct-20	https://www.oaklandlakefront.com/pageview/viewer/2020-10-01#page=11	MSU Extension
"Lakes in the offseason: A look under the ice"	An overview of MSU Extension's "Introduction to Lakes" online course. A description of life in a lake under the ice during the winter time is also detailed.	Nov/Dec 2020	https://www.oaklandlakefront.com/pageview/viewer/2020-11-01#page=11	MSU Extension
"Oakland County launches 'Clean, Drain, Dry, Dispose' boat cleaning stations to prevent the spread of invasive species"	A highlight of the portable cleaning stations made available through Oakland County Parks that aim to help stop the spread of aquatic invasive species such as zebra mussels and eurasian watermilfoil to other waterways through the transport of boats and other recreational watercraft	Nov/Dec 2020	https://www.oaklandlakefront.com/pageview/viewer/2020-11-01#page=13	Oakland County Parks and Recreation
"Midland dam failure draws watchful eyes to local structures"	Failure of the Edenville and Sanford Dams in Midland spurred the Oakland County Board of Commissioner's to request a study of all the dams and water controls structures in Oakland County and to evaluate their condition	Nov/Dec 2020	https://www.oaklandlakefront.com/pageview/viewer/2020-11-01#page=23	EGLE and Oakland County Board of Commissioners
"Invasive species prevention starts at the boat launch"	An overview of the harm of aquatic invasive species to waterways and a highlight of the "Clean Boats, Clean Waters Program" to prevent the spread of invasive species from transported watercraft	Jan/Feb 2021	https://www.oaklandlakefront.com/pageview/viewer/2021-01-01#page=13	MSU Extension
"Protecting your private drinking water supply"	Overview of groundwater resources for wells, potential contaminants, how to find well construction records through EGLE and what you can do to protect your well. Water quality testing recommendations are also covered.	Mar-21	https://www.oaklandlakefront.com/pageview/viewer/2021-03-01#page=13	MSU Extension
"Get involved! MiCorps volunteers collect data, protect Michigan lakes and streams"	Overview of the MiCorps volunteer water quality monitoring programs for surface waters	Apr-21	https://www.oaklandlakefront.com/pageview/viewer/2021-04-01#page=11	MSU Extension
"Stop and think before you flush"	Proper disposal of FOG, flushable wipes, etc. and stormwater management tips to protect our sewer systems and freshwater lakes and streams	Apr-21	https://www.oaklandlakefront.com/pageview/viewer/2021-04-01#page=13	WRC
	Storm Drain Awareness and Oakland County's 24-Hour Pollution Hotline Ad	May-21	https://www.oaklandlakefront.com/pageview/viewer/2021-05-01#page=7	WRC
"Help stop the spread of invasive species in Oakland County"	Common pathways for the introduction of invasive species into our land and waters and tips on how to prevent their spread	May-21	https://www.oaklandlakefront.com/pageview/viewer/2021-05-01#page=11	MSU Extension
"Take cues from nature to bring wildlife to your lake's shoreline"	The importance of natural shorelines to wildlife habitat and water quality protection and best practices and resources available on how to achieve a natural shoreline	Jun-21	https://www.oaklandlakefront.com/pageview/viewer/2021-06-10#page=11	MSU Extension
"The inland lake owner's field guide to EGLE permit levels"	An overview of which activities on inland lakes require a permit from EGLE	Jun-21	https://www.oaklandlakefront.com/pageview/viewer/2021-06-10#page=12	Rick Linnell, Linnell & Associates, PLLC
	Storm Drain Awareness and Oakland County's 24-Hour Pollution Hotline Ad	Jun-21	https://www.oaklandlakefront.com/pageview/viewer/2021-06-10#page=28	WRC
"Curious organisms surface in two Michigan lakes"	Sighting of the only freshwater jellyfish in North America (originally from the Yangtze River in China) in a lake in Cadillac and a sighting of a colony of Bryozoans on June Lake in Cass County.	Jul-21	https://www.oaklandlakefront.com/pageview/viewer/2021-07-01#page=11	MSU Dept. of Fisheries and Wildlife

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	Car Care to protect water quality Ad	Jul-21	https://www.oaklandlakefront.com/pageview/viewer/2021-07-01#page=20	WRC
"Protect your lake with smart garden techniques"	Landscaping best practices for slowing the flow of runoff and promoting infiltration to protect water quality while adding wildlife and pollinator habitat. Promotion of MSU Extension "Smart Gardening" factsheets also provided (www.canr.msu.edu/smartshorelands).	Aug-21	https://www.oaklandlakefront.com/pageview/viewer/2021-08-01#page=11	MSU Extension
"MiWaters and Your Waters: Joint Permit Application Tips"	Overview of joint permit applications available through EGLE for shoreline projects	Aug-21	https://www.oaklandlakefront.com/pageview/viewer/2021-08-01#page=12	Rick Linnell, Linnell & Associates, PLLC
	Earth-friendly Landscaping to protect water quality Ad	Aug-21	https://www.oaklandlakefront.com/pageview/viewer/2021-08-01#page=24	WRC
"Home sewage solutions - Alternative onsite wastewater solutions for difficult sites"	Overview of various septic system designs and the importance of proper maintenance along sensitive lake shorelines	Sep-21	https://www.oaklandlakefront.com/pageview/viewer/2021-09-01#page=11	MSU Extension
	Septic System Maintenance and Care Ad	Sep-21	https://www.oaklandlakefront.com/pageview/viewer/2021-09-01#page=16	WRC, SEMCOG, OCHD, MSU-Extension