## FY 2022/2023 Summary of Ads and Articles Published in Lakefront Lifestyles Magazine

Title	Topic	Edition	Link	Featured orgs
"Beware: Think twice about backyard ponds, adding gardens near waterways"	Care should be given to not accidentally exposing invasive pond animals and plants to area waterways (water hyacinth, water lettuce, goldfish, koi); Benefits of native plants for water quality and wildlife habitat along shorelines	Oct-21	https://www.oaklandlakefront.com/pageview/viewer/2021-10-01#page=13	MSU Extension
"What do you know about your community drinking water supply?"	Overview of the source of drinking water for community water supplies, source water protection programs and how to access information about drinking water quality	Oct-21	https://www.oaklandlakefront.com/pageview/viewer/2021-10-01#page=23	MSU Extension
	Household Hazardous Waste Disposal informational Ad	Oct-21	https://www.oaklandlakefront.com/pageview/viewer/2021-10-01#page=26	WRC
"A look below the ice at fish behavior"	Overfiew of how fish survive winters under the ice in lakes and streams. MSU's "Introduction to Lakes Online" course promoted	Nov/Dec 2022	1 https://www.oaklandlakefront.com/pageview/viewer/2021-11-01#page=13	MSU Extension
"Where is the ordinary high-water mark?"	Determining where the OHWM is and how that impacts shoreline projects and the necessary permits that need to be obtained from EGLE	Nov/Dec 2022	1 https://www.oaklandlakefront.com/pageview/viewer/2021-11-01#page=14	Hunter Avis, Linnell & Associates, PLLC
	"How Do Lakes Work?" Ad - "Introduction to Lakes" Online Course	Nov/Dec 2022	https://www.oaklandlakefront.com/pageview/viewer/2021-11-01#page=15	MSU Extension
"Child of the Ice Age: The Clinton River"	A description of how the Clinton River was formed over 20,000 years ago from the expansion and recession of glaciers that covered the area. Details about the Clinton River watershed are provided.	Jan/Feb 2022	https://www.oaklandlakefront.com/pageview/viewer/2022-01-20#page=11	MSU Extension
"Seawalls: A primer on repair and installation for inland lakes"	An overview of the various hard to soft engineering practices to protect shorelines from erosion and the permits necessary from EGLE to do such work	Jan/Feb 2022	https://www.oaklandlakefront.com/pageview/viewer/2022-01-20#page=12	Hunter Avis, Linnell & Associates, PLLC
	Pet Care (Pet Waste Management) Ad	Apr-22		WRC
	Storm Drain Awareness Ad	May-22		WRC
	Earth-friendly Landscaping Ad	Jun-22		WRC
	Car Care Ad	Jul-22		WRC
	Household Hazardous Waste Disposal informational Ad	Aug-22		WRC
	Septic System Maintenance Ad	Sep-22		WRC
	Pet Care (Pet Waste Management) Ad	Apr-23		WRC
	Storm Drain Awareness Ad	May-23		WRC
	Earth-friendly Landscaping Ad	Jun-23		WRC
	Car Care Ad	Jul-23		WRC