



MODEL ISSUES AND PROGRAMS REPORT

**104.1 WQAL-HD3
CLEVELAND, OHIO**

**4TH QUARTER 2021
(OCTOBER 1 THROUGH DECEMBER 31)**

Prepared by: Chelsea Lyons-Ebbert
Host, Cleveland Connection

3. Children and Family

- Thirteen-year-old Luciano Crawford lives with a rare disease called **spinal muscular atrophy (SMA)** and, thanks in part to his therapy with the first-approved treatment for SMA called SPINRAZA® (nusinersen), he has launched a successful small catering business and creates social media cooking videos. To help raise awareness about SMA, Luciano has teamed up with Black Hawk Farms to create “The Luciano Meat Box” where 10% of all proceeds go to Cure SMA. Luciano serves as a role model in the community and an inspiration to anyone who may be affected by a life changing disease.
- Reading Is Fundamental (RIF), is the nation’s oldest children’s literacy non-profit organization. With 25 million children in the U.S. unable to read proficiently, the literacy crisis affects every community in the country. RIF has created a new initiative to address the children’s literacy crisis exacerbated by the pandemic, called Rally to Read 100. A simple yet compelling six-month initiative to rally behind our nation’s educators, students, and caregivers and unite around the importance of reading to re-engage children in a life-long love of reading

4. Community

- The City Club Forum discusses how Downtown Cleveland has fared over the last year and the priorities that will move Downtown Cleveland forward as new leadership takes over in the city. Michael Deemer serves as the next President and CEO of Downtown Cleveland Alliance after founding President and CEO Joe Marinucci announced his retirement. This was a critical transition during a time when urban centers across the country were facing uphill battles during a challenging year. Top concerns were maintaining residential growth, boosting development, filling office space, and supporting small businesses.
- The Northeast Ohio Areawide Coordinating Agency (NOACA) is the transportation and environmental planning agency that represents state, county, city, village, and township officials in Greater Cleveland. NOACA addresses the transportation, air quality, and water quality needs of Cuyahoga, Geauga, Lake, Lorain and Medina counties. The agency and its partners cooperatively develop and implement plans to ensure that travel throughout the region is safe, cost-effective and environmentally sound. The Irishtown Bend Project addresses a crumbling shipping channel. The project will also add a large, useable greenspace to the Irishtown Bend area.

- The Ohio State Highway Patrol is an internationally accredited agency whose mission is to protect life and property, promote traffic safety and provide professional public safety services with respect, compassion, and unbiased professionalism. The Ohio State Highway Patrol has opened up for new recruits and is calling for anyone who wants to help make a change in their community or start a new career path.
- October is National Fire Prevention Month. Dave White, home improvement expert from The Home Depot, shares the latest in fire safety equipment to keep around your house year-round, when to know it's time to replace it, how to properly use it. Dave also offers tips to keep your family safe in the event of a fire.
- The Hunger Network is a nonprofit organization focused on feeding our communities' future, ensuring that no one goes hungry, and no food goes to waste. The Hunger Network has a vast network of food pantries and hunger centers, to which they provide technical support, financial assistance, providing emergency food supplies, and hot meals to those who need it most. The Hunger Network also offers the Food Rescue program. Food Rescue is an innovative food recovery program that takes surplus viable food items, that would otherwise end up in the landfill, from food related businesses and puts them in the hands of nonprofit organizations serving community members struggling with hunger.
- The Northeast Ohio Areawide Coordinating Agency (NOACA) is the transportation and environmental planning agency that represents state, county, city, village, and township officials in Greater Cleveland. CEO Grace Gallucci goes into detail on the eNEO2050 long-range plan. NOACA will coordinate the development of a Comprehensive Economic Development Strategy and implement a Regional Infrastructure Accelerators (RIA) Demonstration Program. Both programs support NOACA's vision statement to strengthen regional cohesion and support economic development in Northeast Ohio. The greater the access to employment by all modes of transportation, the more economically competitive a region will be in the global economy. When jobs are easier to access for all workers and also lower income and minority populations, the entire region improves socially and economically.
- For more than 100 years, Better Business Bureau has been helping people find businesses, brands, and charities they can trust. BBB Cleveland serves Ashtabula, Cuyahoga, Geauga, Lake, and Lorain counties. The Better Business Bureau warns of the latest holiday scams and ways to protect yourself when doing Christmas shopping online.

- Cuyahoga County is poised to build a new justice center--a construction project that is much more than just a new building. It's a unique opportunity to either create the conditions for criminal justice reform to truly take hold, or to cement the status quo. City Club Forum has a discussion with Karen Chinn about how to plan for justice. Karen Chinn was part of the group of national consultants who assisted Cuyahoga County leadership in the first phase of the work. It was an assessment of Cuyahoga County's entire criminal justice system, and the factors that have an impact on things like jail population and the rate of court filings.
- In January 2019, Say Yes Cleveland was launched as the fourth community-wide organization based on the Say Yes to Education model of tuition scholarships and support services for Cleveland students. With its 25-year commitment, Say Yes Cleveland was seen as a complete game-changer and ushered in the next era of public-school education where all kids have the opportunity to succeed through post-secondary education. City Club Forum holds a discussion with Diane Downing, Executive Director of Say Yes Cleveland, to get the latest updates on the organization.
- The National Basketball Association (NBA) and Women's National Basketball Association (WNBA) have been leaders among professional sports leagues in addressing issues of inequality and social justice. Their players have been broadly outspoken on topics ranging from mental health to police brutality to equal pay. City Club Forum holds a discussion about the 2022 NBA All-Star Game in Cleveland and how it will provide opportunities to engage the community in discussion and action around diversity, equity and inclusion locally.

5. Health

- The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. The American Red Cross aspires to turn compassion into action, so that all people affected by disaster across the country and around the world receive care, shelter, and hope. In July of 2021, The American Red Cross experienced a severe blood shortage and called upon the community for donors of both blood and plasma. Despite ongoing appeals to donors and the public, the American Red Cross emergency blood and platelet shortage continues. Thousands have answered the call to give, but additional donors are needed as we head into the busy holiday season.

- When disasters strike in Northern Ohio and patients here and across the country are in urgent need of lifesaving blood transfusions, the American Red Cross can respond thanks to generous volunteers and donors – especially this year, as the nation faced additional challenges due to the ongoing pandemic, devastating storms and an ongoing emergency blood shortage. As Thanksgiving and Giving Tuesday kick off the holiday season, the Red Cross encourages those who are able to provide hope by making a financial donation or an appointment to give blood or platelets to help those in need.

**104.1 WQAL-HD3 PROGRAM THAT ADDRESSES COMMUNITY ISSUES
(REGULARLY SCHEDULED PUBLIC AFFAIRS PROGRAM)
4th QUARTER 2021**

<i>Public Affairs Program</i>	<i>Schedule and Description</i>
Cleveland Connection	104.1 WQAL-HD3 /Sunday 6:00am-7:00am Produced and hosted by Chelsea Lyons-Ebbert, this program features interviews with heads of non-profit organizations, medical professionals, neighborhood and community leaders, government officials of all levels, authors, doctors, and others who are asked about issues of local and national concern.

104.1 WQAL-HD3
MOST SIGNIFICANT ISSUE RESPONSIVE PROGRAMMING
4th QUARTER 2021
(OCTOBER 1 THROUGH DECEMBER 30)

EDUCATION

Cleveland Connection

6:00am - 7:00am

17 minutes of a 60 minute program

Sunday 10-10-21

Getting Our Babies to College 101 provides firsthand information taught to parents through easy interactive workshops. Educating families on what they can do to help their teenager be prepared for college is a top priority. The 1,000 Ties initiative enhances the quality of life for youth by teaching them skills they can use for a lifetime. With the help of men from the community young men ages 10-19 in high poverty rate cities will learn skills necessary to succeed in a job interview and break the cycle of generational poverty.

EDUCATION

Cleveland Connection

6:00am - 7:00am

60 minutes of a 60 minute program

Sunday 12-19-21

The City Club Forum explains the ways in which education can continue innovating and improving post-COVID-19. The year 2020 sparked massive change in education as a result of the pandemic, equal parts highlighting innovative ways of teaching kids as well as the ways in which education has fallen short. Glaring issues were immediately apparent once districts went virtual: in disenfranchised areas, enrollment immediately dropped. Student learning was impacted, with many missing an entire grade or more worth of learning. As a result of the American Rescue Plan, the country's schools now have the available funds to address several key issues. But will they?

CHARITIES

Cleveland Connection

6:00am - 7:00am

25 minutes of a 60 minute program

Sunday 10-31-21

The Huntington's Disease Society of America (HDSA) is the premier nonprofit organization dedicated to improving the lives of everyone affected by Huntington's Disease. From community services and education to advocacy and research, HDSA is the world's leader in providing help for today and hope for tomorrow for people and families of those with Huntington's disease. On Friday, November 5 The Huntington's Disease Society of America's (HDSA) Northeast Ohio Chapter held the BOURBON, BOW TIES & BALLGOWNS CELEBRATION OF HOPE GALA. One of the flagship events organized by HDSA's volunteer-led Chapters and Affiliates nationwide to recognize those who have made an impact in their community while inspiring others to join the fight against Huntington's disease.

CHILDREN AND FAMILY

Cleveland Connection

6:00am - 7:00am

12 minutes of a 60 minute program

Sunday 10-10-21 and 11-14-21

Thirteen-year-old Luciano Crawford lives with a rare disease called **spinal muscular atrophy (SMA)** and, thanks in part to his therapy with the first-approved treatment for SMA called SPINRAZA® (nusinersen), he has launched a successful small catering business and creates social media cooking videos. To help raise awareness about SMA, Luciano has teamed up with Black Hawk Farms to create "The Luciano Meat Box" where 10% of all proceeds go to Cure SMA. Luciano serves as a role model in the community and an inspiration to anyone who may be affected by a life changing disease.

CHILDREN AND FAMILY

Cleveland Connection

6:00am - 7:00am

16 minutes of a 60 minute program

Sunday 10-17-21 and 10-24-21

Reading Is Fundamental (RIF), is the nation's oldest children's literacy non-profit organization. With 25 million children in the U.S. unable to read proficiently, the literacy crisis affects every community in the country. RIF has created a new initiative to address the children's literacy crisis exacerbated by the pandemic, called Rally to Read 100. A simple yet compelling six-month initiative to rally behind our nation's educators, students, and caregivers and unite around the importance of reading to re-engage children in a life-long love of reading

COMMUNITY

Cleveland Connection

6:00am - 7:00am

60 minutes of a 60 minute program

Sunday 10-03-21

The City Club Forum discusses how Downtown Cleveland has fared over the last year and the priorities that will move Downtown Cleveland forward as new leadership takes over in the city. Michael Deemer serves as the next President and CEO of Downtown Cleveland Alliance after founding President and CEO Joe Marinucci announced his retirement. This was a critical transition during a time when urban centers across the country were facing uphill battles during a challenging year. Top concerns were maintaining residential growth, boosting development, filling office space, and supporting small businesses.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

22 minutes of a 60 minute program

Sunday 10-10-21 and 10-24-21

The Northeast Ohio Areawide Coordinating Agency (NOACA) is the transportation and environmental planning agency that represents state, county, city, village, and township officials in Greater Cleveland. NOACA addresses the transportation, air quality, and water quality needs of Cuyahoga, Geauga, Lake, Lorain and Medina counties. The agency and its partners cooperatively develop and implement plans to ensure that travel throughout the region is safe, cost-effective and environmentally sound. The Irishtown Bend Project addresses a crumbling shipping channel. The project will also add a large, useable greenspace to the Irishtown Bend area.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

27 minutes of a 60 minute program

Sunday 10-17-21 and 11-14-21

The Ohio State Highway Patrol is an internationally accredited agency whose mission is to protect life and property, promote traffic safety and provide professional public safety services with respect, compassion, and unbiased professionalism. The Ohio State Highway Patrol has opened up for new recruits and is calling for anyone who wants to help make a change in their community or start a new career path.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

10 minutes of a 60 minute program

Sunday 10-17-21 and 10-31-21

October is National Fire Prevention Month. Dave White, home improvement expert from The Home Depot, shares the latest in fire safety equipment to keep around your house year-round, when to know it's time to replace it, how to properly use it. Dave also offers tips to keep your family safe in the event of a fire.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

18 minutes of a 60 minute program

Sunday 10-31-21 and 11-14-21

The Hunger Network is a nonprofit organization focused on feeding our communities' future, ensuring that no one goes hungry, and no food goes to waste. The Hunger Network has a vast network of food pantries and hunger centers, to which they provide technical support, financial assistance, providing emergency food supplies, and hot meals to those who need it most. The Hunger Network also offers the Food Rescue program. Food Rescue is an innovative food recovery program that takes surplus viable food items, that would otherwise end up in the landfill, from food related businesses and puts them in the hands of nonprofit organizations serving community members struggling with hunger.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

60 minutes of a 60 minute program

Sunday 11-07-21 and 11-28-21

The Northeast Ohio Areawide Coordinating Agency (NOACA) is the transportation and environmental planning agency that represents state, county, city, village, and township officials in Greater Cleveland. CEO Grace Gallucci goes into detail on the eNEO2050 long-range plan. NOACA will coordinate the development of a Comprehensive Economic Development Strategy and implement a Regional Infrastructure Accelerators (RIA) Demonstration Program. Both programs support NOACA's vision statement to strengthen regional cohesion and support economic development in Northeast Ohio. The greater the access to employment by all modes of transportation, the more economically competitive a region will be in the global economy. When jobs are easier to access for all workers and also lower income and minority populations, the entire region improves socially and economically.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

36 minutes of a 60 minute program

Sunday 11-21-21

For more than 100 years, Better Business Bureau has been helping people find businesses, brands, and charities they can trust. BBB Cleveland serves Ashtabula, Cuyahoga, Geauga, Lake, and Lorain counties. The Better Business Bureau warns of the latest holiday scams and ways to protect yourself when doing Christmas shopping online.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

60 minutes of a 60 minute program

Sunday 12-05-21

Cuyahoga County is poised to build a new justice center--a construction project that is much more than just a new building. It's a unique opportunity to either create the conditions for criminal justice reform to truly take hold, or to cement the status quo. City Club Forum has a discussion with Karen Chinn about how to plan for justice. Karen Chinn was part of the group of national consultants who assisted Cuyahoga County leadership in the first phase of the work. It was an assessment of Cuyahoga County's entire criminal justice system, and the factors that have an impact on things like jail population and the rate of court filings.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

60 minutes of a 60 minute program

Sunday 12-12-21

In January 2019, Say Yes Cleveland was launched as the fourth community-wide organization based on the Say Yes to Education model of tuition scholarships and support services for Cleveland students. With its 25-year commitment, Say Yes Cleveland was seen as a complete game-changer and ushered in the next era of public-school education where all kids have the opportunity to succeed through post-secondary education. City Club Forum holds a discussion with Diane Downing, Executive Director of Say Yes Cleveland, to get the latest updates on the organization.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

60 minutes of a 60 minute program

Sunday 12-26-21

The National Basketball Association (NBA) and Women's National Basketball Association (WNBA) have been leaders among professional sports leagues in addressing issues of inequality and social justice. Their players have been broadly outspoken on topics ranging from mental health to police brutality to equal pay. City Club Forum holds a discussion about the 2022 NBA All-Star Game in Cleveland and how it will provide opportunities to engage the community in discussion and action around diversity, equity and inclusion locally.

HEALTH

Cleveland Connection

6:00am - 7:00am

17 minutes of a 60 minute program

Sunday 10-24-21

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. The American Red Cross aspire to turn compassion into action, so that all people affected by disaster across the country and around the world receive care, shelter, and hope. In July of 2021, The American Red Cross experienced a severe blood shortage and called upon the community for donors of both blood and plasma. Despite ongoing appeals to donors and the public, the American Red Cross emergency blood and platelet shortage continues. Thousands have answered the call to give, but additional donors are needed as we head into the busy holiday season.

HEALTH

Cleveland Connection

6:00am - 7:00am

19 minutes of a 60 minute program

Sunday 11-21-21

When disasters strike in Northern Ohio and patients here and across the country are in urgent need of lifesaving blood transfusions, the American Red Cross can respond thanks to generous volunteers and donors – especially this year, as the nation faced additional challenges due to the ongoing pandemic, devastating storms and an ongoing emergency blood shortage. As Thanksgiving and Giving Tuesday kick off the holiday season, the Red Cross encourages those who are able to provide hope by making a financial donation or an appointment to give blood or platelets to help those in need.