

QUARTERLY ISSUES AND PROGRAMS REPORT

FOR



WYCD 99.5 FM

SECOND QUARTER 2017

April 1, 2017 through June 30, 2017

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**ISSUES OF CONCERN TO METRO DETROIT
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
SECOND QUARTER 2017**

Health: Autism Awareness. Breast Cancer Diagnosis. Community Mental Health Services. Balancing Body, Mind and Spirit. Breast Cancer Awareness and Fundraising. Healthy Water. Nurses. Neurofibromatosis. Teen Mental Health. Alzheimer's Awareness. Self-Health. PTSD Awareness.

Economy: Team Building in Business. Financial Health. Financial Literacy Month. Attacking Homelessness. Creative Jobs. Veterans Career Fair. Free Legal Assistance. Ford Fireworks. Mid-Year Finances.

Community Outreach: Teen Safe Driving. Distracted Driving. Feeding the Hungry. Divorce Guidance. Youth Initiatives. Child Safety Seats. Veterans Treatment Court. Feeding Kids through Summer. Kids' Athletics. Gleaners.

Art and Education: Mentorship. Banjo Music. Local Author. Education Reform. Music after the Riots.

HEALTH:

4/2/17

Autism Awareness

6:00 to 6:15

15-minutes of a 60-minute program

Nearly a quarter century ago, the Autism Society launched a nationwide effort to promote autism awareness, inclusion and self-determination for all, and assure that each person with ASD is provided the opportunity to achieve the highest possible quality of life. This year they want to go beyond simply promoting autism awareness to encouraging friends and collaborators to become partners in movement toward acceptance and appreciation.

4/2/17

Breast Cancer Diagnosis

6:15 to 6:30

15-minutes of a 60-minute program

Since 1991, the Michigan Department of Health and Human Services has implemented a comprehensive Breast and Cervical Cancer Control Navigation Program through a multi-year grant from the U.S. Centers for Disease Control and Prevention. With these funds, low-income women now have access to life-saving cancer screening services and follow-up care, including cancer treatment if needed. BCCCNP services are coordinated through 17 local coordinating agencies. These agencies have enlisted the cooperation and participation of physicians, hospitals, and other health care organizations in their communities to assure that all necessary follow-up services are provided.

4/2/17

Macomb County Community Mental Health

6:30 to 7:00

30-minutes of a 60-minute program

Macomb County Community Mental Health is guided by the values, strengths and informed choices of the people they serve. They provide services that promote recovery, community participation, self-sufficiency and independence.

4/16/17

Body, Mind and Spirit

6:00 to 6:15

15-minutes of a 60-minute program

In this segment, the guest, a reverend, author and fitness expert, talks about balancing all three. She encourages listeners to find the time to find the balance. Without all three, she says, life is like a tri-pod that is missing one leg. She offers tips for find that personal balance.

4/23/17
Team Global
6:00 to 6:15
15-minutes of a 60-minute program

Six kilometers is the average distance that people in the developing world walk for water - water that is often contaminated with life-threatening disease. Today's guest is one of many across Southeastern Michigan preparing to run a six-k event to raise money toward helping those who have no clean drinking water. The effort, of course, is not limited to those in developing nations. In recent times, Team Global has donated much to the residents of Flint in the aftermath of their contaminated water crisis.

4/23/17
Breast Cancer Awareness and Fundraising
6:30 to 7:00
30-minutes of a 60-minute program

These segments include guests from the Barbara Ann Karmanos Cancer Center and the Detroit Tigers Foundation. Together the women on the show talk about the importance of raising money for breast cancer screening, awareness and treatment. They talk about the importance of early screening as well. Each year the Detroit Tigers Foundation hosts an evening dedicated to all of the above. Money is raised to support the efforts of the cancer center and the evening is dedicated to all those who are facing or have faced breast cancer, either themselves or in their families.

5/7/17
Nurse's Week
6:15 to 6:30
15-minutes of a 60-minute program

On May 6, National Nurses Day is celebrated annually to raise awareness of the important role nurses play in society. It marks the beginning of National Nurses Week, which ends on May 12, the birthday of Florence Nightingale.

5/14/17
St. Baldrick Foundation
6:15 to 6:30
15-minutes of a 60-minute program

The St. Baldrick's Foundation is a volunteer-powered charity committed to funding the most promising research to find cures for childhood cancers. Across the country, events are held where supporters shave their heads in solidarity with childhood cancer patients.

5/14/17
Neurofibromatosis Month
6:45 to 7:00
15-minutes of a 60-minute program

May is Neurofibromatosis Awareness Month. Neurofibromatosis (NF) Awareness Month occurs throughout May. It is a time to spread awareness about NF, its community and to fund important research for effective treatments. In this segment, a local mother and son talk about their family's experience with this disease and the need to spread awareness.

6/4/17
Teen Mental Health Awareness
6:30 to 6:45
15-minutes of a 60-minute program

A teen-age girl talks about living with mental illness. She offers insight, from a very personal perspective, into coping with mental illness through the high school years. She also offers advice for other teens as well as for their parents to help guide them through this very difficult time.

6/4/17
Alzheimer's Awareness
6:45 to 7:00
15-minutes of a 60-minute program

The Alzheimer's Association - Greater Michigan Chapter, was founded in 1981. They are a private, non-profit, voluntary health organization and one of over 80 chapters across the United States. The Greater Michigan Chapter covers 60 counties. Offices are in Southfield (headquarters), Alpena, Flint, Grand Rapids, Marquette, Midland and Traverse City. Services are available to more than 140-thousand and their families who have Alzheimer's disease or other related dementias.

6/11/17
Health Lifestyle
6:15 to 6:30
15-minutes of a 60-minute program

What is a health hero? A health hero is someone who inspires others to do more, who advocates for community health, who is a voice for their cause. Today's guest says that through healthy eating and exercise anyone can be a health hero for his or her body. In this segment, listeners are urged to make better choices and be their own health hero.

6/11/17
Men's Health
6:45 to 7:00
15-minutes of a 60-minute program

With over 2,000 participants, the ninth annual Run for the Ribbon Run/Walk presented by Metro Detroit Chevy Dealers will be held at the Detroit Zoo on Father's Day, Sunday, June 18, 2017 at 8:00AM. The goal is to raise awareness about prostate cancer.

6/25/17
PTSD Awareness
6:30 to 7:00
30-minutes of a 60-minute program

In order to bring greater awareness to the issue of posttraumatic stress disorder the United States Senate designated June 27 as National PTSD Awareness Day. In addition, June has been designated as PTSD Awareness Month by the National Center for PTSD. PTSD is a mental health problem that can occur after someone has been exposed to a single traumatic event or multiple traumatic events, such as sexual or physical assault, natural or man-made disaster, and war-related combat stress. Symptoms of PTSD include persistent intrusive thoughts and distressing dreams about the traumatic event, triggered emotional responses to reminders of the trauma, efforts to avoid thinking or talking about the trauma, and persistent hyper vigilance for cues that indicate additional danger or trauma re-occurring.

COMMUNITY OUTREACH:

4/9/17
Teen Driving Safety through Prom Season and Beyond
6:30 to 7:00
30-minutes of a 60-minute program

Kids are getting ready for prom season, graduations and summer parties. There is heightened awareness of the need to talk to kids about safe driving practices including, but not exclusively, discussions about distracted driving. Parents and students are asked to take a pledge to drive safely. There is a contest going on in the region. The high school with the greatest number of students taking a pledge NOT to text and drive and adhere to safe driving practices will be granted 10-thousand dollars.

4/16/17
Distracted Driving
6:30 to 7:00
30-minutes of a 60-minute program

Distracted driving is not limited to texting and driving. It includes any kind of distraction and is always dangerous. Tips for avoiding distracted driving include using your cell phone only for emergencies. Pull off the road if you are tired. Drowsiness increases the risk of a crash by nearly four times. Limit the number of passengers as well as the level of activity in the car, avoid eating while driving and do multi-tasking AFTER getting out of the car.

4/30/17
Stamp Out Hunger
6:15 to 6:30
15-minutes of a 60-minute program

Every second Saturday in May, letter carriers in more than 10-thousand cities and towns across America collect the goodness and compassion of their postal customers, who participate in the NALC Stamp Out Hunger National Food Drive — the largest one-day food drive in the nation. Led by letter carriers represented by the National Association of Letter Carriers the drive has delivered more than one billion pounds of food the past 24 years. Carriers collect non-perishable food donations left by mailboxes and in post offices and deliver them to local community food banks, pantries and shelters.

4/30/17
Attacking Homelessness-South Oakland Shelter
6:30 to 7:00
30-minutes of a 60-minute program

For over 30 years, South Oakland Shelter (SOS) has been ending homelessness for individuals and families in crisis. With an emphasis on homeless prevention, sustainable housing solutions, and career development, SOS implements strategies and programs that provide realistic options for homeless and at-risk people seeking stabilization and self-sufficiency.

5/7/17
Women's Divorce Resource Center
6:00 to 6:15
15-minutes of a 60-minute program

The mission of the WDRC is to empower and educate women contemplating and going through the divorce process. They provide educational opportunities about the various legal, financial and emotional aspects of divorce. They believe the more support women have during this difficult process, the more confident they will be with their decisions. This empowerment will positively affect women and their children post-divorce.

5/7/17
Youth Initiatives Project through the NSO
6:30 to 7:00
30-minutes of a 60-minute program

Through quality services and programming, the youth of the next generation can achieve great things and prepare to compete in a Global economy. NSO's YIP program encourages youth activism toward preventing gun violence and substance abuse in our communities. YIP's training and technical assistance provide youth leaders with the skills to plan and organize activities that promote well-being and success in life. This proactive outreach includes youth forums, neighborhood marches, information distribution and campaigns like the annual Hugs Not Bullets youth anti-violence rally. Many YIP-trained peer educators are emerging leaders in the community, making a positive impact on young lives. With the support of additional funding, the YIP program has expanded to serve youth in the HOPE Village community in northwest Detroit.

5/21/17
Child Safety Seats
6:00 to 6:15
15-minutes of a 60-minute program

The vast majority of parents and caregivers are not using the proper safety seats or are not using those seats correctly. This segments offers safety tips and ways to make sure kids are buckled in safely.

5/21/17
Higher Hopes
6:15 to 6:30
15-minutes of a 60-minute program

Higher hopes started four years ago in an effort to feed hungry families at Thanksgiving. It quickly grew to an organization that feeds thousands of hungry Detroiters. Now, partnering with Gleaners, Higher Hopes is providing more than 140-thousand pounds of food over the summer to head start programs.

5/21/17
Veteran's Treatment Court
6:30 to 7:00
30-minutes of a 60-minute program

When a person is arrested, police officers ask whether he or she is a Veteran. If so, the Veteran's eligibility for Veterans Treatment Court and for VA benefits is assessed. Only Veterans charged with non-violent crimes who are in need of mental health or substance abuse treatment may go to treatment court. This offers an alternative to the prison system to veterans who can benefit from other support services and be rehabilitated.

6/18/17
Detroit Pal
6:30 to 7:00
30-minutes of a 60-minute program

Detroit Police Athletic League, one of the most successful youth mentorship and sports programs for over 40 years in Detroit, has a plan to expand its programs and organization into more Detroit communities. They hope to redevelop the historic site of old Tiger Stadium into a safe and healthy playing field and permanent headquarters for Detroit PAL. Part of the continuing goal is to positively influence and develop a new generation of leaders for Detroit.

6/18/17
Gleaners
6:30 to 7:00
30-minutes of a 60-minute program

Once the school year ends, thousands of Detroit area school kids can no longer count on being fed every day. Gleaners has partnered with several organizations to provide food for kids in need throughout the summer months. Without the help of Gleaners and other organizations many of the nearly 300 thousand children throughout southeastern Michigan who rely on free or low-cost lunches in school, would go hungry.

ECONOMY:

4/9/17
Team Building
6:00 to 6:15
15-minutes of a 60-minute program

In this revisit of a topic discussed last year Maureen Monte talks again about how she builds winning by harnessing the untapped talent in the locker room or the conference room and aligning it with success. Her approach has been honed with over ten years of experience in large companies, tech startups, and sports teams – from San Francisco to Singapore. Destination Unstoppable is the title of her book about helping a hockey team win the state championship. It is not a sports success story; it is a team success story. The world runs on teams, yet so few reach their full potential. Maureen talks about working with Michigan companies and helping to build teams within.

4/9/17
Financial Health
6:15 to 6:30
15-minutes of a 60-minute program

As we are in the midst of tax season, it is important to understand the rules and regulations of investing for tax purposes. Today's guest offers advice on how to do your homework when looking for financial advice. Additionally he offers certain questions to ask a financial advisor and/or tax preparer.

4/30/17
Financial Literacy Month
6:15 to 6:30
15-minutes of a 60-minute program

National Financial Literacy Month is recognized in the United States in April in an effort to highlight the importance of financial literacy and teach Americans how to establish and maintain healthy financial habits. In 2000, The National Endowment for Financial Education introduced Youth Financial Literacy Day. In 2003, the United States Senate designated April as Financial Literacy for Youth Month. In March 2004, the Senate passed Resolution 316 that officially recognized April as National Financial Literacy Month.

5/14/17
Creative Many
6:00 to 6:15
15-minutes of a 60-minute program

Creative Many is a statewide organization that develops creative people, creative places and the creative economy for a competitive Michigan through research, advocacy, professional practice and communications. The Creative Many Michigan Action Alliance, affiliated with Creative Many Michigan, is a 501©(4) nonprofit membership organization enacting a mission to engage advocates and leverage all available resources to influence positive change for the creative sector at the federal, state and local levels.

5/28/17
Veteran's Career Fairs
6:30 to 7:00
30-minutes of a 60-minute program

Several times a year career fairs are held to help displace veterans find employment opportunities. In this discussion, the guest talks about the number of veterans who return home and often have no home. They are often unemployed and do not know where to turn. These career fairs are open to veterans as well as their immediate family members.

6/11/17
William Booth Legal Clinic
6:00 to 6:15
15-minutes of a 60-minute program

The William Booth Legal Aid Clinic is an innovative legal services provider to low-income clients committed to the belief that access to exceptional advocacy for all members of the community is a crucial component of a free society and that positive experiences with the legal system can be life changing.

6/11/17
Parade Company
6:30 to 6:45
15-minutes of a 60-minute program

Tony Michaels, President of the Parade Company in Detroit talks about the fireworks display that takes place in the city every year. The event brings thousands of people to Downtown Detroit for this annual event. Tony Michaels talks about the economic impact and positive spirit that is brought to the city every year for the fireworks.

6/25/17
Mid-Year Finances
6:00 to 6:30
30-minutes of a 60-minute program

Believe it or not, the year is half over. That means it is time for a mid-year financial checkup. People are accustomed to physical check-ups, which help them stay healthy. We even take our vehicles into the shop for the once-over to improve their performance. It only stands to reason that we should do the same for our finances. In these segments, the guest offers tips for checking up on our finances and setting goals to stay financially healthy for the second half of the year.

ART AND EDUCATION:

4/16/17
Mentorship
6:45 to 7:00
15-minutes of a 60-minute program

Lumumba Leon Reynolds talks about the importance of mentorship, especially in the city of Detroit. He has built relationships with young men in the community, fostering a respect for their families, education and serving their communities. Lumumba says that many of these young men have no male role model in their homes and he urges other men to offer their time to mentor the leaders of tomorrow.

4/23/17
Banjo Convention
6:15 to 6:30
15-minutes of a 60-minute program

The North American International Banjo Convention is an annual non-profit event. The convention is designed for those who love banjo music and those who love to play the banjo. All proceeds are used for the promotion of the banjo and the convention. This is an all-volunteer group sponsored by The Ban-Joes of Michigan, The Windsor Banjos and the Flint Banjo Club.

5/14/17
Local Author Talks to Kids
6:30 to 6:45
15-minutes of a 60-minute program

In this segment, a local author talks to parents about ways to encourage their children. He has taken a new path in an effort to teach kids about safety, friendship and other things. His books are inspired by his own children.

5/28/17
Education Funding
6:00 to 6:30
30-minutes of a 60-minute program

In these segments, two area businessmen and attorneys talk about their recommendations for fixing the Detroit public school system. They are working with both local and state officials in an effort to offer higher quality education and keep kids in school. Among the options, being discussed is the notion of boarding school. Kids attending boarding school, it is suggested, gain discipline in a safe and structured environment and are assured regular, healthy meals.

6/4/17
Music after the Riots
6:00 to 6:30
30-minutes of a 60-minute program

Area music historian and jazz aficionado talks about where he was on July 23 1967. As a 15-year old Detroiter, he saw the devastation and violence of the Detroit riots. In the aftermath, though, he watched and participated in a new wave of togetherness in the music communities in Detroit. The acceptance of jazz music surged, cultures started to work together and through music, a city started to heal.