



MODEL ISSUES AND PROGRAMS REPORT

**92.3 WKRK-HD2
CLEVELAND, OHIO**

**3RD QUARTER 2021
(JULY 1 THROUGH SEPTEMBER 30)**

Prepared by: Chelsea Lyons-Ebbert
Host, Cleveland Connection

**ISSUES OF CONCERN TO CLEVELAND
ADDRESSED IN RESPONSIVE PROGRAMMING
3rd QUARTER, 2021**

<i>Subject</i>	<i>Description of Issue of Concern</i>
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1. Education

- September is National College Savings Month; Ohio's 529 Plan from College Advantage helps families across the nation by providing flexible options and educational resources to invest in trusted tax-advantaged 529 plans for education expenses after high school. For more than 25 years, families throughout the country have trusted the highly rated savings plans and enjoyed the tax benefits of saving for college education.

2. Charities

- 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.
- VeloSano is a year-round, community driven fundraising initiative to support lifesaving cancer research at Cleveland Clinic. Their flagship fundraising event “Bike to cure” took place on September 11th where each rider commits to raise a pre-determined amount of money associated with their distance, 100% of the dollars raised are awarded directly to cancer research. In seven years, over 20 million dollars have been raised towards the fight against cancer.
- The Lupus Foundation of America, Greater Ohio Chapter’s mission is to improve the quality of life for all people affected by Lupus through programs of research, education, support and advocacy. The Lupus Foundation of America is focused on achieving the following disease-specific outcomes: Reduce time to diagnosis, ensure people with Lupus have an arsenal of safe and effective treatments, and expand direct services and increase access to treatment. The foundation put out a call to the community for all to join their annual Walk to End Lupus, happening October 16th.

- The American Heart Association, the world's leading nonprofit organization focused on heart and brain health for all, discussed the annual Cleveland Heart Walk that happened on Saturday, September 25th. The Heart Walk is an iconic Cleveland event that raises funds for the American Heart Association's lifesaving mission. Even during the COVID pandemic, heart disease and stroke remain the #1 and #5 causes of death across the nation and in Cleveland.

3. Children and Family

- 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. In an effort to keep children safe when returning to school and in honor of School Bus Safety Month, The Ohio State Highway Patrol offers school bus safety tips for both students and drivers.
- 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. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples. The American Red Cross holds many blood drives in schools and collects donations from students during the school day. They offer tips on how to take care of yourself after donating blood to help students safely continue the rest of their day at school. They also offer tips on how to keep younger children healthy when returning to school.
- The Achievement Centers for Children is a non-profit organization with the mission to empower children and adults with disabilities, and their families, to help them achieve their greatest potential. The agency provides comprehensive high-quality, cost-effective services and programs in the areas of therapy, education, recreation and sports, and family support services, to meet the needs of the entire family. The Cheers to Camp Cheerful fundraiser was held virtually on Sunday, September 12th.

4. Community

- The City of Cleveland, Cleveland Division of Police, and the Ohio State Highway Patrol, along with the support of community partners, are collaborating in an effort to reduce fatal crashes in Cleveland. The purpose of the SERVICE CLE initiative is to bring awareness and education to the motoring public about the dangers of speed, driving impaired, distracted driving, and other leading crash-causing violations, along with the importance of safety belt usage, in an effort to reduce injuries and traffic fatalities. SERVICE CLE will be a summer-long, citywide initiative that began May 8th and will end on September 30th.

- The 5th Annual Cleveland Musicians Fundraiser is made up of various musicians from around the Cleveland area that put on a one-night music festival to raise money for a selected organization. Each year the organization changes, the musicians all donate their time and talents to the fundraiser. The selected organization receives 100% of the proceeds raised at the Cleveland Musicians Fundraiser. The selected organization this year was St. Jude Children's Research Hospital and the total amount donated to the hospital was \$19,476.
- In May 2020, Senators Debbie Stabenow (D-MI), Chuck Schumer (D-NY), and Sheldon Whitehouse (D-R.I.), released a report examining a decades-long effort by conservative interests to remake the federal judiciary. The 54-page report follows several years of increased tension in the Senate over the perception of partisan judicial nominations. City Club Forum holds an open discussion with Senator Whitehouse on this report.
- Towards Employment is a leading community-based workforce organization in Northeast Ohio, working to influence the wider system, regional economy, and local community through extensive expertise and trusted partnerships. The mission of Towards Employment is to empower individuals to achieve and maintain self-sufficiency through employment, helping strengthen the community as well. Towards Employment partners with over 300 businesses in the Cleveland area to help prepare new and current employees for career success.
- 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 scams happening in grocery store parking lots and fake summer events that are advertised online, tricking people into buying a ticket for an event that does not exist.
- The Better Business Bureau sent out a warning to all of Northeast Ohio in regard to a contractor who was going around the community scamming individual families and even businesses out of thousands of dollars. One business lost as much as \$20,000. BBB Cleveland serves Ashtabula, Cuyahoga, Geauga, Lake, and Lorain counties.
- Public access to the waterfront and outdoor greenspaces is vital to the social fabric of a community and to individuals' health and well-being. Yet, 90% of Cuyahoga County's shoreline is inaccessible to everyone except for private businesses and residents privileged enough to live near the lake. Both social and physical barriers have prevented residents, especially in low-income communities, from interacting with our region's greatest asset—the water. How can lakefront cities leverage development and land use policy to make waterfront access more equitable for all? City Club Forum talks with Euclid Mayor Kirsten Holzheimer Gail, Sandusky City Manager Eric Wobser, and Cleveland City Planning Director Freddy Collier about the challenges and opportunities in waterfront access.

- Adventure Cycling Association announced the designation of 18 new U.S. Bicycle Routes in five states, adding 2,903 miles to the U.S. Bicycle Route System (USBRS). The new routes in California, Indiana, Ohio, Utah, and Washington State represent the largest addition to the USBRS to date in terms of both the number of designations and their total mileage. In this, over 1,000 miles have been recently added in Ohio helping connect Cleveland, Toledo, and Cincinnati through bicycle paths. Adventure Cycling Association has provided dedicated staff support to the U.S. Bicycle Route System since 2005, including research support, meeting coordination and technical guidance for states implementing routes.
- When a family moves into an affordable home, it has the potential to transform lives. Having the opportunity to invest in a permanent address means improvements to children's health, increased job opportunities, and the power to revitalize struggling neighborhoods. Yet, homeownership is inaccessible for many families. Historic policies like redlining are at the root of the wealth gap found in communities of color—leading to common barriers today like expensive down payments and difficulty securing low-interest loans. This opened the door to predatory lenders and housing scams to prey on low-to-moderate income buyers. Now, with the recent surge in housing prices, homeownership is further out of reach. City Club Forum discusses homeownership, and ways it can be used to build and achieve equity in Cleveland neighborhoods.

5. Health

- Nicky Snazell, a physiotherapist who specializes in alternative treatments for pain management, discusses how the opioid crisis that received so much attention prior to the pandemic, hasn't gone away. She also discusses how COVID-19 may have even created a new category of people with opioid-addiction problems. Nikki offers up some alternative treatments people can use to help their long term COVID-19 symptoms that do not involve opioids.
- With COVID-19 cases surging due to the Delta variant - which has proven particularly infectious among children – there is significant concern among teachers and parents surrounding the return to in-person school. With this variant lurking, it's of the utmost importance for those at risk to place immune system protection at the top of their minds. Dr. Mark Engelman, MD, discusses proper immune system protection and shares extra steps everyone can take to protect themselves. He also explains how knowing your immunophenotype can help you know your immune strengths and vulnerabilities.

- Over 70% of musicians struggle with anxiety, depression or other mental health issues. Singer/songwriter and podcaster Brett Newski discusses breaking the stigma of mental illness and the importance of openly talking about it. Brett offers mental health boosts through humor and relatable quips about the perils of living in today's world with a mental illness. Brett also shares tips on how to make anxiety a useful tool to cultivate creativity.
- Audacy's I'm Listening initiative aims to encourage those who are dealing with mental health issues to understand they are not alone. On Thursday, September 23rd all Cleveland Audacy radio stations aired the 2021 "I'm Listening" broadcast special. Artists, musicians, athletes, and mental health professionals came together not only to empower listeners to have open conversations around mental health, but to demonstrate that talking about mental health is a tool that can truly save lives.

6. Veterans

- In November 2019, APEX Dermatology rolled out their Purple Heart Project, which provides complimentary scar treatments to qualified wounded Veterans. As a Veteran himself, Founder of Apex Dermatology Dr. Jorge Garcia-Zuazaga wanted to offer free scar revisions to Veterans injured in active duty. Dr. Jorge Garcia-Zuazaga shares how he is helping heal more than just the skin, and how he works to improve confidence, mental health, and happiness for deserving Veterans.

7. Animals

- The mission of the Lake Humane Society is to protect animals and build connections between pets and people through advocacy and education. Lake Humane Society provides protection to the animals through the Humane Investigations Department. The Cruelty Prevention Project was launched to raise critical funds for Lake Humane Society's Humane Investigations Department, including an efficient vehicle, additional equipment and training. The Humane Investigations Department runs solely on donations as no outside funding for this department is received. On July 25th, the Rescue Rock Off fundraiser was held to help raise funds for this department.

**92.3 WKRK-HD2 PROGRAM THAT ADDRESSES COMMUNITY ISSUES
(REGULARLY SCHEDULED PUBLIC AFFAIRS PROGRAM)
3rd QUARTER 2021**

<i>Public Affairs Program</i>	<i>Schedule and Description</i>
Cleveland Connection	92.3 WKRK-HD2 /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.

92.3 WKRK-HD2
MOST SIGNIFICANT ISSUE RESPONSIVE PROGRAMMING
3rd QUARTER 2021
(JULY 1 THROUGH SEPTEMBER 30)

EDUCATION

Cleveland Connection

6:00am - 7:00am

22 minutes of a 60-minute program

Sunday 09-26-21

September is National College Savings Month; Ohio's 529 Plan from College Advantage helps families across the nation by providing flexible options and educational resources to invest in trusted tax-advantaged 529 plans for education expenses after high school. For more than 25 years, families throughout the country have trusted the highly rated savings plans and enjoyed the tax benefits of saving for college education.

CHARITIES

Cleveland Connection

6:00am - 7:00am

19 minutes of a 60-minute program

Sunday 07-25-21 and 08-08-21

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.

CHARITIES

Cleveland Connection

6:00am - 7:00am

22 minutes of a 60-minute program

Sunday 09-05-21

VeloSano is a year-round, community driven fundraising initiative to support lifesaving cancer research at Cleveland Clinic. Their flagship fundraising event "Bike to cure" took place on September 11th where each rider commits to raise a pre-determined amount of money associated with their distance, 100% of the dollars raised are awarded directly to cancer research. In seven years, over 20 million dollars have been raised towards the fight against cancer.

CHARITIES

Cleveland Connection

6:00am - 7:00am

20 minutes of a 60-minute program

Sunday 09-05-21 and 09-26-21

The Lupus Foundation of America, Greater Ohio Chapter's mission is to improve the quality of life for all people affected by Lupus through programs of research, education, support and advocacy. The Lupus Foundation of America is focused on achieving the following disease-specific outcomes: Reduce time to diagnosis, ensure people with Lupus have an arsenal of safe and effective treatments, and expand direct services and increase access to treatment. The foundation put out a call to the community for all to join their annual Walk to End Lupus, happening October 16th.

CHARITIES

Cleveland Connection

6:00am - 7:00am

18 minutes of a 60-minute program

Sunday 09-12-21

The American Heart Association, the world's leading nonprofit organization focused on heart and brain health for all, discussed the annual Cleveland Heart Walk that happened on Saturday, September 25th. The Heart Walk is an iconic Cleveland event that raises funds for the American Heart Association's lifesaving mission. Even during the COVID pandemic, heart disease and stroke remain the #1 and #5 causes of death across the nation and in Cleveland.

CHILDREN AND FAMILY

Cleveland Connection

6:00am - 7:00am

13 minutes of a 60-minute program

Sunday 08-22-21 and 09-05-21

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. In an effort to keep children safe when returning to school and in honor of School Bus Safety Month, The Ohio State Highway Patrol offers school bus safety tips for both students and drivers.

CHILDREN AND FAMILY

Cleveland Connection

6:00am - 7:00am

21 minutes of a 60-minute program

Sunday 08-29-21 and 09-12-21

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. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples. The American Red Cross holds many blood drives in schools and collects donations from students during the school day. They offer tips on how to take care of yourself after donating blood to help students safely continue the rest of their day at school. They also offer tips on how to keep younger children healthy when returning to school.

CHILDREN AND FAMILY

Cleveland Connection

6:00am - 7:00am

12 minutes of a 60-minute program

Sunday 09-26-21

The Achievement Centers for Children is a non-profit organization with the mission to empower children and adults with disabilities, and their families, to help them achieve their greatest potential. The agency provides comprehensive high-quality, cost-effective services and programs in the areas of therapy, education, recreation and sports, and family support services, to meet the needs of the entire family. The Cheers to Camp Cheerful fundraiser was held virtually on Sunday, September 12th.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

17 minutes of a 60-minute program

Sunday 07-04-21

The City of Cleveland, Cleveland Division of Police, and the Ohio State Highway Patrol, along with the support of community partners, are collaborating in an effort to reduce fatal crashes in Cleveland. The purpose of the SERVICE CLE initiative is to bring awareness and education to the motoring public about the dangers of speed, driving impaired, distracted driving, and other leading crash-causing violations, along with the importance of safety belt usage, in an effort to reduce injuries and traffic fatalities. SERVICE CLE will be a summer-long, citywide initiative that began May 8th and will end on September 30th.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

16 minutes of a 60-minute program

Sunday 07-04-21 and 07-25-21

The 5th Annual Cleveland Musicians Fundraiser is made up of various musicians from around the Cleveland area that put on a one-night music festival to raise money for a selected organization. Each year the organization changes, the musicians all donate their time and talents to the fundraiser. The selected organization receives 100% of the proceeds raised at the Cleveland Musicians Fundraiser. The selected organization this year was St. Jude Children's Research Hospital and the total amount donated to the hospital was \$19,476.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

60 minutes of a 60-minute program

Sunday 07-11-21

In May 2020, Senators Debbie Stabenow (D-MI), Chuck Schumer (D-NY), and Sheldon Whitehouse (D-R.I.), released a report examining a decades-long effort by conservative interests to remake the federal judiciary. The 54-page report follows several years of increased tension in the Senate over the perception of partisan judicial nominations. City Club Forum holds an open discussion with Senator Whitehouse on this report.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

17 minutes of a 60-minute program

Sunday 07-18-21

Towards Employment is a leading community-based workforce organization in Northeast Ohio, working to influence the wider system, regional economy, and local community through extensive expertise and trusted partnerships. The mission of Towards Employment is to empower individuals to achieve and maintain self-sufficiency through employment, helping strengthen the community as well. Towards Employment partners with over 300 businesses in the Cleveland area to help prepare new and current employees for career success.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

40 minutes of a 60-minute program

Sunday 08-01-21

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 scams happening in grocery store parking lots and fake summer events that are advertised online, tricking people into buying a ticket for an event that does not exist.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

14 minutes of a 60-minute program

Sunday 08-08-21 and 08-22-21

The Better Business Bureau sent out a warning to all of Northeast Ohio in regard to a contractor who was going around the community scamming individual families and even businesses out of thousands of dollars. One business lost as much as \$20,000. BBB Cleveland serves Ashtabula, Cuyahoga, Geauga, Lake, and Lorain counties.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

60 minutes of a 60-minute program

Sunday 08-15-21

Public access to the waterfront and outdoor greenspaces is vital to the social fabric of a community and to individuals' health and well-being. Yet, 90% of Cuyahoga County's shoreline is inaccessible to everyone except for private businesses and residents privileged enough to live near the lake. Both social and physical barriers have prevented residents, especially in low-income communities, from interacting with our region's greatest asset—the water. How can lakefront cities leverage development and land use policy to make waterfront access more equitable for all? City Club Forum talks with Euclid Mayor Kirsten Holzheimer Gail, Sandusky City Manager Eric Wobser, and Cleveland City Planning Director Freddy Collier about the challenges and opportunities in waterfront access.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

11 minutes of a 60-minute program

Sunday 08-29-21 and 09-12-21

Adventure Cycling Association announced the designation of 18 new U.S. Bicycle Routes in five states, adding 2,903 miles to the U.S. Bicycle Route System (USBRS). The new routes in California, Indiana, Ohio, Utah, and Washington State represent the largest addition to the USBRS to date in terms of both the number of designations and their total mileage. In this, over 1,000 miles have been recently added in Ohio helping connect Cleveland, Toledo, and Cincinnati through bicycle paths. Adventure Cycling Association has provided dedicated staff support to the U.S. Bicycle Route System since 2005, including research support, meeting coordination and technical guidance for states implementing routes.

COMMUNITY

Cleveland Connection

6:00am - 7:00am

60 minutes of a 60-minute program

Sunday 09-19-21

When a family moves into an affordable home, it has the potential to transform lives. Having the opportunity to invest in a permanent address means improvements to children's health, increased job opportunities, and the power to revitalize struggling neighborhoods. Yet, homeownership is inaccessible for many families. Historic policies like redlining are at the root of the wealth gap found in communities of color—leading to common barriers today like expensive down payments and difficulty securing low-interest loans. This opened the door to predatory lenders and housing scams to prey on low-to-moderate income buyers. Now, with the recent surge in housing prices, homeownership is further out of reach. City Club Forum discusses homeownership, and ways it can be used to build and achieve equity in Cleveland neighborhoods.

HEALTH

Cleveland Connection

6:00am - 7:00am

15 minutes of a 60-minute program

Sunday 07-25-21 and 08-01-21

Nicky Snazell, a physiotherapist who specializes in alternative treatments for pain management, discusses how the opioid crisis that received so much attention prior to the pandemic, hasn't gone away. She also discusses how COVID-19 may have even created a new category of people with opioid-addiction problems. Nikki offers up some alternative treatments people can use to help their long term COVID-19 symptoms that do not involve opioids.

HEALTH

Cleveland Connection

6:00am - 7:00am

25 minutes of a 60-minute program

Sunday 08-08-21 and 08-29-21

With COVID-19 cases surging due to the Delta variant - which has proven particularly infectious among children – there is significant concern among teachers and parents surrounding the return to in-person school. With this variant lurking, it's of the utmost importance for those at risk to place immune system protection at the top of their minds. Dr. Mark Engelman, MD, discusses proper immune system protection and shares extra steps everyone can take to protect themselves. He also explains how knowing your immunophenotype can help you know your immune strengths and vulnerabilities.

HEALTH

Cleveland Connection

6:00am - 7:00am

10 minutes of a 60-minute program

Sunday 08-22-21

Over 70% of musicians struggle with anxiety, depression or other mental health issues. Singer/songwriter and podcaster Brett Newski discusses breaking the stigma of mental illness and the importance of openly talking about it. Brett offers mental health boosts through humor and relatable quips about the perils of living in today's world with a mental illness. Brett also shares tips on how to make anxiety a useful tool to cultivate creativity.

HEALTH

Cleveland Connection

6:00am - 7:00am

120 minutes of a 120-minute program

Thursday 09-23-21

Audacy's I'm Listening initiative aims to encourage those who are dealing with mental health issues to understand they are not alone. On Thursday, September 23rd all Cleveland Audacy radio stations aired the 2021 "I'm Listening" broadcast special. Artists, musicians, athletes, and mental health professionals came together not only to empower listeners to have open conversations around mental health, but to demonstrate that talking about mental health is a tool that can truly save lives.

VETERANS

Cleveland Connection

6:00am - 7:00am

15 minutes of a 60-minute program

Sunday 07-04-21 and 07-18-21

In November 2019, APEX Dermatology rolled out their Purple Heart Project, which provides complimentary scar treatments to qualified wounded Veterans. As a Veteran himself, Founder of Apex Dermatology Dr. Jorge Garcia-Zuazaga wanted to offer free scar revisions to Veterans injured in active duty. Dr. Jorge Garcia-Zuazaga shares how he is helping heal more than just the skin, and how he works to improve confidence, mental health, and happiness for deserving Veterans.

ANIMALS

Cleveland Connection

6:00am - 7:00am

19 minutes of a 60-minute program

Sunday 07-18-21

The mission of the Lake Humane Society is to protect animals and build connections between pets and people through advocacy and education. Lake Humane Society provides protection to the animals through the Humane Investigations Department. The Cruelty Prevention Project was launched to raise critical funds for Lake Humane Society's Humane Investigations Department, including an efficient vehicle, additional equipment and training. The Humane Investigations Department runs solely on donations as no outside funding for this department is received. On July 25th, the Rescue Rock Off fundraiser was held to help raise funds for this department.