

ISSUES PROGRAM REPORT FOR 4th QUARTER 2020

SUBMITTED BY:
WDVD-FM
Detroit, Michigan
January 10th, 2021

I. INTRODUCTION

This report reflects the fourth quarter public interest programming activity from WDVD-FM radio of Detroit, Michigan ("96.3 WDVD").

From October 5th to December 27th, 2020 WDVD broadcast local news Monday through Friday during the WDVD Morning Show at 5:30, 6:00, 6:30, 7:00, 7:30, and 8:30 a.m.

The Issues of Concern determined by WDVD to be of the most importance to members of our community of license in this quarter included: **Our Community, Health & Wellness, Charity & Non-profit and Arts & Education.**

These issues were determined based on sources that included: listener surveys available at WDVD and information submitted from listeners by email, gathered and posted on the Community Calendar page of the WDVD website.

WDVD broadcast "It's Your Community," a public service program hosted by Vanessa Denha from 5:00 to 5:30 a.m. every Sunday morning to educate and inform listeners of important community issues through interviews with experts from several organizations.

WDVD was also involved in a number of community service programs and charitable causes this quarter, including: The airing of PSAs, partnerships, and events benefitting numerous charities.

The following pages describe some of the station's most significant treatment of the Issues of Concern described above from October 5th to December 27th, 2020.

II. ISSUES AND PROGRAMMING

1. Our Community

Title: It's Your Community

Date: October 4, 2020

Time: 5:00 a.m.

Length: 30 minutes

Origin: Local

Type: Public Affairs Interview Program

Vanessa interviewed Shawn Pomeville Size with the MotorCities National Heritage Area mission of preserving auto and labor history and promoting heritage tourism into our 10,000 square mile region of Michigan. The discussed their newly installed highway signs, network of partner attractions and their current status in this COVID-19 era as well as The Fort Street Bridge Interpretive Park nearing completion in SW Detroit.

Title: It's Your Community

Date: October 11, 2020

Time: 5:00 a.m.

Length: 30 minutes

Origin: Local

Type: Public Affairs Interview Program

Vanessa interviewed David Cowan from the Downtown Detroit Partnership. The *Downtown Detroit Partnership* strengthens and supports *Downtown Detroit* through strategic initiatives and programs while concurrently working across geographic boundaries to support citywide accessibility, connections, exposure and education through its affiliate program

Title: It's Your Community

Date: November 8, 2020

Time: 5:00 a.m.

Length: 30 minutes

Origin: Local

Type: Public Affairs Interview Program

Vanessa talked with Dan Stencil Executive Officer at *Oakland County Parks and Recreation Commission*. They discussed the effects of COVID-19 on the parks system as well as the events. Dan also talked about the 2021 plans.

2. Health & Wellness

Title: It's Your Community

Date: November 22, 2020

Time: 5:00 a.m.

Length: 30 minutes

Origin: Local

Type: Public Affairs Interview Program

Vanessa interviewed Peggy Burkhard, Executive Director from National Bone Marrow Transplant Link. The National Bone Marrow Transplant Link, established in 1992, strives to help patients, caregivers and families cope with the social and emotional challenges of bone marrow/stem cell transplant from diagnosis through survivorship. We provide vital information through valuable resource books, free Lunch & Learns, free podcast series, free webinars and audiobooks. Most of our resources are also available online. We also provide specialized and personalized support services.

Title: It's Your Community

Date: July 26, 2020

Time: 5:00 a.m.

Length: 30 minutes

Origin: Local

Type: Public Affairs Interview Program

Vanessa interviewed Stacie Renee; the former Mrs. Michigan is a motivational speaker and life coach who uses her optimism and passion for positivity to help others change their behaviors to promote a sense of purpose and excellence in their lives. She is a keynote Speaker focusing on Mindset. They talked about coping with COVID-19 and pivoting because of the pandemic by changing your mindset. She shares motivational messages on her YouTube Channel and her social media platforms. She is the author of the Amazon Best Selling Book *Positive Shift Ahead*.

Title: It's Your Community

Date: August 30, 2020

Time: 5:00 a.m.

Length: 30 minutes

Origin: Local

Type: Public Affairs Interview Program

Vanessa interviewed Tracey Cohen, author of her third book *My Life on the Autism Spectrum: Misunderstanding, Insight & Growth Six-Word Lessons on Female Asperger Syndrome*. She talked about her life with autism and how she helps others. She also is an avid runner and wrote book on running as well.

Title: It's Your Community
Date: September 6, 2020
Time: 5:00 a.m.
Length: 30 minutes
Origin: Local
Type: Public Affairs Interview Program

Vanessa interviewed Dr. Alejandro Badia ,no stranger to the flaws and frustrations of the U.S. healthcare system. A leading hand surgeon with a medical degree from NYU, multiple accolades, and decades of experience, Dr. Badia has spent more than a quarter-century in the trenches of U.S. healthcare. His new book *Healthcare from the Trenches* is an open discussion of the failure of the U.S. healthcare system from the perspectives of its "providers" and patients—perspectives today's healthcare debate sorely lacks. It is an Amazon Best # 1 Best Seller.

3. Charity and Non-profits

Title: It's Your Community
Date: October 25, 2020
Time: 5:00 a.m.
Length: 30 minutes
Origin: Local
Type: Public Affairs Interview Program

Vanessa interviewed Samaritas Family Center Director Tamiaka Andrews about how this school year has been dreaded by most, from in-person to hybrid to fully virtual schooling, and already parents across social networks are lamenting technology issues and balancing schedules. For families who do not have a home and are staying in a shelter, those anxieties are multiplied. these circumstances to help educate the community, as well as outline some of the simple resources (such as lap desks, headphones and bean bag chairs) that would make an incredible difference in the lives of struggling families. www.samaritas.org

Title: It's Your Community
Date: November 15, 2020
Time: 5:00 a.m.
Length: 30 minutes
Origin: Local
Type: Public Affairs Interview Program

Vanessa interviewed David Fischer, Jr from Gleaners and their collaborative event with The Suburban Collection to 'Drive Away Hunger' with Gleaners Community Food Bank The Suburban Collection's Southeast Michigan locations, with community support, to raise 1 million meals by the end of 2020.

Title: It's Your Community
Date: December 6, 2020
Time: 5:00 a.m.
Length: 30 minutes
Origin: Local
Type: Public Affairs Interview Program

Vanessa interviewed the Executive Director of Goodfellows Sari Schneider and Beth Conley works for a medium size software company, Work Force Software, as an Instructional Designer developing technical online training for customers and partners. She has been a member of the Detroit Goodfellow for over 8 years and has enjoyed helping the Goodfellows develop a social media footprint. She has also played an integral role in computerizing the Detroit Goodfellows holiday gift pickup program and worked closely with our NextGen group (young people 19 - 29 who donate \$10 per year, plus 10 hours of community service). Beth is a resident of Ferndale. They talked about the Detroit Goodfellows annual fundraiser and 2020 Goal or raising \$1 million to meet their mission since 1914 is "no kiddie without a Christmas".
www.detroitgoodfellows.org

Title: It's Your Community
Date: December 13, 2020
Time: 5:00 a.m.
Length: 30 minutes
Origin: Local
Type: Public Affairs Interview Program

Vanessa interviewed Bassie Shemlov from the Friendship Circle which is rooted in the Jewish faith and purchased Dakota Bread Company – an important business within the Jewish community, as its challah bread is highly regarded – earlier this year. This purchase furthers Friendship Circle's mission of providing adults with special needs job training, with the future goal of offering them full-time employment at the bakery. The nonprofit is eager to share why challah bread is such an important part of the Jewish holiday, that everyone can enjoy, and welcome new customers to Dakota Bread Company during this special time of the year.

Title: It's Your Community
Date: December 20, 2020
Time: 5:00 a.m.
Length: 30 minutes
Origin: Local
Type: Public Affairs Interview Program

Vanessa interviewed Mark Gaskil from Phoenix Innovate who specialized in Non Profit Clients on how non-profits should be marketing during the holiday season especially in 2020. COVID-19 has forced many companies to pivot and change directions, so Mark discussed the challenges and the changes companies made in the marketing strategies

for 2020 and the holiday season of Giving including with Tuesday December 1, Giving Day.

4. Arts & Education

Title: It's Your Community

Date: October 18, 2020

Time: 5:00 a.m.

Length: 30 minutes

Origin: Local

Type: Public Affairs Interview Program

Vanessa interviewed Norman Macombs about his new book *A Reason to Be*. Norm is a critically acclaimed White House National Medal of Technology and Innovation winner; Norman McCombs tells the semi-autobiographical story in *A REASON to BE*. Equal parts love story, historical epic, and journey to self-discovery, the novel resonates at the heart of what it means to be human.

Title: It's Your Community

Date: November 1, 2020

Time: 5:00 a.m.

Length: 30 minutes

Origin: Local

Type: Public Affairs Interview Program

Vanessa interviewed Erica Robertson, author of the book *The Adventures of a Little Black Detroit Girl – Homecoming*. She is also the founder of Education at Scale, a national non-profit organization focusing on tackling systematic k-12 education system to eliminate the gaps in education for children of color. They talked about what inspired the book and how it is reflective of her own life.

Title: It's Your Community

Date: November 29, 2020

Time: 5:00 a.m.

Length: 30 minutes

Origin: Local

Type: Public Affairs Interview Program

Teresa Tomeo, speaker and author with her new book *Listening for God*. Teresa is an award-winning author of more than 15 books. She is a talk show host and speaker. She specializes in media relations and communications. Teresa talked about the many stories in her book written by people from varied backgrounds on how God speaks to them.

Title: It's Your Community
Date: December 27, 2020
Time: 5:00 a.m.
Length: 30 minutes
Origin: Local
Type: Public Affairs Interview Program

Vanessa interviewed Don Tanner from Tanner Friedman about communication strategy and the toxic conversations on social media. How 2020 with COVID-19 and the political climate has prompted some divisive comments on social media and how someone should communicate on a professional level.

III. WDVD'S INVOLVEMENT IN COMMUNITY SERVICE PROGRAMS AND CHARITABLE CAUSES

-96.3 WDVD launched "Hunger Free in the D", presented by The Celani Family Foundation, a three week matching gift campaign to fight hunger in our region supporting the Capuchin Soup Kitchen and Gleaners Community Food Bank. Our goal was to provide a half million meals to struggling families during the holidays. We also did a mini radiothon with the Blaine Fowler Morning Show on Monday, November 23rd asking for donations to benefit this worthy cause.

-96.3 WDVD teamed up with Toys for Tots to help collect toys and money to benefit families in need during Christmas. We ran numerous promos and directed listeners to our website to find toy donation locations in their area. We also sent promotion teams out to collect toys at various locations during the weekends of November 21st-22^{ns} and December 5th and 6th and collected over 3,000 toys and collected over \$3,000 to buy toys during that time.