

# WCSX-HD1

## PUBLIC AFFAIRS QUARTERLY REPORT

October 1- December 31, 2014

### Report Contents

- Section I - Top Community Issues.**
- Section II - Public Affairs Programs; Listing/Descriptions.**
- Section III - Public Affairs Programming Summary.**
- Section IV - Public Service Announcements.**
- Section V - Community and Charity Events.**

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## **Section I – Community Issues**

WCSX-HD1 is continually engaged in dialogue with community leaders and our audience to determine issues that affect our broadcast area. As a broadcast station, we are committed to addressing these issues in our issue responsive programming. Below is a list of the top issues of concern to the community that were addressed through public service programming during the quarter ending December 31, 2014

- 1. Jobs/Economy**
- 2. Terrorism / War**
- 3. Education / Parenting**
- 4. Environment/Energy Issues/Climate Change**
- 5. Health Care/ Health**
- 6. Gender / Racial Issues**
- 7. Crime**
- 8. Government policy**
- 9. Detroit**
- 10. Current Affairs**

## **Section II – Public Affairs Program Listing**

WCSX-HD1 aired the following public affairs program each Sunday between October 1 and December 31, 2014.

### **“The Peter Werbe Show”**

Sundays, 6:00am – 7:00am

Written, produced, and hosted by WCSX-HD1 Public Affairs Director, Peter Werbe, the show features guests and community leaders discussing key issues affecting Metro Detroit with content mirroring issues of concern to our listening audience.

### **“WCSX Morning News”**

Monday-Friday, 6:00am-10:00am

WCSX-HD1 morning co-host, Trudi Daniels, broadcasts news items consistent with ascertained community issues for information and discussion with the WCSX audience.

## Section III – Public Affairs Programming and News Summary

Below is a summary illustrating how WCSX-HD1 addressed key community issues throughout the three month period ending on December 31, 2014.

### **1. Economy**

**October 12, 6:00 am**

#### **The Peter Werbe Show**

Frithjof Bergmann, professor of philosophy emeritus, University of Michigan, discussed his proposals for re-imagining work and culture as a way to deal with our current crises. 25 min.

**December 21, 6:30 am**

#### **The Peter Werbe Show**

Richard Swift, author, *S.O.S.: Alternatives to Capitalism*, says the current system has played itself out and needs to be replaced with institutions which guarantee economic stability and ecological sanity. 25 min

### **2. War and Terrorism**

**October 5, 6:00 am**

#### **The Peter Werbe Show**

David N. Gibbs, author, *Do No Harm: Humanitarian Intervention and the Destruction of Yugoslavia*, talked about the history of NATO and its role in the crisis in Ukraine. 25 min

**October 26, 6:00 am**

#### **The Peter Werbe Show**

Reese Erlich, author, *Inside Syria: The Backstory of Their Civil War and What the World Can Expect*, described the different factions fighting with and against ISIS and the difficult the U.S. will incur by re-entering the fray. 25 min

**November 2, 6:00 am**

#### **The Peter Werbe Show**

Susan Werbe, Executive Producer, The Great War Theatre Project, explained how the centenary of World War I has meaning within the conflicts of today. 25 min

**December 14, 6:00 am**

#### **The Peter Werbe Show**

David Vine, author of the forthcoming, *Base Nation: How U.S. Military Bases Abroad Harm America and the World*, talked about the new U.S.-led war in Iraq and Syria against the Islamic State (IS) and the impact it will have on prospects for peace and divergence of tax money for war rather than domestic infrastructure. 25 min

### **3. Health Care/Health**

**November 30, 6:30 am**

#### **The Peter Werbe Show**

William Powers, author, *New Slow City: Living Simply in the World's Fastest City*, described how he altered his life to get off the treadmill of work and consumption. 25 min

**December 28, 6:00 am**

**The Peter Werbe Show**

Julie Holland, M.D., author, *The Pot Book: A Complete Guide to Cannabis; Its Role in Medicine, Politics, Science, and Culture*, discussed the myths surrounding marijuana usage and how legalization impacts the public. 25 min

**4. Gender/Racial Issues**

**October 19, 6:30 am**

**The Peter Werbe Show**

Katha Pollitt, author, *Pro: Reclaiming Abortion Rights*, asserted that not only does abortion availability give women reproductive choices, it also has an overarching positive effect on society. 25 min.

**October 26, 6:30 am**

**The Peter Werbe Show**

Gerald Horne, author, *The Counter-Revolution of 1776: Slave Resistance and the Origins of the United States of America*, said that revolt of the British colonies was mostly motivated to assure the maintenance of slavery. 25 min

**5. Crime/Courts/Justice**

**October 12, 6:30 am**

**The Peter Werbe Show**

Seth Rosenfeld, author, *Subversives: The FBI's War on Student Radicals, and Reagan's Rise to Power*, told the story of Berkeley, Calif. Free Speech Movement, and how government misconduct fed the political fortunes of the future president. 25 min

**December 14, 6:30 am**

**The Peter Werbe Show**

Dawn Paley, author, *Drug War Capitalism*, explained how U.S. policy is more about social, economic, and territorial control than it is about suppressing narcotics. 25 min

**November 30, 6:00 am**

**The Peter Werbe Show**

David Bacon, author, *The Right to Stay Home*, discussed President Obama's executive order allowing certain undocumented immigrants to remain in the U.S. 25 min

**6. Government Policy**

**October 6, 6:00 am**

**The Peter Werbe Show**

Thaddeus Russell, author, *A Renegade History of the United States*, discussed how American history was often shaped by those considered to be the lower orders, rather than great men. 25 min.

**November 23, 6:00 am**

**The Peter Werbe Show**

Mike Bond, author, *The Tibetan Cross*, returned with another thriller, this time with a tale about an American climber in the Himalayas who stumbles on a shipment of backpack nuclear weapons being smuggled by the CIA into Tibet. 25 min.

**December 7, 6:00 am**

**The Peter Werbe Show**

Peter Kornbluh, of the National Security Archive and author, *Back Channel to Cuba, The Hidden Story of Negotiations Between Washington and Havana*, detailed how every president since Kennedy has tried to cut deals with the Cuban government to normalize relationships. 25 min.

**December 21, 6:00 am**

**The Peter Werbe Show**

Ray McGovern, former CIA analyst, discussed the Senate Intelligence Committee's report on torture. 25 min.

**7. Detroit**

**November 2, 6:30 am**

**The Peter Werbe Show**

Alan Snitow, co-director, *Thirst*, a PBS Point of View documentary, discussed how popular opposition to the privatization of water in India, Bolivia, and Stockton, Calif., has implications for Detroit's water crisis. 25 min.

**November 16, 6:00 am**

**The Peter Werbe Show**

Steve Early, author, *Save Our Unions: Dispatches from A Movement in Distress*, discussed how the demise of unions effects the wages and benefits of all working people using Detroit as a prime example. 25 min

**8. Current Affairs**

**October 5, 6:30 am**

**The Peter Werbe Show**

Robert Jensen, Professor of Journalism, University of Texas at Austin, and author, *Arguing for Our Lives: A User's Guide to Constructive Dialog*, said we live in a time of anxiety, and it's essential that we are able to think and communicate clearly. 25 min.

**December 28, 6:30 am**

**The Peter Werbe Show**

An archive show featuring Peter Werbe reporting on his trip to Cuba in 2008, and then commenting on what he said six years ago. 25 min.

**9. Education/Parenting**

**October 19, 6:30 am**

**The Peter Werbe Show**

Jay Gillen, author, *The Roles of Young People in Schools of Poverty*, said that schools in poor districts have failed their students where policing behavior trumps learning. Among other things, he described The Algebra Project in which he is involved which addresses this problem. 25 min.

**November 23, 6:30 am**

**The Peter Werbe Show**

Robert Freeman, author, *The Crisis of Classical Music in America*, talked about the over-supply of classically trained musicians competing for fewer career positions. 25 min.

## 10. Environment

**November 9, 6:00 am**

**The Peter Werbe Show**

Michael Klare, author, *The Race for What's Left: The Global Scramble for the World's Last Resources*, says oil and gas have suddenly become abundant and affordable through fracking and oil shale, meaning that carbon based sources will continue to be our major source of energy rather than renewables. 25 min.

**November 9, 6:30 am**

**The Peter Werbe Show**

Alan Weisman, author, *Countdown: Our Last, Best Hope for a Future on Earth*, says the population of the planet has way exceeded its carrying capacity. 25 min.

**November 16, 6:30 am**

**The Peter Werbe Show**

Mike Bond, author, *The Last Savanna*, says he used the thriller novel form in his latest book to illustrate the threat to African wildlife from poachers. 25 min.

**December 7, 6:30 am**

**The Peter Werbe Show**

Ellis Boal, an attorney with Ban Michigan Fracking, spoke about the dangers to the environment and human health from the oil and gas process known as horizontal fracking. 25 min.

## Section IV –Public Service Announcements

During the three-month period, October 1 – December 31, 2014, WCSX-HD1 aired the following Public Service Announcements.

### **WCSX-HD1 PUBLIC SERVICE ANNOUNCEMENT SUMMARY**

<u>Organization</u>	<u># times aired</u>
1. American Lung Association Lung Force	5
2. Michigan Opera Theatre	20
3. Family Caregiver Expo	10
4. Southfield Public Library	5
5. Safe Drinking Water Act	15
6. Detroit Historical Society	15
7. High Five Turkey Drive	15
8. Jingle Bell Run for Arthritis	15
9. Santa at Cranbrook House	15
10. Dominican Literacy Center	10
11. Children's Miracle Network	30
12. FEMA Flood Relief	10
13. Prisoner Re-Entry Advisory Council	15
14. Kid Kicking Cancer	15
15. National Kidney Foundation Kidney Cars	10
16. National Highway Traffic Safety Administration	5
17. US Department of Energy	15
18. Discover the Forests	10
19. Hunger America	5
20. Global Warming	5
21. Feed America	5
22. American Heart Association	5
23. People for Palmer Park	10
24. Water Works Theatre Company	15
25. Macomb Oakland Regional Center	5
26. National Alliance for Mental Health	5
<b>Total Public Service Announcements Aired During Period:</b>	<b>290</b>

## Section V – Community/Charity Events/Donations

During the three-month period ending December 31, 2014. WCSX-HD1 created and/or participated in the following public service events, supported by on-air promotions.

October 29, 31; November 5, 7, 12, 14, 19 and 21, WCSX visited various CVS locations to support Good Will Industries

November 8, Veterans Day broadcast at Macomb Mall. Raise the Flag event

December 5; 3rd annual Jingle Bowl event to benefit the Salvation Army

December 6; Afternoon host Doug Podell rang bells at the Meijer in Shelby to benefit the Salvation Army

December 17; morning hosts Trudi and Jim gave a WCSX listener a car from Charity Motors and a \$25 Kroger gift certificate as part of our Santa Van promotion for a family in need.