

**BEASLEY MEDIA GROUP, LLC  
ISSUES AND PROGRAMS REPORT  
FOR  
STATION WCSX  
4th QUARTER, 2020  
October 1<sup>st</sup> through December 31<sup>st</sup>**

ISSUES OF CONCERN TO THE STATION WCSX  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE  
FOURTH QUARTER, 2020

1. CHARITY
2. HEALTH
3. EDUCATION
4. SAFETY
5. ENVIRONMENT

PUBLIC AFFAIRS PROGRAMS

WCSX PROGRAMS THAT  
ADDRESS COMMUNITY ISSUES

The Detroit Community Calendar & Events  
(Sunday – 6:00 a.m. – 7:00 a.m.)

Locally-produced show focusing on topical issues of particular concern to Detroit and Metro Detroit residents and discussed upcoming events in the community.

## **Fourth Quarter 2020**

### **TOPIC: CHARITY**

**October 4, 2020**

**Time: 6:00 a.m. – 6:30 a.m.**

**Length: 30 minutes**

Scott Shepard talks with Karen Davis President & CEO of Make A Wish Foundation of Michigan regarding their charity event in October called The Wish Ball to raise funds for the year. Also, how people can volunteer, donate and help out. Also, how children and their families can reach out and make a child wish come true when going through a difficult illness.

**October 11, 2020**

**Time: 6:00 a.m. – 6:30 a.m.**

**Length: 30 minutes**

Scott Shepard talks with Heidi Grix, President and CEO for The Blood Cancer Foundation of MI. They discuss how to support, volunteer, donate and reach out to families with blood cancer, including leukemia. They also talk about donations to their Halloween Candy celebration and their Holiday Toy Drive to help kids with blood cancer and their families. The foundation helps families who need money, medical attention and mental support when suffering from blood cancer.

**October 18, 2020**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard is joined by Sarah Rood from The Friends for Animals of Metro Detroit regarding pet adoption, pet training and animal/humane care. Also, the fund drive to raise money and support their new 5 million dollar building and facilities in Dearborn, MI. They also discuss how to help homeless animals or care for pets that people cannot afford to feed anymore.

**October 25, 2020****Time: 6:30 a.m. – 7:00 a.m.****Length: 30 minutes**

Scott Shepard speaks with Stacy Averill from The Gleaners Food Bank Program, which is helping to feed families during the holidays with their double your donation days. They talk about how to support, volunteer and donate to Gleaners Food Bank, as well as how hungry families can reach out to get help with food for Thanksgiving and Christmas, plus feeding families around Detroit. Also details on how to sponsor their program and what companies help them with donations.

**November 01, 2020 (Repeat of Oct 11)****Time: 6:00 a.m. – 6:30 a.m.****Length: 30 minutes**

Scott Shepard talks with Heidi Grix, President and CEO for The Blood Cancer Foundation of MI. They discuss how to support, volunteer, donate and reach out to families with blood cancer, including leukemia. They also talk about donations to their Halloween Candy celebration and their Holiday Toy Drive to help kids with blood cancer and their families. The foundation helps families who need money, medical attention and mental support when suffering from blood cancer.

**November 08, 2020****Time: 6:00 a.m. – 6:30 a.m.****Length: 30 minutes**

Scott Shepard talks with Major Timothy Meyer of the Salvation Army regarding their Red Kettle fundraising campaign. The two discuss ways to donate, volunteer and help during this holiday season. They also discussed the history of the Salvation Army, current locations around Detroit, and what items are most needed for donations during holidays.

**November 08, 2020****Time: 6:30 a.m. – 7:00 a.m.****Length: 30 minutes**

Scott Shepard speaks with Stacy Averill from The Gleaners Food Bank Program regarding need for donations, volunteers and food/household products most desired to help the hungry before Christmas. They also

talked about Gleaners double your donation days and the sponsors helping them like Ford & Kroger.

### **November 15, 2020**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard is joined by Sarah Rood from The Friends for Animals of Metro Detroit regarding current holiday fundraiser to help homeless pets get adopted, how people can volunteer and donation goals. They also talked about their new location, and how once it's completed pet owners can get free veterinary care during the pandemic.

### **November 22, 2020 (Repeat of Nov 08)**

**Time: 6:00 a.m. – 6:30 a.m.**

**Length: 30 minutes**

Scott Shepard talks with Major Timothy Meyer of the Salvation Army regarding their Red Kettle fundraising campaign. The two discuss ways to donate, volunteer and help during this holiday season. They also discussed the history of the Salvation Army, current locations around Detroit, and what items are most needed for donations during holidays.

### **November 29, 2020 (Repeat of Nov 08)**

**Time: 6:00 a.m. – 6:30 a.m.**

**Length: 30 minutes**

Scott Shepard speaks with Stacy Averill from The Gleaners Food Bank Program regarding need for donations, volunteers and food/household products most desired to help the hungry before Christmas. They also talked about Gleaners double your donation days and the sponsors helping them like Ford & Kroger.

### **December 13, 2020**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard talks with Keith Aldridge, owner and operator of Canterbury Village in Lake Orion MI. They talk about how to help small businesses stay afloat during these difficult economic times. As well as how they are helping to raise money for children's charities. Plus, they

talk about how to start a new charity like their Bottomless Toy Chest for kids during the Christmas Holidays. Also, their New Year's Eve "Mitten Drop" to ring in the new year and raise money for local charities.

**December 20, 2020 (Repeat of Dec 13)**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard talks with Keith Aldridge, owner and operator of Canterbury Village in Lake Orion MI. They talk about how to help small businesses stay afloat during these difficult economic times. As well as how they are helping to raise money for children's charities. Plus, they talk about how to start a new charity like their Bottomless Toy Chest for kids during the Christmas Holidays. Also, their New Year's Eve "Mitten Drop" to ring in the new year and raise money for local charities.

**TOPIC: HEALTH**

**October 4, 2020**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard talks with Jennifer Ernst of Tivic Health regarding allergy season and ways to deal with allergies and how the effects of global warming make allergies more potent. She shares to lessen the impact of allergies people should buy a home air filter, use a Neti pot, use a saline wash/rinse, take a steam bath and always wash hands & clothes after being in the woods/outdoors. Bio electric therapy is the new, best cure during allergy season. Also, wearing a mask can help too.

**October 11, 2020**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard talks with Dr. Julie Gatzka with ways to avoid sugar in the diet during Halloween and Christmas. They discuss how to avoid dependence on sugar and other nutritional tips to limit sugar in the diet and the harm too much can do to the body including diabetes. She also talks about heartburn solution and the harm that consistent/constant

heartburn can do to the esophagus and other parts of the body, continuous heartburn causes cancer and other ailments.

**November 01, 2020 (Repeat of Oct 11)**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard talks with Dr. Julie Gatza with ways to avoid sugar in the diet during Halloween and Christmas. They discuss how to avoid dependence on sugar and other nutritional tips to limit sugar in the diet and the harm too much can do to the body including diabetes. She also talks about heartburn solution and the harm that consistent/constant heartburn can do to the esophagus and other parts of the body, continuous heartburn causes cancer and other ailments.

**December 6, 2020**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard is joined by Maria Swain. The two discuss Maria's previous job as a nurse and what she experienced as a nurse during Covid 19. They also talk about her battle with contracting Covid 19 and why she left the health industry to start her own business. She started a virtual craft show business in the fall, how she got the new business going and how she is helping others to do the same by working from home virtually.

**December 13, 2020**

**Time: 6:00 a.m. – 6:30 a.m.**

**Length: 30 minutes**

Scott Shepard speaks with Dr. Michael Lewis, an infectious disease doctor and former U.S. Army Colonel who helped battle the SARS virus 16 years ago around the world and how people can deal with Covid 19 in 2021. Also, how people can avoid depression during covid and not feel overwhelmed by the media. They also discuss helping people with their mental and physical health with nutrition and exercise tips. As well as discussing what effects the social media barrage regarding covid can have on our health.

**December 20, 2020 (Repeat of Dec 13)**

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Scott Shepard speaks with Dr. Michael Lewis, an infectious disease doctor and former U.S. Army Colonel who helped battle the SARS virus 16 years ago around the world and how people can deal with Covid 19 in 2021. Also, how people can avoid depression during covid and not feel overwhelmed by the media. They also discuss helping people with their mental and physical health with nutrition and exercise tips. As well as discussing what effects the social media barrage regarding covid can have on our health.

**December 27, 2020 (Repeat of Dec 6)**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard is joined by Maria Swain. The two discuss Maria's previous job as a nurse and what she experienced as a nurse during Covid 19. They also talk about her battle with contracting Covid 19 and why she left the health industry to start her own business. She started a virtual craft show business in the fall, how she got the new business going and how she is helping others to do the same by working from home virtually.

**TOPIC: EDUCATION**

**October 18, 2020**

**Time: 6:00 a.m. – 6:30 a.m.**

**Length: 30 minutes**

Scott Shepard speaks with Miss Mya from the Belief Eclectic Learning School for Autism in Eastpointe, MI regarding their Open Door Living Association and how it helps children with Autism and other mental health issues. They talk about how families can reach out to get help for special needs kids in their family and how people can volunteer and donate to the school. Plus they discuss how to educate special needs kids and their various programs to do so.

**October 25, 2020 (Repeat of Oct 18)**

**Time: 6:00 a.m. – 6:30 a.m.**

**Length: 30 minutes**

Scott Shepard speaks with Miss Mya from the Belief Eclectic Learning School for Autism in Eastpointe, MI regarding their Open Door Living Association and how it helps children with Autism and other mental health issues. They talk about how families can reach out to get help for special needs kids in their family and how people can volunteer and donate to the school. Plus they discuss how to educate special needs kids and their various programs to do so.

**TOPIC: SAFETY**

**Detroit Community Calendar**

**November 15, 2020**

**Time: 6:00 a.m. – 6:30 a.m.**

**Length: 30 minutes**

Scott Shepard speaks with Tracey Kevelighan, Executive Director of Hope against Trafficking. The two talk regarding the group's history, locations, goals and how to help with donations/volunteering. They also discuss what happens with Human Trafficking, who is most vulnerable, and how victims can reach out to get help and all the various programs H.A.T. provides. They also go over how to avoid situations of trafficking where it's high risk.

**November 22, 2020**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard talks with Dr. Steven Webb, author of Police Interaction Protocol. They discuss how the public can safely interact with law enforcement and avoid rioting in their communities. Also how police can better serve and protect the public through information and education. Listing the 10 point protocol and how to lower the stress of current times, plus how to get his book and other education materials he has written.

**November 29, 2020 (Repeat of Nov 15)**

**Time: 6:30 a.m. – 7:00 a.m.**

**Length: 30 minutes**

Scott Shepard speaks with Tracey Kevelighan, Executive Director of Hope against Trafficking. The two talk regarding the group's history, locations, goals and how to help with donations/volunteering. They also discuss what happens with Human Trafficking, who is most vulnerable, and how victims can reach out to get help and all the various programs H.A.T. provides. They also go over how to avoid situations of trafficking where it's high risk.

**TOPIC: ENVIRONMENT**

**Detroit Community Calendar**

**December 6, 2020**

**Time: 6:00 a.m. – 6:30 a.m.**

**Length: 30 minutes**

Scott Shepard speaks with Mike Feazel, owner and CEO of Roof Maxx. The two talk about the environment and how small businesses can "Go Green" to help the environment reduce landfills and save their customers money. Their new technology roofing adds to the life of residential or commercial roofs. Roof Maxx is one of the fastest growing businesses in the U.S. and was featured on Shark Tank. Mike also gives tips and ideas on how to start a new business.

**December 27, 2020 (Repeat of Dec 6)**

**Time: 6:00 a.m. – 6:30 a.m.**

**Length: 30 minutes**

Scott Shepard speaks with Mike Feazel, owner and CEO of Roof Maxx. The two talk about the environment and how small businesses can "Go Green" to help the environment reduce landfills and save their customers money. Their new technology roofing adds to the life of residential or commercial roofs. Roof Maxx is one of the fastest growing businesses in the U.S. and was featured on Shark Tank. Mike also gives tips and ideas on how to start a new business.

## WCSX 94.7 FM PSA Activity

Each of these PSA's aired October 01, 2020 – December 31, 2020 between the hours of 12am - 12 midnight.

VA Affairs/Covid:	13
Feeding America:	14
Text/Catastrophe:	13
Mask On:	15
United Way:	46
Caring Beyond:	23
Pest Management:	53
St Jude:	15
Cessation/CDC Tip:	15
Susan G Komen:	14
A Way Out:	14
Gun Safety:	15
Adoption:	16
Flu:	8
Flu Vaccine:	8
High Blood Pressure:	8
<b>Total:</b>	<b>564</b>