

**BEASLEY MEDIA GROUP, LLC
ISSUES AND PROGRAMS REPORT
FOR
STATION WCSX-FM
3rd QUARTER, 2021
July 1st THROUGH September 30TH**

ISSUES OF CONCERN TO THE STATION
WCSX-FM-FM
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
THIRD-QUARTER, 2021

1. HEALTH AND HUMAN RESOURCES
2. CHARITY
3. FEEDING THE HUNGRY
4. EDUCATION
5. ANIMAL CARE
6. NUTRITION
7. MILITARY/VETERAN SUICIDE PREVENTION
8. MENTAL HEALTH

PUBLIC AFFAIRS PROGRAMS

WCSX PROGRAMS THAT
ADDRESS COMMUNITY ISSUES

The Detroit Community Calendar & Events

(Sunday – 6:00 a.m. – 7:00 a.m.)

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

THIRD QUARTER 2021

DETROIT COMMUNITY CALENDAR

July 4th, 2021

Time: 6:00a-7:00a

TOPIC: Health & Human Services

Length: 25 Minutes

Guest with Scott Shepard was Brandon Heath a longtime Paramedic currently with The Armada Twp. Fire Department here in Michigan. Spent 12 years as a paramedic/EMT in Detroit before moving. Promoting the Armada Twp. Fire Dept. golf outing next month at Sycamore Hills Course to generate funds for helping displaced families in the community, help fund a college scholarship for high school seniors and get funds for social services. Discussed Brandon's experiences as an EMT for 18 years, what education and training he did to become a licensed EMT, and the effects of Covid on his job. Recruit new paramedics because they are way understaffed all around Metro Detroit. Seeking golf outing donations, hole sponsors, and golfers all for the charity.

TOPIC: CHARITY

Length: 25 Minutes

Guest with Scott Shepard was Laura LeBlanc Vice President of Development and Communications for Volunteers of America Michigan. Promoting their Cars Helping People program providing transportation to those in need. Also, cars helping people accept donations of all types of vehicles that they can fix up and sell for revenue to support the charity...vehicles like older and used cars, boats, RV's, and trucks of any kind. Volunteers of America helps fund critical social services for seniors, military veterans, and their families, homeless people especially students & veterans, and all children in need. How Covid has dramatically hurt their charity with fewer donations, fewer volunteers and they had to close out certain programs due to lack of funds. V of A Backpack program for students to get school supplies.

DETROIT COMMUNITY CALENDAR

July 11th, 2021

Time: 6:00a-7:00a

TOPIC: CHARITY

Length: 25 Minutes

Guest with Scott Shepard was Laura LeBlanc Vice President of Development and Communications for Volunteers of America Michigan. Promoting their Cars

Helping People program providing transportation to those in need. Also, cars helping people accept donations of all types of vehicles that they can fix up and sell for revenue to support the charity...vehicles like older and used cars, boats, RV's, and trucks of any kind. Volunteers of America helps fund critical social services for seniors, military veterans, and their families, homeless people especially students & veterans, and all children in need. How Covid has dramatically hurt their charity with fewer donations, fewer volunteers and they had to close out certain programs due to lack of funds. V of A Backpack program for students to get school supplies.

TOPIC: Health & Human Services

Length: 25 Minutes

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DETROIT COMMUNITY CALENDAR

July 18th, 2021

Time: 6:00a-7:00a

TOPIC: HEALTH & HUMAN SERVICES

Length: 25 Minutes

Former Detroit Tiger and current Tigers broadcaster Kirk Gibson talked about his battle with Parkinson's disease, his Kirk Gibson Foundation, and all the work he does to help fund research to find a cure for Parkinson's. Mr. Gibson promoted his 5th annual Kirk Gibson Golf outing charity at The Wyndgate Country Club on August 23rd; discussed how all the money raised will help fund research and help for those battling Parkinson's like therapy, medication, find a cure and learn about the day to day struggles. Gibson talked about the early signs of disease, how families can deal with it, how to get a diagnosis, and the EVSP slogan.....Everyone vs. Parkinson's.

TOPIC: HEALTH & HUMAN SERVICES**Length: 25 Minutes**

Michelle Newman, the Executive Director of The Kirk Gibson Foundation for Parkinson's joined Scott Shepard. She discussed how she became involved with the foundation due to several family members having Parkinson's; what her experience has been like, what the foundation does to help families, how to volunteer, how to donate, the services provided, and upcoming charity events. There was a discussion on how therapy can be virtual now because of Covid-19; Ms. Newman explained how funding works and where the money goes. The foundation has ties in with the Michael J. Fox Foundation. The promotion was given for an upcoming charity golf event, both the virtual qualifier and actual golf outing on August 23. Discussed how to get early diagnosis and what the early signs of disease are

DETROIT COMMUNITY CALENDAR**July 25th, 2021****Time: 6:00a-7:00a****TOPIC: HEALTH & HUMAN SERVICES****Length: 25 Minutes**

Michelle Newman, the Executive Director of The Kirk Gibson Foundation for Parkinson's joined Scott Shepard. She discussed how she became involved with the foundation due to several family members having Parkinson's; what her experience has been like, what the foundation does to help families, how to volunteer, how to donate, the services provided, and upcoming charity events. There was a discussion on how therapy can be virtual now because of Covid-19; Ms. Newman explained how funding works and where the money goes. The foundation has ties in with the Michael J. Fox Foundation. The promotion was given for an upcoming charity golf event, both the virtual qualifier and actual golf outing on August 23. Discussed how to get early diagnosis and what the early signs of disease are

TOPIC: CHARITY**Length: 25 Minutes**

Scott Shepard was joined by Scott Merian, who is Committee Chairman for 2 different local charities: Fallen and Wounded Warriors & Rock-n-Resource. He discussed each charity. Fallen and Wounded Warriors helps veterans of any war with food, shelter, clothes, health care, find jobs, ramps for the disabled, etc... They did a recent event that raised \$70,000 with over 700 people attending.

100% of the funds raised go directly to local veterans in need. __Rock-n-Resource helps people with addictions and with opioid awareness. It helps those people with addictions get rehab, find jobs, pay for therapy, and helps families who lost someone due to opioid addiction. In addition, it helps with the adoption of kids who lost parents to drugs. He promoted their upcoming charity event on September 18 at Halmich Park in Warren, MI to raise funds for addicts. Warren Fire Dept. is involved.

DETROIT COMMUNITY CALENDAR

August 1st, 2021

Time: 6:00a-7:00a

TOPIC: CHARITY

Length: 25 Minutes

Scott Shepard was joined by Scott Merian, who is Committee Chairman for 2 different local charities: Fallen and Wounded Warriors & Rock-n-Resource. He discussed each charity. Fallen and Wounded Warriors helps veterans of any war with food, shelter, clothes, health care, find jobs, ramps for the disabled, etc... They did a recent event that raised \$70,000 with over 700 people attending. 100% of the funds raised go directly to local veterans in need. __Rock-n-Resource helps people with addictions and with opioid awareness. It helps those people with addictions get rehab, find jobs, pay for therapy, and helps families who lost someone due to opioid addiction. In addition, it helps with the adoption of kids who lost parents to drugs. He promoted their upcoming charity event on September 18 at Halmich Park in Warren, MI to raise funds for addicts. Warren Fire Dept. is involved.

TOPIC: FEEDING THE HUNGRY

Length: 25 Minutes

Scott Shepard was joined by Stacy Averill, The VP of Community Giving for Gleaners Community Food Bank. She promoted their ongoing Hunger-Free Summer Campaign thru the end of August to feed local kids not in school during summer vacation. Many of these kids' only meals come while they are in school. She also discussed the charity and their partnership with Citizens Bank who will match every dollar donated all summer long with Double your Dollar Donations. She thanked all sponsors because every dollar donated provides 3 meals for school children during summer break. She provided more information on Gleaners grocery sites providing fresh food; meal sites where you can eat free meals there and mobile food delivery sites going to low-income housing

neighborhoods. There was a discussion of the history of Gleaners helping the Detroit area for over 40 years. There was an explanation of how to get help, volunteer, and donate as well as how virtual learning has changed their way of providing food to school-aged kids. She promoted their upcoming events.

DETROIT COMMUNITY CALENDAR

August 8th, 2021

Time: 6:00a-7:00a

TOPIC: EDUCATION

Length: 25 Minutes

Scott Shepard was joined by Holly DeLeon, an Educator, and Child Learning Specialist. She discussed how Covid has affected young children in school and how many kids are a year behind in their education and development. She discussed Red Flags on learning loss like speech delay, poor vocabulary, unable to multi-task, and difficulties interacting with other children. Holly is involved with a special program for young kids learning process called Animal Island. She discussed how to better educate kids who are virtual learning or being homeschooled since today's schoolchildren are the Covid generation and may be held back in school by not meeting the minimum standard of testing requirements for their age/grade.

TOPIC: FEEDING THE HUNGRY

Length: 25 Minutes

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DETROIT COMMUNITY CALENDAR

August 15th, 2021

Time: 6:00a-7:00a

TOPIC: EDUCATION

Length: 25 Minutes

Scott Shepard was joined by Holly DeLeon, an Educator, and Child Learning Specialist. She discussed how Covid has affected young children in school and how many kids are a year behind in their education and development. She discussed Red Flags on learning loss like speech delay, poor vocabulary, unable to multi-task, and difficulties interacting with other children. Holly is involved with a special program for young kids learning process called Animal Island. She discussed how to better educate kids who are virtual learning or being homeschooled since today's schoolchildren are the Covid generation and may be held back in school by not meeting the minimum standard of testing requirements for their age/grade.

TOPIC: HEALTH & HUMAN SERVICES

Length: 25 Minutes

Scott Shepard was joined by Major Tim Meyer of The Salvation Army. Currently in their Summer in the City Campaign to raise funds for expansion & renovation of their Conner Creek Corps. Community Center for the eastside of Detroit. Funds raised will help build new classrooms, expand the senior center, increase student and youth programs, construct a gym and expand their food pantry. It's all to help Detroit's eastern quadrant that has been underserved. They also help those in need during Covid with food, clothes, shelter, and education as well as to improve quality of life, especially during Covid. They are looking to raise 1.3 Million dollars for expansion. He discussed how to volunteer, offer services and donate to The Salvation Army.

DETROIT COMMUNITY CALENDAR

August 22nd, 2021

Time: 6:00a-7:00a

TOPIC: HEALTH & HUMAN SERVICES

Length: 25 Minutes

Scott Shepard was joined by Major Tim Meyer of The Salvation Army. Currently in their Summer in the City Campaign to raise funds for expansion & renovation of their Conner Creek Corps. Community Center for the eastside of Detroit. Funds raised will help build new classrooms, expand the senior center, increase student and youth programs, construct a gym and expand their food pantry. It's all to help

Detroit's eastern quadrant that has been underserved. They also help those in need during Covid with food, clothes, shelter, and education as well as to improve quality of life, especially during Covid. They are looking to raise 1.3 Million dollars for expansion. He discussed how to volunteer, offer services and donate to The Salvation Army.

TOPIC: ANIMAL CARE

Length: 25 Minutes

Scott Shepard was joined by Sarah Rood, the Director of Marketing and Development with The Friends for Animals of Metro Detroit. He discussed with Sarah her history with the organization and the history of The Friends for Animals of Metro Detroit. Sarah discussed how to adopt a pet, donate and volunteer, reunite rescue animals/lost pets with their family, how to adopt a therapy animal, and the great need for revenue/donations. She chatted about how Covid has affected their operation for good and bad. She provided information on how they teach children not to fear animals as well as educate adults and kids on the care and feeding of an animal/pet. The organization helps with government legislation to further benefit animal care for Humane societies and has 8 local veterinarians who donate their time for animal care. She promoted their MUTT STRUT charity event in Dearborn, MI on September 25, 2021, at Ford Field Park in Dearborn and discussed how to attend the event, volunteer, and donate.

DETROIT COMMUNITY CALENDAR

August 29th, 2021

Time: 6:00a-7:00a

TOPIC: ANIMAL CARE

Length: 25 Minutes

Scott Shepard was joined by Sarah Rood, the Director of Marketing and Development with The Friends for Animals of Metro Detroit. He discussed with Sarah her history with the organization and the history of The Friends for Animals of Metro Detroit. Sarah discussed how to adopt a pet, donate and volunteer, reunite rescue animals/lost pets with their family, how to adopt a therapy animal, and the great need for revenue/donations. She chatted about how Covid has affected their operation for good and bad. She provided information on how they teach children not to fear animals as well as educate adults and kids on the care and feeding of an animal/pet. The organization helps with government legislation to further benefit animal care for Humane societies and has 8 local veterinarians who donate their time for animal care. She promoted their MUTT

STRUT charity event in Dearborn, MI on September 25, 2021, at Ford Field Park in Dearborn and discussed how to attend the event, volunteer, and donate.

TOPIC: HEALTH & HUMAN SERVICES

Length: 25 Minutes

Scott Shepard was joined by Major Tim Meyer of The Salvation Army. Currently in their Summer in the City Campaign to raise funds for expansion & renovation of their Conner Creek Corps. Community Center for the eastside of Detroit. Funds raised will help build new classrooms, expand the senior center, increase student and youth programs, construct a gym and expand their food pantry. It's all to help Detroit's eastern quadrant that has been underserved. They also help those in need during Covid with food, clothes, shelter, and education as well as to improve quality of life, especially during Covid. They are looking to raise 1.3 Million dollars for expansion. He discussed how to volunteer, offer services and donate to The Salvation Army.

DETROIT COMMUNITY CALENDAR

September 5th, 2021

Time: 6:00a-7:00a

TOPIC: HEALTH & HUMAN SERVICES

Length: 25 Minutes

Scott Shepard was joined by Robyn Lucas, a first-time author, and survivor of domestic abuse. Robyn wrote a book called "Paper Doll Lina" a fictional novel based on her experiences during a 19-year marriage of severe mental & physical domestic abuse. She discussed how the main character of the book and the subject matter is her life story with the main focus on her marriage. The book is currently on the Amazon bestseller list. Scott discussed with Robyn her experiences during the marriage that included abuse, isolation, brainwashing (called gas lighting), and trust issues. Abuse victims form a loss of reality based on their experiences and the seclusion/isolation. There are over 10 million adults who have experienced domestic violence: 1 in 4 women and 1 in 10 men. Covid has exacerbated the abuse problem due to quarantine and being locked in together for extended periods. They discussed how to get help for domestic abuse in various shelters for both moms and their kids.

TOPIC: NUTRITION & HEALTH

Length: 25 Minutes

Scott Shepard was joined by Dr. Julie Gatzka; an author, nutritional educator, and speaker. With football tailgating season here and BBQ Season still going strong

during the summer they discussed tips on how to best use the grill to BBQ and what are the best tips for good nutrition. She discussed how to keep a trouble-free tummy during BBQ season with the best eating habits/tips which include: eat slowly and take small breaks during the meal, eat the meat (steak, burger, hot dog) first to get protein in your system before eating starches like potato salad or mac & cheese, etc...., eat the salad last and then wait 20 minutes after the meal before consuming a dessert. They discussed digestion and other nutrition tips as well as various supplements to help digest and absorb food and to lessen stomach discomfort.

DETROIT COMMUNITY CALENDAR

September 12th, 2021

Time: 6:00a-7:00a

TOPIC: NUTRITION & HEALTH

Length: 25 Minutes

Scott Shepard was joined by Dr. Julie Gatza; an author, nutritional educator, and speaker. With football tailgating season here and BBQ Season still going strong during the summer they discussed tips on how to best use the grill to BBQ and what are the best tips for good nutrition. She discussed how to keep a trouble-free tummy during BBQ season with the best eating habits/tips which include: eat slowly and take small breaks during the meal, eat the meat (steak, burger, hot dog) first to get protein in your system before eating starches like potato salad or mac & cheese, etc...., eat the salad last and then wait 20 minutes after the meal before consuming a dessert. They discussed digestion and other nutrition tips as well as various supplements to help digest and absorb food and to lessen stomach discomfort.

TOPIC: HEALTH & HUMAN SERVICES

Length: 25 Minutes

Scott Shepard was joined by Robyn Lucas, a first-time author, and survivor of domestic abuse. Robyn wrote a book called "Paper Doll Lina" a fictional novel based on her experiences during a 19-year marriage of severe mental & physical domestic abuse. She discussed how the main character of the book and the subject matter is her life story with the main focus on her marriage. The book is currently on the Amazon bestseller list. Scott discussed with Robyn her experiences during the marriage that included abuse, isolation, brainwashing (called gas lighting), and trust issues. Abuse victims form a loss of reality based on their experiences and the seclusion/isolation. There are over 10 million adults

who have experienced domestic violence: 1 in 4 women and 1 in 10 men. Covid has exacerbated the abuse problem due to quarantine and being locked in together for extended periods. They discussed how to get help for domestic abuse in various shelters for both moms and their kids.

DETROIT COMMUNITY CALENDAR

September 19th, 2021

Time: 6:00a-7:00a

TOPIC: MENTAL HEALTH

Length: 25 Minutes

Scott Shepard was joined by Amy Willis, the Director of the Therapeutic Lego User Group (LUG). Amy is a licensed therapist, a graduate of Michigan State University, and runs Michigan Pride in Mosaic Form. She is a Master Lego Builder and uses Lego's as a form of therapy for children & adults with behavioral issues like Autism, OCD, ADHD, etc. She promoted The Brick World Detroit Lego Show in Novi, MI on September 25 & 26 which supports anyone with behavioral issues on how to focus and how to accomplish goals. It teaches children how to build a Lego project which helps with focus, hand-eye coordination, accomplishing/building something from scratch, interact with others and learn the fun/joy of toys and games. They discussed how building Lego villages keeps your brain sharp and helps take your mind off the covid world we live in now while completing something to be proud of.

TOPIC: MILITARY AND VETERANS SUICIDE PREVENTION Length: 25 Minutes

Brian Bradford, who served in The Army and was injured during The Gulf War and received a medical discharge, joined Scott Shepard to discuss how difficult the transition was going from the military to becoming a civilian years before he planned. He suffered from PTSD which resulted in alcoholism, drug addiction, and thoughts of suicide. After years of therapy, he became involved in The Ruck to Live Foundation/Together We Heal. Ruck to Live raises money and awareness regarding PTSD and Veteran Suicide Prevention. Covid has increased military suicide numbers by nearly 300% over the past 18 months. He promoted their charity event in Brighton, MI on 9/26/21 at The Brighton Veterans Memorial, a 10-mile walk/ruck starting in Howell, MI raising money to benefit Reboot PTSD recovery courses and suicide awareness. They also are having a car show to raise funds helping The Veterans Family Resources charity. They are trying to raise money and recruit volunteers year-round. They discussed his story during and

after serving in the army and the current conditions at veterans hospitals in the U.S. Psychological effects of going from the military back into civilian life.

DETROIT COMMUNITY CALENDAR

September 26th, 2021

Time: 6:00a-7:00a

TOPIC: MILITARY AND VETERANS SUICIDE PREVENTION Length: 25 Minutes

Brian Bradford, who served in The Army and was injured during The Gulf War and received a medical discharge, joined Scott Shepard to discuss how difficult the transition was going from the military to becoming a civilian years before he planned. He suffered from PTSD which resulted in alcoholism, drug addiction, and thoughts of suicide. After years of therapy, he became involved in The Ruck to Live Foundation/Together We Heal. Ruck to Live raises money and awareness regarding PTSD and Veteran Suicide Prevention. Covid has increased military suicide numbers by nearly 300% over the past 18 months. He promoted their charity event in Brighton, MI on 9/26/21 at The Brighton Veterans Memorial, a 10-mile walk/ruck starting in Howell, MI raising money to benefit Reboot PTSD recovery courses and suicide awareness. They also are having a car show to raise funds helping The Veterans Family Resources charity. They are trying to raise money and recruit volunteers year-round. They discussed his story during and after serving in the army and the current conditions at veterans hospitals in the U.S. Psychological effects of going from the military back into civilian life.

TOPIC: MENTAL HEALTH

Length: 25 Minutes

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WCSX 94.7 PSA Activity

Each of these PSA's aired July 01, 2021 – September 30, 2021 between the hours of 12am - 12 midnight.

Missed Moments:	4x
High Blood Pressure:	1x
Rx Awareness:	2x
Mask On:	1x
Fatherhood:	1x
People Coming Together:	14x
Our Farm Salutes:	14x
Look Through Their Eyes:	14x
Screen Your Lungs:	14x
Covid Vaccine Education:	14x
Don't Text n Drive:	14x
Ending Hunger:	14x
MAB:	114X
Social Security Admin:	29x
Total:	250