

**BEASLEY MEDIA GROUP, LLC
ISSUES AND PROGRAMS REPORT
FOR STATIONS
WCSX-FM, WCSX-HD2, WCSX-HD3
4th QUARTER, 2022
October 1st THROUGH December 31st**

ISSUES OF CONCERN TO THE STATIONS
WCSX-FM, WCSX-HD2, WCSX-HD3
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
FOURTH-QUARTER, 2022

1. CANCER RESEARCH
2. BLOOD RESEARCH
3. HOLIDAYS DIET AND NUTRITION
4. VETERAN'S DAY
5. MENTAL HEALTH
6. CONSUMER MATTERS
7. DISABILITIES
8. EDUCATION
9. MINORITY CONCERNS
10. PERSONAL HEALTH
11. TRANSPORTATION
12. PUBLIC HEALTH
13. CRIMINAL JUSTICE
14. SEXUAL HARASSMENT

PUBLIC AFFAIRS PROGRAMS

WCSX-FM, WCSX-HD2, WCSX-HD3 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.

InfoTrak

(Sunday – 6:00 a.m. - 7:00 a.m.) **** Starting 11/20/22****

INFOTRAK is the weekly nationally syndicated Public Affairs radio show featuring interviews with experts and authorities, discussing topics of interest to most Americans.

FOURTH QUARTER 2022

THE DETROIT COMMUNITY CALENDAR

October 2nd, 2022

TIME: 6:00am – 7:00am

TOPIC: CANCER REASEARCH

LENGTH: 60 Minutes

Scott Shepard interviewed Jason Roycht, Vice Chair for The Detroit Discovery Ball and The American Cancer Society. They discussed the importance of cancer screenings. They also discussed The American Cancer Society's upcoming gala to raise funds to eradicate cancer.

THE DETROIT COMMUNITY CALENDAR

October 9th, 2022

TIME: 6:00am – 7:00am

TOPIC: CANCER REASEARCH

LENGTH: 60 Minutes

Scott Shepard interviewed Jason Roycht, Vice Chair for The Detroit Discovery Ball and The American Cancer Society. They discussed the importance of cancer screenings. They also discussed The American Cancer Society's upcoming gala to raise funds to eradicate cancer.

THE DETROIT COMMUNITY CALENDAR

October 16th, 2022

TIME: 6:00am – 7:00am

TOPIC: BLOOD RESEARCH

LENGTH: 60 Minutes

Scott Shepard interviewed Dawn Kaiser, Vice President of Versiti Michigan, the company that took over for Michigan Blood in 2017. Dawn is a registered nurse and a phlebotomist. They discussed the dire need for blood donations in the Greater Detroit area and all across Michigan. Dawn explained blood supplies at hospitals in Detroit and around the country are at dangerously low levels. Versiti is sponsoring blood drives around Detroit and has teamed up with Amazon to conduct these blood donation drives at several Amazon locations. They also discussed the history of the company, what they do and all their locations around the Midwest. Dawn explained the main headquarters is located in Milwaukee WI, but they are locations in Illinois, Indiana, Ohio and Michigan as well.

THE DETROIT COMMUNITY CALENDAR

October 23rd, 2022

TIME: 6:00am – 7:00am

TOPIC: BLOOD RESEARCH

LENGTH: 60 Minutes

Scott Shepard interviewed Dawn Kaiser, Vice President of Versiti Michigan, the company that took over for Michigan Blood in 2017. Dawn is a registered nurse and a phlebotomist. They discussed the dire need for blood donations in the Greater Detroit area and all across Michigan. Dawn explained blood supplies at hospitals in Detroit and around the country are at dangerously low levels. Versiti is sponsoring blood drives around Detroit and has teamed up with Amazon to conduct these blood donation drives at several Amazon locations. They also discussed the history of the company, what they do and all their locations around the Midwest. Dawn explained the main headquarters is located in Milwaukee WI, but they are locations in Illinois, Indiana, Ohio and Michigan as well.

THE DETROIT COMMUNITY CALENDAR

October 30th, 2022

TIME: 6:00am – 7:00am

TOPIC: HOLIDAYS DIET & NUTRITION

LENGTH: 60 Minutes

Scott Shepard interviewed Julie E., a Functional Medicine Expert and a Registered Dietician and the founder of Julie E. Health. With Halloween here and the Holidays approaching fast, they discussed how too much sugar can affect our health negatively. Julie shared the average American eats 132 pounds of sugar per year and mostly during the holidays. She also shared how the stress of the holiday season can give us "Brain Fog". Brain Fog can be explained with another term as: Multi-Tasking Induced Forgetfulness (MIF). Julie explained this can happen to anyone, but is especially difficult for parents with children during Halloween and Christmas. Stress during this time of year can deplete nutrients in the body and affect our digestive system. Also, anxiety and the temperature changes can contribute to Brain Fog. Julie shared ways to reduce stress and insomnia like: yoga, meditation, or soaking in the bathtub with ocean salts 20 minutes each day or just any type of "quiet time".

THE DETROIT COMMUNITY CALENDAR

November 6th, 2022

TIME: 6:00am – 7:00am

TOPIC: HOLIDAYS DIET & NUTRITION

LENGTH: 60 Minutes

Scott Shepard interviewed Julie E., a Functional Medicine Expert and a Registered Dietician and the founder of Julie E. Health. With Halloween here and the Holidays approaching fast, they discussed how too much sugar can affect our health negatively. Julie shared the average American eats 132 pounds of sugar per year and mostly during the holidays. She also shared how the stress of the holiday season can give us "Brain Fog". Brain Fog can be explained with another term as: Multi-Tasking Induced Forgetfulness (MIF). Julie explained this can happen to anyone, but is especially difficult for parents with children during Halloween and Christmas. Stress during this time of year can deplete nutrients in the body and affect our digestive system. Also, anxiety and the temperature changes can contribute to Brain Fog. Julie shared ways to reduce stress and insomnia like: yoga, meditation, or soaking in the bathtub with ocean salts 20 minutes each day or just any type of "quiet time".

THE DETROIT COMMUNITY CALENDAR

November 13th, 2022

TIME: 6:00am – 7:00am

TOPIC: VETERAN'S DAY

LENGTH: 60 Minutes

Scott Shepard interviewed Robert Mincel, the Local Volunteer Coordinator for Wreaths Across America and their main representative for St. Hedwigs Cemetary and Mausoleum in Dearborn Hts., Michigan. They discussed how Robert became involved with Wreaths Across America, his military background and the importance of remembering those fallen military heroes.

INFOTRAK

November 20th, 2022

TIME: 6:00am – 7:00am

TOPIC: MENTAL HEALTH

LENGTH: 15 Minutes

The host interviewed Lizzy Pope, PhD, RDN, Associate Professor, Director - Didactic Program in Dietetics, University of Vermont. Prof. Pope led a recent study of the most viewed content on TikTok relating to food, nutrition and weight. She said the videos perpetuate a toxic diet culture among teens and young adults and that expert voices are largely missing from the conversation. She suggested resources for parents who are concerned about their child's weight and overall health.

TOPIC: CONSUMER MATTERS

LENGTH: 15 Minutes

The hosts interviewed Patrick Richardson, clothing and laundry expert, author of "Laundry Love: Finding Joy in a Common Chore," and host of the Discovery+ Series "The Laundry Guy". Mr. Richardson offered essential tips for getting laundry clean and making the experience more enjoyable. He talked about the environmental and health impacts of well-known laundry detergents and fabric softeners. He also offered suggestions of how to keep white clothes looking bright and how/when to remove stains.

TOPIC: CONSUMER MATTERS

LENGTH: 15 Minutes

The hosts interviewed Spencer Cowan, PhD, Vice President of Research at the Woodstock Institute, a Chicago-based nonprofit research and policy organization that focuses on fair lending and financial reform. Dr. Cowan led a study that examined fairness in the process of applying for a mortgage. He found that a home loan application listing a female applicant with a male co-applicant is less

likely to be approved than one listing a male applicant with a female co-applicant. He discussed the possible reasons behind this issue and why it matters.

TOPIC: MENTAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Anne Fletcher, health and medical writer, author of “Inside Rehab: The Surprising Truth About Addiction Treatment-and How to Get Help That Works”. Ms. Fletcher discussed treatment options for people with substance abuse issues. She visited 15 addiction treatment centers—from outpatient programs for the indigent to Alcoholics Anonymous to famous celebrity rehabs—to determine what forms of rehab are effective. She said it’s common for people who struggle with addiction to require treatment multiple times, but she found that rehab centers often provide the same treatment over and over, rather than trying different approaches for repeat patients.

INFOTRAK

November 27th, 2022

TIME: 6:00am – 7:00am

TOPIC: DISABILITIES

LENGTH: 15 Minutes

The hosts interviewed Philip Pauli, Policy and Practice Director of RespectAbility, a nonprofit organization dedicated to empowerment and self-advocacy for individuals with disabilities. Mr. Pauli said nearly 1 in 5 Americans live with some form of disability. He discussed some of the challenges they face, and explained how the Americans with Disabilities Act has improved many aspects of their lives. He also talked about the role that the media plays in perceptions of the disabled, and how technology improvements have improved mobility for many disabled people.

TOPIC: EDUCATION

LENGTH: 15 Minutes

The hosts interviewed Natasha Ravinand, author of “Girls with Dreams: Inspiring Girls to Code and Create in the New Generation”. Only 29% of all science and engineering workers are female, and far fewer are minorities. Natasha Ravinand is a high school junior with a passion for STEM (Science, Technology, Engineering, and Math), who is striving to close the gender gap in tech. She talked about the reasons that girls lose interest in STEM subjects, and why the inclusion of women and minorities in technical workplaces is so important.

TOPIC: CONSUMER MATTERS**LENGTH: 15 Minutes**

The hosts interviewed Aimée Morrison, Ph.D., Associate Professor of English Language and Literature, University of Waterloo. Professor Morrison discussed the synthetic perfection in nearly every image we see today, and how that affects women and their self-images. She explained why the Photoshopping of almost every image we see in the media has caused an increase in body insecurity among women. She believes the trend has actually reached a tipping point, where consumers are starting to be turned off by the unattainable images in advertising messages.

TOPIC: MENTAL HEALTH**LENGTH: 15 Minutes**

The hosts interviewed Michael Harris, author of “The End of Absence: Reclaiming What We've Lost in a World of Constant Connection”. Mr. Harris explained that we now live in an age that lacks solitude, and the time we once used to be alone with our own thoughts is now filled with social media and technology. He explained his own story of going on a “technology fast,” and why those moments of silence are so important.

INFOTRAK**December 4th, 2022****TIME: 6:00am – 7:00am****TOPIC: MINORITY CONCERNS****LENGTH: 15 Minutes**

The hosts interviewed Nate Brown, PhD, Professor of Mathematics, Penn State University. Prof. Brown led a study that found that black and Hispanic students who earn low grades in introductory science, technology, engineering, and math classes are less likely to earn degrees in these subjects than similar white or Asian students. He talked about the changes that could improve the problem. He said professors who teach introductory STEM courses need much more training in better teaching methods, in order to reach minority students.

TOPIC: PERSONAL HEALTH**LENGTH: 15 Minutes**

The hosts interviewed Michael F. Roizen, MD, Chief Wellness Officer and Chair of the Wellness Institute at the Cleveland Clinic, Professor of Medicine at the Cleveland Clinic Lerner College of Medicine, author of “The Great Age Reboot:

Cracking the Longevity Code for a Younger Tomorrow”. Dr. Roizen explained that living to age 110 or 120 is within reach. He discussed the future of longevity, and how new scientific and medical advances are unlocking the ability for us to live younger, longer, and better. He said, in addition to a healthy diet and exercise, having social relationships is one of the biggest keys to slowing the aging process.

TOPIC: EDUCATION

LENGTH: 15 Minutes

The host interviewed Donald McCabe, PhD, Professor, Department of Management and Global Business at the Business School at Rutgers University. Dr. McCabe is a researcher who studies cheating in school. He has found that levels of cheating are on the rise in every level of education. He discussed some of the latest and most inventive methods of cheating fostered by newer technologies. He also offered suggestions to parents on how they can encourage their children to be honest.

TOPIC: PERSONAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Gary Small, MD, Director of the Memory and Aging Research Center at UCLA. Dr. Small discussed the growing number of cases of Alzheimer’s Disease diagnosed in patients under the age of 65, and the possible causes of the trend. He also talked about the differences in Alzheimer’s in young people compared to elderly patients, and the types of therapies and medications available.

INFOTRAK

December 11th, 2022

TIME: 6:00am – 7:00am

TOPIC: PERSONAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Lorenzo Cohen, Ph.D., the Richard E. Haynes Distinguished Professor in Clinical Cancer Prevention and Director of the Integrative Medicine Program at the University of Texas MD Anderson Cancer Center in Houston, co-author of “Anti-Cancer Living”. Cancer remains one of the leading causes of death worldwide, and within the next 20 years, the number of new cancer cases is expected to increase by 70 percent. Dr. Cohen believes that if Americans focused on social and emotional support, stress management, sleep, exercise, diet, and

minimizing exposure to environmental toxins, 50 to 70 percent of cancers could be prevented.

TOPIC: TRANSPORTATION

LENGTH: 15 Minutes

The hosts interviewed András Tilcsik, PhD, Canada Research Chair in Strategy, Organizations, and Society, and Associate Professor of Strategic Management at the University of Toronto's Rotman School of Management, author of “Meltdown: Why Our Systems Fail and What We Can Do About It”. From train derailments and massive oil spills to bankruptcies and medical errors, system failures are all too common -- and they’re becoming more frequent. Dr. Tilzscik explained the common denominator in these system meltdowns. He believes that the increasing complexity and lack of slack in our systems create conditions ripe for failure and corruption. He also explained why diversity in design teams is crucial in preventing serious failures.

TOPIC: MINORITY CONCERNS

LENGTH: 15 Minutes

The hosts interviewed Anise Wiley-Little, expert in Human Resources, former corporate Chief Diversity Officer, author of “Profitable Diversity: How Economic Inclusion Can Lead to Success”. Ms. Wiley-Little said diversity is often ignored, although it can be a tremendous resource for businesses. She outlined the reasons that diversity and inclusion should matter to our nation’s corporations and communities. She also said that in most cases, male managers and CEOs are ultimately in control of whether diversity succeeds or fails in a company.

TOPIC: CONSUMER MATTERS

LENGTH: 15 Minutes

The hosts interviewed Helaine Olen, personal finance writer, author of “Pound Foolish: Exposing the Dark Side of the Personal Finance Industry”. Americans spend billions of dollars on personal finance products and advice. Ms. Olen discussed common myths purveyed by many of the nation’s most respected financial gurus. She said the financial industry frequently sells products and services to consumers that offer little, if any, help in achieving financial security. She talked about the corrosive role that commissions and fees too often play in advice offered by money advisors.

INFOTRAK

December 18th, 2022

TIME: 6:00am – 7:00am

TOPIC: MENTAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Daniel Romer, PhD, Research Director of the Annenberg Public Policy Center, part of the Annenberg School for Communication at the University of Pennsylvania. Dr. Romer discussed annual media claims that the nation's suicide rate rises during the year-end holiday season. He has studied suicide trends for more than 20 years and has found that the average daily suicide rate during the holiday months is among the lowest of the year. He said slightly more than half of news stories that directly discussed the holidays and the suicide rate supported the myth. He explained why it is important to dispel the misinformation.

TOPIC: PUBLIC HEALTH

LENGTH: 15 Minutes

The hosts interviewed Shawn P. McElmurry, PhD, PE, Professor and CEE Graduate Program Director in the Department of Civil and Environmental Engineering at Wayne State University in Detroit. About 30% of community water systems have some service lines that contain lead. Prof. McElmurry recently co-authored a study intended to assist state and local water authorities in making decisions about where to prioritize funding for infrastructure improvements on drinking water lead service line replacement programs. He outlined other environmental risks related to the lead exposure issue, and steps consumers can take to protect themselves.

TOPIC: EDUCATION

LENGTH: 15 Minutes

The hosts interviewed AnnMarie Thomas, PhD, Associate Professor, School of Engineering at the University of St. Thomas, author of "Making Makers: Kids, Tools, and the Future of Innovation". Dr. Thomas said many of today's engineering students have few hands-on skills or the ability to actually make or fix something. She explained why it is crucial to encourage today's youth to think creativity and innovatively. She offered suggestions for parents who want to teach their children to be able to use their hands to make things.

TOPIC: PERSONAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Valter Longo, PhD, biogerontologist and cell biologist, Professor at the University of Southern California-Davis School of Gerontology, Director of the USC Longevity Institute. Dr. Longo has led multiple studies examining the effect of fasting on life extension and cancer therapy. His latest

study found that a three-day fast appears to significantly increase the effectiveness of chemotherapy treatments. He talked about the possible reasons behind this finding, and what people need to know before considering a fast.

INFOTRAK

December 25th, 2022

TIME: 6:00am – 7:00am

TOPIC: CRIMINAL JUSTICE

LENGTH: 15 Minutes

The hosts interviewed Erin E. Murphy, expert on DNA and forensic evidence, Professor of Law at New York University. Prof. Murphy discussed the privacy and legal concerns raised by the Golden State Killer case, in which a notorious serial killer was captured 30 years after the crimes via DNA submitted to a publicly available genealogy website. She noted that the type of DNA testing used by genealogy sites is a much broader and more powerful tool than the version permitted in criminal justice databases. She also discussed recent advances that will make DNA testing much faster and even more useful to law enforcement.

TOPIC: SEXUAL HARRASMENT

LENGTH: 15 Minutes

The hosts interviewed David Ballard, PhD, Director of the American Psychological Association's Center for Organizational Excellence. The #MeToo movement gripped the nation and toppled major figures throughout society, but a study from the American Psychological Association found that in its aftermath, corporations took weak steps, at best, to prevent sexual harassment and inappropriate conduct. Mr. Ballard said most policy and training changes were aimed at limiting the liability of the company, rather than to effect real change. He found that organizations with women in senior leadership roles were much more likely to have taken new steps to prevent harassment and to encourage employees to report it.

TOPIC: MENTAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Edward M. Hallowell, MD, Child and Adult Psychiatrist who specializes in ADD and ADHD, author of "Driven to Distraction at Work: How to Focus and Be More Productive". Many people in the workplace feel increasingly overwhelmed by a mix of nonstop demands and rapidly changing technology. Dr. Hallowell discussed the underlying reasons why people lose their ability to focus

at work. He said the most common distraction is caused by electronic screens of all kinds. He offered suggestions on how to sustain a productive mental state at work.

TOPIC: PERSONAL HEALTH

LENGTH: 15 Minutes

The hosts interviewed Jill Weisenberger MS, RDN, CDE, Nutrition, Culinary & Diabetes Expert, Registered Dietitian, Certified Diabetes Educator, author of “The Overworked Person's Guide to Better Nutrition”. Ms. Weisenberger offered practical steps to plan, cook and eat better for a healthier lifestyle. She explained why meal planning is so important and why an organized kitchen is critical in that process. She explained how to ease a family into a lower-sodium diet.

WCSX 94.7 PSA Activity

Each of these PSA's aired October 1st, 2022 – December 31st, 2022, between the hours of 12 a.m. - 12 midnight.

MAB (MI Assoc of Broadcasters):	219
Stand up to Cancer:	50
Emergency Preparedness:	2
Poison Control:	2
Caregiver Asst:	1
Veterans Crisis:	1
Parkinsons:	2
Adoption:	27

CDC Drug Stigma:	27
Easter Seals:	27
Rotary:	27
Childrens Intl:	27
TOTAL:	412