

**BEASLEY MEDIA GROUP, LLC  
ISSUES AND PROGRAMS REPORT  
FOR  
STATION WCSX  
4th QUARTER, 2019  
October 1<sup>st</sup> through December 31st**

ISSUES OF CONCERN TO THE STATION WCSX  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE  
FOURTH QUARTER, 2019

1. FINANCES
2. EMPLOYMENT
3. THE ENVIRONMENT
4. GRIEF
5. IDENTITY THEFT
6. MUSIC
7. ANIMAL WELFARE
8. FAMILY DYNAMICS
9. CHARITY BENEFITS
10. HEALTH

## 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.

Women Who Rock (Friday – 6:30 a.m. – 7:00 a.m.)

Locally-produced show aired during the morning show on Friday's focusing on extraordinary women who do extraordinary things for charities, their community or important causes.

## **Fourth Quarter 2019**

### **TOPIC: FINANCES**

#### **Detroit Community Calendar**

**October 6, 2019**

**Time: 6:00 a.m. – 6:30 a.m. Length: 30 minutes**

Juline Jordan interviewed Tad Hill, a retirement planner and author of *Retire with Freedom: The Five Steps to Getting a Good Night's Sleep after the Paychecks Stop*. They discussed the important financial steps to consider in the final working years while preparing for retirement. Hill says regardless of how much you accumulate for your retirement, poor planning or lack of planning can put you at risk of exhausting your resources and that you don't want your dwindling funds to keep you awake at night through your retirement. It's vital to have a strategy to analyze all the factors that could affect your plan. Hill is the founder and president of Freedom Financial Group, and suggest investing in fixed annuities with income riders.

### **TOPIC: EMPLOYMENT**

#### **Detroit Community Calendar**

**October 6, 2019**

**Time: 6:30 a.m.-7:00 a.m. Length: 30 minutes**

Juline Jordan interviewed Laura Prisc, a leadership coach for global companies and author of *Conscious Leadership: Are Your Leaders Wide Awake?* They discussed why many employees are unmotivated and what company leaders can do about it to save their companies. Studies show that money often isn't enough to motivate workers. Prisc's experience consulting for companies of all sizes is that even if they pay well, many workers are giving just enough effort to get by – and it's up to the leaders to figure out how to get more enthusiasm and production out of them, otherwise the company won't grow. Prisc says that many workers merely go through the motions even if they're paid

well. Besides firing people and going through frequent turnover, she says there are some effective ways that managers and executives can address performance issues that are traced to lagging motivation.

## **Detroit Community Calendar**

**October 20, 2019**

**Time: 6:00 a.m.-6:30 a.m. Length: 30 minutes**

Juline Jordan interviewed Paul Trapp, founding owner and CEO of EventPrep, Inc., and co-author of Prep for Success: The Entrepreneur's Guide to Achieving Your Dreams. They discussed how company leaders can keep employees happy and why that is essential to business growth and success. Trapp says the big key to a thriving business is the productivity level of your employees, which is tied to the culture in which they operate, and employee happiness is central to a winning culture. Having happy employees results directly in success for the business. Thus, the primary focus of leadership in that culture should be making sure their employees are happy, safe, respected and making a competitive wage.

## **Detroit Community Calendar**

**November 3, 2019**

**Time: 6:00 a.m. – 6:30 a.m. Length: 30 minutes**

Juline Jordan interviewed Bob Fisch, former rue21 CEO and featured ForbesBooks, author of Fisch Tales: The Making of a Millennial Baby Boomer. They discussed what baby boomers in the workplace still don't get about their millennial counterparts. He says different generations should not behave as if they're on different sides and that we can only benefit by interacting and learning from each other. He adds that there's a lot for baby boomers to admire about millennials. Fisch likes to refer to himself as a "millennial baby boomer" and says it's important for baby boomers to recognize that "millennial" is more than the name of a generation. It also describes our evolving culture and in essence we live in the Millennial Age.

## **Detroit Community Calendar**

**November 3, 2019**

**Time: 6:30 a.m. – 7:00 a.m. Length: 30 minutes**

Juline Jordan interviewed Paul Trapp, founding owner/CEO of EventPrep, Inc. and co-author of Prep for Success: The Entrepreneur's Guide to Achieving Your Dreams. They discussed how company leaders can keep employees happy and why that is essential to business growth and success. He says the big key to a thriving business is the productivity level of your employees, which is tied to the culture in which they operate. He adds that employee happiness is central to a winning culture. They also discussed other factors besides salary and raises that keep employees happy and will retain them for the long term.

## **Detroit Community Calendar**

**November 10, 2019**

**Time: 6:00 a.m. – 6:30 a.m. Length: 30 minutes**

Juline Jordan interviewed Jim Malcolm (Mr. 360), a virtual reality industry expert and media spokesperson for Humaneyes Technology Ltd. They discussed the Virtual Reality boom and that is no illusion. Total industry sales are anticipated to reach 120.5 billion by 2026. He says that virtual reality will play a growing role in learning and development, from entertaining to education, from training to travel. Virtual reality can provide an unforgettable real-time experience to its users. It is great for critical situation training, will be the re-imagining of Social Media. It will also help to test drive a car, utilize virtual job training and enable new artists to establish new art forms.

**TOPIC: THE ENVIRONMENT**

**Detroit Community Calendar**

**October 20, 2019**

**Time: 6:30 a.m.-7:00 a.m. Length: 30 minutes**

Juline Jordan interviewed Jack Kerfoot, a scientist, energy expert and author of *Fueling America: An Insider's Journey* about the facts in the debate over global warming and climate change and why there are compelling financial and national security reasons for America to move to renewable energy. Amid frequent news reports of global warming and climate change – the latest being the rapid melting of the Arctic ice sheet – Kerfoot explains the compelling evidence and also how he thinks renewable energy will make America energy independent, save consumers money and reduce air pollution.

**TOPIC: GRIEF**

**Detroit Community Calendar**

**October 27, 2019**

**Time: 6:00-6:30 a.m. Length: 30 minutes**

Juline Jordan interviewed Lauren Conn about overcoming tough times in life after she gave up her baby for adoption in her early 20s. It's both sad but also happy, because it was an open adoption, and she was able to see her baby and watch him grow. The tragedy came when the 7-month-old boy developed an illness and had to have a heart transplant. Sadly, the toddler passed away before that happened, and Lauren and the adoptive parents had to find a way to overcome their grief. The adoptive mother went on to have a natural childbirth and adopted two more kids.

## **TOPIC: IDENTITY THEFT**

**Detroit Community Calendar**

**October 27, 2019**

**6:30 a.m.-7:00 a.m. Length: 30 minutes**

Juline Jordan interviewed Stephen Hyduchak, CEO of Aver, an identity-verification service. They discussed how synthetic identity fraud has become the fastest-growing financial crime, with thieves using bits and pieces of different people's identities to pull off their crimes. One example of how it works is when they will take your Social Security number and blend it with someone else's address and a fake name to create a fictitious identity. Synthetic identity fraud isn't new, but it's been growing rapidly in the last few years. While the fraudsters can use an adult's Social Security number, they often prefer to target a child's number because the child isn't actively using the number and is unlikely to discover the problem for several years.

**Detroit Community Calendar**

**November 17, 2019**

**Time: 6:30 a.m. – 7:00 a.m. Length: 30 minutes**

Juline Jordan interviewed Stephen Hyduchak, CEO of Aver, an identity-verification service. They discussed how synthetic identity fraud has become the fastest-growing financial crime, with thieves using bits and pieces of different people's identities to pull off their crimes. He said one example of how it works is when they will take your Social Security number and blend it with someone else's address and a fake name to create a fictitious identity. He says it isn't new, but it's been growing rapidly in the last few years. While the fraudsters can use an adult's Social Security number, they often prefer to target a child's number because the child isn't actively using the number and is unlikely to discover the problem for several years.



**TOPIC: MUSIC**

**Detroit Community Calendar**

**October 13, 2019**

**Time: 6:00 a.m.-6:30 a.m. Length: 30 minutes**

Juline Jordan interviewed Susan Shumsky author of *Maharishi and Me: Seeking Enlightenment with the Beatles' Guru*. They discussed The Beatles' late-1960s journey to India for spiritual enlightenment, and how that encounter with Transcendental Meditation founder Maharishi Mahesh Yogi spared a creative surge that spawned *The White Album*, which critics consider one of pop music's most influential works. Shumsky spent 22 years under the tutelage of Maharishi and was on his personal staff for six years. The Beatles' three-month stay at his headquarters inspired numerous Beatles classics, and she gave the backstory of those songs as well as her insider's account of the Fab Four's up-and-down experience during their visit.

**TOPIC: ANIMAL WELFARE**

**Detroit Community Calendar**

**October 13, 2019**

**Time: 6:30 a.m.-7:00 a.m. Length: 30 minutes**

Juline Jordan interviewed Dr. John R. Taylor about a special CNN report that explores how "The CBD Craze" has taken the nation by storm, but it turns out that the craze isn't just limited to humans. More pet owners are looking to CBD and other natural alternatives to support optimal health not just for themselves, but for their furry friends. The American Kennel Club reports that, while there is no definitive scientific data on using CBD to treat dogs, there's anecdotal evidence from dog owners suggesting it can treat pain, especially neuropathic pain, as well as helping to control seizures. Taylor says CBD oil has become one of the fastest-growing health trends for both humans and pets, and with good reason.

**TOPIC: FAMILY DYNAMICS****Detroit Community Calendar****November 10, 2019****Time: 6:30 a.m. – 7:00 a.m.**

Juline Jordan interviewed Andreas Wilderer, author of *Lean On: The Five Pillars Of Support For Women In Leadership*. They discussed how being a stay-at-home dad can benefit the children and provide added support to a wife with a demanding career, and ultimately help make the marriage better. He says it's incumbent on stay-at-home dads to step up to the caregiving role in the same devoted way that their wives do as the financial provider. He chose to be a stay-at-home dad while his wife pursued a growing career. He said men can get over the stigma often attached to being a stay-at-home dad while his wife pursued a growing career. A growing number of dads are staying home as the primary caregiver for the children.

**TOPIC: CHARITY BENEFITS****Detroit Community Calendar****November 24, 2019****Time: 6:00 a.m. – 6:30 a.m. Length: 30 minutes**

Juline Jordan interviewed Dr. Myra Danish about an exclusive holiday event to benefit Oakland County Children's Village Foundation. The guest of honor will be Bob Seger biographer Ed Balian, author of *Turn the Page: The Bob Seger Story* and will be held at the Robert Kidd Gallery in Birmingham. Everyone will receive a personalized autographed copy of this new book and will be able to browse other signed Bob Seger memorabilia, which would be perfect for holiday giving. There will be wine, appetizers and more. The event is Friday, December 6 from 6 to 9 p.m.

## **Detroit Community Calendar**

**November 24, 2019**

**Time: 6:30 a.m. – 7:00 a.m. Length: 30 minutes**

Juline Jordan interviewed Matthew Scott from The Arthritis Foundation about its annual Jingle Bell Run on Saturday, December 7 a 9 a.m. at the Corner Ballpark (the site of the old Tigers Stadium). This is the foundation's holiday-themed 5K/10K race, where many runners dress up in holiday-themed costumes for a great cause. There will also be a Kid's Fun Run on the baseball field, Santa Claus, a Kids' Zone, a holiday choir and much more. More than 54 million people have arthritis in the United States, making it the leading cause of disability in the country. Arthritis impacts people of all ages, including more than 10,000 children in Michigan alone. More children have arthritis than juvenile diabetes and cystic fibrosis combined.

### **TOPIC: HEALTH**

## **Detroit Community Calendar**

**December 1, 2019**

**Time: 6:00-6:30 a.m. Length: 30 Minutes**

Juline Jordan interviewed Dr. Julie Gatzka about eating healthier and making 2019 the year you finally break out of "junk food jail" and ditching your "fast food" lifestyle. Gatzka offers seven simple steps for eating healthy, including eating only when you are hungry, not mixing food types, not eating when you are stressed, ill or injured. She also encourages chewing 22 times, including protein drinks, don't eat overly-cooked and overly-processed food. Give our food a background check and use spices and natural digestive aids to help break down what you eat.

## **Detroit Community Calendar**

**December 1, 2019**

**Time: 6:30-7:00 a.m. Length: 30 Minutes**

Juline Jordan interviewed John Collopy, author of the book “The Reward of Knowing.” They discussed addiction and why recovery doesn’t end. He says people call it recovery for a reason, and that it’s not a destination, it is a journey. Collopy had a long uphill battle against demons he didn’t know he had. He thought he had moved past his troubled childhood with a dysfunctional family and abusive father, but when he became an adult, he quickly became dependent on alcohol to get through the day and he also had anger management issues. Collopy has been sober for more than 30 years and discussed the road to recovery, why recovery is a daily battle for anyone facing addiction.

## **Detroit Community Calendar**

**December 08, 2019**

**Time: 6:00-6:30 a.m. Length: 30 Minutes**

Juline Jordan interviewed Dr. Kenny Davin Fine about the healing power of music and the science behind it. He discussed the impact of music on overall health and the need for more positive music in our lives. Dr. Fine is a gastroenterologist and a prolific singer-songwriter, guitar and harmonica player and recording artist with 12 recorded CDs He has worked in the recording studio with Grammy and Oscar-winning producers. He discussed a study out of Jutendo University in Japan that found listening to music had positive effects on the body, such as improved heart rate variability and increased blood flow volume. While the music was playing, participants were significantly more relaxed than when it was not playing as the music helped regulate their stress response system. Dr. Fine calls himself a Physician-Musician on a Mission.

## **Detroit Community Calendar**

**December 08, 2019**

**Time: 6:30-7:00 a.m. Length: 30 Minutes**

Juline Jordan interviewed Kathleen Fraser, a bereavement-group facilitator, and author of the book “Mourning and Milestones” about grief and the impact on your mind and body. She says anyone who has ever consoled someone who was consumed by grief knows how it impacts the emotions with a mind-numbing pain that makes it difficult to function. Fraser says someone who is working through grief can also have physical symptoms. Scientists have been able to trace grief to specific areas of the brain that is responsible for emotion and stress response is activated during the grieving process. She adds that while grief may be a universal response to loss, how individuals experience the symptoms of grief is likely to vary.

## **Detroit Community Calendar**

**December 15, 2019**

**Time: 6:00-6:30 a.m. Length: 30 Minutes**

Juline Jordan interviewed Dr. Cass Ingram, author of “The Golden Root Miracle” and “The Cure is in the Cupboard” about spices that will ease your winter pains. Dr. Ingram says that for many of us, cold winter temperatures can mean stiff, aching joints. Dr. Ingram is a medicinal herb and spice expert who says we can tamp down our cold weather aches by including a few powerful anti-inflammatory spices in our diets. The five spices that have been the go-to pain and inflammation remedies are ginger, turmeric, sage, rosemary, and oregano. They discussed the relationship between pain and inflammation, why cold weather can trigger joint and muscle pain. Dr. Ingram has formulated several extremely potent spice oil blends.

## **Detroit Community Calendar**

**December 15, 2019**

**Time: 6:30-7:00 a.m. Length: 30 Minutes**

Juline Jordan interviewed Dr. Cass Ingram author of “The Cure is in the Cupboard” and many other publications about flu activity being nationally elevated. He discussed natural remedies for the flu, congestion, coughing, and sneezing. Dr. Ingram is a proponent of wild oregano oil, saying it’s a cure-all for all of the above symptoms. This medicinal grade oil arises from unique species of plants that grow wild throughout the world and that the highest grades are found in the Mediterranean where it is native and naturally grows wild.

## **Detroit Community Calendar**

**December 22, 2019**

**Time: 6:00-6:30 a.m. Length: 30 Minutes**

Juline Jordan interviewed Dr. Susan Nicholas, author of “The Duality of Being” about the stress caused by holding onto painful memories. Nicholas is a conscious life coach who says it’s time to let go if you want true happiness and that our experiences and beliefs play major roles in helping us shape our identities and what we consider to be our capabilities. Nicholas adds that often there are things we refuse to let go of, like material possessions, a relationship, a traumatic experience, and these things keep us from achieving the life we were meant to live. She also says when we harbor limiting beliefs, we cut ourselves off from greater possibilities.

## **Detroit Community Calendar**

**December 22, 2019**

**Time: 6:30-7:00 a.m. Length: 30 Minutes**

Juline Jordan interviewed John Collopy author of “The Reward of Knowing” about breaking bad habits for better health. He says sometimes bad habits can veer into addiction and the most dangerous bad habits are the ones most don’t realize they have. He offers that he

had a long uphill battle against demons he didn't know he had. He says when he became an adult, he quickly became dependent on alcohol and he had anger management issues. He also says honing in on why we think the way we do, and why we do the things we do takes some deep reflection that many people won't take the time to do. He offers suggestions for those who may be struggling to understand why they continually seem to make the wrong decisions.

## PSA ACTIVITY

Each of these PSA's aired October 01, 2019 – December 31, 2019  
between the hours of 12am and 12am.

Opiod Addiction	16
Bullying	16
CRC	16
Poison Control	16
Social Security	16
Texting and Driving	16
Adopt a Pet	16
Antibiotics	16
Clean Water	16
Cancer	16
Gun Safety	16
<b>Total</b>	<b>176</b>