

WRBO 103.5 FM

Cumulus Memphis

Morgan D. Bohannon, Public Service Director
Jerrmy Park, cityCurrent Host WRBO
Public Affairs Programming

4th QTR, 2020

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City Current Radio Show

October 4

MIFA

Anna Kathryn Word, Chief Development Officer at MIFA, talks about the organization's mission and programs to support the independence of vulnerable seniors and families in crisis, how the organization continues to respond to the changing needs of our community and the impact of the COVID-19 pandemic, and ways to get involved, including their upcoming Our City, Our Story 2020 to Focus on Eviction virtual event on October 7, 2020 at noon. The event features Pulitzer Prize-winning author of "Evicted: Poverty and Profit in the American City," Matthew Desmond, along with local experts.

Sandler Training

Andrew Gieselmann, CEO of Sandler Training by Capstone Sales Performance, discusses some of the major challenges and opportunities he is seeing with his business clients as they navigate COVID-19 changes, along with his recommendations. During the interview, Gieselmann also shares tips for altering your go-to-market strategy and some best practices for using LinkedIn effectively.

Shelby County Sheriff

Shelby County Sheriff Floyd Bonner, Jr. talks about the impact of the COVID-19 pandemic on the Shelby County Sheriff's Office, their recent efforts around recruitment and launching a committee of citizens to engage in the selection process, community service and services, some updates on reform, and more.

October 11

Callie Daruk

Award-winning author, Callie Daruk, talks about how she got started with her career in writing, how her faith was tested and solidified through the premature birth of her twin sons, and what led her to write her 30-day devotion book, "What Does God Want You to do Before You Die?" During the interview, Daruk also discusses some of the major takeaways from the book, how she hopes it will help readers, and where the book can be purchased.

Hero Empowerment Center

LaDell Beamon, CEO and Founder of Heal the Hood Foundation, talks about the comic book hero "Wake" that lives in Memphis and is opening up an opportunity to bring Hollywood to the Mid-South, including the creation of a super-hero themed entertainment complex to be located in Hickory Hill,

called the Hero Empowerment Center. The Hero Empowerment Center will have the Mid-South's first 4D theater, museums, a gym, recording studio, comic studio, rooftop urban garden, and more. During the interview, Beamon talks about what the complex will mean to both youth and the city.

Sweet Bio

Kayla Rodriguez Graff, Co-Founder and CEO of SweetBio, shares the story of starting the Memphis-based medical device company specializing in bioengineering honey-incorporated materials for wound care. SweetBio is an alum of the Springboard Enterprises Health Innovation Hub 2019 cohort, graduate of the ZeroTo510 and LaunchTN accelerator programs, finalist in Steve Case's 2018 Rise of the Rest tour, and was recently highlighted in Forbes and on 60 Minutes. During the interview, Graff talks about the power of relationships, being a woman-led company, their growth and investment potential, job openings, and more.

October 18

First 8 Memphis

Dr. Kandace Thomas, Executive Director of First 8 Memphis, who how the organization is working to make sure children in Memphis receive early care and educational services from birth through age 8, and how they are partnering with Memphis-area Pre-K schools to help parents still register for the 2020-2021 school year.

Napa Café

Glenda Hastings, Owner of Napa Cafe talks about the history of her restaurant, what makes the food and menu special, wine and cocktail pairings, and some of the major pivots during the pandemic. During the interview, Hastings talks about how the team has come together, what they have learned in the process, and the joy of being open again to see customers.

Women Build 910 Too

Meghan Medford, President and Managing Member of Medford Roofing and President of the National Association of Women in Construction in Memphis, and Kit Crighton-Smith, Senior Project Management Specialist with FedEx and Founder of Women Build 901 Too, who both talk about the importance and the community collaboration and effort to get more women involved in the construction industry in the Mid-South.

Women Build 901 Too is an opportunity for individuals, companies, nonprofits, trade associations, and schools to partner in the effort to recruit, mentor and train young women in middle and high school,

and then partner with other organizations, including the National Association of Women in Construction to work with college students and adults.

October 25

AFP

Linda McNeil and Mark Jordan, Co-Chairs of the Association of Fundraising Professionals Memphis Chapter's National Philanthropy Day Conference and Crystal Awards 2020, highlight this year's conference and awards event taking place virtually on Thursday, November 12, 2020 from 9 AM to 1 PM CDT. During the interview, Jordan discusses the conference speakers and McNeil spotlights the 2020 Crystal Award honorees, and more.

Free for Life

Gabrielle Thompson, Executive Director and CEO of Free For Life, discusses her background and the organization's one-of-a-kind, multi-faceted approach to fighting human trafficking. During the interview, Thompson talks about their programs, success stories, tips for joining the fight against human trafficking, how the work has changed her and words of encouragement for how the community can come together and make a difference.

TN Fire Safety

Country music artist Tracy Lawrence and Tennessee State Fire Marshall and Tennessee Department of Commerce and Insurance Commissioner Hodgen Mainda, discuss their new fire safety awareness campaign highlighted by new public service announcements designed to educate Tennesseans and help reduce fire fatalities across the state.

Lawrence, who has notched eight No. 1 hits and released 14 albums across his platinum-selling recording career, donated his time to team up with the SFMO and the Mt. Juliet Fire Department in order to improve home fire safety awareness among Tennessee residents.

During the interview Lawrence and Mainda discuss the campaign, share tips and talk about the importance of the campaign.

Nov 1

Homework Hotline

Madeline Adams, Executive Director, and Michelle Rind, Assistant Director of Homework Hotline, highlight their commitment to providing free tutoring and academic support for all K-12 students in Tennessee. During the interview, Adams and Rind discuss their added hour of service and increased support during the pandemic, their hiring more teachers and staff to accommodate increased demand, their partnerships, how the community can support their efforts and more.

Visit www.homeworkhotline.info to learn more.

Peer Power

Cortney Richardson, Chief Marketing and Community Engagement Officer with Peer Power Foundation, talks about his being one of the founding tutors, their unique model of employing high performing college students to tutor and mentor high school students, their partnership with the University of Memphis, impact with more than 1.2 million tutoring hours and increased test scores, their new virtual learning lab that is accessible to students across the state of Tennessee, how the community can get involved and more.

Visit <https://peerpowerfoundation.org> to learn more.

Xcellent Life

Victor Brown, Founder and CEO of Xcellent Life, shares how caring for his father's health led him to realize he could take his background and expertise working in the energy industry and apply it to create a proactive solution for the healthcare industry. During the conversation, Brown talks about the platform, how it collects data points and uses artificial intelligence to help individuals become more proactive with their health, and how they are incentivized to make healthy choices. He also shares some advice for other entrepreneurs.

Learn more by visiting www.xcellenthife.com.

Nov 8

Give901

Anne Pitts, Director of Give901 in Memphis, Tennessee, discusses how the effort started, the role corporate giving plays in Give901, and their focus on education and working with nonprofits creating life-changing educational options for low-income young Memphis through teacher recruitment, innovative schools, and after-school programs. During the interview, Pitts highlights some of their recent

efforts during the pandemic to provide more than 3,000 youth with learning kits, and how the community can get involved.

Visit www.give901.org to learn more.

My Town Miracles

Brandon Artiles, Executive Director of My Town Miracles in Memphis, Tennessee, highlights their mission to help children experience Christ's love through compassion by elevating them out of instability and insecurity. During the interview, Artiles discusses how they partner with the communities they serve and other nonprofits to provide financial assistance and access to relational resources to people and families in need of a miracle. He shares some of their recent efforts and miracles and talks about some of the current miracles they are working to fulfill, along with how the community can help.

Visit <https://www.mytownmiracles.org> to learn more.

Persevere

Gerald Brown, CEO of Persevere, and Stacey Books-Mesko, Tennessee Program Director, discuss the national nonprofit that is expanding across the state of Tennessee. During the interview Gerald and Stacey highlight the organization's efforts to change lives through their education, mentoring and support programs that help individuals who are or have been incarcerated develop the skills to be employed and find jobs in the tech industry. They highlight their coding program, job placement services, volunteer opportunities, and more.

Visit <https://perseverenow.org> to learn more.

Nov 15

BluSky

Chuck Lane, Director of Education and Training with BluSky Restoration Contractors, highlights their efforts and some of their recent 2020 disaster response work due to damages caused by tornadoes and hurricanes, tips for businesses and employees to become better prepared, and some of the ways BluSky is helping the community with access to resources, training seminars, workshops and webinars to help, as well.

Visit www.goblusky.com to learn more.

BSA

Holly A. Cooper, Chief Communications Officer with Boy Scouts of America, Chickasaw Council, highlights the Scouting BSA program and local efforts and impact with the Chickasaw Council. During the interview, Cooper also discusses the importance of having girls and young women in Scouting, the

launch of their Scouting Deserts program that focuses on recruiting youth who normally would not have access to Scouting, the impacts of the pandemic, transparency with the National Boy Scouts Bankruptcy, ways for the community to be involved and why Scouting remains such an important part of our community's success.

Visit www.chickasaw.org to learn more.

Las Americas

Pastor Greg Diaz, Executive Director of Las Americas in Memphis, Tennessee, shares the story of starting the organization with the mission to provide a safe place for Latino youth and families to develop healthy minds, bodies and spirits for long-term success in America. During the interview, Diaz highlights their Youth Development Centers and nine programs that include ESL tutoring and teacher assistance, after-school tutoring and homework help, a youth soccer league, community outreach events, summer camps and now virtual learning labs during the day to help students with their online learning. Diaz also discusses their food trucks and ways the community can support their efforts.

Visit www.LAMemphis.org to learn more.

Nov 22

DWAM

Duncan Williams, President of Duncan-Williams, Inc., and David Scully, President of Duncan Williams Asset Management, talk about the recent news with Duncan-Williams, Inc., and highlight the separate, locally-owned and focused Memphis firm, Duncan Williams Asset Management, which was created to meet the needs of individual investors, business owners and foundations. During the interview, Williams and Scully talk about the company, the importance of community engagement, some perspective on the current market and long-term outlook, and what makes them excited about the future of Memphis.

Learn more by visiting www.dwassetmgmt.com.

Palmer Home for Children

Drake Bassett, CEO of Palmer Home for Children, highlights the organization's 125th anniversary and discusses their continued focus on empowering children in critical situations to reach their true potential by providing restorative environments that support healthy development and nurture resilience. During the interview, Bassett provides detail on their programs and impact, recent developments, pivots during the pandemic, advice for parents, and how the community can support their efforts.

Visit www.PalmerHome.org to learn more.

Stronger through Adversity

Dr. Joseph Michelli, highlights his new book, "Stronger Through Adversity," which is available for pre-sale now through mid-December 2020. The book is the synthesis of conversations Dr. Michelli conducted throughout the pandemic with more than 140 CEOs and senior leaders from nonprofits, public safety organizations, and global brands like Starbucks, Lexus, Airbnb, Barron's, Godiva, Salesforce, and PwC. It offers insight on leadership, self-care, how to effectively manage uncertainty, the art of transparent and authentic communication, and much more. A portion of the book's royalties is also going to Direct Relief, an international organization providing food and supplies to those most affected by the virus.

Visit www.StrongerThroughAdversity.com to learn more and pre-order your book.

Nov 29

Greys Fine Cheese

Jacqueline (Jackie) Mau, Owner, and Kurt Mullican, Owner and Cheesemonger, with Greys Fine Cheese & Entertaining in Memphis, Tennessee, discuss how they got into the cheese business, some of the different types of cheeses and how they pair, opening up their storefront in Memphis, putting together cheese boards and sampling events, gift giving for special occasions and the holidays, and more.

Visit www.greyshd.com to learn more.

Neon Canvas

Alex Rasmussen, CEO of Signature Advertising and Neon Canvas, highlights the companies and their work around digital marketing, web design, logo and branding, SEO, and content marketing. Rasmussen discusses the importance of consistency and creating a content calendar and shares some tips and advice for content creation. He also shares how a terrifying experience has shaped his life and perspective moving forward, and given him a much stronger sense of purpose. Visit www.neoncanvas.com to learn more.

BBA

Mark Yates, President and CEO of the Black Business Association of Memphis, discusses the organization's history as one of the oldest and largest trade associations of its kind in the Mid-South, along with their efforts to unite members behind the goal of empowerment through entrepreneurship and improvement of business and growth opportunities for minority and women-owned businesses. The organization's mission is to improve the economic well-being of the Memphis region by developing successful entrepreneurs through education, advocacy and business development. Yates shares more about their programs and impact, how success is measured, intentionality and how the community can help. Yates also highlights that the BBA of Memphis currently is offering \$300 grants to Personal Care Workers including Barbers, Aestheticians, Hair Braiders, Nail Technicians, Cosmetologists, Make-Up

Artists, Personal Trainers, and Massage Therapists who live in Memphis. Visit www.bbamemphis.com to learn more.

December 6

Katie Smythe, CEO and Artistic Director, and London Bruce, Teaching Artist, at New Ballet Ensemble & School, highlight their efforts to bring youth together by providing a professional standard of dance training, regardless of the ability to pay. During the interview, Smythe discusses being honored as the 2020 Thomas W. Briggs Foundation Community Service Award recipient, the power of high standards and how it is translating to transforming the lives of youth. Bruce, who is a former student and now Teaching Artist, shares her experiences and what New Ballet Ensemble & School means to her and her family, as well as how the pandemic has impacted their ability to teach in person and with Shelby County Schools. They also spotlight their annual holiday tradition, Nut Remix, which is presented by Nike, along with other ways the community can support their efforts. Visit www.newballet.org to learn more.

Sarah Hays Coomer, a Mayo Clinic Certified Wellness Coach, Speaker, and Author of three books, discusses her latest book, "The Habit Trip: A Fill-in-the-Blank Journey to a Life on Purpose." The book was released on December 1, 2020, and is a Dr. Seuss-inspired, fill-in-the-blank road trip through 10 areas of well-being where you, as the reader, are the hero and expert in your own story - with a dragon, a jumping spider, an orb, and a Ford Pinto to keep things interesting. Coomer shares what led her to write the book, some of the major takeaways and themes, and some of her favorite tips. Visit www.TheHabitTrip.com or www.SarahHaysCoomer.com to learn more.

Carol Jackson, Executive Director of Families Matter, talks about their efforts to strengthen families and change lives while supporting a transformation of Memphis, Tennessee. Jackson discusses some of the key challenges families and youth are facing today, why building healthy relationships and families is so important to children and how these skills can be taught, perspective on their programs and impact, how the pandemic has created changes in the delivery of their programs, and how the community can help. Visit www.familiesmattermemphis.org to learn more.

December 13

Pete Griffin, President and CEO of Musicians On Call, highlights their efforts to use the healing power of music to help those facing uncertainty and isolation, especially during the global pandemic. Thanks to its virtual programs, Musicians On Call is currently one of the few charities that is still able to provide programs directly to patients and caregivers in hospitals. The organization is continuing to expand its Virtual Bedside Performance Program, which uses the closed circuit television systems within hospitals and livestream technology to broadcast musicians' performances from their homes and in studios, and Music Pharmacy, which gives patients innovative technology to access the healing power of music at their bedside. During the interview, Griffin shares more about these programs, working with the

musicians, the impact created, how demand is higher than ever for their programs, and how the community can help. Visit www.musiciansoncall.org to learn more.

John Carroll, Executive Director of City Leadership in Memphis, Tennessee, discusses their efforts to maximize the leadership capital and potential of Memphis. Carroll highlights their major programs and initiatives around recruiting talented individuals to Memphis, developing leaders and organizations in Memphis, and catalyzing collaborative projects for the benefit of the city. Their campaigns include Choose901, Teach901, Serve901, and Give901. Carroll also shares of the major challenges nonprofits have been facing during the pandemic, some of the creative solutions that he has seen work well, his outlook for the city, and how the community can get engaged, especially with a new venture. Visit www.cityleadership.org to learn more.

Alan Zweibel, discusses his latest book, "LAUGH LINES: My Life Helping Funny People Be Funnier," which takes readers through his long career in the comedy-writing business and charts the story and changes in what made America laugh over the decades. Throughout the pages of LAUGH LINES, Zweibel weaves together his own stories and interviews with his friends and contemporaries including Larry David, Richard Lewis, Eric Idle, Mike Birbiglia, Sarah Silverman, Judd Apatow, Susie Essman, Dave Barry, Rob Reiner, and more. During the interview, Zweibel reflects on his career, talks about lessons learned and advice for writers, and some of the major takeaways from the book. Visit <https://alanzweibel.com> for more information.

December 20

Scott Blake, Executive Director of Victorian Village CDC, highlights their efforts around community development, historical preservation, neighborhood master planning, and safety. Blake shares some of the history and backstories to some of the prominent homes and museums, including the Mallory-Neely House Museum, the Woodruff-Fountaine House Museum, the Massey House, the Mollie Fountaine House, and the James Lee Home, which is one of only 400 structures nationwide that is listed in the Library of Congress Record. Blake also shares some ghost stories, talks about disinfectant cleanings and the impact of the pandemic, and plans for 2021. Visit www.victorianvillageinc.org to learn more.

Ben Cooley, Founder and CEO of Hope for Justice, discusses starting the organization and their efforts to bring an end to modern slavery by preventing exploitation, rescuing victims, restoring lives, and reforming society. Cooley defines modern slavery, shares recent stories of success and rescues, highlights the numbers locally in Tennessee and around the world, offers recommendations for reform and how people can get engaged. Visit www.hopeforjustice.org to learn more.

Cori Smith, Founder and Executive Director of Sweet Cheeks Diaper Ministry shares their mission of meeting the basic needs of families by providing diapers, wipes, formula, and other necessities for their

babies and improving their quality of life. One of only two diaper banks servicing the state of Tennessee, Sweet Cheeks Diaper Ministry has donated over 400,000 diapers to 5,000 families in need since 2014. Learn more about the ways they are helping families with diapers, formula, and period supplies, even during the pandemic, at their website: <https://www.sweetcheeksdiaperministry>

December 27

Abbey Cowens, Executive Director of Memphis Opportunity Scholarship Trust (MOST), highlights their mission to give Memphis-area families the opportunity to send their children to the schools of their choice by offering partial, need-based scholarships to qualifying families who wish to send their children to private schools. Founded in 1998, MOST has awarded more than \$21 million in scholarships to nearly 3,500 students in prekindergarten through grade 12. Cowens talks about the timing and process for the scholarships, the impact, and how the community can support their efforts. Visit www.memphisscholarships.org to learn more.

Clark Butcher, Founder and Owner of Victory Bicycle Studio in Memphis, Tennessee, shares his passion for endurance training and competitive cycling, which led him to start coaching and opening up the studio in 2010. Butcher discusses finding the perfect fit, some of the pivots and lessons learned during the pandemic, advice for retailers, a trend that has his attention, where he pours into the community with his philanthropic efforts, and more. Visit www.victorybicycleshop.com to learn more.

Destiny Center of Desoto County is the first mobile community resource center that travels to different communities offering services to others where they live, removing a common lack of transportation obstacle of many that would otherwise miss out on events held by other organizations with only a brick and mortar location. Destiny Center of Desoto County provides medical transportation, back to school haircuts, resume and job placement assistance, Summer food initiatives providing lunch delivery of food five days a week to children who are food insecure, healthcare, tutoring, car repair, and more.