

Quarterly Issues and Programs Report

For

WXYZ 1270 AM



FOURTH QUARTER

October 1st Through December 31st 2023

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**ISSUES OF CONCERN TO METRO DETROIT
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE FOURTH QUARTER
OCTOBER 1ST THROUGH DECEMBER 31ST 2023**

Diversity: Urban League of Detroit. Rising Anti-Semitism. Urban League. Employment for Disabled. Minority PAD.

Community Outreach: Services for Veterans. Animal Testing. Feeding Detroit's Hungry. Food Pantry. Giving Tuesday. Toys for Tots. Rights of People with Disabilities. American Red Cross.

Economy: Strike Insight. Theater Boosts Economy. America's Thanksgiving Parade. Buy Michigan. Sheriff Recruitment. Methane Reduction. End of Year Finance.

Art And Education: Girls in STEM. Women In The Arts. Art Imitating Life. Circus Changes. History Lessons. Female Heroes In The Arts. Motown History. Holiday Carillon. Athletics and Education.

Health: Suicide and Mental Health. Plasma Awareness. OCD. Alzheimer's. Children's Mental Health. RSV. Covid Threat. Cancer Research. Veterans Mental Health. Hospice. Holiday Health. Health Concerns for 2024.

Diversity:

10/1/2023

Detroit Urban League

6:15 - 6:30

15-minutes of a 60-minute program

The Detroit Urban League' Urban Seniors Job Program is a four-year program that motivates participants to enter/reenter the workforce via class training, financial literacy training, and temporary job experience. This workforce training is for low-income individuals 55 years and older living in Wayne, Oakland, and Macomb counties. After participants complete their training, they are placed with government, nonprofit, faith-based and community organizations to further develop their newly-learned skills and prepare them for future employment.

10/15/2023

AntiSemitism

6:30 - 7:00

30-minutes of a 60-minute program

JCRC/AJC's mission is to represent the metropolitan Detroit Jewish community, Israel and Jews throughout the world to the general community, and to establish collaborative relationships with other ethnic, racial, civic and religious groups. JCRC/AJC educates and advocates on important issues, seeking consensus with a commitment to Jewish values. In the aftermath of the terrorist attacks on Israel, the world has been seeing a dramatic rise in incidents of antisemitism. Today's guest talks about the need for strength, unity and peace among all community members.

11/5/2023

Detroit Urban League

6:00 - 6:15

15-minutes of a 60-minute program

The Urban League's College Club known as "Project Ready" increases educational opportunities for area students and assists those who are pursuing post-secondary degrees through positive, creative, and educational enrichment activities. Project Ready serves at risk, low achieving 9th through 12th grade students in the Metropolitan Detroit area. Originally organized in 1988, the program is part of the organization's youth development initiatives and coincides with the National Urban League's education initiatives. The program engages students in academic and life skills training, leadership development, community service learning, financial literacy training, and preparation for college and vocational

training. The program also offers information to students and their parents about tuition and scholarship opportunities.

11/26/2023

Michigan Expo

6:15 - 6:30

15-minutes of a 60-minute program

The guest for this segment talks about a holiday expo that features wares created by people with disabilities. Working with various agencies throughout metro Detroit, each weekend clients served by these agencies are able to sell their products and help to earn an income. This provides an outlet for people who might otherwise NOT be able to be productive members of their communities.

12/3/2023

Minority PAD

6:00 - 6:15

15-minutes of a 60-minute program

Nearly 1 in 3 Black adults may develop peripheral artery disease (PAD), compared to about 1 in 5 Hispanic or white adults. If amputation is necessary for treatment, Black, Hispanic and American Indian adults experience lower survival rates and worse quality of life after amputation compared to white adults. Multiple social, economic and health variables contribute to disparities by sex, race and ethnicity in the development, diagnosis and treatment of PAD. Opportunities to address disparities include greater focus on prevention in health care systems, increasing cultural competency and diversity among the physician workforce and public health efforts to raise awareness in affected communities. Implementing routine preventive strategies, such as regular blood glucose testing, ankle blood pressure monitoring and foot exams for high-risk individuals, may decrease the risk of PAD complications and improve outcomes, particularly among people from diverse racial and ethnic groups.

12/3/2023

Detroit Urban League

6:30 - 6:45

15-minutes of a 60-minute program

The Detroit Urban League (DUL), also known as the Urban League of Detroit and Southeastern Michigan (ULDSEM), is a non-profit 501c3 organization that is one of 90 affiliates of the National Urban League. Since 1916, the DUL has provided critical services to disadvantaged citizens, organized the unorganized, and has established and promoted leadership of service to the greater Detroit community. The DUL has a broad-based Board of Directors representing corporate, financial, and service industries, as well as representatives from government, labor, and educational institutions. The DUL utilizes a three-pronged approach to program delivery, focusing on research, service, and advocacy. While employing multiple service strategies that are tailored to local needs.

Community Outreach:

10/15/2023

Macomb Veteran Services

6:00 - 6:15

15-minutes of a 60-minute program

This segment highlights many of the services available to veterans throughout the county. The guest is looking for volunteers to help provide free tax prep for veterans. Training is provided. The goal of the effort is to ensure that area veterans are able to file their taxes efficiently and get all of the benefits they deserve.

10/29/2023

PETA Against Animal TEsting

6:30 - 6:45

15-minutes of a 60-minute program

For decades, the National Institutes of Health (NIH) has been sending money to foreign laboratories for animal testing where they addict dogs and rats to cocaine, cause strokes in monkeys, cut rabbits' vocal cords and spinal cords, force mice to ingest amphetamines and alcohol, and other experiments on animals. U.S. taxpayer money is often used to fund animal testing. Bipartisan legislation introduced in Washington, the Cease Animal Research Grants Overseas (CARGO) Act, would prevent the NIH from awarding grants to foreign laboratories for experiments on animals.

11/5/2023

Higher Hopes

6:30 - 7:00

30-minutes of a 60-minute program

The mission of Higher Hopes is to inspire independence, relieve food anxiety, and encourage family meals together with an initial goal to provide 1000 turkeys and 10,000 smiles.

Higher Hopes! is a 501 (c)(3) non-profit charitable organization that serves meal kits to families in the City of Detroit enrolled in the Early Head Start child care partnership programs. In addition to their two holiday meal distributions on Labor Day and Thanksgiving, Higher Hopes! strives to provide food year-round to those in the community. They are creative in their approach and help facilitate large quantities of food to make it to those that are most vulnerable. They are dedicated to providing positive experiences to everyone struggling with food insecurity.

11/12/2023

Gleaners

6:00 - 6:15

15-minutes of a 60-minute program

Headquartered in Detroit, Gleaners serves five Southeast Michigan counties: Wayne, Oakland, Macomb, Livingston and Monroe. Gleaners provides food to nearly 400 partner soup kitchens, food pantries, shelters, schools and other agencies across the region, and supplements the efforts of those partners by offering direct service drive-up grocery distributions. Gleaners further empowers households with food programs and education to help overcome food insecurity. In its fiscal year 2023, Gleaners distributed more than 50 million pounds of food to our neighbors in need. Every dollar donated provides three meals.

11/19/2023

Veterans' Mental Health

6:00 - 6:30

30-minutes of a 60-minute program

This discussion centers around the need to support our veterans in all ways. While there are many benefits available and accessible to our veterans, there is still great need for mental and emotional support.

11/19/2023

Giving Tuesday

6:30 - 6:45

15-minutes of a 60-minute program

GivingTuesday is the Tuesday after Thanksgiving in the United States. It is touted as a "global generosity movement unleashing the power of people and organizations to transform their communities and the world". The organization of the same name is an independent 501(c)(3) nonprofit that supports the global movement.

11/26/2023

Toys for Tots

6:30 - 7:00

30-minutes of a 60-minute program

These segments are devoted to publicizing an event that collects thousands of dollars and thousands of toys for the Toys for Tots program. Toys for Tots is a program run by the United States Marine Corps Reserve which distributes toys to children whose parents cannot afford to buy them gifts for Christmas. It was founded in 1947 by reservist Major Bill Hendricks. The Marine Toys for Tots Foundation, a 501(c)(3) not-for-profit public charity, raises funds for, and supports the program.

12/10/2023

Arc of Oakland County

6:30 - 7:00

30-minutes of a 60-minute program

The Arc of Oakland County advocates for the rights and full participation of all children and adults with intellectual and developmental disabilities. They strive to improve the systems of support and services, connect families, inspire the community and influence public policy.

12/17/2023

American Red Cross

6:00 - 6:15

15-minutes of a 60-minute program

Kids can track Santa while helping those in need. Every time they push an OnStar button or press the red Santa hat on an app, not only will they be connected with Santa but they'll also be making an effort to donate one dollar to the Red Cross for every button push up to 25-thousand dollars.

Health:

10/8/2023

Suicide Prevention and Mental Health Awareness

6:00 - 6:30

30-minutes of a 60-minute program

Suicidal thoughts, much like mental health conditions, can affect anyone regardless of age, gender or background. In fact, suicide is often the result of an untreated mental health condition. Suicidal thoughts, although common, should not be considered normal and often indicate more serious issues. Today's guest is raising awareness and discussing this highly stigmatized topic. In addition to shifting public perception, her goal is to spread hope and vital information to people affected by suicide. She wants to make sure that individuals, friends and families have access to the resources they need to discuss suicide prevention and to seek help.

10/8/2023

Plasma Awareness Week

6:30 - 6:45

15-minutes of a 60-minute program

This segment marks the end of International Plasma Awareness Week. The goal is to raise global awareness about source plasma collection, recognize the generous contributions of plasma donors in saving and improving lives and increase understanding about lifesaving plasma protein therapies and rare diseases. Plasma is the straw-colored liquid portion of blood comprised of water, salts, and proteins. These proteins are necessary for carrying out critical functions in the human body, such as providing antibodies to fight diseases. If a person has insufficient levels of plasma protein, his or her body cannot carry out vital functions, causing a variety of chronic and life-threatening medical conditions. Plasma is used to create life saving therapies for a wide variety of diseases and conditions that can be life-threatening to the individuals living with them. The reliance on plasma-derived therapies for these individuals is why plasma donation is of the utmost importance.

10/8/2023

OCD Awareness

6:45 - 7:00

15-minutes of a 60-minute program

In this segment, a young woman talks about her journey as a person living with obsessive-compulsive disorder (OCD). She addresses the misconceptions and highlights the realities of living with this mental illness. She offers insight for other sufferers as well as their loved ones. OCD, she points out, is not just a desire to keep things clean. OCD features a pattern of unwanted thoughts and fears known as obsessions. These obsessions lead you to do repetitive behaviors, also called compulsions. These obsessions and compulsions get in the way of daily activities and cause a lot of distress.

10/22/2023
Alzheimer's Awareness
6:00 - 6:30
30-minutes of a 60-minute program

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Their vision is a world without Alzheimer's and all other dementia. The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

10/22/2023
Children's Mental Health Awareness
6:30 - 7:00
30-minutes of a 60-minute program

Our country is facing an unprecedented mental health crisis. The crisis isn't just affecting adults, its devastating young people, and people from every background are impacted. The Department of Health and Human Services (HHS), launched 988, the Suicide Prevention Lifeline, expanded mental health services in schools, advanced a center for excellence on social media and mental health, and launched the HHS Roadmap for Behavioral Health Integration. This Mental Health Awareness Month, they bring attention to mental health and how essential it is to overall health and wellbeing of children. It is critical to recognize and treat children's mental illnesses in order to help them grow and thrive.

10/29/2023
RSV
6:00 - 6:15
15-minutes of a 60-minute program

RSV is a highly contagious virus that can lead to respiratory illness in babies, including lung infections. Without a fully developed immune system, all babies under 1 year – even healthy ones – are at risk of getting a serious RSV lung infection. There is now a vaccination that can be given to pregnant women during a brief window of their pregnancy. This can provide protection for not only the mother, but for the baby as well. Other precautions everyone can take include good hygiene including frequent hand washing.

10/29/2023

Is COVID Still A Threat

6:15-6:30

15-minutes of a 60-minute program

While the COVID epidemic has reportedly ended, new strains of COVID still exist and are spreading. In this segment an area doctor talks about the effects of the latest strain as well as methods of stopping the spread. Mask wearing is still considered to be a good way to help contain the spread of illnesses, even though most people have ditched the mask. As we enter cold and flu season, though, and people will be in closer proximity while indoors, this is still a smart idea, especially for the elderly and immunocompromised.

10/29/2023

Cancer Research

6:45 - 7:00

15-minutes of a 60-minute program

The American Cancer Society, Michigan Chapter, is hosting an annual fundraiser to support the efforts of the organization. They are a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. The ACS is improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.

11/26/2023

Hospice of Michigan

6:00 - 6:15

15-minutes of a 60-minute program

Serving communities across Michigan for more than 40 years, Hospice of Michigan's care teams are experts in end-of-life care. Currently, serving more than four-thousand patients annually across the lower peninsula, Hospice of Michigan is the largest not-for-profit hospice in the state, and among the largest recognized 501c3 not-for-profit advanced illness management organizations in the nation. Wherever a patient calls home, whether it is a hospital, a nursing home, an assisted living facility, adult foster care, or the family residence, Hospice of Michigan is there for patients and their families, respecting their wishes, preserving their dignity, and providing the highest level of compassionate and personalized care.

12/17/2023

Holiday Health

6:30 - 7:00

30-minutes of a 60-minute program

Holiday time is rife with large gatherings of people who have traveled far and wide in order to be together. While the joy of the season is contagious, so are many bugs that join the family around the table. An area physician, in these segments, talks about the need to protect both physical AND emotional health during and after the holidays. On the physical front, he continues his usual refrain of being sure to practice good hand washing habits. He also reminds people that if they are not feeling well they should abstain from participating in the community reveling. Especially if there are elderly guests or young unimmunized babies at the holiday celebration, other guests should be very cognizant of keeping THEM healthy. On an emotional front it is also critical to avoid, "hot button," conversations when gathered together. Tensions can run high and it is important for everyone to use the time together as a way to connect as opposed to finding differences.

12/31/2023

Health Concerns and Outlook for 2024

6:15-7:00

45-minutes of a 60-minute program

Digital Transformation, Generative Artificial Intelligence (AI), ESG, Margin Pressures are some of the healthcare headlines we saw in 2023 and will most likely continue to remain front and center in 2024. Adopting new technologies and business models while under sustained financial pressure might be the biggest challenge health care executives will face in 2024. Health care organizations that can't keep up could be left behind. According to Deloitte's annual *Health Care Outlook Survey*, just 3% of health system executives, and 7% of health plan executives, have a "positive" outlook for 2024. Hospital systems are expected to see more merging of resources. It is also predicted that there will be more outsourcing as facilities are facing workforce talent challenges. In addition to managing the changing landscape of the healthcare industry, employers and employees are getting ready for additional challenges including the need to increase the number of children getting vaccinated, a desperate need for blood and tissue donors and tackling the fact that more and more infections are antibiotic resistant. We are also managing a rising mental health crisis as well as learning how to stay on top of the day to day illnesses like the flu and RSV.

Economy:

10/1/2023

The Inner Workings Of the Auto Strike

6:30 - 6:45

15-minutes of a 60-minute program

In this segment, an area automotive and turnaround experts breaks down what is happening and what is at stake during the UAW strike. He explains to listeners what is being asked and what is being offered as well as the possible outcomes. He describes in layman's terms, what we need to know and understand about how this affects the economy both now and into the future.

11/12/2023

Modern Theater Boosts Detroit Economy

6:15 - 6:30

15-minutes of a 60-minute program

For decades Detroit has been the epicenter of major entertainment, spawning new genres of music, theater and other art forms. Over the years, though, the industry has taken a major hit. Theater of today is working to diversify its content as well as its performers and, in doing so, is bringing in new audiences. Today's guest talks about the re-infusion of support for the arts in Detroit and that will, in the long run, bring big dividends.

11/19/2023

Thanksgiving Parade

6:45 - 7:00

15-minute of a 60-minute program

The 2023 America's Thanksgiving Parade® presented by Gardner White is proud to make its 97th appearance on Woodward Avenue on Thursday, November 23rd!! Celebrating A Heart of History, the Parade features a star-studded line-up of one-a-kind floats, colorful costumes, high soaring balloons, thunderous marching bands, and dancing elves!! The Parade brings tens of thousands of people to downtown Detroit and provides a major economic boost through events, sponsorships and other contributions.

12/3/2023

From Michigan With Love

6:15-6:30

15-minutes of a 60-minute program

Listeners are asked to make a minor change to their purchasing habits. By changing brands and buying Michigan made products even to a minor extent, billions can be added to the state's economy. Today's guest offers suggestions of Michigan made products people can switch to, not add to their expenditures and boost the state's bottom line.

12/3/2023

Wayne County Sheriff Recruitment

6:45 - 7:00

15-minutes of a 60-minute program

Wayne County Sheriff Rafael Washington urges listeners and/or their family members to consider working for the Wayne County Sheriff's Department. He outlines the requirements and dispels misconceptions about what kinds of job opportunities are available at the department.

12/10/2023

Reducing Methane Emissions

6:15-6:30

15-minutes of a 60-minute program

A woman with colleagues at COP-28 talks about bi-partisan support for Michigan and other states to make a commitment to reducing their methane emissions. She talks about ways the state's farmers can make changes in their processes that would make immediate and profound impacts on how much methane is emitted from their places. Top companies like General Mills, Dannon and others have made commitments to make these changes. This, they say, will create a greener ecosystem and boost productivity and profits.

December 26, 2021
Financial Planning For The New Year
6:00 to 6:30
30-minutes of a 60-minute program

In these segments, a financial expert helps listeners close the door on their 2023 finances and plan appropriately for 2024. She assures all that it is never too late to make financial progress and plan for the future. Key, she says, is looking closely and honestly. She talks about ways to plan for retirement, no matter how long a person has waited to make changes. The guest offers concrete and easy advice on small changes that can be made.

Art and Education:

10/1/2023

Cranbrook Women Rock Science

6:30 - 6:45

15-minutes of a 60-minute program

Cranbrook Institute of Science is hosting the 6th Annual Women Rock Science gala. Since its inception in 2018, Women Rock Science has supported STEAM educational opportunities to more than 35,000 children in underserved communities throughout Michigan. Despite making up nearly half of the U.S. workforce, women are still vastly underrepresented in the STEM workforce. This women-led fundraising event aims to close this gap by inspiring all children to pursue STEM careers, with an emphasis on young women.

10/1/2023

Women in The Arts

6:45 - 7:00

15-minutes of a 60-minute segment

A local actress talks about recreating a role that was made famous decades ago. She discusses the challenges faced by women in the arts and how she overcame many of those. She addresses, as well, the hurdles girls must sail over when entering this difficult field. The guest urges students to stay focused on their craft and not get discouraged.

10/15/2023

Life On The Road

6:15 - 6:30

15-minutes of a 60-minute program

This guest has been on the road pursuing a career of performing. He talks about the struggles of breaking into a tough and competitive field. The discussion focuses largely on education in and around the city of Detroit as well as the difficulty of gaining experience. He talks about the overall benefits of studying theater and music, as they bring about lessons in teamwork, dedication, discipline and self satisfaction. He urges parents not to discourage their children from studying the arts because the benefits, he says, are great.

11/5/2023

Circus Changes and Animal Rights

6:15 - 6:30

15-minutes of a 60-minute program

Until a few years ago the Ringling Brothers Circus featured elephants, tigers and other animals. Activists, though, protested and people stopped supporting this form of entertainment. A local aerialist talks about how the circus has changed and she is happy to perform across the country with other acrobats, dancers and musicians. She talks about how the circus world is ever changing and urges people to support this mode of entertainment again.

11/12/2023

The Henry Ford

6:30 - 7:00

30-minutes of a 60-minute segment

The Henry Ford provides unique educational experiences based on authentic objects, stories, and lives from America's traditions of ingenuity, resourcefulness, and innovation. Our purpose is to inspire people to learn from these traditions to help shape a better future. The new exhibit, *Mandela: The Official Exhibition* takes guests on a personal journey through the life of the world's most iconic freedom fighter and political leader, Nelson Mandela. An immersive and interactive experience, the exhibition features previously unseen film, photos and the display of over 150 historical artifacts and personal effects on loan from the Mandela family, museums and archives worldwide. Through a series of immersive zones — each one a dramatically different experience — guests will be taken on a journey through his remarkable life. His epic story is told in a series of experiential galleries, from his rural childhood home through years of turbulent struggle against the apartheid regime to his eventual vindication and final years as South Africa's first democratically elected president.

12/10/2023

Female Heroes in the Arts

6:00 - 6:15

15-minutes of a 60-minute program

For centuries it was most common for men to be the heroes of stories in books, movies and plays. The tide has turned now and women are gaining strength. In this segment a young woman from Michigan talks about her fight to change the world of theater so that other young women know that they, too, can achieve their dreams. She encourages girls and young women to continue to follow their passions and make their own marks in a powerful way. By seeing strong female characters on the stage, girls are encouraged, motivated and inspired.

12/17/2023
Motown History Revisited
6:15-6:30
15-minutes of a 60-minute program

A young man from Saginaw, Michigan talks about his journey from an impoverished upbringing to starring on Broadway in a show about his idols, The Temptations. When Harrell Holmes was just seven years old he saw The Temptations on TV. From that moment all he wanted to be was a Temptation. He even formed a group of little boys (around 10 and 11 years old) and called the group, The Little Temptations. Harrell won a scholarship from Motown, pursued his studies and worked on his craft, eventually landing a role in Broadway's Ain't Too Proud, the story of the Temptations. His is a story of inspiration and motivation and he is happy to pass it along to others.

December 24, 2022
The Christmas Carillon
6:30-7:00
30-minutes of a 60-minute program

This has become an annual tradition on this program with the highlight on the beauty of Carillon music bringing the community together. It is not about religion, politics or anything the least bit divisive. In these segments Dennis Curry with Kirk in the Hill highlights the history of the carillon and how, for centuries, it has brought people of all denominations together. Curry has played the carillon for 30 years at Kirk. That carillon is actually the world's largest and can be heard for miles around.

12/31/2023
Downtown Boxing Gym
6:00 - 6:15
15-minutes of a 60-minute program

Studies show more than half of Michigan's third grade students cannot read at their grade level. The numbers are even more alarming for students in urban communities like Detroit. Downtown Boxing Gym says that that's unacceptable and they are doing something to change it. Since 2007, DBG has been providing their free academic and athletic program to students ages 8 – 18 with continuing mentorship and support through age 25. Students stay with DBG year and year after year. That long term personalized and holistic support makes a life changing impact. In the gym's 15-year-history, they have had a 100 percent high school graduation rate.