

**QUARTERLY ISSUES AND PROGRAMS REPORT
FOR**



WYCD 99.5 FM

SECOND QUARTER 2013

April 1st through June 30th, 2013

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**ISSUES OF CONCERN TO METRO DETROIT
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
SECOND QUARTER 2013**

Health: Down Syndrome. Autism. Organ Donation. Infertility. Children's Health. Healing Art. Velocardial Facial Syndrome. Ronald McDonald House. Eye Care. Hearing Impaired. Medical Marijuana. Mental Health First Aid. Prostate Cancer. Senior Health. National Safety Month. Safe Childbirth.

Economy: Financial Literacy. Guns For Groceries. Secretary of State Online. APBA Gold Cup. Quake On The Lake.

Community Outreach: Navy. Armenian Relief Society. World War II Memorial Park. Cultural Assimilation. Domestic Violence. Feed Kids Breakfast. Bullying. Fighting Domestic Abuse. Fatherhood

Art and Education: Holocaust Remembrance. Theater and Culture. Local Actor. Military Based Charter School. Foreign Exchange Students. Anne Frank's Tree.

ECONOMY:

4/21/13

National Financial Literacy Month

6:45 to 7:00

15-minutes of a 60-minute program

National Financial Literacy Month is recognized across the country in April in an effort to highlight the importance of financial literacy and teach Americans how to establish and maintain healthy financial habits. Lisa Rettick with the Michigan Association of Certified Public Accountants offers some tips for families trying to get ahead despite difficult economic times. The most important thing, she says, is to create a budget and stick to it. Additionally she says it's critical to put some money away from every paycheck. Even if it's a small amount, the account will grow.

5/12/13

Guns for Groceries

6:00 to 6:15

15-minutes of a 60-minute program

Saying he is sick and tired of all the violence in Detroit, local attorney Gerry Acker and his partner decided to take matters into their own hands. They gave away 50-dollar Meijer gift cards to anyone who turned in an unloaded weapon. The goal was mega fold. First and foremost, the two wanted to get guns off the streets and do their part to decrease the amount of violence. Additionally, though, they wanted to help put food on the table of those who are in such dire-straits that they may feel violence is their only recourse.

6/2/13

Secretary Of State Online

6:45 to 7:00

15-minutes of a 60-minute program

Secretary of State Ruth Johnson is using an unusual mode of transportation to promote online initiatives, the state's Recreation Passport, organ donation and veterans' services. Johnson left the Mackinac Policy Conference via kayak to trek across the Straits of Mackinac. Johnson talks about her department adding more on-line programs to make it easier and more efficient for Michigan consumers to conduct business with the Secretary of State.

6/16/13

Clawson Fourth of July Parade

6:00 to 6:15

15-minutes of a 60-minute program

Clawson's Fourth of July parade has taken place every July 4th since 1932. More than 15,000 spectators line the streets of this neighborhood-city. The Parade consists of invited bands, specialty units, floats and VIPs. It is a patriotic, flag waving, red white and blue celebration of America's birthday.

6/23/13
APBA Gold Cup
6:00 to 6:15
15-minutes of a 60-minute program

The APBA Gold Cup is among the most prestigious of motor sport trophies. It is actually the oldest active trophy in all of motor sports having been first awarded in 1904. The event brings tens of thousands of people to Detroit's riverfront to watch unlimited Hydroplanes race at speeds of nearly 200 miles per hour. A huge economic boost to the city, Kid Rock is actually sponsoring Friday's activities to make sure it's an affordable outing for as many as possible.

6/30/13
Quake on the Lake
6:30 to 6:45
15-minutes of a 60-minute program

Quake on the Lake brings droves of people to the lake in Oakland County for a premier family event. Facilitated by the Oakland County Community Club it brings not only money and enjoyment to the region, it raises money for numerous charitable organizations. The groups supported by Quake on the Lake include various grass root initiatives and programming focusing on granting wishes for Michigan's terminally ill children, supporting the armed services and embracing senior citizens.

HEALTH:

4/7/13
Down Syndrome Guild
6:00 to 6:30
30-minutes of a 60-minute program

The Down Syndrome Guild of Southeast Michigan (DSGSEMI) is a 501C-3 non-profit organization established in 1999 with a history of responding to the changing needs of individuals with Down syndrome and their families. The DSGSEMI serves southeast Michigan, including Wayne, Oakland, Macomb, St. Clair, Livingston, Lapeer and Genesee counties. Their constituency is composed of over 250 individuals with Down syndrome of all ages, 900 family members and over 200 local professionals. The DSG provides support, resources and advocacy for individuals with Down syndrome, their families and caregivers with the goal of increasing opportunities and awareness. Specifically they promote the development of programs that enrich the lives of individuals with Down syndrome. The DSG increases public awareness and understanding about the abilities of individuals with Down syndrome. They encourage inclusion of individuals with Down syndrome in our neighborhoods, schools, places of worship, recreational activities, and places of employment as well as provide education, resources and support to parents and educators to ensure quality education which will prepare individuals with Down syndrome for further education, employment and/or independent living.

4/14/13
Autism Awareness Month
6:00 to 6:30
30-minutes of a 60-minutes program

April is National Autism Awareness Month. One in fifty school children in the country is affected by autism. During these segments listeners learn about some of the symptoms of autism spectrum disorder as well as pro-active steps they can take on behalf of their children. Autism is a neurodevelopmental disorder characterized by social impairments, cognitive impairments, communication difficulties, and repetitive behaviors. It can range from very mild to very severe and occur in all ethnic, socioeconomic and age groups. Males are four times more likely to have autism than females. Some children with autism appear normal before age 1 or 2 and then suddenly “regress” and lose language or social skills they had previously gained. This is called the regressive type of autism.

4/14/13
National Organ Donor Month
6:45 to 7:00
15-minutes of a 60-minute program

April is also National Organ Donor Month. Michigan Secretary of State Ruth Johnson talks about the importance of signing up on the organ donor registry. She says that each organ donor can potentially save up to eight lives and improve the quality of life for up to 50-people. She stresses the importance of letting your family know that you are on the organ donor registry. That way if you pass unexpectedly loved ones don't have to make those difficult decisions. Johnson also talks about a Michigan license plate that raises money and awareness for organ donation efforts.

4/21/13
National Infertility Awareness Week
6:00 to 6:30
30-minute of a 60-minute program

Ten percent or more of our population deals with issues of infertility. National Infertility Awareness Week is a movement that began in 1989. The goal of NIAW is to raise awareness about the disease of infertility and to encourage the public to understand more about it. In 2010 the Department of Health and Human Services made NIAW a federally recognized health observance offering further proof of the need for greater widespread awareness. The Seasons of Life Fertility Foundation is a non-profit organization in Michigan that helps Michigan couples through the maze of infertility treatments, options and outcomes.

4/28/13
Project Healthy Living
6:30 to 6:45
15-minutes of a 60-minute program

Ife Johnson talks about the initiative aimed at reversing the trend of childhood illness. She points out that diseases once thought to be exclusive among the aging population are now rampant among kids. These include type 2 diabetes, heart disease, hypertension and high cholesterol. For the first time ever the life expectancy of today's children in the United States is shorter than that of their parents. Project Healthy Living offers free screening and guidance to help create stronger, healthier kids.

4/28/13
Healing Art
6:45 to 7:00
15-minutes of a 60-minute program

Hospitals around the country are snapping up photography from Michigan artist Monte Neglarto help in their mission of healing. Mickey Nagler joins her husband, photographer Monte Nagler in this segment as the two talked about the thousands of Monte's photos they've sold to facilities across the globe. Some are placed on the ceilings of rooms where they can be seen by patients receiving treatment. Art is shown to help lower anxiety. Mickey Nagler said artwork has been shown to affect a person's blood pressure, medication absorption, heart rate and even brain function.

5/12/13
Velocardial Facial Syndrome
6:15-6:30
15-minutes of a 60-minute program

Velocardiofacial syndrome (VCFS) is a genetic condition characterized by abnormal pharyngeal arch development that results in defective development of the parathyroid glands, thymus, and conotruncal region of the heart. More than 180 different clinical features are associated with velocardiofacial syndrome, with no single anomaly present in every patient. Some abnormalities are more common than others. Affected individuals may present with structural or functional palatal abnormalities, cardiac defects and/or unique facial. It is very difficult to diagnose and the guest says that much more research is necessary.

5/12/13
Ronald McDonald House of Detroit
6:30 to 6:45
15-minutes of a 60-minute program

Believing that every child deserves a safe and supportive place to grow, Ronald McDonald House Charities of Southeastern Michigan creates, finds and supports programs that directly improve the health and well-being of children. They fulfill their mission by providing a home-away-from-home for families of seriously ill children, managing programs that help deliver health services to children in under-served communities, and by providing grants to nonprofit organizations for programs that enable seriously ill children to live happier, healthier lives.

5/19/13
National Eye Care Month
6:00 to 6:15
15-minutes of a 60-minute program

Dr. John Hart says that many of the problems that used to be seen exclusively among elderly patients are now showing up in kids. He says that kids spend so much time in front of screens that they don't blink enough and results in dry eye and tired eyes. Hart talks about some basic preventive things we can do to protect our kids and their eyes. Primarily we need to limit their time in front of gaming and computer screens. He also talks about drops we can use to help with dry eye.

5/19/13
Medical Marijuana
6:15 to 6:30
15-minutes of a 60-minute program

This segment dispels a lot of the notions people have about medical marijuana as well as medical marijuana users. A non-profit educational organization offers materials and an on-line video explaining the options people have when it comes to medicinal cannabis. It also offers tips regarding questions to ask a health care provider when it comes to determining whether or not this might be an appropriate pain-management option.

5/19/13
Hearing Impaired
6:45 to 7:00
15-minutes of a 60-minute program

Formed in 1993, Deaf & Hearing Impaired Services celebrates its 20th anniversary of providing comprehensive services to deaf and hard of hearing older adults and their families in southeast Michigan. The major thrust of DHIS's workload is providing ASL interpreters for deaf adults in a variety of settings, including access to health care, financial services or dealing with the law and lawyers/courts. Michigan ranks eighth in the country for number of deaf people living in the state. This segment outlines services offered to the state's one-point-four deaf or hard of hearing citizens.

5/26/13
Kidney Foundation
6:00 to 6:15
15-minutes of a 60-minute program

The National Kidney Foundation, a major voluntary nonprofit health organization, is dedicated to preventing kidney and urinary tract diseases, improving the health and well-being of individuals and families affected by kidney disease and increasing the availability of all organs for transplantation.

6/2/13
Mental Health First Aid
6:00 to 6:15
15-minutes of a 60-minute program

Behavioral Health Professionals has launched a program to help laypeople identify mental health issues before they become dangerous problems. Most of us know some basic first aid like putting a band-aid on a cut or ice on a sprain. Kelly McGee with Behavioral Health Professionals in Detroit says her organization teaches mental health first aid. She says that when person knows what signs to look for, often they can intervene and guide a loved one toward getting some much needed help. The goal, she says, is much like treating many other illnesses. When the signs of mental illness are recognized early, in many cases a person can be professionally guided toward a safer, healthier way of life.

6/2/13
Run for the Ribbon
6:15-6:30
15-minutes of a 60-minute program

Nearly one in six men will be diagnosed with prostate cancer during his lifetime... As a 501(c) 3 non-profit organization, MIU Men's Health Foundation is dedicated to promoting the awareness, education, research and treatment of prostate cancer and men's health related issues in Southeastern Michigan... Thousands of people have partnered with us to raise funds, attend events and benefit from the funds raised at the Foundation's signature events Run for the Ribbon 5k Run/ Walk & Gala and The Men's Health Event. During this Father's Day event, men will be honored in the same way women with breast cancer are honored during the various pink ribbon runs across the country.

6/2/13
Senior Health
6:30 to 6:45
15-minutes of a 60-minute program

Our senior population nation-wide is expected to grow by 50-percent in the next 15 years. The generation turning 65 now is living about 20 years longer than their grandparents, about 30 years longer than 100 years ago. Dr. Rhonda Randall, senior adviser to United Health Foundation says that she is surprised that the results of a new report that ranks the health of the country's senior citizens indicate that seniors in cold-weather states are the healthiest. One leading factor among the healthiest groups is that they make sure they're active and get regular checkups. Doctor Randall says that nation-wide 30-percent of seniors who are not disabled say they get no regular physical activity other than tending to the business of the day. In the higher ranked states, Dr. Randall says, there is a high prevalence of seniors getting to the dentist on a regular basis.

6/16/13
Prostate Cancer
6:30 to 6:45
15-minutes of a 60-minute program

Prostate cancer is the second leading cancer among men, second only to skin cancer. With national debate ensuing regarding a wait and see plan versus a plan of treatment men need to know what their options might be. They are encouraged to get tested regularly and if there are concerns that arise during that testing men are urged to seek consultation and get as much information as possible about treatment options. Only then are they able to make an educated decision.

6/16/13
Cystic Fibrosis
6:45 to 7:00
15-minutes of a 60-minute program

This segment sheds light on the realities of this disease. In the days following a child from Pennsylvania with CF making national headlines, more attention is being paid to this debilitating disease. Sarah Murnahan, at ten years old, was allowed to have a double lung transplant from an adult donor. While a successful transplant means Sarah will no longer have CF in her lungs, it can still manifest elsewhere in her body. This highlights the need for greater awareness and further research in the hope of someday finding a cure.

6/23/13
Safe Childbirth in Malawi
6:15 to 6:30
15-minutes of a 60-minute program

A young Michigan woman is joining a group headed to Malawi this summer in an attempt to improve the survival rate of new mothers in the region. Sarah Eklov says that the rate of mothers who die in childbirth in Malawi is among the worst in the world. One of the key reasons for this is that these mothers suffer from a lack of oxygen during the childbirth experience. Eklov is joining a group taking ventilators to hospitals in Malawi. These ventilators will be used exclusively in the maternity ward.

6/23/13
National Safety Month
6:45 to 7:00
15-minutes of a 60-minute program

A primary focus of National Safety Month is the proper handling and disposal of common household medications. Dr. Dan Budnitz, the director the Center for Disease Control's Medical Safety Program says that every year more than 60-thousand children end up in emergency rooms after ingesting medicines not meant for them. Budnitz says that the CDC's Up and Away and Out of Sight national education program offers tips to help remind parents and all caregivers how to keep those meds out of little hands and mouths. Most importantly, he says, make sure little kids just can't get to the bottles.

COMMUNITY OUTREACH:

4/7/13
Navy Ship Commissioned
6:30 to 6:45
15-minutes of a 60-minute program

The U.S. Navy is commissioning the USS Arlington, a ship dedicated to first responders as well as the 184 victims who died when American Airlines Flight 77 crashed into the Pentagon on September 11 2001. Michigan native, Naval Petty Officer Second Class Willie McGhee says being a member of the first crew on the Arlington has special significance. He, like so many of us, knew of people who were killed that day. In fact, the events of 9-11 played a major role in his decision to join the armed forces. Petty Officer McGhee says that prior to the commissioning of the ship he was honored to be able to meet some of the first responders. He says they are true heroes. Petty Officer McGhee says he feels privileged to be able to serve on the USS Arlington. He says he is sure that the entire crew feels that way as well.

4/21/13
Armenian Relief Society
6:00 to 6:15
15-minutes of a 60-minute program

The Armenian Relief Society, is an independent, non-governmental and non-sectarian organization serving the social and educational needs of Armenian communities everywhere, seeking to preserve the cultural identity of the Armenian nation, and, whenever and wherever the need arises, to bring humanitarian help to all communities in distress –Armenian and non-Armenian alike. In September 1910, renowned intellectual Edward Khachadour Maloumian, upon arriving in the United States, encouraged Armenian women to take a more active role in the service of the Armenian people. Thus, in a period of a few months, Maloumian organized the existing women's groups as a cohesive nationwide society. The number of chapters grew rapidly, and by the date of its first Convention, held in May 1915, there were 33 registered chapters across the United States and Canada. It currently has affiliate entities in 27 different countries. In this segment renowned Detroit milliner Luke Songs talks about an upcoming benefit for the local chapter of the ARS.

4/28/13
World War II Memorial Park in Royal Oak
6:00 to 6:30
30-minutes of a 60-minute program

Plans are moving forward for the Michigan World War II Legacy Memorial to be built at Memorial Park in Royal Oak. For the past two years, non-profit group, Honor Flight Michigan Legacy has pushed for the four- million-dollar project and has been selling inscribed red bricks to line a portion of the memorial. Debi Hollis, President of the Honor Flight Michigan Legacy board and Al Muskovitz talk about the progress of the Michigan World War II Legacy Memorial and the efforts up to this point to make the project a reality.

5/5/13
Arab American Chaldean Council
6:00 to 6:30
30-minutes of a 60-minute program

With Dearborn, Michigan being the home of more Arab Americans anywhere in the world outside the Middle East, The Arab American Chaldean Council works to help assimilate immigrants into American life and culture. The ACC works within the community to help build cooperation and understanding raise the level of individuals' well-being and increase cross-cultural understanding through education. Additionally the organization delivers human services, counseling and opportunities while also gearing community members toward optimal achievement. A key component of the ACC is working with mentally ill members of the community. Working through interpreters the organization helps these people get the appropriate help they need in order to live full and productive lives.

5/5/13
Turning Point Oakland/Macomb Counties
6:30 to 7:00
30-minutes of a 60-minute program

Turning Point is a domestic abuse and violence shelter. Turning Point's mission is to provide programs and resources that enable victims/survivors of domestic violence, sexual assault and homelessness to regain control of their lives. Turning Point serves the community by educating about the dynamics of domestic violence and sexual assault, and as a voice advocating for the people we serve. Turning Point is dedicated to the development and promotion of model programs that address the root causes of violence, and to the enhancement of the quality of life for present and future generations.

5/26/13
CBS Cares Memorial Day PSA Programming Special
6:15 to 7:00
45-minutes of a 60-minute program

“Combat Stress: Finding The Way Home” focuses on the impact post-traumatic stress has on the lives of our military veterans. 60 Minutes Correspondent Steve Kroft anchors and speaks with veterans and top experts. Your listeners will hear personal stories from veterans and their families, an in-depth exploration of treatment options, and stories of encouragement for those suffering with combat stress.

6/9/13
Feeding Kids through the Summer
6:00 to 6:15
15-minutes of a 60-minute program

Brian Vander Ark with the Lansing –based band Verve Pipe talks about a joint effort with the Nurses Association. The goal of the program is to provide 500-thousand bowls of cereal for children throughout the summer. These are kids who rely, during the school year, on free or low-cost meals at school. When the school year ends, unfortunately, their guarantee of at least one good meal each day does as well.

6/9/13
Bullying
6:15 to 6:30
15-minute of a 60-minutes program

Author Leslie Lew is in Detroit taking the multi-media message of her book, “Buki’s Garden,” to children in the district. She works with kids through artistic means to teach about the harmful effects of bullying. Along with workshops and projects the kids express themselves uniquely and learn the validity of each person’s means of expressing themselves without judgment.

6/16/13
Vietnam Veterans Honored
6:15 to 6:30
15-minutes of a 60-minute program

Friday marks the 15-th annual In Memory Day Observance at the Vietnam Veterans Memorial in Washington DC. Alan Lee with the Vietnam Veterans Memorial fund says that 121 Vietnam veterans are being remembered posthumously. In a statement, Jan C. Scruggs, founder and president of the Vietnam Veterans Memorial Fund says that the 121 men are being recognized for the contributions they made to ensure the cause of freedom and liberty. Their names, he says, will be added to the "In Memory Honor Roll" and the memory of their service will be forever linked to this wall.

6/23/13
Next Steps
6:30 to 6:45
15-minutes of a 60-minute program

A national study indicates that every seven to nine seconds a woman in this country is beaten. The goal of Next Steps is to educate, equip and empower those they serve with an ultimate outcome of confidence, self-respect and self-sufficiency. Recognizing that the need is greater than the available resources, this program was designed specifically for women and teen girls with the express purpose of bringing awareness and therefore breaking the cycle of abuse.

6/30/13
Extraordinary Fathers
6:30 to 7:00
30-minutes of a 60-minute program

Bill Middlebrooks and Leslie Gordon wanted to change the channel for young people. They saw a destructive and dangerous pattern continuing on the streets of Detroit and wanted to change that pattern. Their book, "Dare to Be Extraordinary" highlights the personal stories of local, regional and national leaders and outlines how their fathers positively impacted their lives. The two have also launched a web site where others can share their stories of inspiration as well as get tips on leadership and fatherhood.

ART AND EDUCATION:

4/7/13

Yom Hashoah

6:45 to 7:00

15-minutes of a 60-minute program

Yom Hashoah is not celebrated. It is a day of remembrance and sadness. It is observed with prayer services and memorials. It often involves education about the atrocities committed by the Nazis. Cantor Daniel Gross talks about the significance of the day and the need for communities to come together and acknowledge those who perished as well as the heroes. He composed a requiem to be performed by a group of community choirs comprising different religions, not just Jewish, as a way to bring meaning to the day. His requiem is called "I Believe."

4/14/13

Theater and Culture

6:30 to 6:45

15-minutes of a 60-minute program

Bill Parry talks about the lessons learned and history taught in the show "Memphis." Set in the 1950's in the south the show highlights the struggles of Black musicians as well as Whites who tried to erase the color divide. He talks about the need to teach this generation about the ignorance and bigotry of previous generations to make sure that forward movement continues. He does say that down south there were people who walked out of the theater when, on stage, a white man kissed a black woman. This drives home, he says, how much more work there is left to be done.

5/12/13

Local Actor

6:45 to 7:00

15-minutes of a 60-minute program

Dominic Fortuna returns to his home town in a starring role on the stage at the Fisher Theater. He talks about the importance of staying true to one's passions while remaining grounded. Fortuna's role is centered on a father/son relationship. He takes that role, very much to heart both as an adult who's closed to his own father and as a dad to a little boy. He talks about the necessity of supporting a child's passion while guiding with a realistic hand.

5/19/13
Great Lakes Anchor Academy
6:30 to 6:45
15-minutes of a 60-minute program

Great Lakes Anchor Academy is a Naval based charter school opening this September in the Mount Clemens area. The academy stresses discipline and respect in all areas of education. This is a Non-Profit, Co-ed, Public School Charter. It is not only the first of its kind in Michigan. It is also the first of its kind in the country. Partnered with the United States Naval Sea Cadet Corp, Great Lakes Anchor Academy will provide students with the academic, social, and emotional skills necessary to be a healthy, happy, productive citizen of the United States, regardless of the career path they choose.

6/9/13
International Experience
6:30 to 6:45
15-minutes of a 60-minute program

iE-USA, a not-for-profit educational organization, is dedicated to promoting intercultural education and understanding through cultural, academic, and recreational programs with individuals and communities. In addition to fostering lifelong and meaningful friendships, it is their philosophy that through the careful selection and preparation of qualified exchange students, those impacted by a student's year abroad will develop a respect for and an understanding of the similarities and differences between the culture of the United States and that of an exchange student's home country

6/30/13
Anne Frank Tree
6:15 to 6:30
15-minutes of a 60-minute program

The Holocaust Memorial Center Zekelman Family Campus is hosting a series of events to commemorate its acquisition of a sapling from the actual white chestnut tree that brought Anne Frank solace as she hid from the Nazis during World War II. The sapling, awarded by Anne Frank Center USA, is just one of 11 to be planted in the U.S. from the nearly 200-year-old tree that served as one of the Jewish teenager's only connections to nature while she and her family hid in a Secret Annex in her father's company building at 263 Prinsengracht in Amsterdam. It will become part of a larger exhibit titled, "Looking Out Anne Frank's Window."