

WRIF-HD1

PUBLIC AFFAIRS QUARTERLY REPORT
October 1, 2016 through December 31, 2016

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Section I – Community Issues

WRIF-FM is continually engaged in dialogue with community leaders and our audience to determine issues that affect our broadcast area. As a broadcast station, we are committed to addressing these issues in our issue responsive programming. Below is a list of the top issues of concern to the community that were addressed through public service programming during the quarter ending December 31, 2016

- 1. Detroit**
- 2. Gender / Racial Issues**
- 3. Crime**
- 4. Education**
- 5. Arts & Culture**

Section II – Public Affairs Program Listing

WRIF-FM aired the following public affairs program each Sunday between October 1, 2016 through December 31, 2016

“The Detroit Community Calendar”

Sundays, 6:00 a.m. – 6:15 a.m.

Written, produced, and hosted by WRIF-FM Public Affairs Director, Juline Jordan, the show features guests and community leaders discussing key issues affecting Metro Detroit with content mirroring issues of concern to our listening audience.

Section III – Public Affairs Programming and News Summary

Below is a summary illustrating how WRIF-FM addressed key community issues throughout the three month period ending on December 31, 2016.

1. Detroit/Community Outreach

November 13, 2016 6:00 am
Detroit Community Calendar

Juline Jordan interviewed Brother Jerry Smith of Capuchin Soup Kitchen, which serves thousands of meals daily to people in need. 10 minutes.

November 20, 2016 6:00 am
Detroit Community Calendar

Juline Jordan interviewed Kassie Kretzchmar, V.P. of Marketing and Communication of Holy Cross Services about their 68 years of service to Michigan youth who have been abandoned or abused. 12 minutes.

November 27, 2016 6:00 am
Detroit Community Calendar

Juline Jordan interviewed Doug Chakowski, Chief Development Officer for Gleaner's Community Food Bank about their 40th year of distributing food to people in need. Gleaner's distributes an average of 80-thousand meals per day. 10 minutes

December 4, 2016, 6:00 am
Detroit Community Calendar

Juline Jordan interviewed Bob Bauer, founder of Marathon for Meals, an annual canned food drive in Detroit. His annual goal is to raise 2 tons of nonperishable food items for people in need. 10 minutes.

December 18, 2016, 6:00 am
Detroit Community Calendar

Juline Jordan interviewed a representative from the Car Donation Program for the Mother Waddles organization, which takes car donations and provides low-cost transportation for people in need in the City of Detroit. 10 minutes.

2. Gender/Racial Issues

October 2, 2016, 6:00 am
The Peter Werbe Show

News and Constance Sublette, co-authors, "The American Slave Coast: A History of the Slave-Breeding Industry, discussed how central slavery was to the expansion and wealth accumulation of the early United States. 25 minutes.

October 9, 2016 6:30 a.m.
The Peter Werbe Show

Bryan Shih, co-editor, "The Black Panthers: Portraits from an Unfinished Revolution, said that this year marks the 50th anniversary of the Black Panther Party and described their positive programs for community self-help and often fatal encounters with police.

September 25, 6:00 am

The Peter Werbe Show

Coleen Rowley, a former FBI agent, told of her whistleblowing following 9/11 regarding the mistakes made by the U.S. intelligence agencies. 25 min.

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3. Crime

December 25, 2016, 6:00 am

Detroit Community Calendar

December 25, 2016 6 a.m. Juline Jordan interviewed Reggie Davis, founder of the Crime Youth Initiative in Detroit, about working with and informing high school youth about guns and crime in the city.

4. Education

December 11, 2016, 6:00 am

Detroit Community Calendar

Juline Jordan interviewed Elena Herrada, former Detroit School Board member, about the Detroit Public School System and what is needed to improve conditions in the schools. 12 minutes

6. Arts & Culture

October 16, 2016 6:30 a.m.

The Peter Werbe Show

M.L. Liebler, editor "Heaven Was Detroit: From Jazz to Hip-Hop and Beyond," described the rich music scene in the city that has produced creative forms in many different genres.

October 23, 2016 6:00 a.m.

The Peter Werbe Show

Ralph Young, editor, "Make Art: Not War: Political Protest Posters from the Twentieth Century" explained the role of the use by dissenters of alternative media, including posters. 25 minutes.

October 30, 2016 6:00 a.m.

The Peter Werbe Show

Charles Ferrell, Director, Public Programs, The Charles H. Wright Museum of African American History, described the facility and its programs.

Section IV –Public Service Announcements

During the three-month period ending December 31, 2016. WRIF-FM aired the following Public Service Announcements.

WRIF ran PSA campaigns for the following causes:

1. “Veterans Matter Rally to House America’s Homeless Veterans” fundraiser 10/26-11/11
2. “Cuts for a Cause” benefit for Wish Upon a Teen’s Design My Room program providing age-appropriate hospital room makeovers for teens facing extended hospitalization 11/4-6
3. “Hollywood Nights” 24 hour movie marathon fundraiser for Children’s Leukemia Foundation of Michigan 11/9-12
4. “Friends of Eastern Market” benefit 11/21-12/24
5. “Veterans VA” fundraiser for Pontiac VA Clinic and Detroit VA Hospital patients 11/21-12/17

Donations:

WRIF donated items to all events listed.

Selfridge 171st ARS Christmas Party

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Section V – Community/Charity Events/Donations

During the three-month period ending December 31, 2016. WRIF-FM created and/or participated in the following public service events and made the following donations in support of each.

Major Events:

1. Trans Siberian Orchestra

Starting with the on sale the week of September 12th and through the day of the show on December 30th, WRIF partnered with the Trans Siberian Orchestra to help raise funds for the Salvation Army of Southeastern Michigan and Gilda's Club Metro Detroit. This was promoted with PSA's, promos, liners, email blasts and web presence.

2. Dave and Chuck the Freak's .5K

Starting October 17th and continuing until the day of the event on November 19th, WRIF promoted this on air and online with PSA's, promos, liners, web presence and email blasts. Proceeds benefitted Toys for Tots.

3. Rock for Tots

Beginning November 23rd and running through December 4th WRIF ran an on air and online campaign encouraging listeners to attend the "Rock for Tots" fundraisers. Proceeds benefitted the Clinton Township Goodfellows "No Child Without a Christmas" toy drive. This campaign included PSA's, promos, liners, web presence and email blasts.

Donations:

- Bowl to Cure MS
- Buchanan Elementary PTA
- Friends Walk for MS
- Relay for Life / American Cancer Society
- Take a Byte Out of Cancer / American Cancer Society