

**BEASLEY MEDIA GROUP, LLC
ISSUES AND PROGRAMS REPORT
FOR
STATION WRIF
2nd QUARTER, 2019
April 1st through June 30**

ISSUES OF CONCERN TO THE STATION WRIF
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
SECOND QUARTER, 2019

- 1. Health:** Life threatening/chronic and mental illnesses.
- 2. Education:** Helping children in the community learn.
- 3. Veterans:** Finding ways to help employ veterans as well as finding them shelters.
- 4. Community:** People making strides to make positive changes in their communities.
- 5. Driver Safety:** Finding ways to reduce incidents on the roadways to keep everyone safe.
- 6. Environment:** Discussing ways to reduce, reuse, and recycle to help our planet.

PUBLIC AFFAIRS PROGRAMS

WRIF 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.

Second Quarter 2019

ISSUE: Health

Detroit Community Calendar

April 7, 2019

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

Juline Jordan interviewed Margie Adelman, naturopathic physician about vitamins and supplements. 75% of Americans 18 and older regularly take one or more dietary supplements, according to a study conducted by the Council for Responsible Nutrition, which equals 190 million people. Researchers are now examining whether these millions of supplement takers are actually receiving all the promised improvements in well-being, performance, and health potentially available from the ingredients listed on their supplements' labels. According to recent clinical studies, the answer is "no".

Detroit Community Calendar

April 7, 2019

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

Juline Jordan interviewed Dr. Bradford Butler, a chiropractor about chronic pain and listening to what your body is telling you. Butler says there might be something deeper and more serious at work and to ignore it, it might be at your peril. For many people and their physicians, the first option for pain, and sometimes the second and third options as well, is to munch on pain pills – over-the-counter or prescribed – and go on your way. Dr. Butler says it doesn't address the fundamental problem and too often many doctors focus on reducing the pain rather than addressing the cause.

Detroit Community Calendar

April 14, 2019

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

Juline Jordan interviewed John Collopy, author of *The Reward of Knowing*, about substance abuse putting families' finances in jeopardy.

He supports this by saying a person addicted to cocaine or heroin can spend over 10 Thousand dollars per year, and rehab facilities can cost \$30 Thousand a month. Collopy had a long uphill battle against alcohol and has now been sober for many years. He discussed the best way for us as a society to get ready for changes, how friends and family can help the addict and yet not support their habit, and whether tough love is the answer.

Detroit Community Calendar

April 14, 2019

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

Juline Jordan interviewed Dr. Shab Krish about the negatives of snoring, sleep apnea, serious health risks, fixable physical problems, lifestyle habits that can cause snoring, and effective home remedies to prevent snoring or sleep apnea. Dr. Krish is author of *Restore Your Rest: Solutions for TMJ and Sleep Disorders* and is director of TMJ and Sleep Therapy Center. She is also a double special in both periodontics and endodontics.

Detroit Community Calendar

April 21, 2019

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

Juline Jordan interviewed Andres Pira, who went from being homeless on the beaches of Thailand to owning one of the largest real estate firms in the world. And he did it all from full-color goal setting, perseverance and knowing what he wanted in life. He said those are the first steps to going from being homeless to having a better life. He told his personal story and how he overcame adversity, and offers life advice to others to help them soar to a better place in life.

Detroit Community Calendar

April 28, 2019

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

Juline Jordan interviewed Dr. Nammy Patel, DDS about chemicals in toothpaste and asks if they are harmful to your health. She is a holistic dentist and talked about the questionable ingredients in toothpastes on the grocery store shelves. Dr. Patel offers natural alternatives, such as sea salt, coconut oil and herbal tooth powders such as turmeric, safer and effective alternatives, a list that has grown from the most common one, baking soda. Patel says making your own toothpaste at home using dentist-suggested ingredients to avoid the potentially damaging chemicals in conventional brands, while making a better product that can be great-tasting and gets rid of the bacteria.

Detroit Community Calendar

May 5, 2019

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

Juline Jordan interviewed Medical Researcher and Naturopathic physician Margie Adelman about dietary supplements and their efficacy, or lack thereof, and new vitamin delivery systems. According to a 2018 survey conducted by the Council for Responsible Nutrition, 75% of Americans 18 and older regularly take one or more dietary supplements. That is 190 million people. Adelman says she and other researchers are now examining whether these millions of supplement takers are actually receiving all the promised improvements in well-being, performance and health potentially available from the ingredients listed on their supplement labels. She also described a new bioactive gel delivery system that are much more easily absorbed.

Detroit Community Calendar

May 5, 2019

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

Juline Jordan interviewed attorney Sarah Lee Parrish about the health benefits of CBD oil, including helping people with stress, anxiety and arthritis just to name a few. The 2018 Farm Bill made it federally legal to grow hemp, while the state-by-state policies. Parrish says the medicinal value of the plant is now being more and more recognized, with seniors and other age categories all reaping the benefits. A great-grandmother traveling to Disney World was arrested for having CBD oil in her bag, as it is not legal in Florida. The discussed the growing momentum and what the future holds. Parrish says the CBD business is slated to become a \$20 billion-plus market by 2020.

Detroit Community Calendar

May 19, 2019

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

Juline Jordan interviewed Erin Herner of the Colorectal Cancer Alliance about an upcoming Run/Walk to raise funds and awareness needed to defeat colorectal cancer – the nation's second leading cancer killer. 145,600 Americans are diagnosed with colorectal cancer every year. By participating in the run/walk, people can help save lives. The Colorectal Cancer Alliance is working to invest \$10 million in critical research and to double the number of patients and families they serve.

Detroit Community Calendar

May 19, 2019

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

Juline Jordan interviewed Dr. Michael Lewis, Founder of the Brain Health Education and Research Institute and author of "When Brains Collide" about concussion symptoms in children who play sports. With the World's Cup upcoming, he says the issue of concussions will likely see a heightened level of intensity – and intensity that will spill over

and inspire millions of middle school, high school and college players to push themselves to the limit and beyond as they sacrifice their bodies in an attempt to emulate the athleticism of their favorite World Cup players. Lewis says that this is the perfect time for parents and players to learn what concussions are, how they happen and how to treat them. Concussions unfold in two phases, the primary injury being the

Detroit Community Calendar

June 14, 2019

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

Juline Jordan interviewed Suvrat Bhargave, Clinical Psychologist and author of the recently released book *A Moment of Insight* about post-traumatic stress disorder, or PTSD, with distress experienced through military combat and many other types of trauma.

Detroit Community Calendar

June 14, 2019

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

Juline Jordan interviewed U.S. Navy Veteran Joe Worley, who lost his leg after an IED explosion his hit convoy in Iraq in 2004. He represents America's Vet Dogs, which was created to provide enhanced mobility and renewed independence to United States veterans, active-duty service members and first responders with disabilities, allowing them to once again live with pride and self-reliance at absolutely no cost to the individual.

Detroit Community Calendar

June 19, 2019

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

Juline Jordan interviewed author Jennifer Lynch, who wrote the children's book "Livi and Grace" and works with at-risk children to help them through the court system. She offers that many children are afraid their unique selves because they don't want to be seen as

different. As a child advocate, she says adults should encourage kids to embrace their unique selves, and says it's important for them and all children to believe in themselves, and understand that different is ok, and that those differences make them unique.

Detroit Community Calendar

June 19, 2019

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

Juline Jordan interviewed Lisa Missler Vilella of Mimi's Mission in the Downriver area of Detroit about her summer fundraising golf outing to raise money for kids with autism. Vilella works with hundreds of autistic children to assist them in living a better quality of life by providing support and fun activities.

Detroit Community Calendar

June 30, 2019

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

Juline Jordan interviewed Dr. Steven J. Moravec about smiling your way to economic success. He points to one study that showed more than half of people surveyed say that, everything else being equal, someone with crooked teeth is less likely to land a job when competing with someone with nice teeth. He discussed how these problems affect people in terms of self-esteem and confidence. He also discussed health problems associated with having bad teeth.

ISSUE: Driver Safety

Detroit Community Calendar

April 28, 2019

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

Juline Jordan interviewed Laura Adams, safety and education analyst at DriversEd.com #1 online driving school about getting your vehicles ready for warmer weather. She says that driving your winterized vehicle is no longer safe and there are suggested safety methods to make sure

you are safe during the warm weather months. One of those tips is letting a little bit of air out of your tires, as during the winter months, we put more air in. She also suggests, new wiper blades as well as oil changes and fluid top-offs. Adams offered numerous safety tips for new drivers and parents.

ISSUE: Environment

Detroit Community Calendar

April 21, 2019

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

Juline Jordan interviewed Leslie Landis, author of *Chendell: A Natural Warrior* about climate change and battling its effects. He questions if it is already a lost cause. Climate change continues to draw attention globally, from governmental debates on pollution solutions to people protesting against a lack of action. In Europe, teenage girls and young women are leading a large student environmental movement, and organizers in the U.S. are having an international day of action. While there is strength in numbers during protest events, some activists note the difference often starts with individual young and old doing the right things daily.

ISSUE: Animal Welfare

Detroit Community Calendar

May 12, 2019

Time: 6:00-6:30 a.m.

Juline Jordan interviewed animal expert Kim Gaebelein about pet parenting and responsibility and ways we can become better pet parents. She discussed and gave tips for those who are looking to add a pet to their life, ways to properly train their pets, and how to make proper food choices to keep them as healthy as possible. She also discussed the many mistakes pet owners make, and what not to do when it comes to “raising” their pets.

ISSUE: Education

Detroit Community Calendar

June 2, 2019

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

Juline Jordan interviewed chief business officer Eric Oldfield of Brainly about dads helping their kids get the best education they can. He says one place dads could use a little extra help is in the homework department. Brainly, the world's largest peer-to-peer learning community, asked 1,000 American parents about their perceptions of their children's homework. 86% of dads help their school-age children with their homework and half of those polled say they get stumped by their children's homework.

Detroit Community Calendar

May 12, 2019

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

Juline Jordan interviewed Arnie Malham, entrepreneur and speaker who focuses on improving work cultures via education. He talked about the shortage of workers for available jobs, especially highly-skilled people. Once they are hired, it can be a problem for some companies to keep them because of the high demand for specific types of talent and experience. The problem of good employees finding greener pastures is not just about money, it's also due to poor work cultures that don't inspire individual and collective growth. Hiring practices should reflect the philosophy of putting culture first. Malham also says businesses attract the best by becoming a place with the inspiring cool culture, communication and values that would draw the attention and respect of others.

Detroit Community Calendar

June 23, 2019

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

Juline Jordan interviewed Kirk Abner, author of the Awareness Series, about self-image being the pre-cursor to fixing your career and relationships. Life coaches and psychologists say that how we see ourselves and how we believe others view us – often impacts how far we go in terms of career accomplishments and happiness in relationships.

Detroit Community Calendar

June 23, 2019

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

Juline Jordan interviewed Gui Costin, a financial consultant who says that businesses that fail to understand the mind of the millennial are bound to fall behind the competitors in their space. Costin is an entrepreneur and consultant and says millennials are changing how we buy, how we sell, how we vacation, how we invest and just about everything else. One who runs a business has to pay attention to how they think and act.

Detroit Community Calendar

June 30, 2019

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

Juline Jordan interviewed Fran Pitre about chasing the dreams of your youth and how to keep the drive to pursue them. She discussed viewing dreams differently when you are older and questions are older people more practical in their approach. One thing that might slow some over-40 people down is that they might not have the energy to pursue their dreams like they would have at age 20.

ISSUE: Community**Detroit Community Calendar**

June 2, 2019

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

Juline Jordan interviewed Wendell Gramlich, chapter president for Sleep in Heavenly Peace about their Bunks Across America event. This is a nationwide event where over 2,000 bunk beds will be built on the same day. Gramlich says children deserve a safe, comfortable place to lay their heads. Across the country, many boys and girls go without a bed – or even a pillow- to sleep on. These children end up sleeping on couches, blankets and even floors. This can affect their happiness and their health. That's where Sleep in Heavenly Peace comes in with their dedication to building, assembling and delivering top-notch bunk beds to children and families in need.

PSA ACTIVITY

The following is WRIF's non-profit activity for Q2, 2019

Events:

- Blue Monday

Beginning June 5th and running until the day of the event on June 10th, WRIF promoted this fundraiser for MIU Men's Health Foundation and Men's Health Week on air and online line with PSA's, promos, liners, web presence, email blasts and onsite appearance. Proceeds benefitted MIU Men's Health Foundation. Total: 35

Donations/Prizes:

- 9th Annual Bob Probert Ride
- Blue Monday Men's Health Event
- Chuck Kalfayan Cancer Benefit
- Screamin Scramble
- Stingers Veterans Appreciation Event

Each of these PSA's aired April 1, 2019 – June 30, 2019 between the hours of 12am and 12am. WRIF ran PSA campaigns for the following causes:

1. Screamin Scramble benefit for the Rainbow Connection 5/1-6/23

Total: 46

2. Beasley Best Community of Caring / Mentoring 5/8-6/30

Total: 95

3. Stingers Veterans Appreciation Event fundraiser for Desert Angels, who provide care packages for U.S. troops overseas 5/24-6/1

Total: 46

4. Ride For Freedom benefit for recreational services at the Detroit VA Hospital and The Fisher House of Michigan 6/2-23

Total: 43

5. Chuck Kalfayan Cancer fundraiser 6/13-23

Total: 28

6. 9th Annual Bob Probert Ride benefit for Cardiac Wellness programs at HDGH in Windsor, Ontario 6/14-23

Total: 28

Total: 286