

QUARTERLY ISSUES AND PROGRAMS REPORT

FOR



WYCD 99.5 FM

THIRD QUARTER 2019

July 1st through September 30th, 2019

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**ISSUES OF CONCERN TO METRO DETROIT
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
THIRD QUARTER 2019**

Health: ALS Awareness. Eye Injury Prevention. Immunizations. Men's Health. Make A Wish Foundation. More Immunizations. Eye Surgery. Leukemia And Lymphoma. Childhood Cancer Awareness.

Community Outreach: Help For Homeless. Food Insecurity. Family Support. Using All Food. Life Builders. Sexual Assault Awareness. Veteran Homelessness.

Economy: Financial Advice. Water Systems. Apprenticeships. Michigan State Fair. Life Changing Careers. Detroit Riverfront. Michigan Business. Corporate Fraud.

Art and Education: Detroit Summer Music. Brain Exercise. Libraries. Early Education. Motown And Detroit Culture.

HEALTH:

7/7/19

ALS Awareness and Prevention

6:00 to 6:30

30-minutes of a 60-minute program

The Michigan Chapter of the ALS Association supports people living with ALS and their loved ones through services and education. They leave no stone unturned in search for the cure of this progressive neurodegenerative disease. The mission of the organization is to discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest.

7/7/19

Eye Injury Prevention Month

6:30 to 7:00

30-minutes of a 60-minute program

Of the approximately one million eye injuries in the United States each year, health experts say that 90% are preventable. The leading causes of eye injury are sports accidents, fireworks, yard and workshop debris and household chemicals. Lawn mowers, weed trimmers and leaf blowers can throw dust and debris into the eye causing injury. Household chemicals such as drain cleaners, bleach, oven cleaners and battery acid can splash into the eye. Today's guest says that to prevent these injuries it is important to wear appropriate safety equipment. Safety goggles should be worn when working with chemicals, in a workshop or when doing outdoor chores. It is also important, in order to help prevent eye injury, to leave fireworks to the experts.

7/28/19

Immunizations

6:00 to 6:15

15-minutes of a 60-minute program

In this segment the guest talks about the autism spectrum and how every patient is different from the next. She dispels some of the misconceptions about people on the spectrum. A major part of the discussion is also devoted to the notion of a correlation between immunizations and autism. The guest points out that the doctor who first published the article about the connection between immunizations and autism was found to have fabricated much of his information and eventually retracted it. This happened long after the information was published and word had spread. The guest urges all listeners to have frank conversations with their children's physicians in order to make the best decision for their child. She talks about how pertussis (whooping cough) has reached epidemic proportions in some areas, including Ann Arbor, and how there has been resurgence in measles cases as well.

9/1/19
Men's Health Event
6:00 to 6:30
30-minutes of a 60-minute program

MIU Men's Health Foundation is dedicated to supporting men's survivorship, embracing their dedication to choosing to know about their health and their choice to "Fight Like A Man" to protect it. To achieve these goals, MIU Men's Health Foundation has introduced Fight Like A Man International, Blue Monday, The Blue Fund, a quarterly Prostate Cancer Survivorship Series and its signature events, Run for the Ribbon and Men's Health Event.

9/15/19
Michigan Flavors Charity Dinner
6:30 to 6:45
15 minutes of a 60-minute program

Area film producer Steve Julin talks about this annual event to raise money for the Make A Wish Foundation. Each year local chefs and other "foodies" gather together for one evening to present a gourmet five-course meal. The goal of the evening is to raise enough money to grant at least one wish.

9/22/19
More Immunizations
6:00 to 6:15
15-minutes of a 60-minute program

National Immunization Awareness Month (NIAM) was last month but, according to this guest, there is never a wrong time to highlight the importance of vaccination for people of all ages. The goal of the guest today is to encourage people of all ages to make sure they are up to date on the vaccines recommended for them. During this segment an area health professional dispels misconceptions about immunizations and shines a light on which immunizations are necessary.

9/22/19
Eye Care and Lasik
6:45 to 7:00
15-minutes of a 60-minute program

An area ophthalmologist talks about Lasik and Smile procedures answering a lot of the common questions and dispelling common misconceptions about both procedures. He also talks about an initiative he has launched whereby for every Lasik surgery he performs he donates the same service to a patient in a developing nation.

9/22/19
Leukemia and Lymphoma Society
6:15 to 6:45
30-minutes of a 60-minute program

The mission of The Leukemia & Lymphoma Society (LLS) is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS has dedicated itself to being one of the top-rated voluntary health agencies in terms of dollars that directly fund their mission. The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. Since its founding in 1949, LLS has invested more than 600 million dollars for research specifically targeting blood cancers.

9/29/19
Lipsync 4 Lymphoma
6:45 to 7:00
15-minutes of a 60-minute program

Lip Sync 4 Lymphoma (L4L) is inspiring others to give back by posting a video of themselves or group of friends on socials and encouraging people to vote, like share and join in! The top 10 voted videos will perform their live lip sync at the event on October 17, 2019 at Centennial Hall and a chance to win up to \$1,000!

COMMUNITY OUTREACH:

7/14/19
St. Francis Center
6:30 to 7:00
30-minutes of a 60-minute program

St. Francis Center (SFC) is a refuge for men and women who are homeless in the metro Denver area, providing shelter along with services that enable people to meet their basic needs for daily survival and to transition out of homelessness. St. Francis Center's programs and services are tailored toward adult women and men, and focus on daytime shelter, social services, health and wellness, housing, employment, and outreach. At SFC, guests have the opportunity to work with a variety of specialists, depending on their individual needs, which is often the first step toward transformation and ultimately self-sufficiency.

7/21/19
Kroger and Gleaners
6:30 to 6:45
15-minutes of a 60-minute program

Kroger stores partners with Gleaners several times a year in order to reduce food insecurity across the region. Through the summer the two join together to get fresh food to the pantry and distributed to those in need.

7/28/19
Judson Center
6:30 to 7:00
30-minutes of a 60-minute program

Judson Center is a non-profit human service agency that provides compassionate, comprehensive services to children and families throughout southeast Michigan. Since opening our doors in 1924, we have grown to provide services to over 10-thousand children, adults and families each year. We have been changing fates and restoring childhoods for children who have been abused and neglected, and others who are challenged by developmental disabilities, severe emotional impairments and autism spectrum disorder. Judson Center has remained responsive to these and other community needs by providing a range of innovative and quality services in five program areas: Autism Connections, Behavioral Health Services, Child & Family Services, Disability Services and the Judson Center Family Health Clinic. We are a resource for healing and a leader in human services that delivers brighter futures for those we are privileged to serve.

8/11/19
Turning Point
6:00 to 6:15
15-minutes of a 60-minute program

Turning Point began in 1980 through the grassroots efforts of community volunteers who wanted to provide a safe place for victims of domestic violence. Turning Point opened with a 15-bed shelter and 24-hour crisis line. In 1986 sexual assault intervention and prevention were added to our mission. Located in the Metro Detroit, Tri-County area, Turning Point has a long history of providing advocacy for domestic and sexual assault survivors, both locally and throughout the State of Michigan.

8/11/19
Twelve Dimes of Christmas
6:15 to 6:30
15-minutes of a 60-minute program

Christmas is a holiday of cheer and lovely gifts. However, some do not have family and friends to share the special holiday with, and seniors are often those who experience loneliness during these types of holidays. Woman's Life Chapter 911 in Utica is working to change that for local seniors in Macomb County this Christmas. The group is asking for the community's help in raising funds for seniors who do not have family to enjoy the holiday with this Christmas. It's as simple as 12 dimes. Woman's Life Chapter 911 is asking for donations of \$1.20 from at least 911 people from now until Oct. 31 in order to provide seniors with gifts this Christmas through the chapter's 12 Dimes of Christmas project. The members are hoping to raise at least \$1,093 from those donations, but are hoping that the community can raise more to help the seniors.

8/11/19

Gleaners and Kroger for Dream Cruise
6:30 to 7:00
30-minutes of a 60-minute program

Kroger's annual Cruisin for Zero Hunger Party benefiting Gleaners Community Food Bank. 100% of proceeds from ticket sales will support a great cause with Kroger to help end hunger by 2025. VIP event located in the south lot of Duggan's Irish Pub, the best place to view classic cars Cruisin Woodward!

8/18/19
Make Food Not Waste
6:45 to 7:00
15-minutes of a 60-minute program

Make Food Not Waste is a community organization dedicated to reducing the amount of food that goes to waste in Southeast Michigan. Through public events, education outreach and community presentations, we give people the tools they need to waste less where they live and work.

8/25/19
Sanctum House
6:30 to 7:00
30-minutes of a 60-minute program

Human trafficking is a global issue. The women that Sanctum House serves come from local communities, as well as through connections nationally. When Sanctum House opened on February 12, 2018, after 5 years of research and development, they became the first facility of its kind in southeastern Michigan. They offer treatment for up to 12 women utilizing protocol that is trauma informed and resident centered. Given that they are a drug free environment, and most of their residents come with addiction issues, their therapeutic vantage point is one of the dual diagnosis of trauma and drug addiction. The organizations that they partner with assist in offering residents exceptional care in all arenas.

9/15/19
Life Builders
6:30 to 7:00
30-minutes of a 60-minute program

LifeBUILDERS is a nonprofit organization that has been deeply invested in the revitalization of Detroit's Regent Park neighborhood for more than 13 years. Recently, LifeBUILDERS became a partner of United Children and Family Head Start (UCFHS) to establish the UCFHS's new Regent Park Birth to five center at the former Tracy McGregor Elementary School, which recently underwent renovations. The new education facility, which just opened and offers both Early Head Start (0-3) and Head Start classrooms in one, convenient location, is not just about learning opportunities for young children, but it is an added beacon of hope the Regent Park community, according to Larry.

ECONOMY:

7/21/19
Financial Advice
6:30 to 6:45
15-minutes of a 60-minute program

This segment is a look at how to stay on track with a personal budget. Listeners are offered advice on how to manage what they have, regardless of the amount. It is a look at awareness in finance no matter how much or how little a person makes.

8/4/19
Aquasight
6:00 to 6:30
30-minutes of a 60-minute program

The Troy-based company Aquasight is looking to revamp Michigan's wastewater treatment efforts by identifying savings potentials for the Great Lakes Water Authority (GLWA). The goal is to reduce energy wasted by treatment operations. The company is being aided in the effort by funds from the U.S. Department of Energy's Wastewater Infrastructure Accelerator (WIA) program and the Michigan Energy Office. Already they have identified a way to potentially save hundreds of thousands of dollars in annual chemical costs through one of the processes at the Water Resource Recovery Facility in Detroit. By targeting energy waste reduction in wastewater treatment, the expected environmental, economic and social benefits will be significant."Aquasight's process involves networking with pre-existing sensors, operations and equipment data to investigate how operations are proceeding and to plot means to update and upgrade them. Expense planning and capital upgrades follow—as in the case of the Water Resource Recovery Facility, where it identified potential chemical savings amidst the phosphorus removal process.

8/18/19
Apprenticeships
6:00 to 6:15
15-minutes of a 60-minute program

Workforce Intelligence Network is focused on the "moonshot mandate" of helping get the nation to five million apprenticeships in five years. They recently launched a new website that will act as a central hub to help employers launch apprenticeship programs and understand the ROI. The site will also help those interested in apprenticeships figure out how to get started as many don't know what is available or how to find programs. WIN's scope is 13 counties across Southeast Michigan.

8/18/19
Michigan State Fair
6:00 to 6:30
30-minutes of a 60-minute program

The Michigan State Fair brings thousands of people to the region. It supports the economic impact of the agricultural industry. It also pumps thousands of dollars into the economy while boosting the reputation of Metro Detroit as well. The fair was in danger of being lost several years ago when its original grounds were closed. Since reopening in Novi the fair has continued to build and grow, bringing more and more people and more and more money to southeast Michigan.

8/25/19
Arts Beats and Eats
6:15 to 6:45
30 minutes of a 60-minute program

The Annual Ford Arts, Beats & Eats takes place in Downtown Royal Oak. The festival offers more than 200 performances on nine stages, a highly ranked Juried Fine Arts Show, and local restaurants with some of the finest cuisine in Metro-Detroit. Each year international, regional and local attractions at the festival make the City of Royal Oak the premier destination for Labor Day weekend. This event draws tens of thousands of people to southeast Michigan, pumping money into the economy while also raising thousands for area charities.

9/1/19
Career Changes
6:30 to 7:00
30-minutes of a 60-minute program

Andy Guttman has spent years as one of southeastern Michigan's premier real estate developers and leader in the travel industry. He always, though, wanted to write children's books and songs. In these segments Guttman talks to listeners about how he changed paths mid-stream and launched a new career as an author. He tells of a friend who always wanted to follow a creative path and said he would do so once he retired. Sadly, for that friend, retirement never came and he passed away unexpectedly. Andy talks about how he is closer with his daughter and his wife and how his life changed for the better after taking this leap.

9/15/19
Detroit Riverfront Conservancy
6:00 to 6:15
15-minutes of a 60-minute program

The Detroit Riverfront Conservancy, incorporated as a 501(c)(3) organization, helped raise funds for the International Riverfront project. Developers planned the initial east riverfront promenade investment at \$559 million, which included contributions of \$135 million from GM and \$50 million from the Kresge foundation.

9/29/19
100 Years of Recycling
6:30 to 7:00
30-minutes of a 60-minute program

In a literal rags to riches story, General Mills Supply started as a paper recycling company when an immigrant came to Detroit 100 years ago. The business is still family owned and operated and has expanded beyond recycling paper products. The business is at the forefront of developing ways to recycle plastics that are polluting the world's oceans. They hope in the near future to be able to take their recycling technology to Island nations that often don't even have landfills. These countries are forced to put their refuse along the waterfront and it is, therefore, washed out to sea. The hope is to guide these countries toward recycling programs that will help rid the world of this pollution of the world's waterways.

9/8/19
Corporate Fraud Prevention
6:00 to 6:30
30-Minutes of a 60-minute program

Corporate fraud costs companies millions of dollars every year. This is a problem that hits business of every size. It is more often seen in the form of slow and sneaky embezzlement. In these segments the guest explains the reasons for corporate fraud. This leads to business owners and managers better understanding the red flags and warning signs. The guest also offers easy to implement tips for business owners so they can do a better job of preventing corporate fraud. If it does happen, the guest offers suggestions of the best ways to handle it, ranging from termination of the employee, to managing the public relations nightmare, to insurance policies that protect against fraud, to reasons for prosecution.

ART AND EDUCATION:

7/14/19
Summer Music in Detroit
6:00 to 6:30
30-minutes of a 60-minute program

Craig Strain leads a coalition of several non-profit music efforts. He helps to bring the Michigan Jazz Festival to Schoolcraft College. This is the 25th year for the event. In addition to discussing this free event, Craig talks about a free concert series on Belle Isle. Throughout the summer, musicians take up the iconic band shell and entertain park goers.

7/21/19
Brain Exercise
6:00 to 6:30
30-minutes of a 60-minute program

The Core Program leverages the brain's natural ability to change and become stronger. Utilizing a science based approach and the latest in neuroimaging and brain mapping, their program engages the brain in real time, to address a variety of symptoms including focus, anxiety, depression, migraines, sleep, memory and more. Memory Boot Camp is an integrated, proactive program designed to address the concerns of memory and the aging brain. The highly personalized program utilizes the latest in brain training, cognitive exercises, one on one coaching on diet, exercise, sleep, and relaxation, and monitoring with a personal Brain Coach.

8/4/19
Libraries and the Community
6:30 to 7:00
30-minutes of a 60-minute program

In these segments two library scientists talk about the importance of libraries and their programs to communities. Kids don't spend time like they did a generation or ago, at the library after school. This creates challenges for libraries to bring in kids and their parents to participate in the myriad programs and resources available at libraries. The two guests this morning discuss what is available to communities at libraries and the importance of bringing people together.

9/8/19
60 Years of Motown
6:30 to 7:00
30-minutes of a 60-minute program

The President and CEO of the Motown Museum talks about the rich history of the music of this organization. She talks about how everyone's lives are touched by the culture of Motown. The discussion continues around the importance of carrying on the legacy.

9/29/19
Brilliant Detroit
6:15 to 6:30
15-minutes of a 60-minute program

Brilliant Detroit is dedicated to building kid success families and neighborhoods where families with children 0-8 have what they need to be school ready, healthy and stable. They do this by providing proven programming and support year round out of Brilliant Detroit homes in high-need neighborhoods.