

**QUARTERLY ISSUES AND PROGRAMS REPORT
FOR**



WYCD HD2 - THE WOLF

FIRST QUARTER 2014

January 1st through March 31st, 2014

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**ISSUES OF CONCERN TO METRO DETROIT
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
FIRST QUARTER 2014**

HEALTH: Fitness Fair. Cervical Cancer Awareness. Health Care Truths. Giving Comfort. Heart Recipients.

ECONOMY: Energy Assistance. Tax Assistance. Women in Business. Second Careers and Reinvention.

COMMUNITY OUTREACH: Kennel Club. Stalking. Animal Safety. TV Safety. Homeless Youth

ART AND EDUCATION: Theological Training. Grammy Artist. Christian Rap. Detroit Historical Society.

HEALTH:

1/12/14
New Baltimore Health Expo
7:45 to 8:00
15-minutes of a 60-minute program

The New Baltimore Rec Department is hosting a Health and Wellness event. Attendees can try a compass biometric scan, get mini facials and participate in other health related events. There will also be representatives of health insurance industry and the state Attorney General's office to answer questions about upcoming changes in the health field.

1/19/14
Cervical Cancer Awareness Month
7:00 to 7:15
15-minutes of a 60-minute program

Cervical Health Awareness Month is a chance to raise awareness about how women can protect themselves from HPV (human papillomavirus) and cervical cancer. About 20 million Americans currently have HPV, the most common sexually transmitted disease. HPV is a major cause of cervical cancer. There is good news though. HPV can be prevented with the HPV vaccine. Cervical cancer can often be prevented with regular screening tests (called Pap tests) and follow-up care. Cervical cancer screenings can help detect abnormal (changed) cells early, **before** they turn into cancer. Most deaths from cervical cancer could be prevented by regular Pap tests and follow-up care.

1/26/14
Health Care Truth
7:00 to 7:30
30-minutes of a 60-minute program

In these two segments listeners hear the realities of the new health care rules. In a completely non-political fashion, the difference between fact and fiction is presented. Deadlines are discussed as well as legalities and fees to be imposed for those who miss deadlines. March 31st is the official deadline to apply for health insurance under the Affordable Care Act.

2/2/14
Sweet Dreamzzz
7:30 to 7:45
15-minutes of a 60-minute program

Sweet Dreamzzz, Inc. is a non-profit 501(c)3 organization committed to improving children's health, well-being, and academic performance by providing sleep education and bedtime essentials to economically disadvantaged students and their families. Sweet Dreamzzz has several Sleep Programs that are designed for preschool through 5th grade children. Their trained Sleeper Teacher volunteers educate children and parents on the benefits of healthy sleep habits, help them to establish a healthy bedtime routine and provide them with the bedtime essentials to sleep well. Volunteers use interactive games and activities to teach them, such as the R.E.A.D.Y.[™] training routine. After being taught the educational component of the program, each at-risk child receives a sleep kit including, a sleeping bag, nightshirt, toothbrush, toothpaste and more.

2/9/14
Giving Comfort
7:45 to 8:00
15-minutes of a 60-minute program

Started in 2012, Giving Comfort is a program of the McKesson Foundation focused on providing patients undergoing cancer treatment with the comfort items they need at a time when they need them most through distributing Comfort Kits, funded through individual cancer donations and Comfort Kit purchases. This year, over 1.6 million people in the United States will be diagnosed with cancer, and nearly one quarter of U.S. cancer patients will exhaust ALL savings as a result of treatment costs. Even worse, 11% will struggle to afford food or basic necessities due to treatment expense. Cancer patients in this country receive an incredibly high level of care from public and private health systems. However, they are unlikely to receive much in the way of basic comfort items to help them get through treatment with dignity, hope and comfort. The Comfort Kits from Giving Comfort aren't the cure for cancer, but these gifts for cancer patients do provide individuals with the comfort and caring they deserve.

2/9/14
Heart Recipients
7:30 to 7:45
15-minutes of a 60-minute program

In honor of heart health awareness on Valentine's Day, an area group plans on creating and breaking the world record for the greatest number of heart transplant recipients in one place. On Valentine's Day more than 100-recipients, donor families and health care providers will gather together to highlight the importance of becoming a donor.

ECONOMY:

1/12/14

THAW

7:00 to 7:30

30-minutes of a 60-minute program

The Heat and Warmth Fund, THAW, is an independent non-profit (501(c)(3) agency that provides low-income individuals and families in Michigan with emergency energy assistance. The number of households that need utility assistance continues to grow each year. Last year THAW distributed over \$14 million in energy assistance to 15,000 Michigan households. Since its inception in 1985, THAW has distributed more than \$125 million in assistance to more than 175,000 Michigan households. Recipients of THAW assistance include the elderly, unemployed, underemployed and disabled individuals who found themselves in an energy crisis. More than 70% of the households have a child or senior in the home. These populations are especially vulnerable to the cold. THAW programs are open to eligible Michigan residents.

1/19/14

Accounting Aid Society

7:00 to 7:30

30-minutes of a 60-minute program

Accounting Aid Society provides free income tax preparation services for low and middle income households in southeast Michigan. Each year, millions of dollars in tax refunds are unclaimed by those who need them the most. The Accounting Aid Society helps struggling families prepare taxes and recover millions in refunds and credits annually. In this way, they help families stay in their homes, keep their utilities turned on, put food on the table, and save for the future.

2/16/14

Personal and Professional Reinvention

7:30 to 8:00

30-minutes of a 60-minute program

Business and reinvention expert Tom Harris talks about how listeners can make changes regardless of age or experience. He talks about resistance and how to overcome it. He addresses ego as a primary shortfall for most. He also talks about how we can get honest with ourselves about our strengths and weaknesses. In these segments Harris offers a peak into the types of questions we should be asking ourselves if we want to move in another direction as well as strategies for success in our current situations.

2/16/14
Count Me In
7:45 to 8:00
15-minutes of a 60-minute program

Count Me In for Women's Economic Independence is the leading national not-for-profit provider of resources, business education and community support for women entrepreneurs seeking to grow their micro-businesses into million dollar enterprises. Count Me In has been able to help women entrepreneurs grow exponentially through our three unique programs; **Make Mine a Million \$ Business™ (M3)**, **Urban Rebound** and the **Women Veteran Entrepreneur Corps (WVEC)** all designed to help women business owners have access to the right tools, coaching, and community. Count Me In has inspired tens of thousands of women to take control of their potential for success by providing a wealth of virtual tools and resources, live competitions, and a variety of peer exchange platforms all designed to help women business owners substantially and sustainably increase revenues and create jobs.

COMMUNITY OUTREACH:

1/5/14
Oakland County Kennel Club
7:00 to 7:30
30-minutes of a 60-minute program

During these two segments Alan Dorfman talks, in part, about the Michigan Winter Dog Classic, facilitated by the Kennel Club, a non-profit dedicated to bringing the love of purebred dogs to the public. This show is, for many dogs, their last stop before the prestigious Westminster Show. Since the other big dog show, previously held at Cobo Arena, is no longer a part of the circuit, this event is a huge draw for the area and brings thousands of participants and viewers to the Suburban Collection Showplace. A major portion of today's segments also focused on a little girl with autism who, thanks to the Kennel Club, has a service dog keeping her safe and happy. This little girl's mother talks at length about the need for more funding for service dogs who offer more than most people realize. Service dogs are of tremendous assistance and often offer life saving support to diabetes and cardio patients.

1/5/14
Stalking Awareness
7:30 to 8:00
30-minutes of a 60-minute program

Paula LaRue is a security specialist with more than 20-years of experience in security and safety strategies. LaRue is a pioneer in stalking research of ordinary citizens in Michigan, a security/criminal justice instructor and long-standing advocate for the rights of those who have been stalked. In her book, "Stalking: Surviving the Hidden Terror," LaRue explains stalking, how to avoid becoming a victim and what to do if you are being stalked.

1/26/14
Animal Safety
7:45 to 8:00
15-minutes of a 60-minute program

In the midst of the most brutal winter we've experienced in years, pet owners are reminded of ways to keep their animals protected from the elements. The basic rule is that if it's too cold for humans it's too cold for pets. Just because a dog is covered in fur doesn't mean he can withstand wind chill temperatures of 30-below zero. Pets can get frostbite and hypothermia just like humans.

2/2/14
Safe Kids USA
7:45 to 8:00
15-minutes of a 60-minute program

Safe Kids USA is the United States' arm of the global network of Safe Kids Worldwide organizations, based in Washington DC. Safe Kids USA has over 300 chapters and coalitions in all 50 states, Washington DC and Puerto Rico and has positioned itself as an authority on unintentional childhood injury statistics and prevention. The mission of Safe Kids USA, the same as that of Safe Kids Worldwide, is to prevent accidental childhood injury. Today's segments addresses ways to keep children safe around televisions that could topple over.

2/9/14
Covenant House
7:00 to 7:30
30-minutes of a 60-minute program

Covenant House Michigan is a sanctuary for young people who have nowhere else to go. Most are victims of abuse and neglect. Their stories are heart-breaking, yet admirable. Since 1997 they have provided help to more than 54,000 youth who often feel abandoned by those who were supposed to care about them the most. Covenant House Michigan sits on a 5.3 acre campus that houses two residential programs, a dining and recreation center, and job development center. Here they provide shelter and support programs to help homeless kids overcome the hurdles of unemployment, inadequate education, violence, drugs, and gangs. In 2005, Detroit Public Schools (DPS) authorized Covenant House Michigan to open three charter schools in order to better serve the needs of homeless and other at-risk youth who lack a high school diploma. The three schools located on the east and southwest sides of Detroit serve youth aged 16-22 and are named Covenant House Academies.

ARTS AND EDUCATION:

1/12/14
Grammy Artist
7:30 to 7:45
15-minutes of a 60-minute program

Detroit born and raised artist Marcus Glenn talks about growing up in Detroit and getting chosen to create the official artwork for this year's Grammy Awards. Glenn talks about his teachers in Detroit as well as his mother who is also an artist. He spent years perusing galleries in the region until one day a gallery worker approached him, in an attempt to make a sale. He told her that he was actually an artist and invited her to see some of his work. That began a years-long alliance with a prominent gallery and the eventual phone call from the Grammys.

1/26/14
Only One Way
7:30 to 7:45
15-minutes of a 60-minute program

Only One Way is a group of young Detroit men who were approached by the pastor of Hope Evangelical Ministries, Dr. Kevin Young, Prophet, in the hope of taking their message to other young people in the community. Only One Way sings urban gospel music, a blend of what they call God's message and music that appeals to area youth. Their goal is to guide others away from a negative path and show them that good music doesn't have to be based in trash.

2/2/14
Detroit Historical Society
7:00 to 7:30
30-minutes of a 60-minute program

Since its founding in 1921, the Detroit Historical Society has been dedicated to ensuring that the history of our region is preserved so that current and future generations of metro Detroiters can better understand the people, places and events that helped shape our lives. In 1928 the Detroit Historical Museum, in 1945 ownership of the Museum and the collections were transferred to the City of Detroit. The Detroit Historical Society oversees collections, exhibits and events at The Historical Museum, the Dossin Great Lakes Museum and Historic Fort Wayne (which opened as a City-owned and operated historical attraction in the 1970s).

3/23/14
Ecumenical Theological Seminary
7:45 to 8:00
15-minutes of a 60-minute program

Ecumenical Theological Seminary (ETS) is an urban-based accredited seminary in the heart of the City of Detroit. They are committed to work with a person's calling at one of the most difficult and promising epicenters of American identity, Detroit. In bringing together members of Detroit's various religious communities in an ecumenical learning environment, ETS simultaneously addresses questions of spiritual nurture and social justice, traditional confession and cross-cultural innovation.