

QUARTERLY ISSUES AND PROGRAMS REPORT

FOR



WYCD HD3 – 99.5 iMUEVETE

FOURTH QUARTER 2013

October 1st through December 31st, 2013

Prepared by: Alisa Zee

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

ECONOMY: Tax Conference. Community Investment. Family Business. Networking. Utilities. State-based-Food Bank. Smart App Advice. Financial Guidance For The Needy. Mentorship and Guidance For Detroit's Youth.

HEALTH: Mental Health First Aid. Treatment Options. Therapeutic Yoga. Scleroderma. Breast and Ovarian Cancer. Art For Healing. Juvenile Diabetes. Addiction and Recovery. Support and Advocacy for Mentally Challenged Citizens. Fitness Therapy. Support For Families With Critically Ill Children.

COMMUNITY OUTREACH: Emergency Animal Assistance. Help For Homeless Youth. Drunk Driving Awareness. Veteran Support. Residential Care. Parade Company. Grieving Through The Holidays. Granting Wishes For Critically Ill Children. Fireplace Safety. Animal Adoption.

ART AND EDUCATION: Young Entrepreneurs. Seminary. Local Actress Comes Home.

ECONOMY:

10/6/13
Michigan Tax Conference
7:00 to 7:15
15-minutes of a 60-minute segment

Judy Treppek with the Michigan Certified Public Accountants Association talks about the changes in tax rules for both businesses and individuals. This year's conference offers break- out sessions, as in the past, giving people the opportunity to ask questions and get answers. Treppek talks about a free pamphlet offering ten tips for choosing a tax preparer. She helps people avoid pitfalls that would mean paying penalties. She also reminds listeners about specific filing and appeal deadlines.

10/06/13
Charter One Investment In Detroit Entrepreneurs
7:15 to 7:30
15-minutes of a 60-minute program

Ken Marblestone, Charter One President, talks about the Motown to Growtown initiative. Charter One provides grants totaling \$100,000– awarded through the Charter One Growing Communities program with assistance from the MEDC. These grants are to be used by a diverse array of small enterprises to buy equipment, acquire land or otherwise assist in their growth. Some of the grants will be used to help ensure that nutritious food, such as fresh, local produce, is made available in Detroit neighborhoods that are underserved by grocery stores.

10/13/13
Family Business
7:30 to 7:45
15-minutes of a 60-minute program

Seth Gold talks about the family legacy that began as his great grandfather used to collect other people's garbage and resell it. Three generations later the Gold family owns a most successful pawnshop and stars in an internationally popular reality TV show. Seth talks about the ins and outs of carrying on a family tradition. He also urges anyone in the region with an entrepreneurial spirit to listen to his or her inner guide. He says if his family can literally turn garbage into gold there is hope for all honorable business people.

10/20/13
Women's Business Expo
7:15 to 7:30
15-minutes of a 60-minute program

This is the 22nd year of the annual expo, which is hosted by the Michigan Professional Women's Network. The expo includes free health screenings and business support, like anti-aging, fitness, weight control, business health, marketing, finance, and networking resources. Organizers say this is called the Women's expo but is certainly not only for women. Over the past few years there have been more and more men participating both as vendors and as visitors. Networking, it is said, is at the heart of business advancement. Organizers say this is a perfect (and free) opportunity to network and look toward a personal next step.

11//24/13
Consumers Energy
7:00 to 7:15
15-minutes of a 60-minute program

This segment aims to allay fears people have in light of the gas explosion earlier this year. It also serves as a reminder of energy saving tips through the winter months. Listeners are advised to check their furnaces and filters as well as install carbon monoxide detectors in their homes.

12/1/13
Food Bank Of Michigan
7:00 to 7:30
15-minutes of a 60-minute program

The Food Bank Council of Michigan is a statewide organization that is committed to the alleviation of hunger in the state and across the country. The FBCM gathers food and funds to help stock Michigan's food banks, which is then distributed throughout the state-wide food bank network. In addition to assisting with the distribution of shelf staple items, the FBCM also coordinates multiple agricultural programs, which support Michigan farmers as well as bring nutritious, healthy produce into the emergency food system.

12/15/13
Smart App Advice
7:00 to 7:15
15-minutes of a 60-minute program

Tech gifts are at the top of so many people's list for the holidays that it can be confusing to know what to buy. This segment offers tips for checking out apps to keep from wasting time and money on things that loved ones won't use or that don't work all together.

12/22/13
St. Vincent DePaul
7:45 to 8:00
15-minutes of a 60-minute program

The Society of St. Vincent de Paul, Detroit is a major provider of human and disaster relief services, assisting people in crisis, who have been victims of fires or floods, lost their job or other urgent situations by providing emergency support. The Society works in conjunction with the Archdiocese of Detroit, networking with 2,000 volunteers in Wayne, Oakland, Macomb, Lapeer, St. Clair and Monroe counties, assisting 30,000 local households annually. The Society of St. Vincent de Paul one of the oldest charitable organizations in the world, is a Catholic lay organization of more than 690 thousand men and women in 142 countries on five continents that offers person-to-person service to the needy and suffering.

12/29/13
Youth Initiatives/NSO
7:00 to 7:30
30-minutes of a 60-minute program

The NSO Youth Initiatives Project provides youth leadership and advocacy training focused on violence prevention and substance abuse prevention. Frank McGhee talks in these segments about the youth-based programs that offer young people in Detroit the opportunity to voice their ideas and meet with area leaders. The goal is to stop the cycle of violence in the city, letting young people know that there are options available to them. Additionally, these segments address the Hugs not Bullets program. This aims to stop the use of celebratory gunfire on New Year's Eve and throughout the year. McGhee points out that even when someone fires a gun into the air, people can get hurt. It's simple, he says, what goes up must come down. Additionally, children, he points out, shouldn't be afraid in their own homes, worrying that bullets will come through their walls. A substantial portion of the Youth Initiatives Program is mentorship and career guidance as well.

HEALTH:

10/13/13
Mental Health First Aid
7:15 to 7:30
15-minutes of a 60-minute program

Mental Health First Aid is an in-person training that teaches people how to help those with a developing mental illness or in a crisis. Mental Health First Aid teaches the signs of addictions and mental illnesses. It offers a five step action plan to assess a situation and offer help. It addresses the impact of mental and substance use disorders. Participants learn about local resources and where to turn for help. In this course, laypeople learn to recognize signs of trouble before a problem becomes potentially dangerous.

10/20/13
Lupus Foundation of Michigan
7:30 to 8:00
30-minutes of a 60-minute program

The goal of the Lupus Foundation of Michigan is to improve the quality of life for those living with lupus through support, education and research with the goal of finding a cure. These segments talk about the struggles of a Lupus sufferer as well as define the disease. Lupus is a chronic disorder of the immune system that causes inflammation of various parts of the body. For most people, lupus is mild, affecting only a few body organs. For others, it may cause serious and life threatening problems. The body's immune system normally makes proteins called antibodies to protect the body against viruses, bacteria and other foreign materials. The immune system then makes antibodies directed against "self". The foundation offers support, guidance and insight for sufferers and their families.

10/27/13
Cure Launcher
7:00 to 7:15
15-minutes of a 60-minute program

Nearly 200 million Americans have a chronic disease, such as diabetes, heart disease, asthma or cancer. Reportedly less than five percent of them know where to find new treatments available in clinical trials. Cure Launcher is a free service that lets patients who have just gotten a diagnosis of cancer or other disease know what their treatment options might be.

10/27/13
Therapeutic Yoga
7:15 to 7:30
15-minutes of a 60-minute program

Yoga is more acceptable now as a means of helping Multiple Sclerosis patients. Yoga for MS is an exercise program created to help manage some multiple sclerosis symptoms and help patients to stay active. Insurance companies are now starting to cover this as it's no longer considered experimental.

10/27/13
Scleroderma Foundation
7:30 to 7:45
15-minutes of a 60-minute program

The Scleroderma Foundation is the national organization for people with scleroderma and their families and friends. It was formed January 1, 1998, by a merger between the West Coast-based United Scleroderma Foundation and the East Coast-based Scleroderma Federation. The national office is headquartered in Danvers, Mass. The local chapter works with the national foundation to offer educational programs and support for sufferers.

10/27/13
Breast and Ovarian Cancer
7:45 to 8:00
15-minutes of a 60-minute program

While October is Breast Cancer Awareness month the guest in this segment shed light on another form of cancer that affects women. As a survivor of breast and ovarian cancer this segment addresses the testing (or lack thereof) available for both breast and ovarian cancers and the need for steady communication with a person's physician.

11/3/13
Art For Healing
7:00 to 7:15
15-minutes of a 60-minute program

Monte Nagler PhotosforHealing products provide a unique way to dramatically enhance the health care environment with the addition of exquisite photographic images. Over the course of 30 years as a professional fine art photographer, Monte Nagler has amassed a vast portfolio of images suitable for installation in the medical setting. The collection includes hundreds of landscapes, gardens and flowers, water scenes, seasonal views, recognizable landmarks, domestic and exotic architecture, and more. Monte Nagler's expertise as a professional fine art photographer ensures that all the PhotosforHealing images have the finest in color reproduction, clarity, and detail

11/3/13
Juvenile Diabetes
7:15 to 7:30
15-minutes of a 60-minute program

November is National Diabetes Awareness Month. This guest is focused primarily on juvenile diabetes as his son suffers from type one diabetes. The discussion focuses on the need to address the childhood obesity epidemic that contributes greatly to an increase in type two diabetes among children. Additionally, though, there are more and more children diagnosed with Type one diabetes than ever before. This segment addresses specific needs of a child with juvenile diabetes.

11/24/13
Brighton Recovery Center
7:30 to 8:00
30-minutes of a 60-minute program

Brighton Center for Recovery was founded more than 50 years ago on visionary Harry Henderson's belief that alcoholism is a treatable disease. When Harry opened the doors of his gracious country-home style treatment center nestled in a serene setting, he set a high standard for treatment. Brighton Hospital continues to be a standard bearer and innovator in chemical dependency treatment based on the medical model and 12-step program participation. They now know that addiction to any other drug, including heroin, marijuana, crack/cocaine, prescription drugs and methamphetamine also can be treated when people find help and hope. People with a chemical dependency and their families find both at Brighton – a fully licensed and accredited acute care hospital. These segments dispel some of the misconceptions about addiction and recovery as well as discuss the possible correlation between the mapping of a child's brain on Ritalin and the mapping of the brain of cocaine addicts.

12/8/13
ARC Of Oakland County
7:00 to 7:30
30-minutes of a 60-minute program

The Arc of Oakland County advocates for the rights and full participation of all children and adults with intellectual and other related developmental disabilities. They strive to improve systems of support and services; connect families; inspire the community and influence public policy. ARC is a non-profit, charitable organization funded in part by the United Way for Southeastern Michigan, and through individual donors. The Arc of Oakland County works through education, research, and advocacy to improve the quality of life for children and adults with cognitive, intellectual, and developmental disabilities in every community; and, works to prevent both the causes and effects of intellectual and other related developmental disabilities.

12/22/13
Fitness Therapy
7:00 to 7:15
15-minutes of a 60-minute program

Fitness therapy is an option for victims of catastrophic injuries. Until recently these patients went to traditional physical therapy and when that was done their progress often stopped. Even worse they often regressed. Working with Michigan's no-fault insurance program, physicians and physical therapists this therapy continues the process of rehabilitation for those injured.

12/29/13
Ronald McDonald House of Detroit
7:30 to 8:00
30-minutes of a 60-minute program

A million dollars a year might not sound like a shoestring budget to most of us but running a major non-profit on that amount is nothing short of Herculean. Rising to that challenge is Jennifer Litomisky, the executive director of the Detroit's Ronald McDonald House. The organization is named a finalist in Crain's annual list of Best Managed Non-Profit organizations. The Ronald McDonald House located a stone's throw and quick amble away from Children's Hospital in Detroit, hosts approximately 15-hundred families each year. Litomisky and her staff offer a home-away-from home for mothers, fathers and siblings while their critically ill loved one is being treated at Children's Hospital. Litomisky manages this with just two full-time employees and a few part-time workers. The rest of the love comes from hundreds of volunteers. They make sure that the Ronald McDonald House in Detroit is tidy, organized and welcoming. This community effort allows families who are at their lowest and most strained to feel a modicum of comfort in their surroundings.

COMMUNITY OUTREACH:

10/13/13
T.E.A.R.S.
7:00 to 7:15
15-minutes of a 60-minute program

Dr. Judy Fleishaker with the Emergency Animal Relief Organization talks about the unique services of TEARS. It was started after Katrina when doctors and staff went to New Orleans to set up a mobile emergency animal hospital. Now they act as an extension of the primary vet...offering specialty services and 24-hour care. The doctor also talks about experimental partnerships with Karmanos, for example, looking at the similarities between cancer in felines and cancer in humans.

10/20/13
Mothers Against Drunk Driving
7:00 to 7:15
15-minutes of a 60-minute program."

MADD's mission statement is, "Mothers Against Drunk Driving mobilizes victims and their allies to establish the public conviction that impaired driving is unacceptable and criminal, in order to promote corresponding public policies, programs and personal responsibility." This week the organization kicks off its annual red-ribbon campaign. The goal is for people to tie red ribbons to their vehicles as a reminder to drive sober.

11/3/13
Veterans Day
7:30 to 7:45
15-minutes of a 60-minute program

The Veterans Parade takes place every year in Detroit on the Saturday before Veterans Day. This is to help ensure that more veterans and supporters are able to attend. For decades there was no parade in Detroit for veterans. This guest talks about the importance of younger veterans participating in these types of activities. It is also critical for one generation of veteran to support another.

11/10/13
JARC
7:00 to 7:30
30-minutes of a 60-minute program

JARC is a non-sectarian, non-profit organization founded in 1969 by a group of parents concerned about the future of their children with developmental disabilities. Today, JARC is known as a prototype for innovation, high-quality community-based residential and support programs, serving nearly 200 adults in its group homes and various supported independent living arrangements. In 1998, JARC discovered a need in the community for support services for families who have a child with any disability still living at home. Through the establishment of the Harris Children and Family Division, JARC is able to provide these services to several hundred families.

11/10/13
Parade Company
7:30 to 8:00
30-minutes of a 60-minute program

Founded in 1984, The Parade Company is a not-for-profit organization governed by the Michigan Thanksgiving Parade Foundation whose board of directors comprises key civic and corporate leaders in the greater Detroit region. The Parade Company is celebrating 87 years of Parade tradition in Detroit. The mission is to fund, create and execute the best family events in metro Detroit. The Parade Company staff, the board of directors and thousands of parade volunteers work year-round to bring a wide variety of events to the city of Detroit each year including the Ford Fireworks, Fifth Third Turkey Trot and America's Thanksgiving Parade.

11/17/13
Helping Children Grieve Through The Holidays
7:00 to 7:30
30-minutes of a 60-minute program

These segments focus the best way to help grieving family members through the holidays while still respecting their need to grieve. In particular much of the time during these segments is devoted to the discussion of the proper way to talk with children and help them through the season if they've recently lost a loved one. It is, experts, say, important to be direct and not avoid the issue when talking with children (or anyone for that matter). It is also important to celebrate the holidays while acknowledging the need to pause and reflect on the family's loss.

11/17/13
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 to go. Kids who come to their doors have been abused and neglected, have slept on friends' couches or in abandoned buildings. These kids have been forgotten by those who are supposed to care about them the most. When they come through the gates of Covenant House, they become part of a family. Their staff, volunteers and donors carry out their mission based on faith and the belief that all of God's children deserve unconditional love, respect and hope.

11/24/13
Justin's Vision
7:15 to 7:30
15-minutes of a 60-minute program

Justin's Vision is a non-profit organization dedicated to letting kids be kids. They exist to help Michigan children with life-threatening illnesses enjoy a happy, carefree vacation experience, along with their families, that they'll cherish for all time. Through a partnership with Give Kids the World, Justin's Vision provides magical moments in a fun, safe environment with other kids and families that are facing similar challenges. Justin's Vision also works with the Make A Wish Foundation and Oakland County's Rainbow Connection.

12/1/13
Ask Dr. Nandi Charities
7:30 to 8:00
30-minutes of a 60-minute program

The Ask Dr. Nandi Charities support other charitable endeavors in the area. There are several goals of this group. The organization strives to provide funding for the indigent to provide for health care and medical needs. They also offer health education for the public for prevention and treatment of disease. The organization provides education and resources for fitness and nutrition to the public. The charities also offer scholarships to needy students who are pursuing education for health care delivery. In this segment Dr. Nandi also talks about a coat drive for Covenant House that is scheduled at Campus Martius in Detroit.

12/8/13
Support For Veterans
7:30 to 8:00
30-minutes of a 60-minute program

Soldiers' Angels is a volunteer-led 501(c)(3) nonprofit with the mission to provide aid and comfort to the men and women of the United States Army, Marines, Navy, Air Force, Coast Guard, and their families and to enable volunteers to improve the lives of a growing veteran population. Founded in 2003 by the mother of two American soldiers, hundreds of thousands of Soldiers' Angels "Angel" volunteers assist veterans, wounded and deployed personnel and their families in a variety of unique and effective ways. To date the organization has sent hundreds of thousands of care packages and letters to "adopted" deployed service members, have supplied the wounded with over 25-thousand first response backpacks at the Combat Support Hospitals in Iraq and Afghanistan and the major military hospital in Germany, as well as provided care and comfort to those in stateside military and VA facilities. They have provided emergency aid to military families in need, partnered with the Department of Defense to provide voice-controlled/adaptive laptops to over six thousand severely-wounded service members, as well as other technology that supports rehabilitation. They have provided flights to soldiers on leave or in emergency situations, and to their families wanting to be with them upon their return from overseas.

12/15/13
Fireplace Safety
7:45 to 8:00
15-minutes of a 60-minute program

Each year thousands of children are rushed to emergency rooms for treatment of burns from fireplaces. In this segment the guest offers tips for keeping families safe through the winter months. The most important tip is to have a glass screen in front of the fireplace. Even with that, though, there is danger in that the glass stays hot for an hour or more after the fire has gone out. Nothing offers better protection than solid supervision.

12/22/13
Animal Welfare Society
7:15 to 7:30
15-minutes of a 60-minute program

The Animal Welfare Society of Southeastern Michigan ("AWS") was formed in 1982 by a group of concerned veterinarians and individuals who were alarmed at the rate of euthanasia performed on healthy and social cats, dogs, kittens and puppies. The goal of the organization is to secure homes for as many rescued animals as possible. In the past 30 years, AWS has found homes for over 20,000 "unwanted" felines and canines. These puppies, kittens, dogs and cats are rescued from various pounds throughout Michigan and Ohio. Some are strays, and some are owner surrenders. Each accepted animal is given a thorough physical examination, vaccinations and treatment by a participating veterinarian to insure they are healthy and well adjusted.

12/22/13
Angela Hospice
7:30 to 7:45
15-minutes of a 60-minute program

Angela Hospice Home Care, is a Catholic sponsored ministry in the Felician Franciscan tradition, dedicated to providing comprehensive, compassionate, care to adults and children in the communities they serve. Established in 1985, Angela Hospice is a 501(c)3 not-for-profit organization, operated by the Felician Sisters. Their programs are driven by the Felician Sisters' core values: respect for human dignity, compassion, transformation, solidarity with the poor, justice and peace. Angela Hospice is state licensed and Medicare/Medicaid certified, Blue Cross Blue Shield of Michigan approved, and accredited by the Community Health Accreditation Program. Angela Hospice is a member of the National Association for Home Care, National Hospice and Palliative Care Organization, and Michigan Hospice and Palliative Care Organization.

ART AND EDUCATION:

10/6/13
Young Entrepreneurs Across America
7:30 to 7:45
15-minutes of a 60-minute program

Dearborn/Dearborn Heights School District has been chosen to represent the state in this year's Young Entrepreneurs Across America competition. Young Entrepreneurs Across America is a program designed to help teach young students how to run a small business. Students in the program develop communication and business skills through a semester of real business experience. Students create a product, ask investors for backing and create a real business.

10/6/13
Eccumenical 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.

10/13/13
Local Skater With Disney On Ice
7:45 to 8:00
15-minutes of a 60-minute program

As Disney on Ice comes to the Palace there are performers who grew up and trained in Metro Detroit. As with any artist fighting their way up the performance ladder these skaters speak to the passion of young athletes. There is no magic. There is no famous fairy. There is dedication, hard work and preparation. These skaters urge all young athletes to practice and play. They also address the troubles of children only having gym class once or twice a week in elementary schools and urge parents to get their kids off the couch and on their feet.

12/15/13
Local Actress Comes Home And Offers Advice
7:15 to 7:45
30-minutes of a 60-minute program

Grosse Pointe's Jessica Krueger comes home to the Fisher to play one of three people manipulating the mechanical the horse in "War Horse." Krueger talks about her journey growing up in suburban Detroit. She addresses young people's concerns about the declining number of opportunities to participate in the arts at school. She also talks to parents of young performers encouraging them to support their child's aspirations. She also talks about the need to be flexible in approaching opportunities. Krueger is a trained actress, singer and dancer. She doesn't utter a word during the performance of this show yet holds a primary role in the cast. It is a feather in her cap to be able to have worked her way full circle, starting in community theater in the Detroit area and coming home to the big stage at the Fisher. She reminds listeners that preparation and dedication are almost more important than talent and tells students to study hard not only at their craft but academically as well.