

**QUARTERLY ISSUES AND PROGRAMS REPORT
FOR**



WYCD HD2 - THE WOLF

SECOND QUARTER 2018

April 1st through June 30th, 2018

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**ISSUES OF CONCERN TO METRO DETROIT
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
SECOND QUARTER 2018**

Health: Autism Awareness. Juvenile Diabetes. Different Approach To Autism. Oral Cancer. National Medical R & D. Distracted Driving. Breast Cancer Research. Breast Cancer Fundraiser. ALS Research. Kidney Disease. FACES Foundation. Prescription Coverage. Men's Health.

Economy: Tax Season. Inner City Innovation. Women In Finance. Business Mentorship. 100 Years Of Recycling. Ford Fireworks. Mid-Year Finances. Financial/tax Review.

Community. Sexual Assault Awareness. Homeless Women and Babies. Animal Rescue. Giving To Non-Profits. Human Trafficking. Mentorship.

Art and Education: Banjo Convention. MLK History. Education Reform. Feeding Kids During Summer. Area Documentary Film Maker.

HEALTH:

4/1/18

Jack's Place for Autism Foundation

7:00 to 7:15

15-minutes of a 60-minute program

Since 2002, JACK'S PLACE for Autism Foundation has been dedicated to helping families affected by Autism Spectrum Disorder improve their understanding of Autism and guiding them to trusted resources in the community. JACK'S PLACE for Autism Foundation is an active participant in community events. Whether it's a JACK'S PLACE-hosted event or a community event the Foundation takes part of, JACK'S PLACE for Autism creates opportunities for families in the State of Michigan to get out for a day or evening of fun, all while supporting a great cause. This week's segment talks about two hours of free play at Zap Zone where the sounds and lights will be turned off, making it more welcoming for kids who do not function well with too many sensory distractions.

4/15/18

Juvenile Diabetes Research Foundation

7:00 to 7:30

30-minutes of a 60-minute program

JDRF is the leading global organization funding type 1 diabetes (T1D) research. Our strength lies in our exclusive focus and singular influence on the worldwide effort to end T1D. JDRF works every day to change the reality of this disease for millions of people and to prevent anyone else from ever knowing it by funding research, advocating for government support of research and new therapies, ensuring new therapies come to market and connecting and engaging the T1D community. Founded by parents determined to find a cure for their children with T1D, JDRF expanded through grassroots fundraising and advocacy efforts to become a powerhouse in the scientific community with dozens of U.S. locations and six international affiliates. They've funded more than two billion dollars in research to date and made significant progress in understanding and fighting the disease.

4/22/18

Autism Centria

7:00 to 7:30

30-minutes of a 60-minute program

As the Nation's largest provider of Applied Behavior Analysis (ABA) therapy, Centria is uniquely positioned to provide unmatched, comprehensive support to families in need of behavioral planning and intervention related to Autism Spectrum Disorder. ABA is widely recognized as the most effective treatment for autism and is the only practice endorsed by the U.S. Surgeon General and the American Academy of Pediatrics. Centria Healthcare Their goal is simple - getting children the care they need earlier, when intervention is shown to be most effective.

4/22/18
Oral Cancer Awareness Month
7:30 to 7:45
15-minutes of a 60-minute program

April is Oral Cancer Awareness Month and Michigan's Dr. Vince Lizzio says that oral cancer will kill ten-thousand people in the U.S. this year. That is 20 percent of all of those diagnoses. He says that since there are usually no early warning symptoms your best bet for finding it is to get regular checkups at the dentist. Dr. Lizzio says smokers and drinkers are in the highest risk group but, he says, that HPV causes oral cancer as well, so he's starting to see it in young people who haven't been vaccinated.

4/22/18
All of Us/Henry Ford Health System
7:45 to 8:00
15-minutes of a 60-minute program

All of Us is a nationwide research effort to speed up health research and medical breakthroughs. We're all different, and we need health care that's tailored to us as individuals. Unfortunately, health care providers don't always have the information they need to make tailored recommendations—because research hasn't always included diverse groups of people. The All of Us effort is looking for one million people across the country to help build one of the world's largest and most diverse databases for health research. Participants will share information over time—through surveys, health records, bio-samples, and more. Researchers will be able to use this data in thousands of studies. These studies may yield important new findings.

4/29/17
Distracted Driving
7:00 to 7:30
30-minutes of a 60-minute program

Distracted driving is not limited to texting and driving. It includes any kind of distraction and is always dangerous. Tips for avoiding distracted driving include using your cell phone only for emergencies. Pull off the road if you are tired. Drowsiness increases the risk of a crash by nearly four times. Limit the number of passengers as well as the level of activity in the car, avoid eating while driving and do multi-tasking AFTER getting out of the car.

4/29/18
Race for the Cure/Susan G Komen Foundation
7:30 to 8:00
30-minutes of a 60-minute program

Susan G. Komen, formerly known as Susan G. Komen for the Cure and originally as The Susan G. Komen Breast Cancer Foundation, often referred to as simply Komen, is the largest and best-funded breast cancer organization in the United States. From its inception in 1982, Komen has spent more than one point five billion dollars on breast cancer education, research, advocacy, health services and social support programs in the U.S. and through partnerships in more than 50 countries. Today, Komen has more than 100,000 volunteers working in a network of 124 affiliates worldwide. The Detroit office is hosting its annual Race for the Cure on Saturday May 5th.

5/6/18
Pink Out The Park/Barbara A Karmanos Institute
7:30 to 8:00
30-minutes of a 60-minute program

The Barbara Ann Karmanos Cancer Institute is named in memory of the Detroit native who married Peter Karmanos Jr., her high school sweetheart, raised three sons, and helped launch a major international business. Barbara Ann was 46 when she died on January 10, 1989. On July 20, 1995, Peter Karmanos generously gave a large donation to the cancer research, patient care and education partnership formed a year earlier by Michigan Cancer Foundation, the Meyer L. Prentis Comprehensive Cancer Center of Metropolitan Detroit, The Detroit Medical Center and Wayne State University. He rebuffed any plans to rename the organization. After consideration, he agreed — but only if named for Barbara Ann. The Annual Pink Out The Park event joins the Karmanos team with the Detroit Tigers to raise money and awareness for breast cancer research and treatment.

5/13/18
ALS Association, Michigan Chapter
7:00 to 7:30
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.

5/13/18
National Kidney Foundation of Michigan
7:30 to 8:00
30-minutes of a 60-minute program

Kidney disease is at the heart of the mission of the National Kidney Foundation of Michigan. They hope to prevent kidney disease and improve the quality of life for those living with it. Because 70% of kidney disease can be prevented, they also focus on the root causes of kidney disease which are obesity, diabetes and hypertension to help people avoid this disease altogether. During today's segments the guest talked about prevention and treatment of kidney disease. They also talked about the annual walk at the Detroit zoo coming up next week.

5/30/18
FACES Foundation
7:30 to 7:45
15-minutes of a 60-minute program

The FACES Foundation (**F**amily **A**nd **C**aregiver **E**ducation & **S**upport) is a national 501(c)3 nonprofit organization, based in Michigan. FACES was established in 2006 in memory of the founder's husband, Philip C. Lamka. Phil died as a result of complications from an Interstitial Lung Disease (ILD). ILD is a broad category of lung diseases characterized by scarring and/or inflammation of the lungs. FACES reflects, acknowledges and advocates for the many 'faces' of those living with pulmonary illnesses: the patients, their support network of close family and friends, and those unsung heroes in the respiratory profession who understand that each breath matters.

6/10/18
Men's Health Week
7:00 to 7:30
30-minutes of a 60-minute program

Dr. Michael Lutz talks about the importance of men understanding their health and knowing their numbers. As Men's Health Week kicks off he addresses many of the concerns men have about their health and urges them to take action. Near the top of Dr. Lutz's list is trying to get men to be screened for prostate cancer. He says this is a deadly disease and, in many cases, if caught early can be completely cured. He also talks about the annual Race for the Ribbon at the Detroit Zoo. During this event thousands of people walk and run in honor of those they have lost to prostate cancer or to honor survivors.

6/10/18
Michigan RX Card
7:30 to 7:45
15-minutes of a 60-minute program

As a resident of Michigan, everyone has access to a statewide Prescription Assistance Program (PAP). Anybody can get a free Michigan RX card. There are no eligibility requirements other than residency. The card will provide Michigan residents with Rx medication savings of up to 75% at more than 68,000 pharmacies across the country.

ECONOMY:

4/1/18
Tax Season
7:30 to 7:45
15-minutes of a 60-minute program

An area CPA talks frankly about the dos and don'ts of tax filing. First and foremost he reminds listeners that it is required by the law to file. He also talks about changes in the upcoming tax year and what people should do to prepare for any changes. The guest also explains the difference between filing for an extension and filing late. The key, he says, is to be honest with your tax preparer and to be honest with the IRS.

4/8/18
MBK Detroit Innovation Challenge/Skillman Foundation
7:00 to 7:15
15-minutes of a 60-minute program

The Skillman Foundation and the Campaign for Black Male Achievement launched their second Detroit Innovation Challenge, investing \$500,000 in programs to improve life outcomes for youth of color in Detroit. Anyone can enter the challenge. Applicants do not need to have an established program or organization. The Innovation Challenge is part of the My Brother's Keeper Detroit initiative. In its second iteration, the Innovation Challenge has added a My Sister's Keeper track. The MBK/MSK Detroit Innovation Challenge seeks to foster individuals and organizations that are committed to closing the opportunity gaps faced by Detroit's youth of color.

5/6/18
Women in Finance
7:00 to 7:30
30-minutes of a 60-minute program

A new study shows that while Women are living longer than ever before and, over the past several decades, women have experienced a seismic shift as they've seen dramatic gains in personal and financial power. Yet there is still a trail left to blaze. While women live longer lives than men, they also have less wealth to fund their longer lives. By age 85, women outnumber men two to one and 81% of centenarians are women. 64% of women say they'd like to live to 100, yet most fear they'd run out of money. In fact, 42% of women are afraid they'll run out of money by age 80. While a typical retirement costs \$738,000, only 9% of American women have at least \$300,000 saved. In these segments financial advisor Missy Spickler offers sound advice to help ensure that people don't find themselves stuck in a bad financial situation when they should be enjoying their golden years.

5/20/18
SCORE Detroit
7:00 to 7:30
30-minutes of a 60-minute program

SCORE is a nonprofit association dedicated to educating entrepreneurs and helping small businesses start, grow, and succeed nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA), and has been mentoring small business owners for more than forty years. SCORE is a network of 10,000 volunteers who offer small business entrepreneurs confidential business counseling services at no charge. SCORE volunteers have the knowledge and experience to help any small business owner get the help they need. The group's volunteers represent over three thousand collective years of experience. Detroit SCORE mentees Dr. Anton Babushkin PhD, of Troy Psychotherapy and Jamie Kothe of Detroit School for Digital Technology for both being selected winners of the 2018 American Small Business Championship! They join 102 small business owners from around the country who were selected to receive a fully paid trip for education training in Reno, NV and have a chance of becoming one of the three \$15,000 Grand Champions.

5/20/18
100 Years of Recycling
7:30 to 8:00
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.

6/17/18
Mid-Year Financial Checkup
7:00 to 7:30
30 Minutes of a 60-minute program

In this segment financial advisor Nichole Christians helps listeners take a look back in order to look forward. She says that it is never too late to make a budget and make a plan. She does say that looking back is a good first step because noting where money has been spent in the past will help a family plan for the future. She also encourages people to regularly check on those budgets to make sure that they are staying on track.

6/17/18
Ford Fireworks
7:30 to 8:00
30-minutes of a 60 minute program

Tony Michaels, president of The Parade Company talks about the Ford Fireworks and the great boost this event brings to the entire Detroit Region. He says that tens of thousands of people come to Downtown Detroit to experience a once in a lifetime event. Each year, he says the fireworks get bigger and better. He says the draw is practically immeasurable in the positive impact it has on the region. He also talks about the power of the public private partnerships with businesses in the area.

6/24/18
Financial Review
7:00 to 7:30
30-minutes of a 60-minute program

This is yet another look at what we as both business owners and residents of the area need to be reviewing at this mid-year-point. People aren't sure what changes are coming with the new tax code and people are reminded of what they need to be maintaining as far as records and receipts as they continue through the second half of the year. For many, they won't know until the end of the year whether or not the new rules affect how they file. Therefore, it is important to keep good records and be prepared for any eventuality.

COMMUNITY OUTREACH:

4/8/18
Turning Point
7:30 to 8:00
30-minutes of a 60-minute program

Turning Point has been providing emergency support and prevention services for 35 years. Services consist of an emergency shelter, individual and group-counseling advocacy, a Personal Protection Order Assistance Program, a Forensic Nurse Examiners Program for victims of sexual assault and a Prevention Education Program. Last year Turning Point provided services to nearly three thousand individuals and answered nearly 12-thousand crisis calls. Their outreach program also went to schools and educated an estimated seven thousand young people.

4/8/18
Cass Community Social Services Baby Shower
7:15 to 7:30
15-minutes of a 60-minute program

The fifth annual baby shower for Cass Community Social Services is coming up. This annual event collects hundreds of cases of diapers, wipes and new baby clothes for the women who are served by Cass Community Social Services. Cass Community Social Services is Detroit-based agency dedicated to providing food, housing, health services, and job programs.

4/15/18
Detroit Dog Rescue
7:30 to 8:00
30-minutes of a 60-minute program

Detroit Dog Rescue is a non-profit 501(c)3 organization focused on raising awareness for the plight of the forgotten, homeless and stray dogs of Detroit. Detroit Dog Rescue focuses on raising awareness of the mounting homeless and stray dog problem in Detroit, along with advocating for humane rescue alternatives such as no-kill sheltering, foster care and adoptions, pet identification and healthy pet population control through spay and neutering. Detroit Dog Rescue also specializes in community outreach, and we work closely with local, city and statewide organizations in order to educate and involve people in this cause. They also respond to calls to assist the Detroit Police Department, Highland Park Police Department, Hamtramck Police Department, Fire Departments, the City Administration, as well as hundreds of residents who have asked for our help.

5/30/18
Community Financial Summer of Sharing Program
7:45 to 8:00
15-minutes of a 60-minute program

Through the Community Financial Summer of Sharing Program the credit union gives away 60-thousand dollars to non-profit organizations across the state. This was launched a couple of years ago as a way to celebrate the credit union's 60th anniversary. People write in to nominate a worthy 501 © 3 organization. One winner is chosen each day for sixty days to win a thousand dollars.

6/3/18
Sanctum House
7:00 to 7:30
30-minutes of a 60-minute program

Sanctum House is a safe home for survivors of human trafficking to heal and rebuild their lives. The program not only offers shelter. It is a 24-month program of personal development and education for women 18 years of age or older. Through their outreach program, they continue to bring awareness to the community and anticipate reaching younger trafficking victims helping them to see that there is hope for a successful future "out of the life". Sanctum House is collaborating with other agencies to work in tandem creating emotional support, identify and treat health issues, financial training and social programs to build self-confidence, teaching skills and giving training from where they start through personal assessments.

6/24/18
Boys Turning 13
7:15 to 7:30
15-minutes of a 60-minute program

“Boys Turning 13-Music for Life Changes,” joins an area social worker and mentor with a local rap artist in an effort to guide young men in and around Detroit toward productive, safe and non-violent lives. The therapist, Matthew Jones, says that his main goal is to educate parents and boys about responsibility.

6/24/18
Higher Hopes
7:00 to 8:00
15-minutes of a 60-minute program

The issue of food instability affects a large percentage of school children in Metro Detroit. This group, among other things, delivers meal kits to families of children in Detroit’s Head Start Program throughout the summer months. For many of these kids a school lunch is the only good meal they get during the school year. Those lunch programs go away during the summer and that’s where Higher Hopes steps in.

ART AND EDUCATION:

4/1/18
NAIBC
7:15 to 7:30
15-minutes of a 60-minute program

The North American International Banjo Committee is a non-profit, all volunteer group of Banjo players from the U.S. and Canada. The group will hold its annual convention and music festival the weekend of April 27th and 28th, at the Double Tree Hotel in Dearborn. The Ban-Joes of Michigan will open the Friday evening show with several songs dedicated to the memory of the late Eddie Collins who was recently inducted into the Banjo Hall of Fame. Eddie was a highly regarded local Tenor Banjo player who played on several recordings and toured with the Art Mooney Orchestra. This segment talks about the history of banjo music as well and the educational benefits of music experiences for kids.

4/1/18
Honoring Martin Luther King Junior
7:45 to 8:00
15-minutes of a 60-minute program

Founded in 1965, the Charles H. Wright Museum of African American History has for over half a century been a leading institution dedicated to the African American experience. The mission of the museum is to open minds and change lives through the exploration and celebration of African American history and culture. Their vision is of a world in which the adversity and achievement of African American history inspire everyone toward greater understanding, acceptance and unity! The Wright Museum houses over 35,000 artifacts and archival materials. Much of today's conversation focused on the legacy of the Reverend Doctor Martin Luther King Junior with the approaching 50th anniversary of the date he was assassinated. Juanita Moore, the President and CEO talks about special programs coming up to honor Dr. King's legacy.

5/27/18
Education reform
7:00 to 7:30
30-minutes of a 60-minute program

This segment addresses the concerns of many that public school education is missing the mark in so many ways. One guest talks about the fact that students are being pressured to perform instead of being encouraged to learn. The result, he says, is that students are not doing well and are facing anxiety and not performing at their peak. The guests are an attorney and a financial advisor who talk about options to reform the education system in low performing districts. Suggestions range from boarding schools to greater transparency when it comes to finances. One thing these two agree upon is the fact that the current system isn't working for so many area students. They urge cooperation between educators, financier and government.

6/3/18
Higher Hopes
7:30 to 8:00
30-minutes of a 60-minute program

When school is out for the summer a lot of kids face food instability. Especially in hard hit areas like Detroit and Pontiac, there just aren't enough dollars to provide programs for students over the summer months. Higher Hopes works to make sure that kids are fed and therefore ready to learn and stay strong through the summer. Higher Hopes is registered non-profit 501(c)3 organization that was originally founded to feed thousands of Metro Detroiters on Thanksgiving. The organization has expanded and is now helping the area's youngest population.

6/10/18
Documentary Filmmaker Educates On Important Subjects
7:45 to 8:00
15-minutes of a 60-minute program

Area documentary filmmaker Keith Famie tackles important subjects in an effort to open people's minds and educate them about everything from suicide to Alzheimer's to PTSD and veteran's issues. Famie's latest documentary will premiere on Detroit Public Television later this month. He says that through all of his work he hopes to continue to educate the public and spur conversations about important issues.