

Quarterly Issues and Programs Report

For

WYCD HD 2-The Wolf



FIRST QUARTER

January 1st Through March 31st 2024

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

**FIRST QUARTER
January 1st Through March 31st 2024**

Diversity: Urban League of Detroit. Urban Education Lapses. MLK Day. Urban League Black History Month. Black HIV/AIDS Awareness Day. Urban League. Progress Since Jim Crow.

Community Outreach: Services for Veterans. Local Government. Hockey Game To Support Veterans. Valentine's Day For Seniors. State of Entertainment. Dog Rescue. Human Trafficking. Holocaust Center. Government Collaboration. Wishes for Terminally Ill Children.

Art And Education: We Need Magic. Modern Opera. Dual Curricula. Athletics In Schools. Women on Stage. Horse-Based School Program.

Health: Cervical Cancer. CRNAs. Colon Cancer. Suicide Prevention. World Cancer Day. Heart Health Predictors. Mid-Winter Health Concerns. Patient Burnout. Mental Health Awareness. Colon Cancer Awareness Month. Adult Psychiatric Care. Colon Cancer Awareness and Screenings.

Diversity:

01/07/2024

Urban League of Detroit

6:15 - 6:30

15-minutes of a 60-minute program

The Detroit Urban League (DUL), also known as the Urban League of Detroit and Southeastern Michigan (ULDSEM), is a non-profit 501c3 organization that is one of 90 affiliates of the National Urban League. Since 1916, the DUL has provided critical services to disadvantaged citizens, organized the unorganized, and has established and promoted leadership of service to the greater Detroit community. The DUL has a broad-based Board of Directors representing corporate, financial, and service industries, as well as representatives from government, labor, and educational institutions. The DUL utilizes a three-pronged approach to program delivery, focusing on research, service, and advocacy.

01/14/2024

Annie E. Casey Foundation

6:15 - 6:30

15-minutes of a 60-minute program

The United States is failing its children in several areas, especially kids of color, according to the 2024 Race for Results report from the Annie E. Casey Foundation. The report standardizes scores across 12 indicators representing well-being milestones from cradle to career and converting them into a scale ranging from 0 to 1,000. Asian and Pacific Islander children have the highest index score at 771, followed by white children at 697 and children of two or more races at 612. Scores for Latino (452), American Indian or Alaska Native (418) and Black children (386) are considerably lower.

01/14/2024

Wright Museum of African American History

6:30 - 7:00

30-minutes of a 60-minute program

The Charles H. Wright Museum of African American History opens minds and changes 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. These segments focus largely on the history of the museum as well as the events scheduled to honor the Reverend Doctor Martin Luther King Junior.

02/04/2024
Detroit Urban League - Black History Month
6:15-6:30
15-minutes of a 60-minute program

The head of the Detroit Urban League talks about programs offered by the organization that support and embrace the history of the city. He says that the history of the African American community in and around Metro Detroit needs to be shared with all generations. That history, he points out, is deep and it is rich. Knowledge of history is a way to prepare for the future.

02/11/2024
Black AIDS/HIV Awareness Day
6:00 - 6:15
15-minutes of a 60-minute program

National Black HIV/AIDS Awareness Day was Wednesday, February 7. New data shows that a record-high 87% of Black/African American clients receiving HIV medical care from HRSA's HIV/AIDS Program are virally suppressed. This is a significant increase from the 63% viral suppression rate among Black/African American clients in 2010. HRSA HIV/AIDS expert CAPT Jeanean Willis Marsh discusses National Black HIV/AIDS Awareness Day, an opportunity to increase awareness of care and treatment services, and encourage people to get tested for HIV. She also discusses the new data showing HRSA's positive impact on viral suppression rates.

03/03/2024
Detroit Urban League
6:15 - 6:30
15-minutes of a 60-minute program

The Urban League's mission is to enable African Americans and other persons of color to achieve their fullest potential. In this segment much of the discussion was around the importance of voting. There was also a lot of information relayed to listeners about the Urban Seniors Job Program. It is a four-year program that motivates participants to enter/reenter the workforce via class training, financial literacy training, and temporary job experience. This workforce training is for low-income individuals 55 years and older living in Wayne, Oakland, and Macomb counties. After participants complete their training, they are placed with government, nonprofit, faith-based and community organizations to further develop their newly-learned skills and prepare them for future employment.

3/10/2024

Progress Since Jim Crow Or Not

6:15 - 6:30

15-minutes of a 60-minute program

In this segment actor Richard Thomas, who plays Atticus Finch in *To Kill A Mockingbird* on stage, talks about the importance of talking about not only how far we have come in the fight for equality for all as well as how much further we still must go. In the play a Black man is sentenced to death for a crime he did not commit. Thomas says that, tragically, there are still too many who are arbitrarily judged because of the color of their skin. He also talks about the fact that it is critical to let kids continue to read books like *To Kill a Mockingbird* even if it makes them uncomfortable. He reminds listeners that it's all right for kids to feel uncomfortable as long as we provide a safe place for them to do so. That place, he says, should be in the classroom and in the home.

Community Outreach:

01/07/2024

Tax Services For Veterans

6:30 - 6:45

15-minutes of a 60-minute program

Macomb County Veterans Services has partnered with Macomb Community Action and the Accounting Aid Society to offer free tax help for local veterans and low-income individuals. Veterans are able to meet with trained, qualified preparers to make sure their taxes are filed safely, on time and at no charge. For low income residents who are not veterans, there is an income threshold. For veterans, though, there is not.

02/04/2024

Local Government

6:30 - 6:45

15-minutes of a 60-minute program

Rochester Hills Mayor Brian Barnett just returned from the annual U.S. Conference of Mayors. He shares with listeners the lessons learned and ideas shared with an estimated 300 mayors from across the country. He reminds listeners of the importance of connecting with local government officials. They are, he says, on the front lines of helping to take care of their communities. He also says that collectively, mayors have the ear of higher level government officials and can help effect positive change at every level.

02/11/2024

Patriot Classic

6:30 - 7:00

30 - minutes of a 60-minute program

On Sunday, February 18, 2024, the Detroit Red Wings Alumni will be playing in the 2nd annual charity hockey game against Michigan PGA Golf Professionals with the goal of raising money for three Veterans' organizations targeting Michigan Veterans, PGA HOPE Michigan (Helping Our Patriots Everywhere), Folds of Honor, and Spikes K9 Fund. The game will be played at Munn Ice Arena on the campus of Michigan State University at 1:00pm with doors opening at 11:30am. The event is open to the public, free of charge, and donations will be accepted onsite.

02/11/2024

AARP Valentine's Card For Senior Citizens

6:15-6:30

15-minutes of a 60-minute program

On Valentine's Day, AARP Cupid Crew volunteers delivered roses and cards to over 230,000 people. There are so many seniors who need help to feel connected and loved on Valentine's Day—and every day. This is just one way to connect and ease people's loneliness.

2/18/2024

Detroit Dog Rescue
6:00 - 6:30
30-minutes of a 60-minute program

This nonprofit organization focuses on raising awareness of the mounting homeless and stray dog epidemic 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 works 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 help.

2/18/2024
State of Entertainment Industry
6:30 - 7:00
30-minutes of a 60-minute program

Hollywood has always reflected the changing world around it. But we are at a reflection point, coming off a 6 month strike. Streaming services are on the rise and older business models are falling. We discuss what the future of what the entertainment industry looks like and what it means for what we will see and consume.

03/03/2024
Hope Against Trafficking
6:30 - 7:00
30-minutes of a 60-minute program

When Hope Against Trafficking started, their founders realized that there was a lack of long-term, safe restorative environments for adult survivors of human trafficking. The women who have been rescued or have escaped their traffickers lack hope as they have no safe haven, no financial stability and also fear for their lives. Hope Against Trafficking provides a comprehensive and dedicated program with the vision of helping survivors thrive. Ninety percent of women who try to get out of trafficking end up returning to the street through force, for survival or are killed. Hope Against Trafficking's program gives them the chance they never had in life. This program works to both restore survivors' lives as well as educate the community.

03/10/2024
Zekelman Holocaust Center
6:30 - 7:00
30-minutes of a 60-minute program

The mission of the Holocaust Center is to engage, educate, and empower by remembering the Holocaust. Today's discussion focuses on the lessons learned and the importance of education about the Holocaust. Additionally, the guest talks about a memorial for recently deceased Dr. Guy Stern. A Holocaust survivor, decorated American war hero, and distinguished scholar, Dr. Günther "Guy" Stern, the guest says, was a guiding light and inspiration for many. Dr. Stern's legacy includes the fact that he was a member of the Ritchie Boys. The Ritchie Boys were a special collection of soldiers of the U.S. Military Intelligence Service officers and enlisted men of World War II who were used primarily for interrogation of prisoners on the front lines and counterintelligence in Europe because of their knowledge of the German language and culture. Trained at secret Camp Ritchie in Washington County, Maryland, many of the total 22,000 service men and women were German-speaking immigrants to the United States, often Jews, who fled Nazi persecution. In addition to interrogation and counter-intelligence they were also trained in psychological warfare in order to study and demoralize the enemy, and served as prosecutors and translators in the Nuremberg trials.

03/17/2024
Local Mayor In DC
6:15-6:30
15-minutes of a 60-minute program

A Southeastern Michigan mayor talks about her time spent in Washington DC with mayors and council people from across the country. She reminds listeners about the need to communicate with local officials as they, in turn, have the ear of state and federal officials. Together, she says, an exchange of ideas and problem solving methods leads to safe, stronger communities.

03/24/2024
Rainbow Connection
6:30-7:00
30-minutes of a 60-minute program

L. Brooks Patterson created The Rainbow Connection as a tribute to his friend Ron Dobson and his two children, Jennifer and Tim who perished in a plane crash. Janet Dobson, who still serves on the board, was the sole survivor. In 1980, a golf outing called The Dobson was created in remembrance of the kids to raise funds for Clarkston students. As the outing grew, so did the vision to impact the lives of children throughout Michigan. In 1985, The Rainbow Connection was incorporated as a wish granting organization. Their first wish was granted when Muhammed Ali shadow-boxed bed-side with Wish Child, John Bowden at Children's Hospital. Since that first wish, they have granted the wishes of over 4,000 Michigan children as well as provided special assistance, enhancements, and support to our wish families when needed.

Health:

01/07/2024

Cervical Cancer Awareness Month

6:45 - 7:00

15-minutes of a 60-minute program

Cervical cancer was once a leading cause of cancer death for women in the United States. Today, screening and prevention have greatly reduced the impact of this form of cancer. Still, approximately 13,960 women in the United States are projected to receive a diagnosis of cervical cancer in 2023 and approximately 4,310 will die from the disease, according to the National Cancer Institute. Increasing screening and prevention are key components of the effort to eradicate cervical cancer. Since almost all cases of the disease are caused by human papillomavirus (HPV) infection, vaccines that protect against the virus could prevent the vast majority of cases. Moreover, regular Pap tests can catch – and lead to the treatment of – the disease at the precancerous stage. Cervical cancer is among a number of cancers that can be caused by infections with pathogens – bacteria, viruses, and parasites.

01/21/2024

Certified Nurse Anesthetist Week

6:00 - 6:30

30-minutes of a 60-minute program

Since 2000, National CRNA Week has been an annual celebration of the more than 61,000 practicing CRNAs in the United States. From collaborating for transformative wins in healthcare policy to saving lives and advancing patient care, National CRNA Week gives the healthcare community and the greater public alike the opportunity to reflect on the heroic work and unique expertise of CRNAs and residents while recognizing the power and resilience of their community.

01/28/2024

Colon Cancer Awareness

6:00 - 6:30

30-minutes of a 60-minute program

These segments focus on screenings, diagnoses and treatments of colon cancer. A doctor talks about the guidelines surrounding who should get a colonoscopy and when they should get it. He talks about at-home tests, saying that for some they are helpful but not conclusive, especially for people with family history of colon cancer. Additionally, we heard from a patient who shared her journey getting diagnosed with and treated for colon cancer. She has been cancer free for five years and offers insights and suggestions for listeners.

1/28/2024

Suicide Prevention

6:30 - 7:00 am

30-minutes of a 60-minute program

Segment 1: Talk Away the Dark: How to Have Open and Honest Conversations with Loved Ones. We speak with Dr. Christine Moutier, Chief Medical Officer for the American Foundation for Suicide Prevention and Paul Augustyniak about how to have open and honest conversations with loved ones about suicide, suicidal ideation. Through a series of open and honest conversations we demonstrate the importance of talking to people directly about suicide and show what those conversations help to prevent suicide and give people hope.

Segment 2: Talk Away the Dark: How to Have Open and Honest Conversations with Loved Ones. We speak with Dr. Christine Moutier, Chief Medical Officer for the American Foundation for Suicide Prevention and Paul Augustyniak about how to have open and honest conversations with loved ones about suicide, suicidal ideation. Through a series of open and honest conversations we demonstrate the importance of talking to people directly about suicide and show what those conversations help to prevent suicide and give people hope.

02/04/2024

World Cancer Day

6:45 - 7:00

15-minutes of a 60-minute program

World Cancer Day is an international day marked on February 4th to raise awareness of cancer and to encourage its prevention, detection, and treatment. World Cancer Day is led by the Union for International Cancer Control (UICC) to support the goals of the World Cancer Declaration, written in 2008. Today's guests were from Barbara Ann Karmanos and included an oncologist and a cancer survivor.

02/25/2024

Heart Health Predictors

6:00 - 6:15

15-minutes of a 60-minutes

As this is heart health month, it is an important time to discuss the warning signals for poor heart health as well as predictors for good heart health. In this segment, the guest talks about ways to know when there may be problems as well as the best ways to prevent heart disease.

2/25/2024
Mid Winter Health Concerns
6:15 - 7:00
45 minutes of a 60-minute program

There are a lot of viruses going around and there is a great chance for it to spread with people spending more and more time indoors. Masks have long gone by the wayside. People are wondering what to do to protect themselves from getting sick. Additionally there are many rumors and misconceptions about what illnesses are truly hitting communities. These segments address these misconceptions and offer factual information about what's going around. The guest talks about RSV and the immunization against it. Flu and the flu shot was also discussed. Other issues addressed during these segments include seasonal affective disorder and, of course, COVID.

03/03/2024
Patient Burnout
6:00 - 6:15
15-minutes of a 60-minute program

A doctor, in this segment, talks about the need to address how patients are feeling when they have to wait weeks or months to get an appointment with a doctor, then wait an excessive amount of time in the waiting room only to spend a few minutes with the doctor. This, unfortunately, is causing people to forgo their appointments and they are ignoring their health. Listeners are encouraged to find doctors who will not treat them like numbers and, in doing so, take better care of their overall health.

3/17/2024
Mental Health Awareness
6:30 - 7:00 am
30-minutes of a 60-minute program

Segment one - Talk Away the Dark: How to Have Open and Honest Conversations with Men. Men are less likely to talk about their mental health struggles than women, which is why it's so important to break down stigma and open the door for these conversations. Community and friendships are huge protective factors against suicide. We seek to emphasize the critical role that asking someone directly about suicide plays in suicide prevention and demonstrate how to have supportive conversations with loved ones about mental health and suicide prevention.

Segment 2 - Talk Away the Dark: How to Have Open and Honest Conversations with Military and Veterans. Veteran populations face difficulties transitioning from military life and have higher rates of suicide compared to the civilian population. We seek to Understand how Veteran and military culture contributes to existing stigmas is essential to being open about mental health challenges and encouraging those who need it to seek help. Support and resources are available for Veterans that can make a major difference to save lives.

03/24/2024
Colon Cancer Awareness
6:00 - 6:30
30-minutes of a 60-minute program

Colorectal cancer is the second leading cause of cancer death in the United States, behind only lung cancer. The National Cancer Institute estimates that 153,020 people in the United States received a diagnosis of colon or rectal cancer in 2023. Approximately 52,550 died of it. Colorectal cancer awareness is important because many cases of cancer of the colon or rectum are preventable. Screening by colonoscopy can prevent this cancer because precancerous polyps found during the procedure can be removed at the same time. Furthermore, colonoscopy can also detect the cancer at early stages, when treatment is more likely to be successful. The five-year relative survival rate for cancer localized to the colon or rectum is 90.9 percent, according to the National Cancer Institute's Surveillance, Epidemiology, and End Results (SEER) Program. The survival rate drops significantly as the cancer spreads beyond those organs.

03/31/2024
Adult Psychiatric Care
6:00 - 6:30
30-minutes of a 60-minute program

Today's guest talks about the need for adult psychiatric care, especially when other options have failed. She talks about a residential rehabilitation program rooted in a comprehensive approach that assesses psychological, physical, vocational, functional and social needs. A transitional Living Program is intended to bridge the gap between residential care and independent living. An extended residential provides care for those needing a long-term supportive, living environment with clinical care.

03/31/2024
Colon Cancer Screenings
6:30-7:00
30-minutes of a 60-minute program

As Colon Cancer Awareness Month ends, today's discussion addresses, among other things, the various screening methods for detecting and treating colon cancer. The guest, a doctor from the Karmanos Cancer Institute, shares information about various new screenings. She says that while these are helpful, they are not as good as the gold standard, a colonoscopy. She also offers listeners appropriate guidelines for when they should be screened as well as how often.

Art and Education:

01/07/2024

Life's Magic

6:00 - 6:15

15-minute of a 60-minute program

Leaping into a new year that is already fraught with trauma and sadness, a sprinkle of magic is sometimes necessary. Two world renowned magicians talk today about the need for some suspended animation when it comes to people's day-to-day management. They talk about how a little bit of escape can be nourishing for the heart and the soul. As they bring their magic to Detroit, they talk about how positive and uplifting a couple hours of escape can be.

01/14/2024

Detroit Opera

6:15 - 6:30

15-minutes of a 60-minute program

In this segment the head of the National Spanish Dance Company talks about bringing his new production of Carmen to the Detroit Opera Company. Youth and diversity are key to the changes he says. This production brings one of the most popular operas into modern times. The cast is younger than many and more diverse than most in an effort to bring new audiences and new appreciation to the classics.

01/21/2024

Henry Ford College

6:30 - 7:00

30-minutes of a 60-minute program

The president of Henry Ford College talks about the dual curriculum program that helps high school students get college credits at no charge while still attending high school. The focus is, to an extent, on underserved communities because these are students who traditionally don't think college is for them. Through this program students take college classes while still in high school and, hopefully, realize that they CAN pursue a college degree. That, in turn, helps to guide them toward a more successful career path and in the long run a better life.

02/04/2024

Athletics In Schools

6:00 - 6:15

15-minutes of a 60-minute program

A young woman from Novi talks about her journey from amateur skater to starring in Disney on Ice. She talks about the importance of youth athletic programs as they build confidence, work ethics and a sense of accomplishment. She also offers advice to both parents and kids about working toward an athletic goal.

03/10/2024
Women On Stage
6:00 - 6:15
15-minutes of a 60-minute program

In honor of International Women's Day, today's discussion addresses the growth and acceptance of more powerful female figures on the stage. The guest is in the touring company of a show dedicated to Cher. The focus of this conversation is largely devoted to how women are no longer relegated to supporting roles but are featured as powerful leading ladies. This is seen both on stage, in music and in film.

03/17/2024
Detroit Horse Power
6:00 - 6:15
15-minutes of a 60-minute program

Detroit Horse Power is a 501(c)(3) nonprofit founded in 2015 by former Detroit elementary school teacher David Silver. We teach Detroit students to ride and care for horses to develop critical skills that will set them up for academic, career, and life success. Our planned urban equestrian center will be built on repurposed vacant land in Detroit and serve as a community center that offers year-round youth programming.