



The Mason and CoCo Show
105.9 KISS WDMK
Monday-Friday 6:00am-10:00am
KISSDetroit.com

The Mason and Coco Show is a 4 hour, daily morning show that began in March 2014. The Mason and CoCo show airs weekdays from 6:00a.m. – 10:00a.m.

The show targets women ages 25-54 and touches on different topics and discusses how they impact the community, politics, and our spiritual beliefs.

Issues of importance this quarter included the following:

- Social and Civic: Presidential Election 2016**
- Social and Civic: Voter Registration**
- Health: DMC 60 Day Challenge**
- Law Enforcement and Safety: Project Greenlight**
- Law Enforcement and Safety: NYE Celebratory Gunfire**
- Social and Civic: Motor City Match**
- Social and Civic: Men of Color Career Summit**

Most significant programming treatment of issues in the Fourth Quarter of 2016:

Issue/Organization	Program	Description	Date	Duration
Social and Civic: Senator Hillary Clinton	Phone Interview	The Senator called in to encourage people to get out and hit the polls as well as to push voters in her direction for the 2016 Presidential Election	11/8	7:12

Quarterly List of Programming Responsive to Issues of Community Concern
Fourth Quarter 2016

Social and Civic: Voter Registration	Phone Interview	Congresswoman Brenda Lawrence called in to educate listeners on the importance of getting out to the polls.	11/4	4:27
Health: DMC 60 Day Challenge	In-Studio Interview	Dr. Uddyback and staff from the DMC came in studio to encourage listeners to participate in the DMC's 61 Day Challenge which CoCo will be a part of	10/26	8:31
Law Enforcement and Safety: Project Greenlight	In-Studio Interview	DPD Chief James Craig and DTE Senior Vice President Trevor Lauer stopped by to talk about partnership and promote businesses to become a part of Project Greenlight and encourage citizens to visit the businesses already a part of the campaign	11/22	16:00
Law Enforcement and Safety: NYE Celebratory Gunfire	PSA campaign	Safety advocates are urging people to stop celebratory gunfire. All it takes is one bullet to kill someone and that bullet shot up will have to fall.	12/28	4:00
Social and Civic: Motor City Match	Live On Location	James Feagin of Motor City Match came to Maximum Tax Service to encourage listeners to attend there info session at Bel Air Theatre to learn how to get money to start their own business	12/20	6:00
Social and Civic: Career Summit	In Studio	Derrick Coleman stopped by to encourage parents to bring their sons to the Men of Color Career Summit at Cobo Hall on Monday	11/11	5:00

Mildred Gaddis Weekend Edition
105.9 KISS FM
Saturdays 6 am- 7 am
www.kissdetroit.com
4th Quarter

Report: October-December 2016

Mildred Gaddis, a 38 year radio veteran, has been described by the Detroit Free Press as one of ten (10) African Americans to watch in Detroit!

Mildred Gaddis is a local urban news talk show host on AM 1200 WCHB. She hosts The Mildred Gaddis Show during middays, Monday through Friday 10 am- 1pm and rebroadcasts 4 pm- 7 pm. She is also the host of the weekend edition which airs on Sunday mornings on KISS Detroit from 6-7 am.

All content duration is scheduled for 45-50 minutes unless otherwise noted.

Mildred is always on the forefront of truth for local, state and national news. Mildred invites listeners to give their insight on politics, the economy, education, social justice/civil rights, and well-being. Mildred gives the people of Detroit and streaming listeners nationwide a view on today's current issues that no other news outlet can deliver.

Listen to Mildred Gaddis and become a believer! Her sometimes no-nonsense, but warm and inspiring style has made her a force to be reckoned with and admired by politicians and residents throughout Metro Detroit. Often, she does not have to track people down to be on her show, they call her!

Issues of importance this quarter included the following:

Health: Heart Health

Social and Civic: Housing and Community Benefits Agreement

Politics: Pre and Post Presidential Election/Voting Rights

Entertainment: Musical Productions coming to Detroit, Mildred's Birthday

Saturdays, October, 2016

Issue/Organizational	Program	Description	
Black History	Documentary	James Meredith the integration of Ole Miss	10/1
Politics	PBS Special	The Contenders: Hart and Jackson	10/8

Politics	In Studio Interview	Judge Penny Millender and Judge Deborah Ford: Continuing the Legacy	10/15
Health and Entertainment	Week in Review	Dr. Hamad Sattar: Heart Health and Dunmore Birthdays and Julia TV show	10/22
Politics	Week in Review	Mildred's Birthday Roundtable	10/29

Saturdays, November, 2016

Issue/Organization	Program	Description	
Education/Voting	Week in Review	Helen Moore: Education Millage on Ballot ACLU of MI: You Don't need an ID to vote	11/5
Economy/History	Week in Review	Danny Boston: Economy after Presidential Election and Veteran's Day	11/11
Entertainment	In Studio recap	Andrea Dunlap and Angie Stone: For Colored Girls	11/18
Politics	Week in Review	CBA Election Loss and Dina Harris on Community Faith Homebuyers	11/25

Saturdays, December, 2016

Issue/Organization	Program	Description	
Entertainment	Replay	Previously aired episode	12/3
Tribute	Music	James Cleveland, Martha Jean Marvin Winans remembers them	12/10
Politics	Week in Review	Janice Winfrey, Detroit City Clerk Blames Voting Machines	12/17
Holiday Tribute	Music/Bio	Aretha Franklin Christmas	12/24
Politics	Replay	Previously aired episodes	12/31