

**QUARTERLY ISSUES AND PROGRAMS REPORT**

**FOR**



**WYCD 99.5 FM**

**SECOND QUARTER 2015**

**April 1st through June 30th, 2015**

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**ISSUES OF CONCERN TO METRO DETROIT  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE  
SECOND QUARTER 2015**

**Economy:** Michigan Milliner. Retirement Investments. Solving Homelessness. Support for Veterans. Youth Mentoring. Financial Planning For the Elderly. Positive Detroit.

**Health:** Ted Lindsay Foundation. Arthritis Foundation of Michigan. Honoring Caregivers. A-T Foundation. Men's Health. Street Medicine. Ronald McDonald House. Prostate Cancer Awareness.

**Community Outreach:** Summer Activities for Kids. Yom Hashoah. Holocaust and the Armenian Genocide. Stamp Out Hunger. Motorcycle Safety. Children Involved In Fundraising. Finding Missing People. All Inclusive Baseball. Youth Volunteers.

**Arts and Education:** Cuban Education; Blue Man Group. Entertainment Business. Detroit Voice Goes National. Detroit History. Anti Bullying. Music and Arts. Detroit Radio Legacy.

## **ECONOMY:**

4/5/15

Michigan Milliner Goes Global

6:00 to 6:15

15-minutes of a 60-minute program

Luke Song, best known for his creation of the hat Aretha Franklin wore to President Obama's first inauguration talks about taking his Michigan business to a global level. Luke closed up his brick and mortar shop in Southfield and moved his staff into an office near the Town Center (also in Southfield). It is there where he takes orders from all around the world and sends his own Michigan made brand across the globe. The latest "feather in his cap" is the fact that he has been named the official milliner for the International Red Hat Society.

4/5/15

Successonomics

6:15 to 6:45

30-minutes of a 60-minute program

Successful retirement planning is not about how much money you have in your 401(k) or other retirement accounts; it's about determining how much income you will need to live. So says Michael Foguth, president of Foguth Financial Group in Howell. Foguth shares his knowledge about retirement planning as a contributor to financial expert and publishing executive Steve Forbes' new book "Successonomics." He called writing a chapter for Forbes' book a "phenomenal experience." Foguth said Forbes' people approached him about two years ago. Forbes was looking for leading entrepreneurs, attorneys, accountants and other professionals to contribute to the book, which examines "secrets of success in the new economy."

5/17/15

NSO

6:00 to 6:30

30-minutes of a 60-minute program

NSO is Neighborhood Service Organization, a 501(c) 3 nonprofit human services agency serving our most vulnerable neighbors. NSO has been supporting the community for more than 60 years with innovative services. Some of their services are location-based, serving neighbors who come to them for help. Other services focus on outreach, traveling out into the community, reaching people wherever they are. Still other services are offered statewide through help lines and a network of professionals. *NSO Mission:* Changing lives through innovative human services that harness the power of choice. These segments focus on helping people resolve their financial issues, train for careers and join the ranks of the employed. The organization offers a hand up instead of a hand out with the goal of guiding metro Detroiters toward productive and fulfilling lives.

5/24/15  
American Legion  
6:30 to 7:00  
30-minutes of a 60-minute program

The American Legion was chartered and incorporated by Congress in 1919 as a patriotic veterans organization devoted to mutual helpfulness. It is the nation's largest wartime Veterans service organization, committed to mentoring youth and sponsorship of wholesome programs in our communities, advocating patriotism and honor, promoting strong national security, and continued devotion to our fellow service members and veterans. Hundreds of local American Legion programs and activities strengthen the nation one community at a time. American Legion Baseball is one of the nation's most successful amateur athletic programs, educating young people about the importance of sportsmanship, citizenship and fitness. The Operation Comfort Warriors program supports recovering wounded warriors and their families, providing them with "comfort items" and the kind of support that makes a hospital feel a little bit more like home. The Legion also raises millions of dollars in donations at the local, state and national levels to help veterans and their families during times of need and to provide college scholarship opportunities.

6/14/15  
Financial Planning For The Elderly And Caregivers  
6:30 to 7:00  
30-minutes of a 60-minute program

Financial Planner Missy Spickler devotes much of her time to ensuring that the elderly are cared for mentally, physically and financially. There are ties, she says, between all three aspects of care. Many, she says, don't plan for paying caregivers and often fall into situations where they are unable to get the best care possible. Missy offers tips for family members to help their elderly loved ones plan for the future. She says it's important to be proactive to make sure that by the time there is need there has been a plan in place. It's critical for at least one person to have access to all of their loved one's information like passwords, safety deposit keys and financial information. It's also important to have continuing dialogue with all involved to make sure that plans are in place and there is no bickering among family members. Making sure that someone knows the details of their loved one's elder care helps to ensure that the care will be honest, honorable and proper.

6/28/15  
Say Nice Things About Detroit  
6:30 to 7:00  
30-minutes of a 60-minute program

Emily Gail, creator of the “Say Nice Things About Detroit” slogan talks about her decades-long efforts to boost the spirits of Detroiters and thereby boost the economy of the region. Her campaign that originally began in the 70’s has been resurrected over the past seven years and is now being embraced and promoted by Detroit businesses like Shinola. The overall goal is continue to shine up Detroit’s image both to locals and to those across the country. The more people say nice things about Detroit, Gail says, the region has a greater chance of returning to its former luster and glory and will, one day, be a place more and more people are proud to call home. This will, she says, mean greater investment in the region and better lives for all.

#### **COMMUNITY OUTREACH:**

4/5/15  
Healthy Summer Programs for Kids  
6:45 to 7:00  
15-minutes of a 60-minute program

Youth hockey coach Paul Lubanski talks about what is important for parents to know before they sign up their kids for summer camp. At the core of what's important, he says, is making sure there is an emphasis on both fun and health instead of competition. When it comes to a basic summer camp safety and fun should be the orders of the day.

4/19/15  
Yom Hashoah  
6:15 to 6:30  
15-minutes of a 60-minute program

Steven Goldman of the Holocaust Memorial Center in Farmington Hills talks about the importance of acknowledging and commemorating Yom Hashoah known colloquially in Israel and abroad as Holocaust Remembrance Day, or Holocaust Day, is observed as Israel's day of commemoration for the approximately six million Jews and five million others who perished in the Holocaust as a result of the actions carried out by Nazi Germany and its accessories, and for the Jewish resistance in that period. In Israel, it is a national Memorial Day and public holiday. It was inaugurated on 1953, anchored by a law signed by the Prime Minister of Israel David Ben-Gurion and the President of Israel Yitzhak Ben-Zvi. Here in Southeastern Michigan there are commemorations throughout the community including an event at the Holocaust Memorial Center that features presentations by Holocaust survivors and their families.

4/26/15  
Holocaust and The Armenian Genocide  
6:00 to 6:15  
15-minutes of a 60-minute program

This is the 100<sup>th</sup> anniversary week of the Armenian Genocide. In this segment David Harris with the American Jewish Committee talks about the parallels between this and the Holocaust. He points out the Armenian Genocide is the first of the 20<sup>th</sup> century and that Hitler used this atrocity as a blueprint for the Holocaust. In this discussion Harris highlights the importance of recognizing the Armenian Genocide and learning from this historical event in an effort to prevent future abominations.

4/26/15  
YMCA of Metropolitan Detroit  
6:45 to 7:00  
15-minutes of a 60-minute program

The YMCA of Metropolitan Detroit is an inclusive organization of men, women and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. In this segment the two heads of the organization talk about the programs offered through the Y, including "Girls on the Run" and a program to teach thousands of inner city kids how to swim.

5/3/15  
Motorcycle Safety Month  
6:30 to 6:45  
15-minutes of a 60-minute program

May is Motorcycle Safety Awareness month. Secretary of State Ruth Johnson talks about how all motorists are reminded to safely "share the road" with motorcycles and to be extra alert to help keep motorcyclists safe. Motorcyclists are reminded to make themselves visible to other motorists. She also talks about driving sober, pointing out that statistics show that the percentage of intoxicated motorcycle riders in fatal crashes is greater than the percentage of intoxicated drivers on our roads. This is why NHTSA urges all motorcycle riders to always ride smart and sober.

5/3/15  
Stamp Out Hunger  
6:45 to 7:00  
15-minutes of a 60-minute program

Every second Saturday in May, letter carriers in more than 10-thousand cities and towns across America collect non-perishable food items. Stamp Out Hunger is the largest one-day food drive in the nation. The drive has delivered more than one billion pounds of food the past 22 years. Carriers collect non-perishable food donations left by mailboxes and in post offices and deliver them to local community food banks, pantries and shelters. Here in metro Detroit the food is donated to Gleaners.

5/17/15  
Missing In Michigan  
6:45 to 7:00  
15-minutes of a 60-minute program

Michigan State Police Lieutenant Sara Krebb talks about a campaign to raise awareness of the issues and impacts surrounding missing persons in the state of Michigan. There is an annual event where families whose loved ones have been missing are urged to bring forward information so the police can continue to investigate the person's disappearance. The Lieutenant says that her year-round efforts have helped to locate and identify missing people as well as prosecute and convict murderers.

5/24/15  
Miracle League of Michigan/Southfield  
6:00 to 6:30  
30-minutes of a 60-minute program

The Miracle League is a charitable organization that provides children with disabilities an opportunity to play baseball as a team member in an organized league. There is something about playing the game of baseball that lights up youngsters' eyes, but for those with disabilities, that opportunity can often be a difficult first step. The Miracle League gives these individuals the opportunity to get out in the sunshine, and enjoy playing the game of baseball in its purest form. Dylan can't walk but that doesn't stop him from rounding second base. Jennifer has Down's syndrome, but the Miracle League has given her more self-esteem than her parents ever dreamed possible. Kaliegh can't hear, but the cheers of his teammates have never been louder. The Miracle League gives hundreds of individuals something few dreamed possible, the chance to play baseball. Yet in all their joy and triumph, there's still one thing missing – the ability to play the sport like everyone else. These kids needed a place to play, so a specially equipped field was built in Southfield. This custom-designed venue incorporates a cushioned synthetic turf that accommodates wheelchairs and other walking assistance devices, while helping prevent injuries. In other words, it provides a level-playing field where individuals with disabilities can hit, run, and catch- just like the best of them.

6/7/15  
Alex's Lemonade Stand Foundation  
6:45 to 7:00  
15-minutes of a 60-minute program

The goal of Alex's Lemonade Stand is to raise money and awareness of childhood cancer causes --- primarily research into new treatments and cures. They also aim to encourage and empower others, especially children, to get involved and make a difference for children with cancer. Alex's Lemonade Stand Foundation (ALSF) shares the vision of their founder and creator, Alexandra "Alex" Scott—a cure for all children with cancer.

6/14/15  
United Men In Action  
6:00 to 6:15  
15-minutes of a 60-minute program

A coalition of non-profit organizations in Pontiac has come together in an effort to guide young black men and help them get off the path of poverty and onto a path of employment and good citizenry. A Father's Day event is planned to bring together hundreds of mentors and guides from the community with the young men they hope to serve.

6/28/15  
General Motors Student Corp  
6:00 to 6:30  
30-minutes of a 60-minute program

Introduced in May 2013, GM Student Corps continued this summer with 106 Introduced in May 2013, this year the GM Student Corp is working with 106 Detroit area and Flint students from 12 high schools with paid internships and the opportunity to give back to their neighborhoods. They will spend the summer cleaning parks and schools, clearing bush, planting flowers and shrubs, painting weather-beaten equipment and tackling other improvement projects they selected, planned and budgeted. They also take part in weekly life skills training sessions, toured GM facilities and businesses, explored career opportunities and spent a day at University of Detroit Mercy. "Programs such as this show how we can give back to our communities while empowering our young people to succeed in the future," said Mark Reuss, executive vice president of Global Product Development. "It's a summer internship with lifelong benefits for all." The second GM Student Corps ended as General Motors executives, GM retiree mentors and GM student interns gathered to celebrate their summer of community revitalization. For many students and retirees, though, it's only the beginning of new relationships aimed at helping students develop the teamwork and leadership skills to continue their success. "Last year, we were very focused on the task, getting the job done," said GM retiree Deborah Eastern-Hall of Toledo, who spent her second summer at Osborn High School in Detroit.

## HEALTH:

4/12/15

Ted Lindsay Foundation

6:30 to 7:00

30-minutes of a 60-minute program

The goal of the Ted Lindsay Foundation is to fund autism research. Lindsay says that because he has always believed in a good fight, in 2001, he established the non-profit Ted Lindsay Foundation with a friend whose son, Dominic, is a child with autism. They continue to raise money to fund groundbreaking research on the cause and treatment of autism. To date they have already raised over 2 million dollars — all of it dedicated specifically to research projects that we choose with input from the research team. This research has made significant progress and has been published worldwide. To date, it has resulted in the important discovery of inflammatory bowel disease in children with autism, understanding the minute details of the bowel disease with an aim to identifying new treatments, and identifying the cause of the bowel disease and autism.

4/19/15

Arthritis Foundation of Michigan

6:30 to 7:00

30-minutes of a 60-minute program

Arthritis Foundation is the Champion of Yes. They lead the fight for the arthritis community through life-changing information and resources, access to optimal care, advancements in science and community connections. Their goal is to chart a winning course and make each day another stride towards a cure. In these segments a 16-year-old girl with arthritis, along with her family, dispel the misconceptions about arthritis. There are actually more young people with juvenile arthritis, they say, than the number of children with juvenile diabetes. The group also talked about an upcoming event to raise money and awareness about this debilitating and crippling progressive illness.

4/26/15

Recovery International

6:15 to 6:45

30-minutes of a 60-minute program

Recovery International (formerly Recovery, Inc. is a mental health self-help organization founded in 1937 by neuropsychiatrist Abraham Low in Chicago, Illinois. Recovery's program is based on self-control, self-confidence, and increasing one's determination to act. Recovery deals with a range of people, all of whom have difficulty coping with everyday problems, whether or not they have a history of psychiatric hospitalization. It is non-profit, secular, and although it uses methods devised by Low, most groups are currently led by experienced non-professionals.

5/10/15  
The Faces Foundation  
6:00 to 6:30  
30-minute of a 60-minute program

The FACES Foundation (Family and Caregiver Education and Support) was established in memory of Philip 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. Phil courageously dealt with the disease for three years. In the beginning, a backpack of oxygen helped him golf, socialize with friends and manage everyday activities. As the disease progressed and debilitated him physically, the only treatment would have been a lung transplant. He was too sick to undergo the procedure. In the final weeks of his life his wife, Sharman Lamka, needed to bring some meaning to our profound sadness. I told Phil that I wanted to start a foundation. Phil, she says, warmly agreed and she says they both knew that our experiences had the potential to give hope to patients and their loved ones who are facing life-threatening lung diseases; as is the case for all patients with serious lung disease, the challenge to help Phil breathe easier. 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.

5/17/15  
Men's Health Issues  
6:30 to 6:45  
15-minutes of a 60-minute program

This segment focuses on the need for men to understand their health-related numbers. A registered nurse reminds men to get their regular health screenings as a means of preventive medicine. She also reminds women to urge the men their lives to take better care.

5/31/15  
Street Medicine  
6:30 to 6:45  
15-minutes of a 60-minute program

Students in University of Detroit Mercy's medical school take their training, quite literally, to the streets. Through a supervised outreach program students go to the streets of Detroit and offer free medical treatment. They offer basic treatment and screenings to those in need. This is a training ground for future doctors and a community outreach to those who need free health care.

5/31/15  
Ronald McDonald House Detroit  
6:45 to 7:00  
15-minutes of a 60-minute program

The Ronald McDonald House of Detroit provides an environment of love, kindness and a support system to families during their most difficult time in life, when a child is receiving medical treatment at local facilities. It is a house upon entering, a home upon leaving. The Ronald McDonald House Detroit just moved into a new facility, one that is, like the previous facility, just steps away from Detroit Children's Hospital.

6/7/15  
A-T Children's Project  
6:15 to 6:45  
30-minutes of a sixty minute program

Established in the United States in 1993, the A-T Children's Project is a 501c3 nonprofit organization that raises funds to support and coordinate biomedical research projects, scientific conferences and a clinical center aimed at finding life-improving therapies and a cure for ataxia-telangiectasia (A-T). A-T is a rare, genetic disease that attacks children, causing progressive loss of muscle control, cancer, and immune system problems. Clawson mother, Karen Knudson, talks about the challenges she has faced for 25 years in raising her daughter Brooke. She encourages all families affected by this disease to reach out to the AT Children's Project for guidance, information and support.

6/21/15  
Men's Health Foundation  
6:00 to 6:30  
30-minutes of a 60-minute program

Since 2008, Michigan Institute of Urology has been the principal and founding partner of MIU – Run for the Ribbon. In 2011, MIU – Run for the Ribbon transitioned into MIU – Men's Health Foundation, broadening their commitment to men in the community while still focusing on filling the overwhelming need for prostate cancer and men's health advocacy. Since its inception in 2008, MIU Men's Health Foundation has provided over \$110,000 in grants. As a 501(c) 3 non-profit organization, MIU Men's Health Foundation is dedicated to men's health advocacy and the awareness, education, research and treatment of prostate cancer and men's health related issues. Thousands of people have partnered with them to raise funds, attend events and benefit from funds raised at the Foundation's signature events MIU – Run for the Ribbon 5k Run/ Walk & Gala and The Men's Health Event. Within the past year, MIU Men's Health Foundation has greatly expanded their services and outreach to men in metro Detroit's communities. Through the addition of a Clinical Cancer Care Coordinator, they are now a direct resource for prostate cancer patients as they navigate through treatment. The Foundation also introduced the Prostate Cancer Survivorship Series, quarterly events for prostate cancer survivors and their families to share stories and moments of survivorship. In addition, grants have been provided to Karmanos Cancer Center and Oakwood Healthcare Foundation to assist prostate cancer patients with tangible needs during their treatment.

## EDUCATION:

4/12/15

Cuban Education Mission

6:00 to 6:30

30-minutes of a 60-minute program

While the locks on the doors to Cuba are opening one by one, Lisa Lakian of Royal Oak is among the first to make her way to the country that for decades has been off limits to Americans. Lisa is one of a handful of Michiganders chosen to spend two weeks in Cuba on an education mission. The goals, she says, are to educate the Cubans on the ways of Americans as well as soak up the culture and traditions of the Cuban people. She says that much of her focus will be on the sporting events of the Cubans as more and more athletes are coming to America to play professional sports, especially baseball. She likens this shift to the change in hockey when more and more Russian players defected to join the NHL.

4/19/15

Artist's Encouragement

6:00 to 6:15

15-minutes of a 60-minute program

Brent Tavener, a member of the Blue Man Group talks about how stepping outside of his comfort zone and going to an audition changed his life. His goal is to inspire young performers to do the same. He points out that regardless of a person's level of talent if they really want to pursue their passion they need to not only hone their craft but put themselves on the line in order to achieve their dreams.

5/3/15

6:00 to 6:30

D.I.M.E.

30-minutes of a 60-minute program

A couple from London owns several music colleges in the U.K. For the past 15-years or so they have been helping to not only develop musical talent across the pond but to teach musicians and those interested in the industry how to manage their careers. Through their music business degree programs they are empowering musicians to guide their own careers and make sure they not taken advantage of. These two searched the country and decided to open their first-ever American location here in Detroit. They chose Detroit for many reasons. At the top of their list of reasons is the fact that Detroit embodies the entrepreneurial spirit. They also know that the pool of talented musicians is deep. In these segments the two talk about the need for musicians to not only embrace their talent but also take ownership of their careers by fully understanding the business side of the industry. They also talk about the need for people in the industry to guide and protect others' careers making this level of education and career training something that fits into the Governor's overall plan for job training.

5/18/15  
Michigan's Award Winning Voice  
6:30 to 7:00  
30-minutes of a 60-minute program

Randy Thomas, an Oak Park native, came home to inspire others to follow a similar path of passion to the one she blazed. Thomas was the first woman to announce the Oscar Awards and for 17-consecutive years has been the announcer of the Tony awards. In these segments, Thomas talks about how she followed her passion and her dreams. She encourages anyone, young or old, to practice their craft and to ignore the naysayers. She talks about her first big break as a voice over artist when she was hired to be the voice of the Hooked on Phonics commercials. From there she knew there were no limits. She forged a path where other women had never traversed. She says she looks and listens for others to share their voices with the world.

5/31/15  
Anti Bullying Campaign – The Bully Book  
6:00 to 6:30  
30-minutes of a 60-minute program

Local Author Eric Gale talks about his childhood experiences being bullied. He translated his story into a “based-on-truth” novel called, “The Bully Book.” In these segments as well as in the book, Gale talks about the need for more education and greater enforcement of anti bullying programs in schools.

6/7/15  
Fruehauf at Detroit Historical Museum  
6:00 to 6:15  
15-minutes of a 60-minute program

The Fruehauf Trailer Historical Society (FTHS) announced today the opening of an exhibit of significant historic impact on Sunday, June 7th, at the Detroit Historical Museum. Ruth Ann Fruehauf, granddaughter of the Fruehauf Trailer Company founder, August Fruehauf, introduced Fruehauf, the First Name in Transportation display exhibition to Detroit with a presentation. Ruth Fruehauf founded FTHS and, with associate Darlene Norman, recently released their book Singing Wheels, August Fruehauf & The History of the Fruehauf Trailer Company. Michigan native, August Fruehauf, well known blacksmith and wagon maker, with partner Otto Neumann, invented the semi-trailer in 1914 for a local lumber tycoon, hitched it to a modified Ford Model-T roadster and founded an industry that would have a major impact on world commerce to this day. The Fruehauf Trailer Company operated from 1914 to 1997 across the United States, Europe and Asia introducing such revolutionary inventions as hydraulic dump trailers, bulk tanker trailers, the automatic 5th wheel hitch and the shipping container in 1956.

6/14/15  
Music and Arts  
6:15 to 6:30  
15-minutes of a 60-minute program

John Rubenstein, starring in "Pippin" at the Fisher talks about his journey from young leading man to father figure both on and off the stage. He addresses the changes in school programming that have meant cuts in music and art programs. In Detroit, he says, there are very few quality in-school offerings for kids who aspire to careers in the performing arts. He says, however, being discouraged is not the answer and urges kids to work in Community Theater, sing in church choirs and even put on shows in their own back yards.

6/21/15  
Specs Howard's Legacy  
6:30 to 7:00  
30-minutes of a 60-minute program

This segment serves as homage to fatherhood on this Father's Day and a historical look at the broadcasting industry through the decades. Specs Howard talks about his life as a polio survivor in the 30's, his rise to prominence in the radio field through the 50's and 60's and finally as the head of an educational institution that has trained thousands along new career paths.