

**QUARTERLY ISSUES AND PROGRAMS REPORT**

**FOR**



**WYCD HD3 – THE CROSSING**

**FIRST QUARTER 2015**

**January 1st through March 31st, 2015**

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

**Economy:** Auto Show. Homeless Recovery. Manufacturing And Taxes. Food Service Giving Back. Home Heating Assistance. Tax Preparer And New Laws. Bridge To Canada. International Women's Day. Tax Time.

**Health:** Drug Report. Seasonal Remedies. Organ Donation. Gum Disease. Transgender Youth. Infectious Diseases. Seasonal Affective Disorder. Children With Terminal Illnesses. Glaucoma. Mental Health.

**Community Outreach:** Children's Charities. Support For First Responders. Youth Mentoring. Athletes Supporting Community. Homeless Children. Shriners. Baby Shower. Distracted Driving. Baseball for Children With Disabilities. Health Videos In Developing Nations.

**Arts and Education:** Pet Education. Charter Academy. Religious Education Across Cultures. Artistic Inspiration. Music Education. Literacy. Local Singer.

## **ECONOMY:**

1/4/15

North American International Auto Show

7:00 to 7:30

30-minutes of a 60-minute program

The North American International Auto Show (NAIAS) is an annual auto show held in Detroit, Michigan at Cobo Center. It is among the largest auto shows in North America. Joe Rohatynski talks about the economic impact the show has on the region each year. More than five-thousand members of the international media come to town and the global spotlight shines on the city. The show brings millions into the economy and offers an annual opportunity for the world to look at the positive momentum within the city and the region. The Charity Preview is the largest single night fundraiser for children's charities. Hotels and restaurants are full for media week and downtown is thriving during the public days.

1/11/15

Homeless Recovery Program NSO

7:00 to 7:15

15-minutes of a 60-minute program

NSO is the only 24-hour/seven-days-a-week organization serving homeless people who have nowhere else to go due to behavioral difficulties, mental illness or physical challenges. Through their programs, they work tirelessly to ensure that those in need have a home and receive proper care. A unique mobile outreach program, The Road Home makes direct contact with homeless individuals who live on the streets of Detroit. NSO's Supportive Housing program uses the "Housing First" approach to provide permanent supportive housing services to formerly homeless consumers. This approach provides homeless people with housing quickly, and then provides them with their needed services in their neighborhood.

2/1/15

Manufacturing and Taxes

7:00 to 7:30

30-minutes of a 60-minute program

Like the enraged television anchorman in the 1970's era movie "Network" who bellowed "I'm mad as hell and not going to take it anymore," Burl Adkins, founder & owner of Global Technology Associates (GTA), has directed his anger over what he views as unfair tax and trade policies that have handcuffed American companies, especially automotive manufacturers, and made it nearly impossible for them to compete with other countries on a "level playing field." Mr. Adkins has undertaken, on his own initiative, a comprehensive and exhaustive study of America's tax and trade policies, which he believes are jeopardizing America's future and pushing us toward the abyss of financial ruin and potential bankruptcy. His work, entitled: "Common Sense Part II: Restoring the American Dream and Bringing Home Millions of Manufacturing Jobs," is not written by an academic, utilizing intricate and sophisticated formulas and analysis. It is the product of one man's vision to change the disastrous course which American-based manufacturing is on.

2/1/15  
Edible Arrangements Gives Back  
7:30 to 7:45  
15-minutes of a 60-minute program

Last year, as part of the Edible Cares™ community outreach program, the company launched a specific program called Random Acts of Happiness which recognized someone who had a positive impact on and made a difference in the lives of others. They asked the public to tell the stories of people they feel deserve to be recognized for their unselfish good deed(s) which brought happiness to someone else. Additionally the company is working closely with area food banks and soup kitchens. Instead of throwing away unused fruit they are making sizeable donations to organizations that help feed the hungry so those people are able to stay strong enough to contribute to the community.

2-15-15  
The Heat and Warmth Fund (THAW)  
7:00 to 7:30  
30-minutes of a 60-minute program

The Heat and Warmth Fund, THAW, is a leading provider of utility assistance for Michigan residents in need. They collaborate with area partners to deliver services that support long-term energy solutions. THAW, an independent 501(c)3 non-profit organization, distributes assistance to vulnerable Michigan residents through 80 agency partners and a series of annual mobile processing events. The number of households that need utility assistance continues to grow each year. Last year THAW distributed nearly 25 million dollars in energy assistance to 26-thousand Michigan households, and we could not have done that without your help. Since its inception in 1985, THAW has distributed more than 145 million dollars in assistance to more than 200-thousand Michigan households.

2/15/15  
Tax Preparer and New Laws  
7:30 to 8:00  
30-minutes of a 60-minute program

A lot of people don't realize that the Affordable Care Act is one of the biggest game changers when it comes to personal income tax. In these segments, among other things, listeners find out about the taxes they have to pay on any subsidies received as part of the ACA. They also learn about the appropriate questions to ask of a tax preparer. By now people have received their tax documents and need to get things in order in preparation of filing by April 15<sup>th</sup>. These segments address some of the top questions to ask a tax preparer to make sure they're credible. The discussion also addresses issues like personal property tax appeals and when to hire a CPA versus an accountant or bookkeeper.

2/22/15  
Senator Peters Talks about New Bridge  
7:00 to 7:15  
15-minutes of a 60-minute program

Senator Gary Peters talks about President Obama's proposed budget and the fact that there is no funding for the toll plazas at the new International Bridge crossing from Detroit to Windsor. He addresses both the economic impact of the bridge on the region as well as its importance to Homeland Security.

3/8/15  
International Women's Day  
7:30 to 7:45  
15-minutes of a 60-minute program

International Women's Day (IWD), originally called International Working Women's Day, is celebrated on March 8 every year. In different regions the focus of the celebrations ranges from general celebration of respect, appreciation, and love towards women to a celebration for women's economic, political, and social achievements. Local financial advisor Marie Vanerian talks about the strides made by women politically and in the work force as well as the work that remains to be done.

3/15/15  
Tax Time  
7:00 to 7:30  
30-minutes of a 60-minute program

A local financial advisor talks about some of the more common mistakes people make when it comes to their taxes. She also addresses some common tax scams. There are strong reminders that the IRS will never reach out by phone or come to your door. The only way the IRS will ever communicate is via the U.S. Postal Service. In addition to reminding people of the specifics when it comes to donations (deadlines and such) there was also a discussion of 401(k) – type investment funds for people whose companies do not contribute.

## HEALTH:

1/4/15

Drug Report

7:45 to 8:00

15-minutes of a 60-minute program

This segment reveals the findings of a national drug survey that reviews teen use of drugs and alcohol in Michigan schools and around the world, binge drinking is down among high school students although it is still relatively prevalent. In the last survey about half of high school seniors reported binge drinking recently while the new survey shows that number has dropped to a third. Additionally pot use and synthetic marijuana use is down however not eliminated by a long shot. The guest talks about the importance of parental involvement and awareness as key to reducing these figures even more.

1/11/15

Better Health through the Season

7:15 to 7:30

15-minutes of a 60-minute program

In this 15-minute segment health expert Mark Wargusy talks about home remedies versus over the counter medicines. He addresses common myths about herbal supplements and about keeping the immune system strong through cold and flu seasons. He also warns that when we're sick there's no substitution for getting to a medical practitioner.

2/1/15

National Gum Disease Month

7:45 to 8:00

15-minutes of a 60-minute program

February has officially been declared "Gum Disease Awareness Month" in an effort to draw public attention to the dangers -- and prevalence -- of periodontal disease. And none too soon. In this segment a Southfield doctor talks about how periodontal disease, also known as gum disease, is the most common infection in the United States -- more widespread than cancer, heart disease and diabetes. Fifty million Americans have moderate to severe gum disease. Of this staggering number, 40 million don't even know they have it. Only three percent of those who do know they have the disease seek treatment. Gum disease is easily prevented, yet when left untreated, it can lead to devastating effects well beyond tooth loss, having been linked to a large number of serious health threats, including heart disease, obesity, lung disease, diabetes, pre-term births and stroke.

2/8/15  
Transgender Youth Event  
7:00 to 7:30  
30-minutes of a 60-minute program

Roz Keith, the mother of a transgender son (who used to be her daughter) talks frankly about the issues faced by families of transgender teens as well as the physical and emotional issues faced by the teen. She talks about an about Transgender, Non-Conforming and Questioning Teens. Temple Israel is hosting an informal and informational evening in a safe and secure environment. The goal is to help families navigate their journey and hear from experts in the field. One of the speakers is Antonia Caretto, Ph.D. a Clinical Psychologist specializing in treating Obsessive-Compulsive Disorders and Gender Variance. She is a member of the American Psychological Association and the World Professional Association for Transgender Health. She has worked with over 100 adults and 60 children with gender dysphoria and currently hosts a support group for Parents of Transgender Kids. The other speaker, Dr. Jacalyn Bishop founded Endocrine Kids in Novi, Michigan to treat children with endocrine diseases. She is one of a few private physicians in Michigan board certified in pediatric endocrinology. Her focus on kindness, respect, and communication has served to make Endocrine Kids the premier facility for the treatment of pediatric endocrine diseases.

2/8/15  
Infectious Diseases  
7:45 to 8:00  
15-minutes of a 60-minute program

After the spread of the measles that started with an outbreak at a Disney theme park the discussion of vaccinations and infectious diseases bubbled to the top of not only supper table discussion but political discussions as well. In this segment Dr. Partha Nandi talks about the reasons to vaccinate children against infectious diseases like polio, measles and rubella. He says there is no scientific evidence that these cause any widespread side effects and also points out that a sick individual is not only at personal risk but puts all those around them at risk of getting ill as well.

2/22/15  
Seasonal Affective Disorder  
7:15 to 7:45  
30-minutes of a 60-minute program

This is the time of year a lot of people suffer from what they might call the winter blues. In reality they are suffering from Seasonal Affective Disorder. This is a very real sub-set of depression and can be treated successfully if people seek treatment. Light therapy is the first line of defense in treating people with seasonal affective disorder. If this doesn't work doctors may recommend medication and/or psychotherapy.

3/8/15  
The Rainbow Connection  
7:00 to 7:30  
30-minutes of a 60-minute program

On May 9, 1980, Ron Dobson, his wife Janet, and their two children, Tim and Jennifer, were traveling on Ron's private airplane to a wedding in Canada when tragedy struck. Ron's oil pump froze up, and the plane crashed. Tragically, Ron and the children were killed and Janet was critically injured. In August of 1980 L. Brooks Patterson, Oakland County Executive, and other dear friends held a memorial Golf Outing to raise scholarship funds in the children's names, raising around \$2300 that first year. From that humble beginning has evolved what is now today The Rainbow Connection, a Michigan based 501 © (3) charity dedicated to making dreams come true for Michigan children who are literally fighting for their lives. Janet Dobson, wife of Ron and mother of Tim and Jennifer sits on the community based Board of Directors. Since 1985 thousands of Michigan children with life threatening illnesses have experienced their most special dream come true. Today the Rainbow Connection's annual budget is 2.3 million. From something as they make dreams come true throughout the year.

3/8/15  
World Glaucoma Day  
7:45 to 8:00  
15-minutes of a 60-minute program

Glaucoma remains the world's leading cause of irreversible blindness, but 50-percent of people who have this devastating disease don't know it. In the developing world that figure is likely to be nearer to 90-percent. World Glaucoma Day highlights the need for ophthalmologists to communicate with their patients about the risks, including family history, age and lifestyle and to urge those at risk to communicate with siblings.

3/29/15  
Rose Hill Center  
7:00 to 7:15  
15-minutes of a 60-minute program

Rose Hill Center is a mental health treatment center that offers comprehensive psychiatric treatment and rehabilitation services in a peaceful setting. Located on more than 400-acres, Rose Hill's campus includes woodlands, lakes and fields. Rose Hill offers residents a tranquil setting that is within easy reach of amenities. The program works because they combine a pastoral, healing environment with highly competent staff, a therapeutic work program, group and individual therapy, and medication management. The goal is simple—to assist individuals in achieving and maintaining psychiatric stability and their highest level of independence.

## **COMMUNITY OUTREACH:**

1/4/15

Community Foundation for Southeast Michigan

7:30 to 7:45

15-minutes of a 60-minute program

Since 1984, the Community Foundation for Southeast Michigan has served as a vehicle for donors, volunteers and community members to identify important issues, share ideas and build financial resources to help individuals, businesses, nonprofit organizations and other foundations meet their charitable and financial goals. The Community Foundation exists in perpetuity to enhance the quality of life of the citizens in southeast Michigan in the seven counties of Wayne, Oakland, Macomb, Monroe, Washtenaw, Livingston and St. Clair. They also help donors invest in organizations they care about nationwide. They are building permanent community capital in the form of endowments that create a base of stable financial support for the region.

1/11/15

Children's Charities

7:45 to 8:00

15-minutes of a 60-minute program

Every year the NAIAS Charity Preview raises millions of dollars for children's charities in Southeast Michigan. In this segment a representative of the Community Foundation for Southeast Michigan outlines some of the criteria for applying for that funding as well as shining a light on some of this year's recipients. There are the better-known charities like Focus Hope but there are smaller, lesser-known charities like Midnight Golf that are acknowledged and rewarded for their work with children.

1/18/15

Miles for Medics

7:00 to 7:30

30-minutes of a 60-minute program

The mission of this organization is to provide financial support for EMT's, Paramedics, and Firefighters in their time of crisis by hosting fundraising events. These are ways, they say, that as a nation we should feel an obligation to support those who put their lives on the line every day. Miles for Medics believes that support from communities keep heroes feeling the sense of need and gratitude that help to keep them performing their duties admirably and with great honor.

1/18/15  
Organ Donation  
7:45 to 8:00  
15-minutes of a 60-minute program

Secretary of State Ruth Johnson talks about the importance of organ donation and urges Michigan residents to have their names put onto the state's organ donor registry. The Michigan Organ Donor Registry is a confidential database of residents who wish to be organ and tissue donors. The registry is maintained by the Department of State. It contains your name, address and date of birth. Gift of Life Michigan, the state's authorized organ recovery organization, may access the database to assist hospitals if a transplant is pending. You may add your name to the Online Michigan Organ Donor Registry or at any Secretary of State Branch office.

1/25/15  
Boys & Girls Clubs of Southeastern Michigan  
7:00 to 7:30  
30-minutes of a 60-minute program

Since 1926, Boys & Girls Clubs of Southeastern Michigan has provided high quality programs for young persons in our community. There are 10 clubs located throughout metro Detroit and invite families with children in grades one through 12 to learn about after-school and summer programs. The organization is in the midst of its 100-mentors in 100 days program. Much of the focus of these segments was on the need for mentors and the positive outcomes for children who are mentored.

1/25/15  
Detroit Tigers Foundation  
7:30 to 7:45  
15-minutes of a 60-minute program

The Detroit Tigers Foundation is the official charity of the Detroit Tigers baseball club and is an affiliate of Ilitch Charities, a 501(c)(3) public charity. The mission of the Foundation is to enhance lives through the game of baseball with a focus on youth, education and recreation. From ticket donations and field renovation projects to an award winning, State-wide anti-bullying program, the Foundation aids in the development and funding of innovative programs that reach Tigers fans with positive messages and promote the good citizenship embodied in the storied history of the Detroit Tigers.

3/1/15  
Cass Community Social Services  
7:00-7:30  
30-minutes of a 60-minute program

Cass Community Social Services, Inc. (CCSS or Cass) is a nonprofit, 501(c)(3) community-based organization headquartered in Detroit, serving Southeastern Michigan, Wayne County, under the direction of a volunteer Board of Directors. The Cass Community Social Services Mission Statement: CCSS is dedicated to making a profound difference in the lives of the diverse populations it serves by providing for basic needs, including affordable housing, promoting self-reliance and encouraging community involvement and community improvement.

3/15/15  
Shriners  
7:30 to 7:45  
15-minutes of a 60-minute program

They are a philanthropic fraternal organization of men committed to family, fun, fellowship and the Masonic principles of brotherly love, relief and truth. Moslem Shriners are active in the community. They are known for their involvement in parades, The Shrine Circus, The Michigan State Fair and social events. They also support the *Shriners Hospitals for Children*, a nationwide network of hospitals that change the lives of children.

3/22/15  
Every Baby Deserves a Royal Welcome  
7:00 to 7:30  
30-minutes of a 60-minute program

Prince William and Duchess Kate will welcome their second child this spring. That baby will of course receive a royal welcome. We believe that every baby deserves that same sort of reception but not every baby receives one. That's why a group is throwing a very special baby shower on Sunday March 29th. From one until three they will celebrate the lives of babies who come into this world loved and wanted but without the material necessities that make them feel special. The historic Metropolitan United Methodist Church on Woodward in Detroit is opening its doors to host this very special event. All baby gifts collected will be donated to the families served by Cass Community Social Services. Everyone who comes is asked to please bring a new, unwrapped baby gift. People who bring packs of diapers will be entered into drawings for prizes through the afternoon. Guests will be greeted by Michigan's reigning royalty from the Miss Michigan and Miss Michigan Outstanding Teen Pageants. Everyone is also asked to please top of their outfits with their most elegant hat, which might win them a prize as well.

3/22/15  
Distracted Driving  
7:30 to 8:00  
30-minutes of a 60-minute program

This is a frank and in depth discussion about the dangers of distracted driving. While everybody knows that texting and driving is extremely dangerous, there are so many other distractions. These include talking on the phone, putting on makeup, shaving and even reading books. The U.S. Department of Transportation is leading the effort to stop texting and cell phone use behind the wheel. Since 2009, they have held two national distracted driving summits, banned texting and cell phone use for commercial drivers, encouraged states to adopt tough laws, and launched several campaigns to raise public awareness about the issue.

3/29/15  
Miracle League of Michigan  
7:15 to 7:45  
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. During each Miracle League game, every player is given an opportunity to hit the ball and score a run. Miracle League team members are assigned “buddies” who assist them in hitting the ball and “running” the bases. Buddies can be fellow schoolmates, parents, college students, business leaders or anyone who wishes to volunteer their time to give a child the gift of baseball.

3/29/15  
Videomakers without Borders  
7:45 to 8:00  
15-minutes of a 60-minute program

This organization offers a unique opportunity to travel the world, making a real difference in the lives of people in the poorest, most under-served communities on the globe. They travel to areas in need and teach Video Education Workshops, where communities learn to create short educational or training focused videos. These videos are then put on cordless projectors, taken into low resource areas, and used to disseminate important information – like improved farming techniques or learning resources for rural teachers. Some of the areas they focus on include: agriculture, nutrition, education and civic participation

## **EDUCATION:**

1/11/15

Michigan Winter Dog Classic

7:30 to 7:45

15-minutes of a 60-minute program

The fifth largest dog show in the country is the one held mid-January in Michigan. It is hosted by the non-profits Oakland Kennel Club and Livonia Kennel Clubs. This mid-January show is, for many, the last stop before the prestigious Westminster Show. Each year the show's facilitators do more and more to make the show more accessible to and more appreciated by the general public. This several day event is educational for families with pets as well as those thinking about getting dogs. There are competitions and educational programs to help make sure pet owners and prospective pet owners do their homework before choosing the right pet for their family.

1/18/15

Great Lakes Anchor Academy

7:30 to 7:45

15-minutes of a 60-minute program

Great Lakes Anchor Academy is a co-ed, non-profit, drug-free, bully-free public school academy authorized by Ferris State University and partnered with the United States Naval Sea Cadet Corps, a youth organization under the umbrella of the United States Navy. Students, also called Cadets, are a wonderful mix of ethnicities, with varied interests, who know the importance of respect and cooperative learning. Cadets feel good coming to school each day because they know GLAA is a SAFE place to learn without fear of judgment and with all the resources they need to empower them to reach their potential and become productive citizens upon graduation.

1/25/15

World Sabbath

7:45 to 8:00

15-minutes of a 60-minute program

The World Sabbath, now held on the last Sunday afternoon in January, begins with a Jewish youth blowing the shofar, a Muslim youth chanting the Muslim Call to Prayer, followed by middle school, high school and college youth giving additional prayers for world peace from many other religions- Jain, Buddhist, Baha'i, Zoroastrian, Christian, Hindu, Native American, Sikh, Quaker, and Unitarian faith traditions for example. The interfaith service features musical offerings that reflect the individual language, culture and tradition of the many religions that are represented at the World Sabbath.

2/8/15  
Once  
7:30 to 7:45  
15-minutes of a 60 minute program

Cast members from the touring company of the show, "Once" talk about the paths they took to make it to the big stage. They offer insights and inspiration to budding artists looking to pursue careers in the arts. They also offer advice to those attending schools where music and theater programs are being cut and tell listeners that there are a lot of ways to independently pursue excellence in one's craft.

2/22/15  
Teacher Guides Students for 40-Years  
7:30 to 8:00  
30-minutes of a 60-minute program

Royal Oak author Peter Wurdock talks about a very special choir director who inspired generations at Dondero High School. In Wurdock's book, "Love Will Steer the Stars – The History of the Dondero Pop Concert," he shed light on the inspiration of teacher Rick Hartsoe who changed the face of music at that school. Hartsoe's brave move to shift from classical music to rock shook up the school, the parents and the kids. In the long run he created a legacy that drew more students away from potentially unhealthy lives through high school and into the music room of that school. Hartsoe was honored at a special book release event held in the auditorium of that very school.

3/1/15  
RX for Reading Detroit  
7:45 to 8:00  
15-minutes of a 60-minute program

RX for Reading Detroit works to expand access to high-quality children's books and support families in reading with their children. They distribute new and gently used children's books throughout Detroit with the help of community partners. Those include health clinics, Head Start programs, local schools and homeless shelters.

3/15/15  
Musicians Come Home  
7:45 to 8:00  
15-minutes of a 60-minute program

Two Michigan performers have come home to perform at the Fisher Theater in Detroit. They talk about the support they've received from family and friends through the audition processes and how it feels to come back to their home area. One of them is a man in his 50's who talks about making a career change in middle age offering inspiration to others who want to shift course. The other is a young woman who, after graduating from high school in Troy went to New York to pursue her passion.