

WHTD-FM (Mount Clemens, MI)

QUARTERLY ISSUES and PROGRAMS LIST Second Quarter 2011

Submitted by Wendy Cyrus-Herndon, WHTD Marketing Director

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WHTD-FM

4th Quarter Issues & Programs List

Issues Programming:

In our ongoing efforts to serve the public interest and promote community awareness, while fulfilling our public service commitment to our listening public, WHTD-FM embraces a multitude of different educational, community, political and societal associations and organizations. In supporting them, the station allots time, both through the airwaves and on our websites to inform our audience of these initiatives, issues, news and events.

The following is a synopsis of the issues identified over the past quarter as those that are relevant to our community, and subsequently explored in-depth on WHTD-FM:

HOT ON THE BLOCK is a community based show that delivers content that is relevant to the community. The host will be Amanda Paul or (Skaii). Skaii will deliver information that will preserve and empower our youth and young adults. The informational content will be delivered in such a way that it relates to the HOT 1027 demographic of 18-34.

Each Sunday show will have a topic of discussion. The topic will derive from current news topics or happenings in the local area that affect the people in the community. Statistics and resources will also be provided at the end of the show. This show is solution focused. We face the problems of the community head on and then offer solutions, or resources to find a solution.

HOT Headlines would consist of news stories that took place over the previous week. ~The host would review the stories and breakdown very quickly the affects it will have on the local community. The host will also provide resources, if any, to listeners so that they can take any action necessary.

The Following topics were discussed in the past quarter:

Issue: Dialysis Treatment and Research Fundraiser given by John Cook

Description: John Cook founder of The Really Living Corporation

Topic: Discussing terminal illness and the affects it has on the entire family structure. John Cook's foundation The Really Living Corporation is dedicated to assisting families in hard times of health. The foundation hosts a list of services that provide the basic necessities for families struggling with terminal health issues.

Program: Hot On The Block WHTD Hot 102.7

Date/Time: April 24th, 2011

Duration: : 10 minutes

Issue: Education

Description: Skaii interviewed Robert Shumake about the Robert Shumake Foundation Scholarship Relay Races. They discussed just how important it is to cater and develop the youth, particularly in Detroit.

Topic: Robert Shumake Foundation hosts annual scholarship relay races. The event offers opportunity for graduating high school seniors to be awarded money for future school endeavors. Robert Shumake, the founder of the organization that hosts the relay, was interviewed on the subject of education and exposure.

Program: Hot On The Block WHTD Hot 102.7

Date/Time: April 24th, 2011

Duration: : 6 minutes

Issue: Education... A chance for graduating high school seniors to receive money for college.

Description: Pepper (deceased Rapper Proof's Mom) came into the studio to discuss education and exposure. She is the continuing her son's passion for learning via the Proof Foundation by offering scholarship funds to graduating seniors for the future secondary education endeavors.

Topic: Pepper (deceased Rapper Proof's Mom) came into the studio to discuss education and exposure. She is the continuing her son's passion for learning via the Proof Foundation by offering scholarship funds to graduating seniors for the future secondary education endeavors. Students must submit an essay and application to register for the scholarship money.

Pepper also discussed how Detroit hip hop needs to team up and uplift the city's youth.

Program: Hot On The Block WHTD Hot 102.7

Date/Time: April 10th, 2011

Duration: 27 minutes

Issue: Don Barden dies

Description: Any business man/ woman or person in the communications business recognize and honor Don Barden. I deemed it appropriate to play 12 minutes of audio from one of his last interviews conducted by a member of his staff at the time. We can all learn something from his business tactics as well as how he conducted himself out of the office.

Topic: Don Barden dies. We pay him homage and learn how to conduct business within our community by following the path he has laid out in front of us in Detroit.

Program: Hot On The Block WHTD Hot 102.7

Date/Time: May 22nd, 2011

Duration: 12 minutes

Issue: Fatherhood and parenting

Description: In lieu of Father's Day Skaii sat down with a good friend, father of 5, and national speaker Andre Venable of Jasper group of his own personal experience in hopes to inspire others. The show went so well that it was broken up into a two part show.

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Program: Hot On The Block WHTD Hot 102.7

Date/Time: June 19th, 2011

Duration: 28 minutes

Issue: Fatherhood and parenting

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Program: Hot On The Block WHTD Hot 102.7

Date/Time: June 26th, 2011

Duration: 28 minutes

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In our ongoing efforts to serve the public interest and promote community awareness, while fulfilling our public service commitment to our listening public, WHTD-FM embraces a multitude of different educational, community, political and societal associations and organizations. In supporting them, the station allots time for station personalities to interact with our audience and inform them of these initiatives, issues, news and events.

Community Events:

- **Shorty's High School Tour (Various dates in the quarter):** WHTD personality Shorty the Prince once again traveled to various Detroit Public Schools to talk to students about the importance of education and staying on the right track, as well as performed some of his music for the students.
- **Horatio Williams Second Chance Open Gym (April 9, 2011):** The WHTD Hot Squad along with its mascot "Milo" hit the gym at Warren Fitzgerald High School to help inform the community about good physical health and played games and interacted with the kids in attendance.
- **Shumake Relays (April 30, 2011):** WHTD personality Shorty the Prince attended the Shumake Relays and did everything from shooting the starting pistol for the various races and talked to the athletes as well as the students in attendance about the importance of being well rounded and not just an athlete.
- **Belle Isle Easter Fun Fest (April 23, 2011):** The WHTD Hot Squad partnered with the City of Detroit to host the annual Easter Fun Fest. The day included a host of various activities including an Easter egg hunt and carnival games and rides.
- **Musiq Soulchild at Cass Tech High School (April 29, 2011):** The whole Hot family hosted a special assembly at Cass Technical High School which included performances and a special presentation from R&B singer Musiq Soulchild.
- **Hot Memorial Day BBQ (May 30, 2011):** WHTD personalities Big Greg, Shorty the Prince and Paigion visited various BBQs and picnics giving out free food, coolers, condiments and beverages to spread some of the Memorial Day joy to the city.