

# **WHTD-FM (Mount Clemens, MI)**

## **QUARTERLY ISSUES and PROGRAMS LIST Fourth Quarter 2010**

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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.

#### **HOT Job Guide**

~ This segment basically speaks for itself. The host will give full details of open job positions. A short interview with the person seeking to hire can be conducted if time permits.

~ Job tips, attire, interview do's and don'ts, interview follow up, resume building tips will be given during this segment as well.

The Following topics were discussed in the past quarter:

**Issue:** Fighting Drug Abuse and Violence in the community and in DPS

**Description:** The host Skaii interviewed the Detroit Health department and some DPS students who are all a part of this new in school initiative to fight violence and drug abuse. Plus local artist K Deezy was in the studio helping promote the efforts as well.

**Topic:** It is important to guide and mold the youth because they are the future. The Detroit Health Department has teamed up with Hot1027 and their new community show host to push this effort as far as it can go. Resource centers and numbers were offered at the end of the segment.

**Program:** HOT ON THE BLOCK with your host Skaii

**Date/Time:** December 5th, 2010

**Duration:** 30 minutes

**Issue:** Children's Domestic Violence Awareness Month

**Description:** Most often when we hear the term child abuse we automatically assume the extreme position is in action. But all cases of child abuse are not so extreme but still considered to be held under the category of "child domestic violence".

**Topic:** The host Skaii discussed child abuse and domestic violence and how it affects the children. Skaii also discussed the not so extreme acts of child abuse such as leaving a soiled pampers on too long, or cursing at a toddler as if he has grown man comprehension. We have to take care of the youth and groom them properly, for they are the future. Resource centers and numbers were offered at the end of the segment.

**Program:** HOT ON THE BLOCK with your host Skaii

**Date/Time:** December 12th, 2010

**Duration:** 60 minutes

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### Community Events:

- **COTS Homeless Shelter (Various dates in the quarter):** WHTD Hot Squad visited the COTS Homeless Shelter to help collect donations for the shelter as part of Radio One's 30<sup>th</sup> Anniversary 30 Days of Giving.
- **Shorty's Lemonade Stand (Various dates in the quarter):** WHTD personality Shorty visited different local events with his lemonade stand to sell lemonade as part of Radio One's 30<sup>th</sup> Anniversary 30 Days of Giving. All the proceeds were donated to the local Boys and Girls Club.
- **Paigion gives you the day off work (Various dates in the quarter):** WHTD personality Paigion, as part of Radio One's 30<sup>th</sup> Anniversary 30 Days of Giving, gave four lucky winners the opportunity to get the day off by having Paigion fill in for them at work
- **Big Greg's Car Wash Probation (Various dates in the quarter):** WHTD personality Big Greg, as part of Radio One's 30<sup>th</sup> Anniversary 30 Days of Giving went to a local car wash where he dried cars for tips which were donated to the local Boys and Girls Club.
- **Angel's Night Patrol (October 29 and 30, 2010):** WHTD Hot Squad hit the streets with the City of Detroit and the Detroit Police Department as part of its annual Angel's Night Patrol. The station patrolled different parts of the city to help report arson on this weekend which is notorious for hundreds of arson fires in years past.
- **Detroit Public Schools Marching Band Competition (October 20, 2010):** WHTD Hot Squad participated in the first DPS High School marching band competition which included over 10 bands from the Detroit area.
- **Cass Park Clothing Distribution (November 20, 2010):** WHTD Hot Squad went to Cass Park, a large local park, to distribute clothing that was collected to the homeless in that area.
- **Thanksgiving Day Parade (November 25, 2010):** WHTD Hot Squad partnered with McDonalds and gave out hot chocolate to the thousands that braved the weather to enjoy Detroit's Thanksgiving Day Parade.
- **Celebrity Santa Day (December 5, 2010):** WHTD personalities Paigion, Shorty, DJ BJ and Big Greg all participated in Radio One's Celebrity Santa Day. All of the personalities dressed up as Santa or his elves and took pictures with listeners.