

BEASLEY MEDIA GROUP, LLC
ISSUES AND PROGRAMS REPORT

FOR
KDWN

3rd QUARTER, 2022
(July 1 – September 30, 2022)

Prepared by:

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ISSUES OF CONCERN TO STATION KDWN
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
3rd QUARTER, 2022

GENERAL PUBLIC HEALTH

- Overall public health
- Specific minority health issues
- Malnutrition / food uncertainty
- Summer heat-related issues
- Organ donation
- Pandemic challenges
- Obesity
- Weight control / diabetes
- Elder care
- Hospice
- Health equity
- Disability resources
- Grief management
- Vaping

MENTAL HEALTH

- Mental health treatment options
- Mass shootings & criminal justice
- Child mental health
- Issues related to domestic abuse

CHILD/ADOLESCENT CARE & EDUCATION

- Parenting
- Back-to-school
- Child development
- New local charter school
- Youth career training / awareness
- Junior Achievement
- Youth homelessness
- Early childhood education
- Youth athletics / concussions
- Social media issues

CONSUMER AFFAIRS

- General consumer matters
- Pop culture impact on consumer spending
- Data security
- Green energy / Climate change
- Power grid issues
- Environmental concerns
- Pollution / plastics

PERSONAL DEVELOPMENT

- Entrepreneurism
- Adult career planning
- People management
- Impact of technological change

LOCAL COMMUNITY DEVELOPMENT

- Public assistance programs
- Mass shootings awareness & prevention
- Criminal justice & recidivism prevention
- Government affairs
- 1 October Memorial

FINANCIAL PLANNING/RETIREMENT/SENIOR CARE

- Poverty issues and remediation
- Economic insecurity issues
- Food security
- Financial education
- Wealth management
- Retirement planning
- Personal finance

WOMEN'S ISSUES

- General women's issues
- Gender discrimination
- Sexual harassment
- Workplace inequality
- Special issues in education

DESCRIBING REGULARLY SCHEDULED PUBLIC AFFAIRS PROGRAMS

STATION KDWN PROGRAMS THAT

ADDRESS COMMUNITY ISSUES

- TALKING SOLUTIONS IS A LOCALLY-PRODUCED SHOW FOCUSING ON NON-PROFIT ORGANIZATIONS AND THEIR EVENTS RELEVANT TO SOUTHERN NEVADA HOSTED BY WENDY RUSH. IT AIRS EVERY SUNDAY FROM 11:00 TO 11:30PM.
- INFOTRAK IS A NATIONALLY-PRODUCED SHOW FOCUSING ON COMMUNITY ISSUES OF SIGNIFICANCE TO THE LOCAL AND NATIONAL COMMUNITY. IT AIRS EVERY SUNDAY FROM 11:30PM TO MIDNIGHT.

Various Public Service Announcements

Over the last 3 months BMG has run extensive public service announcements for organizations including:

Army National Guard, Nevada Department of Emergency Management & Homeland Security, Nevada Volunteers, Immunize Nevada, Junior Achievement, Nevada Department of Public Health (issues including: Nevada Resilience, Hope Disparity, Mobile Crisis Response Team, Nevada 211, Sober Moms Marijuana, Pregnancy Risk Assessment Monitoring System, Anti-Stigma/Opioid Recovery, Safe Sleep), HELP of Southern Nevada, WIC Farmer's Market, University of Nevada-Reno (issues including: Opioid Awareness, Prenatal Care, Chronic Pain Management), Nevada Department of Transportation, Nevada Department of Public Safety,

Participation in the Southern Nevada Emergency Alert System

At various times, the system has been activated to broadcast pressing weather alerts as well as Amber Alerts with timely information about missing children in Southern Nevada/Clark County and Mohave County, Arizona areas. We also send and receive weekly tests of the system to insure readiness at all times.

QUARTERLY ISSUES/PROGRAMS REPORT

3rd Quarter, 2022

(July 1 to September 30)

Date: 7/3/22

Issues covered: Education, New local charter school

This program served to introduce to the community an innovative new free public charter school. This school will offer students a curriculum centered around mental health, social identity, academic excellence and civic engagement, including an on-campus farm, food pantry, cactus garden and more. Karli spoke about the upcoming enrollment, resources the school will offer the community, and her vision for future educational goals for the school. Karli elaborated on the school's purpose of providing tool to enhance development and social identities of the students, with a focus on their mental health and community engagement.

Representative: Karli Casto, Founding Principal, Cactus Park Elementary

Length: 30 Minutes

Issues covered: Women's issues, Sexual harassment, Workplace inequality

Ms. Lipman discussed the current state of the gender gap in today's workplaces. She said that traditional corporate "diversity training" has actually made the problem worse—in part because it makes men feel demonized. She believes that the solution to workplace inequality and sexual harassment lies in reaching across the gender divide so that men become allies, rather than adversaries.

Representative: Joanne Lipman, former Chief Content Officer of Gannett and Editor-in-Chief of USA Today, author of "*That's What She Said: What Men Need to Know (and Women Need to Tell Them) About Working Together*"

Length: 9:28

Issues covered: Consumer affairs, Popular culture awareness

Mr. Thompson said nothing simply "goes viral." He explained the little-known factors that cause that a popular movie, song, or app to come out of nowhere to become a word-of-mouth success in today's crowded media environment. He outlined possible ways these trends may affect consumers' decision making in the future

Representative: Derek Thompson, author of "*Hit Makers: How to Succeed in an Age of Distraction*"

Length: 7:39

Issues covered: Careers, Education

Mr. Redman is concerned about the increasing shortage of professional horticulturalists and horticulture programs at universities. He noted that enrollment in horticulture programs has declined dramatically at a time when the need for graduates of these programs is more important than ever. He outlined the wide variety of good jobs available and discussed possible reasons that horticulture is not considered by young adults preparing to enter college or the job market.

Representative: Paul Redman, Executive Director of Longwood Gardens near Philadelphia, one of the leading public gardens in the country, co-chair of the Seed Your Future initiative, which promotes horticulture as a career path for young people

Length: 5:02

Date: 7/10/22

Issues covered: Education, Poverty, Youth homelessness

This program served to share information with the community about an upcoming education drive. The drive will raise funds to support youth experiencing homelessness and go toward their education goals in Clark County. Arash gave detail about the nature of the drive, the location, supplies needed, and how the community can get involved. Arash also gave details about NPHY's Feel Good Fridays event, which provides critical resources such as information about NPHY, Safe Place (NPHY's 24-hour mobile crisis intervention service) and other related programs, along with providing food and hygiene supplies, seasonal items, and more to young people who are in unstable housing situations or experiencing homelessness.

Representative: Arash Ghafoori, CEO, Nevada Partnership for Homeless Youth

Length: 30 Minutes

Issues covered: Mass shootings, Criminal justice, Mental health

Prof. Peterson is the co-developer of a database that contains information about every mass shooter in the US since 1966. She said the database is the most comprehensive ever developed, designed to answer the "how" and "why" of mass shootings using data-driven research. She discussed the four most common characteristics of mass shooters. She also outlined the steps that she believes would be most effective to prevent mass shootings.

Representative: Jillian Peterson, PhD, Assistant Professor of Criminology and Criminal Justice at Hamline University, Director of the Hamline Center for Justice and Law, co-founder of the Violence Project, a nonpartisan think tank dedicated to reducing violence in society

Length: 9:02

Issues covered: Technological change, Wealth management

Technology is accelerating far more quickly than anyone could have imagined. Mr. Diamandis believes that over the next decade, the world will experience more upheaval and create more wealth than in the past hundred years. He cited examples of converging technologies which he expects to transform entertainment, education, healthcare, longevity, business and food.

Representative: Peter H. Diamandis, founder of more than 20 high-tech companies, Founder and Executive Chairman of the XPRIZE and Executive Founder of Singularity University, Co-Founder of Human Longevity, Inc, co-author of “*The Future Is Faster Than You Think: How Converging Technologies Are Transforming Business, Industries, and Our Lives*”

Length: 8:03

Issues covered: Women’s affairs, Gender discrimination, Child development

Amid today’s pressures of the #MeToo movement, gender discrimination and the peer pressures of social media, Ms. Twersky explained why it is crucial for parents to encourage young girls to celebrate their differences and lift each other up. She offered suggestions to empower young girls and to teach them that it’s okay to be different.

Representative: Atara Twersky, attorney, author of the *Curlee Girlee* book series

Length: 5:07

Date: 7/17/22

Issues covered: 1 October (local mass shooting) memorial

This program served to inform the listeners about the 1 October Memorial Committee’s call for participants for the 1 October Memorial Design Project. Committee Chairman Tennille Pereira joined the call with information about each phase of the project. Tennille spoke of the research that the committee did in preparation for this and what the committee learned about how to execute the project most effectively. Tennille went into great detail about each phase of the project and how the final memorial will be selected, designed and erected. Tennille also gave information about how listeners can submit ideas and when the deadlines were for each phase of the project.

Representative: Tennille Pereira, Chairman, 1 October Memorial Committee

Length: 30 Minutes

Issues covered: Crime, Recidivism prevention, Government affairs

Violence is skyrocketing in cities, large and small, across the US. Prof. Blattman was intrigued by research originally done in Liberia that found that providing cash and cognitive behavioral therapy to potential criminals reduced the future risk of crime and violence, even 10 years after the intervention. Inspired by the program in Liberia, Chicago has been implementing a similar but more intensive program called READI. Over the course of 18 months, men in the city’s most

violent districts participate in therapy sessions in the morning, followed by job training in the afternoon. He discussed the ongoing research.

Representative: Chris Blattman, PhD, Economist, Professor at the University of Chicago's Harris School of Public Policy, author of "*Why We Fight*"

Length: 10:09

Issues covered: Public health, Minority health concerns, Racism

Prof. Looti led a study that found that recent black immigrants and those who have been in the U.S. for 15 years or longer are less likely to die earlier, in general, and from cardiovascular disease, specifically, than black adults born in the U.S. He explained that healthcare providers should carefully devise a treatment plan for each individual, based on their specific health situation, not their racial a category.

Representative: Alain Lekoubou Looti, PhD, Assistant Professor of Neurology and Public Health Sciences at the Penn State Neuroscience Institute and College of Medicine

Length: 4:55

Issues covered: Parenting, Entrepreneurism, People management

Ms. Bisnow interviewed 70 people who were either entrepreneurs or who raised highly successful adults. She explained why parents should want to raise a child with an entrepreneurial outlook, and why teaching independence and compassion are so important.

Representative: Margot Machol Bisnow, former FTC Commissioner and Chief of Staff of the President's Council of Economic Advisers, author of "*Raising an Entrepreneur*"

Length: 7:09

Date: 7/24/22

Issues covered: Domestic abuse, Mental health

This program informed the community of the fact that SafeNest is launching SafeNest Coffee to provide survivors the opportunity to work towards long-term economic self-sufficiency and lives free from abuse. Purchases of SafeNest Coffee will be fulfilled by SafeNest shelter residents as they work to learn valuable job skills, gain financial independence and rebuild their confidence. Jobs include Fulfillment & Shipping, Sales & Marketing, and Community Engagement as well as employment training classes that include Courageous Communications, Public Speaking, Conflict Resolution and Leadership Development. Liz gave details about the origin of the idea for this program and the importance of it to the organization and its residents.

Representative: Liz Ortenburger, CEO, SafeNest Domestic Violence Shelter

Length: 30 Minutes

Issues covered: Public Health, Poverty, Malnutrition, Economic Insecurity

Hunger and poor nutrition in the U.S. may be far worse than previously understood. Dr. Kaiser led a study that examined the intersection between hunger and the types of foods found at nearby stores. She said almost a third of the households they studied were food insecure, and more than 16 percent had very low food security, meaning they were skipping meals, at risk for experiencing hunger and suffering health problems as a result. She outlined what steps can be taken to reverse this trend.

Representative: Michelle Kaiser, PhD, Assistant Professor of Social Work, Ohio State University

Length: 8:34

Issues covered: Retirement planning, Wealth management

Ms. Benz discussed costly areas of retirement that often are forgotten by Americans saving for their senior years. She said healthcare costs and taxes top the list. She outlined strategies to determine how and when to withdraw IRA or 401k funds to cover these significant expenses.

Representative: Christine Benz, Director of Personal Finance at Morningstar, Inc.

Length: 8:43

Issues covered: Wealth management, Personal finance, Data security

63% of U.S. adults who use a smartphone have at least one financial app, according to a recent Bankrate.com report. Mr. Barba said while Millennials use them the most, the Gen X and Baby Boom generations also are heavy users. He talked about the potential security concerns, and why banks are so strongly motivated to get their customers to try banking apps.

Representative: Robert Barba, Senior Analyst at Bankrate.com

Length: 4:37

Date: 7/31/22

Issues covered: Financial planning, Education

This program served to offer some guidance to the community in the face of college tuition among increasing inflation. Brian discussed various tips for college students and their parents. Tips included what to look for when cosigning for a student loan, how to navigate changing FAFSA and EFC rules, and how to take advantage of work-study opportunities. Brian also discussed budgeting when paying for a loan, and the importance of parents not turning to their retirement funds to pay for a loan. Repayment tips were also offered by Brian, along with clarification around confusing terminology.

Representative: Brian Walsh, Manager of Financial Planning, SoFi

Length: 30 Minutes

Issues covered: Public health, Summer heat-related health issues, Climate change

How hot is too hot for the human body? Dr. Wolf was the co-author of a study that found that a high combination of heat and humidity gets dangerous faster than many previously thought. He said the previous belief was the 95 degrees was the threshold, but the new research found that 88 degrees was the upper limit of safety. He explained how high temperatures affect the human heart, and why heat stroke and heat stress can be so dangerous.

Representative: **S. Tony Wolf**, Postdoctoral Researcher in Kinesiology at Penn State University

Length: 8:13

Issues covered: Parenting, Pandemic issues, Early childhood education

Dr. Suskind talked about the important role that parents play in the development of a child. She talked about the changes that parenting underwent in the aftermath of the pandemic. She also said she would like to see greater taxpayer spending on early childhood education.

Representative: **Dana Suskind, MD**, Professor of Surgery and Pediatrics, Director of the Pediatric Cochlear Implant Program, and Founder and Co-Director of the TMW Center for Early Learning + Public Health at the University of Chicago, author of *“Parent Nation: Unlocking Every Child's Potential, Fulfilling Society's Promise”*

Length: 8:51

Issues covered: Consumer affairs, Green energy, Power grid

Prof. Zhang led research that found that, while smart thermostats can save homeowners money, they also prompt inadvertent, widespread energy-demand spikes on the power grid. He explained the attempt to transition away from fossil fuels will cause the problem to become far more serious, and that without a tenable way to store energy from renewable sources like solar power, electric utilities will be unable to supply this peak demand.

Representative: **Max Zhang, PhD**, Professor at Cornell's College of Engineering, Faculty Director at the Cornell Atkinson Center for Sustainability

Length: 4:59

Date: 8/7/22

Issues covered: Education, Youth Career Development, Junior Achievement Worldwide's Nobel Peace Prize nomination

This program served to inform listeners about the JA Worldwide network and the work they've done to earn them the Nobel Peace Prize nomination. Will explained what Junior Achievement

does, what the relationship is between JA Worldwide and JA of Southern Nevada, and how widespread the organization is. Will also discussed how the nomination came about and when the prize will be awarded. Finally, Will went into detail about the importance of the work of JA Worldwide and JA of Southern Nevada in helping break the cycle of generational and situational poverty.

Representative: Will Abbott, Director of Development, Junior Achievement of Southern Nevada

Length: 30 Minutes

Issues covered: Child health, Concussions, Child participation in athletics

Traumatic brain injury is the leading cause of death and disability in children 0-4 and 15-19 years of age, and Dr. Cook noted that ER visits for concussions and similar injuries have nearly tripled in the past 20 years. He added that, while traumatic brain injuries increased in all groups, the trend was the greatest among girls. He theorized that the reason is that most women's sports, such as volleyball, soccer and cheerleading, are un-helmeted activities, plus the fact that concussion awareness has improved.

Representative: Alan Cook, MD, Medical Director in the Center for Clinical Research at the School of Community and Rural Health, The University of Texas at Tyler Health Science Center

Length: 7:16

Issues covered: Food insecurity, Child abuse, Government programs, Poverty

Prof. Johnson-Motoyama led a recent study that found that the Supplemental Nutrition Assistance Program (SNAP) that helps more than 39 million Americans and others avoid food insecurity has an unexpected benefit – it may help prevent child maltreatment. She found that states with more generous SNAP policies – and thus more people participating in the program – had fewer children involved in Child Protective Services investigations and sent to foster care. She said rapidly increasing inflation rates for food and gasoline are having a severe impact on families of lower income

Representative: Michelle Johnson-Motoyama, PhD, Associate Professor at The Ohio State University College of Social Work

Length: 10:06

Issues covered: Public health, Obesity

Dr. Wall led an Australian study that found that more than half of patients who underwent knee replacement for osteoarthritis were obese, increasing their risk of having the operation at a younger age, especially among women. He said weight loss was an important step to improving outcomes for individuals and national health systems.

Representative: Dr. Chris Wall, Deputy Director, Department of Orthopaedics, Toowoomba Hospital, Senior Lecturer, School of Medicine, Rural Clinical School, University of Queensland in Australia

Length: 5:04

Date: 8/14/22

Issues covered: Public health, Elder care, Hospice

This program served to inform the community about two upcoming events benefitting the hospice. The first is Doctors In Concert, which is in its 26th year. Doctors in Concert, inside Myron's Cabaret and Jazz Hall in the Smith Center, will feature entertainer Frankie Moreno along with local professionals in the medical field performing various musical pieces. The second event is a Wine Extravaganza, which will be at the Industrial Event Space in Las Vegas. There will be food vendors as well as silent auction items. The organization is requesting donations from the community to support the auction. Cassandra gave details about the events and how the proceeds will benefit the organization. Cassandra also spoke in detail about the programs and resources available to the community through NAH.

Representative: Cassandra Farris, Development Manager, Nathan Adelson Hospice

Length: 30 Minutes

Issues covered: Military issues/support, Mental health, Suicide awareness

Dr. Waitzkin said many active-duty military personnel are making extensive use of private mental health services. He explained that they often do so because they are dissatisfied with the quality of military care and are worried about reprisals from their command. He discussed outside help that is offered by a nationwide civilian network of volunteer mental health professionals.

Representative: Howard Waitzkin, M.D., Ph.D., Distinguished Professor Emeritus in the Department of Sociology at the University of New Mexico, Adjunct Professor in the Department of Medicine at the University of Illinois

Length: 7:33

Issues covered: Education, Women's issues, Sexual harassment

Dr. Rose discussed the striking change in higher education over the past few decades, as women have come to earn college degrees at higher rates than men. She explained the reasons behind the trend, and the broader implications for women and society. She believes it empowers women to become not only more financially independent, but also more socially integrated and more politically engaged. She also discussed the impact of the “#MeToo” movement in the empowerment of women.

Representative: Deondra Rose, PhD, Assistant Professor of Public Policy and Political Science at Duke University, author of "*Citizens By Degree: Higher Education Policy and the Changing Gender Dynamics of American Citizenship*"

Length: 9:41

Issues covered: Education, Parenting

Dr. Chen was the lead author of a study that identified the brain pathway that links a positive attitude toward math to higher achievement in the subject. He found that a student's attitude is an even a greater factor in their performance in math than IQ. He stressed the importance of parents and teachers, in encouraging students to keep an open mind and a positive attitude.

Representative: Lang Chen, PhD, postdoctoral scholar in Psychiatry and Behavioral Sciences at the Stanford University School of Medicine

Length: 4:51

Date: 8/21/22

Issues covered: Child abuse prevention, Poverty, Foster care, Parenting

This program served to inform the community about the various programs and resources available through Olive Crest. Their mission is child abuse prevention and the nonprofit offers services to struggling families in Clark County. They also partner with the Department of Family Services to provide foster care services. Jenny spoke about the history of the organization and the clients they have served since 1973. Jenny gave details about the core values of the organization as well as the levels of support the community can give. Jenny also spoke about parenting classes available to anyone in the community, and gave information about the volunteer opportunities available.

Representative: Jenny Fay, Community Engagement and Development Director, Olive Crest

Length: 30 Minutes

Issues covered: Personal finance, Wealth management, Retirement planning

Dr. Perry discussed a recent report from S&P Dow Jones that noted that in the past 15 years, only 5% of actively managed mutual funds performed better than index funds. He said index funds have become much more popular in recent years. He explained why nearly half of investors still gravitate to managed funds.

Representative: Mark J. Perry, Ph.D., Scholar at The American Enterprise Institute, Professor of Finance and Business Economics in the School of Management at the University of Michigan-Flint, creator and editor of the popular economics blog *Carpe Diem*

Length: 7:58

Issues covered: Parenting, Child mental health

In the past few years, Mr. Johnson and his co-author found that high-performing kids were coming to them acutely stressed and lacking motivation. Many complained they had no control over their lives. He believes the best antidote to stress is to give kids a greater sense of control over their lives, while still maintaining authority as parents. He discussed several ways that parents can give children of all ages a healthy dose of self determination and control.

Representative: **Ned Johnson**, education expert, founder of PrepMatters, a tutoring service in Washington, DC, co-author of *“The Self-Driven Child: The Science and Sense of Giving Your Kids More Control Over Their Lives”*

Length: 9:12

Issues covered: Parenting, Opioid abuse

Every year, thousands of injured student athletes are prescribed opioids, and many will become addicted. Mrs. Genovese shared the story of her son, who became an opioid addict after six surgeries for hockey-related injuries, and died of an overdose at age 30. She discussed struggles faced by parents of an adult addict, and the help that is available to them.

Representative: **Kate Genovese**, author of *“Hat Tricks From Heaven: The Story of an Athlete in His Own Prison of Addiction”*

Length: 4:58

Date: 8/28/22

Issues covered: Organ donation, Minority issues, Public health

This program served to bring awareness to the community about the importance of being an organ donor, especially in minority communities. Adriana first gave a recap of the recent 2022 Donate Life Transplant Games of America, where Nevada athletes brought home over 30 medals. Adriana then talked about National Multicultural Donor Awareness month and why it is important for minority groups to be organ donors. Adriana cleared up some misinformation about being an organ donor and gave statistics about how many lives can be saved through organ donation. Adriana’s guest and heart recipient, Bernice Lopez, shared her story as an organ recipient as well and encouraged the community to participate in organ donation.

Representative: Adriana Connelly, Multiculture Outreach Liaison, Nevada Donor Network

Length: 30 Minutes

Issues covered: Parenting, Back-to-school

Ms. Knight offered suggestions to help families create more calm in the home as the new school year begins. She explained how parents can create an organized, efficient and fun morning

routine. She also discussed how early children need to wake up before the school bus arrives, and the best forms of discipline to motivate kids to get ready on time.

Representative: Linn Knight, parenting expert, former elementary school teacher, Certified Positive Discipline Educator, author of “*Break Free from Reactive Parenting*”

Length: 8:00

Issues covered: Gambling addiction, Resources for problem gamblers

Gambling is more available than any time in history, and over 10 million adults have sought help for problem gambling. Prof. Rodda examined the results of 24 studies conducted internationally that asked members of the general public about seeking help for gambling problems. She explained who is most likely to seek help, and the types of assistance that is available for problem gamblers.

Representative: Simone Rodda, PhD, Associate Professor in the Auckland University of Technology, Psychology and Neuroscience in Auckland, New Zealand

Length: 9:18

Issues covered: Environmental concerns, Plastics, Pollution

Most people are aware that plastic pollution is a serious and growing global problem. Ms. Kamgar explained a newly emerging eco-friendly packaging strategy: dehydrated versions of cleaners, beverages, and other normally bottled products, which leave it up to the consumer to "just add water" before using or consuming the product. She said the innovation will reduce the amount of plastics destined for landfills, along with the amount of fuel needed to get the products to consumers.

Representative: Parisa Kamgar, P.E., biomedical engineer, inventor, environmental activist

Length: 5:05

Date: 9/4/22

Issues covered: Public health, Child health, Health equity

This program served to inform the audience about UHC's Empowering Health grant program and how it helped our local community. United Healthcare's grant program supported four nonprofits in Nevada, all with initiatives in line with UHC's vision. The four nonprofits include Empowered, Happy Mama Healthy Baby Alliance, The Center and University of Nevada, Las Vegas, School of Public Health. Kelly spoke about each nonprofit's mission and why each was chosen for the Empowered Health grant program. She also walked us through the process by which these nonprofits are selected and how the community can apply for next year's grants. Kelly also spoke about UHC's commitment in Nevada and why the partnership with these nonprofits is important. Finally, Kelly gave detail about other areas of focus where UnitedHealthcare is helping address health equity.

Representative: Kelly Simonson, CEO, United Healthcare Community Plan of Nevada

Length: 30 Minutes

Issues covered: Parenting, Childhood education, Media awareness

Ms. Santomero explained why healthy, research-based television programs and other media actually help preschoolers flourish academically, socially, and emotionally. She outlined the ways that parents can evaluate and monitor their child's exposure to a rapidly expanding array of media choices.

Representative: Angela C. Santomero, M.A., co-creator of the educational children's TV program

"Blue's Clues," author of *"Preschool Clues: Raising Smart, Inspired, and Engaged Kids in a Screen-Filled World"*

Length: 8:05

Issues covered: Public health, Nutrition, Weight management, Diabetes

Nearly ten percent of all Americans have some form of diabetes. Dr. Fung talked about the causes behind this epidemic and the wide array of dangerous conditions it spurs. He also explained how dietary changes and weight loss can often eliminate the disease

Representative: Jason Fung, MD, weight loss and diabetes expert, author of *"The Diabetes Code: Prevent and Reverse Type 2 Diabetes Naturally"*

Length: 9:01

Issues covered: Parenting, Youth athletics

Youth sports programs across the nation are experiencing shortages of referees. Mr. Gardner said 80% of high school officials quit before their third year, and the average age of referees is climbing, now in the mid 50s. He said the primary reason behind this trend is abusive behavior by parents. He talked about the rewards of working as a sports official and explained how someone can volunteer.

Representative: Bob Gardner, Executive Director of the National Federation of State High School Associations

Length: 4:56

Date: 9/11/22

Issues covered: Disability resources, Public health

This program served to inform the audience about CCF's history, mission and upcoming fundraising event. Lynda talked about how the organization got started, and what she hopes can be accomplished in Clark County for our residents with disabilities. The Night En Blanc white light gala is a fundraising event coming up on September 28th. The community is invited to come enjoy food and festivities. Community disability champions will also be honored at the event. And all the ticket proceeds are going to help expand the organization's Pathways program, which helps individuals and their families access care and support systems through a unique, concierge case management approach, as well as help build their adaptive recreation center, where individuals can engage with therapy, support, peer groups, family support, recreation and more.

Representative: Lynda Tache, President and CEO, Collaboration Center Foundation

Length: 30 Minutes

Issues covered: Parenting, Teenage mental health, Social media/Technological change

Dr. Weinstein interviewed 3500 teenagers to learn how they are influenced by smartphones and other electronic screens. She talked about the social stresses that have been drastically amplified in social media, then are further exacerbated because parents often don't understand. She explained how social media was a critically important social lifeline and study support tool during the pandemic. She also said social media has driven a profound shift in peer pressure for teenagers to adopt socially-approved opinions about politics.

Representative: Emily Weinstein, PhD, Principal Investigator at Project Zero in the Harvard Graduate School of Education, author of *“Behind Their Screens: What Teens Are Facing (And Adults Are Missing)”*

Length: 8:00

Issues covered: Technology, Personal productivity

Many people struggle to retain even a fraction of the knowledge we consume throughout our day, and wind up frustrated when we can't recall the information we need when we need it. Mr. Forte explained a simple method using existing smartphone technology to not only consume information, but to manage and streamline it.

Representative: Tiago Forte, productivity consultant, author of *“Building A Second Brain: A Proven Method to Organize Your Digital Life and Unlock Your Creative Potential”*

Length: 9:18

Issues covered: Personal health, Pets

More than 50% of American households have a dog, cat, or both. Ms. Matthews outlined ways to control indoor allergens and pollutants from pets and other common sources. She said robotic vacuums with HEPA filters have been a major advance in dealing with the problem.

Representative: Erin Matthews, home hygiene specialist

Length: 5:05

Date: 9/18/22

Issues covered: Poverty assistance, Youth education, Career development

This program served to inform the community about UWSN's largest fundraising event of the year. The 7th annual Day of Caring will bring together hundreds of volunteers of all ages to support causes they are passionate about and give back to the nonprofits in our community. Julian gave information about how UWSN serves the community, by partnering with other nonprofits in Clark County to bring resources to those who need them. Julian also gave details about the Day of Caring event. Which projects are available to participate on and how the community can get involved. Julian also gave information about two upcoming fundraisers that will help the organization.

Representative: Julian High, President and CEO, United Way of Southern Nevada

Length: 30 Minutes

Issues covered: Organ donation, Grief management, Mental health

More than 40,000 organ or tissue transplants were performed last year in the US. But behind every organ donation—usually because of an unexpected accident or tragedy-- there is a family reeling over sudden grief and loss. Mrs. Storch shared her personal story of losing her daughter to tragedy, which led her to found an organization to provide emotional support to other organ donation families left to go on with their lives.

Representative: Tara Storch, co-founder of Taylor's Gift Foundation, a nonprofit 501(c)(3) organization that provides emotional support to organ donor families

Length: 8:59

Issues covered: Personal health, Weight loss, Nutrition

Ms. Lee was the co-author of a small study that examined the effectiveness of a self-guided approach to weight loss that involves easy-to-use tools that helped users create low calorie and high fiber meals. She said the program participants lost an average of 5% of their body weight. She explained why diet flexibility is key to making weight loss and maintenance sustainable in the long run.

Representative: Mindy H. Lee, graduate student at the University of Illinois Urbana-Champaign

Length: 8:21

Issues covered: Personal health, Vaping, Child health

Lots of questions still linger about e-cigarettes, including just what users are breathing in when they vape. Dr. Rule led a study that found that the vapors from a variety of devices contain potentially toxic levels of metals, including lead. She explained why teenagers are at a greater risk of the toxins in e-cigarettes than adults.

Representative: Ana María Rule, PhD, MHS, Assistant Scientist in Environmental Health and Engineering at Johns Hopkins Bloomberg School of Public Health

Length: 4:55

Date: 9/25/22

Issues covered: Public health

This program served to inform the audience of an upcoming event that will help to raise money for the Nevada Chapter of the National Hemophilia Foundation. The community is invited to come out and walk on October 8. Stephanie gave details about the origin of the walk and why it's so important in our community. Stephanie explained the organization is the only one in the state that supports those with a rare bleeding disorder, which makes this event vital for those in need. Stephanie gave information about how the community can register and participate and also gave detail about what bleeding disorders are and the costs associated with living with such disorders. Finally, Stephanie gave background information about the organization and her participation in it.

Representative: Stephanie Dupree, Development Manger, National Hemophilia Foundation, Nevada Chapter

Length: 30 Minutes

Issues covered: Domestic abuse, Entrepreneurship

Ms. Crockett shared her inspiring story of escaping from an abusive relationship and eventually starting a successful business. She said domestic violence survivors must not let the experience define them. She discussed the personal challenges she worked through to achieve her dreams, and recommended resources that are available to victims of domestic abuse.

Representative: Pennie Crockett, domestic violence survivor, entrepreneur, author of *“Dangerous Love: From Battered to Boss Lady”*

Length: 8:48

Issues covered: Consumer affairs, Online commerce, Government regulation

Can you really trust that online product review before you make a purchase decision? Prof. Hollenbeck led new research that discovered that the practice of faking online product reviews may be far more pervasive than anyone realized. He said there is a large online marketplace for the buying and selling of fake online reviews, often utilized by small, third-party sellers on

Amazon. He said the sellers are typically based in China, which makes it difficult for US regulators to police the problem.

Representative: Brett Hollenbeck, PhD, Assistant Professor, UCLA Anderson School of Management

Length: 8:25

Issues covered: Education, COVID-19, Low income students

Although most schools are back to in-person learning, the COVID lockdowns created severe learning losses that will take years to address. Ms. Lewis said the losses in math were the most severe, but reading was also badly affected. She said low income and minority students were hardest hit. She also discussed tutoring efforts that are being tried in many states, and what parents can do to help their child.

Representative: Karyn Lewis, Director of the Center for School and Student Progress at NWEA, a nonprofit research firm that creates academic assessments for students pre-K to grade 12

Length: 5:13