

BEASLEY MEDIA GROUP, LLC
ISSUES AND PROGRAMS REPORT

FOR
KDWN-AM

4th QUARTER
(OCTOBER 1 - DECEMBER 31, 2021)

Prepared by:

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ISSUES OF CONCERN TO STATION KDWN-AM
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
4TH QUARTER, 2021

COVID-19

- Extensive promotion of need for COVID vaccination
- Provided information on local vaccination locations and resources
- Encourage booster vaccinations as appropriate.

GENERAL PUBLIC HEALTH ISSUES

- Information & resources regarding ACA open enrollment, including options for community members to get free help in choosing insurance plans
- Information on how to get maximum benefit from insurance throughout the year
- As part of November's National Hospice and Palliative Care Month, promoted awareness and fundraiser to benefit local hospice and its patients
- Publicized information for community members who use Medicare in connection with ACA open enrollment, including counseling resources specifically for senior citizens and their caregivers.

YOUTH HEALTH ISSUES

- Promoted childhood autism fundraising
- Information & resources regarding mental health services to the youth in our community.

DOMESTIC VIOLENCE

- Interview focused on local domestic violence awareness
- Promoted fundraiser for domestic violence victims

ECONOMIC RECOVERY

- Promoted drive collect professional attire for women looking to return to the workplace as the pandemic eases.

HOMELESSNESS

- Publicized services for homeless and low-income community members through local homeless alliance. Including medical services, job training programs, and dental & vision screenings.
- Shared information regarding resources for local homeless people via the local rescue mission, including free in-mission meals, clothing, non-perishable food and bottled water
- Promoted Christmas toy drive for local homeless youth
- Volunteer recruitment

PETS/PET OWNERS

- Promoted fundraiser for organization providing resources to animals in need (and their companion humans)
- Encouraged foster adoptions of pets, given the increased need caused by the Coronavirus pandemic
- Provided information regarding free veterinary services available to help mitigate the need for “economic euthanasia”

PUBLIC INFORMATION RESOURCES

- Publicized the various resources available to community members at no cost through the local library district, including podcasting studios, free WiFi, DJ classes, music and movie screenings.

**DESCRIBING REGULARLY SCHEDULED
PUBLIC AFFAIRS PROGRAMS**

**STATION KDWN-AM PROGRAMS THAT
ADDRESS COMMUNITY ISSUES**

- LOCAL WEEKLY SUNDAY, 11:00 PM TO 11:30 PM. TALKING SOLUTIONS IS A LOCALLY PRODUCED SHOW FOCUSING ON NON-PROFIT ORGANIZATIONS AND THEIR EVENTS RELEVANT TO SOUTHERN NEVADA HOSTED BY WENDY RUSH.

Various Public Service Announcements

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

Clark County Vaccine Campaign, Nevada Department of Emergency Management, Battle Born Youth Challenge Academy, Nevada Department of Public Health Issues (including: Sober Moms, Safe Sleep, Crisis Counseling, Assistance & Treatment, Anti-Stigma/Opioid Recovery, Pregnancy Risk Assessment Monitoring System), Maternal & Child Health Coalition, Immunize Nevada, Army National Guard, Nevada Department of Transportation, Port Of Subs Nevada/Childhood Cancer, Vegas Chamber of Commerce, Hearts Alive Village

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

Fourth Quarter 2021

(October 1 to December 30)

MOST SIGNIFICANT ISSUE – YOUTH HEALTH ISSUES

ISSUE: CHILDHOOD AUTISM

Local Weekly: Talking Solutions

October 3, 2021

ENTIRE SHOW

GRANT A GIFT AUTISM FOUNDATION

Connie Spitzer

Events & Marketing Director

11th Annual “Silver & Black” Gala event and fundraiser that will benefit the organization and children with autism.

MOST SIGNIFICANT ISSUE – DOMESTIC VIOLENCE

ISSUE: DOMESTIC VIOLENCE AWARENESS

Local Weekly: Talking Solutions

October 10, 2021

ENTIRE SHOW

SAFENEST

Liz Ortenburger

Chief Executive Officer

October is Domestic Violence Awareness Month and the organization is holding their annual “Run For Hope 5K” to raise awareness for the cause.

MOST SIGNIFICANT ISSUE – PUBLIC HEALTH

ISSUE: AFFORDABLE CARE ACT OPEN ENROLLMENT

Local Weekly: Talking Solutions

October 17, 2021

ENTIRE SHOW

CLARK COUNTY ASSOCIATION OF HEALTH UNDERWRITERS

Kirstine Sorenson

Media Relations Chair

Open enrollment for health insurance is coming up and CCAHU has resources for the community to get free help in choosing insurance plans. The interview also focused on tips to get the most out of insurance throughout the year, and the common misperceptions and mistakes that consumers need to avoid.

MOST SIGNIFICANT ISSUE – ECONOMIC RECOVERY

ISSUE: CLOTHING DRIVE FOR UNEMPLOYED WOMEN

Local Weekly: Talking Solutions

October 24, 2021

ENTIRE SHOW

UNITED WAY OF SOUTHERN NEVADA

Julian High

President & Chief Executive Officer

Women United Suit Drive to collect suits, accessories and other items of professional attire to disperse to the community for women looking to get back into the workplace after the pandemic.

MOST SIGNIFICANT ISSUE – YOUTH HEALTH

ISSUE: MENTAL HEALTH SERVICES FOR LOCAL MINORS

Local Weekly: Talking Solutions

October 31, 2021

ENTIRE SHOW

BOYS & GIRLS CLUB OF SOUTHERN NEVADA

Andy Bischel

President & Chief Executive Officer

Alma Spears, LMFT

Senior Vice President of Family Services & Counseling

BGCSN is now offering mental health services to the youth in our community. Guests discussed the resources available, how the community can access them, and other programs available through the organization.

MOST SIGNIFICANT ISSUE – HOMELESSNESS

ISSUE: NO-COST SERVICES AVAILABLE TO LOCAL HOMELESS & LOW-INCOME POPULATION

Local Weekly: Talking Solutions

November 7, 2021

ENTIRE SHOW

NEVADA HOMELESS ALLIANCE

Nate Waugh

Interim Executive Director

The annual Project Homeless Connect returns to serve the Las Vegas valley's homeless and low-income population. Medical personnel will be on-site to provide general wellness exams, administer vaccines and provide blood pressure checks. Housing assistance, job training programs and dental and vision screenings will also be available.

MOST SIGNIFICANT ISSUE – PUBLIC HEALTH

ISSUE: HOSPICE CARE

Local Weekly: Talking Solutions

November 14, 2021

ENTIRE SHOW

NATHAN ADELSON HOSPICE

Stephanie Forbes

Development Manager

November is National Hospice and Palliative Care Month and the hospice is hosting its annual “Sweet Notes” Wine & Song Event. Proceeds from ticket sales and the silent auction will benefit the hospice and those they serve.

MOST SIGNIFICANT ISSUE – PETS/PET OWNERS

ISSUE: FUNDRAISER FOR ANIMALS IN NEED CHARITY

Local Weekly: Talking Solutions

November 21, 2021

ENTIRE SHOW

HEAVEN CAN WAIT ANIMAL SOCIETY

Francesca Fulcinti

Executive Director

The society is hosting their “Miracle On Eastern Avenue” awards event and fundraiser. The event will honor individuals and businesses who have made a difference in the lives of animals in need. There will be music, food, entertainment and access to the Magical Forest at Opportunity Village.

MOST SIGNIFICANT ISSUE – PUBLIC HEALTH

ISSUE: MEDICARE & AFFORDABLE CARE ACT OPEN ENROLLMENT

Local Weekly: Talking Solutions

November 28, 2021

ENTIRE SHOW

MEDICARE

Chris Raon

Nevada Licensed Insurance Broker

It is open enrollment time for health insurance and the Medicare Helpline is a free resource for our community members. The Helpline is a team of experts dedicated to helping seniors and caregivers better understand health care coverage options. There is an open call center available to answer all questions and direct community members toward a broker that can help them throughout the year.

MOST SIGNIFICANT ISSUE – INFORMATION SERVICES FOR COMMUNITY RESIDENTS

ISSUE: RESOURCES AVAILABLE THROUGH LOCAL PUBLIC LIBRARY SYSTEM

Local Weekly: Talking Solutions

December 5, 2021

ENTIRE SHOW

LAS VEGAS/CLARK COUNTY LIBRARY DISTRICT

Kelvin Watson

Executive Director

The LVCCLD is holding its #GetCarded initiative to bring awareness to the myriad of resources available for free to our public through the library district. Resources include podcasting studios, free wi-fi, DJ classes, music and movie screening and other resources free to the community.

MOST SIGNIFICANT ISSUE – HOMELESSNESS

ISSUE: SERVICES AVAILABLE FOR LOCAL HOMELESS POPULATION

Local Weekly: Talking Solutions

December 12, 2021

ENTIRE SHOW

LAS VEGAS RESCUE MISSION

Heather Williams

Director of Development

The LV Rescue Mission has resources for the homeless population in our community. There is a community meal served every evening to anyone in need. Also clothing and non-perishable food is available 24/7, as well as bottled water. The Mission is hosting a toy drive on Dec 18th, and is calling the community to sign up to volunteer beyond the holiday time when they are most in need of help.

MOST SIGNIFICANT ISSUE – PUBLIC HEALTH

ISSUE: BLOOD DONATION

Local Weekly: Talking Solutions

December 19, 2021

ENTIRE SHOW

VITALANT BLOOD SERVICES

Brittany Estrella

Communications Manager

The community is currently desperately in need of blood donations. Throughout the pandemic, those donations dropped and Vitalant is encouraging the community to donate blood and/or host a blood drive to replenish the much-needed stock. Vitalant has teamed up with Penn & Teller to offer a pair of tickets to their show at The Rio, for anyone who donates blood between December 20th and January 1st.

MOST SIGNIFICANT ISSUE – PETS/PET OWNERS

ISSUE: FREE VETERINARY SERVICES & ANIMAL FOSTER CARE

Local Weekly: Talking Solutions

December 26, 2021

ENTIRE SHOW

HEARTS ALIVE VILLAGE

Sheryl Green

Director of Communications

The Coronavirus pandemic has increased the need for foster homes in our community. Community members are being asked to consider adopting or fostering an animal in need. The organization also has new veterinarian services available free of charge, to help mitigate the need for “economic euthanasia”. Donation and volunteer opportunities were also discussed.