

BEASLEY MEDIA GROUP, LLC
ISSUES AND PROGRAMS REPORT

FOR
KDWN-AM

4th QUARTER
(October 1 to November 13)

Prepared by:

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ISSUES OF CONCERN TO STATION KDWN-AM
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
4th QUARTER, 2022

GENERAL PUBLIC ISSUES

- Information on how to help the local food insecure population.

MENTAL HEALTH ISSUES

- Suicide prevention practices for Suicide Awareness Month in September.
- Discussion of services including Health Plan of Nevada for insight into severe mental health risks facing teens, young adults, seniors and veterans.

PARENTING

- Information on how to tap into network of 120 agencies and non profits to meet children's educational needs.

DOMESTIC/SEXUAL ABUSE

- Promoted services for local victims of domestic violence and sex trafficking, including supporting fundraising event during Domestic Violence Awareness Month.
- Resources for local domestic violence victims, along with promotion of awareness campaign

RETIREMENT & SENIOR RESOURCES

- Discussed available and affordable hospice programs including home healthcare and palliative care.
- Discussed aging programs for Veterans
- Discussion of food and families in need programs for Seniors

EDUCATION

- Promoted Fundraising gala for Communities in Schools.
- Provided information about programs and services for 81 High Needs Schools in Clark County.
- Provide information and tips for student loan debt forgiveness and resumption of loan payments.
- Organized and broke down tough financial concepts and actions to take for school debt forgiveness.
- Provided information on grassroots campaign for student-focused programs and policies for students.

**DESCRIBING REGULARLY SCHEDULED
PUBLIC AFFAIRS PROGRAMS**

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

PUBLIC SERVICE PROGRAMMING:

- 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 period BMG has run extensive public service announcements for organizations including:

Maternal & Child Health Coalition, HELP of Southern Nevada, Clark County Vaccine Campaign, Nevada Department of Emergency Management, Nevada Department of Transportation, Vegas Chamber of Commerce, Nevada Department of Public Health Issues (including: Sober Moms, Safe Sleep, Crisis Counseling, Assistance & Treatment, Anti-Stigma/Opioid Recovery, Pregnancy Risk Assessment Monitoring System), Immunize Nevada, Port Of Subs Nevada/Childhood Cancer, 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 2022

(October 1 to November 13)

Date: 10/2/22

Issues covered: Fundraising gala to honor supporters of Communities In Schools of Nevada.

This program gave information about the return of an annual fundraising event in the community. The annual “Today For Tomorrow” gala honored longtime supporters of the organization while it raised funds for Communities In Schools. The local nonprofit provides programs and services for 81 high-needs schools across four rural and urban school districts throughout Nevada. Tami spoke about the organization’s mission and how they use the funds from the gala for programs and resources that tap into a network of more than 120 agencies and nonprofits to meet student needs and removes the barriers they face to learn and graduate.

Representative: Tami Hance-Lehr, CEO, Communities In Schools of Nevada

Length: 30:00

Date: 10/9/22

Issues covered: Suicide Awareness Month

The program spoke on the topic of suicide prevention. September is Suicide Awareness Month and a vital time to discuss the importance of digital wellness and the signs parents and peers can look out for when someone is at risk for suicide. A suicide survivor herself, Emma attempted to take her own life at the age of 15 due to bullying and harassment at school and on social media. Through the help of family, friends and healthcare professionals, Emma overcame her struggles and shared her experience in this program. She talked about how her goal of preventing any further tragedy was why she founded the organization. She also discussed a valuable online resource created by the organization, partnered with Health Plan of Nevada, offering insight into the severe mental health risks facing teens, young adults, seniors and veterans.

Representative: Emma White, Founder, Life Is Worth It

Length: 30:00

Date: 10/16/22

Issues covered: Tips for student loan debt forgiveness and resumption of loan payments.

This program served to educate the public on the federal government's plan to forgive student loan debt for qualified federal student loan borrowers. It also addressed the resumption of federal student loan payments after 2022. Brian broke down tough financial concepts and decisions into easy-to-digest soundbites and actions to take. He spoke about why it's wise for borrowers to get a jump on the latest news and how it affects them. Brian gave the audience tips to help borrowers prepare now, before student loan payments are due.

Representative: Brian Walsh, Expert Manager of Financial Planning, Sofi Bank

Length: 30:00

Date: 10/23/22

Issues covered: Event to support emergency shelter for women and children in crisis.

This program served to inform the community of an upcoming gala fundraiser and the organization it benefits. The Once Upon A Gala event will raise much-needed funds for The Shade Tree, which provides safe shelter to abused and homeless women and women with children in crisis. Linda spoke about what is planned for the gala and how the community can participate. She also gave details about upcoming events for the nonprofit during Domestic Violence Awareness Month, and the programs and services available to the community through the organization.

Representative: Linda Perez, CEO, The Shade Tree

Length: 30:00

Date: 10/30/22

Issues covered: A new campaign to help make a difference in the lives of students.

This program gave information about a local nonprofit, Opportunity 180, and a new campaign called “I Stand With Kids”. The campaign calls on Las Vegas community members to take action by pledging to participate in impactful advocacy to make a true difference that will change students’ lives and secure them a better future. Jana gave details about this grassroots campaign and how it aims to build a diverse coalition of community members across Nevada. This coalition will advocate for student-focused programs and policies, and work together to ensure every child has the chance to succeed. Jana gave details about the campaign’s mission and objectives and invited community members to sign a pledge to join the coalition.

Representative: Jana Wilcox Lavin, CEO, Opportunity 180

Length: 30:00

Date: 11/6/22

Issues covered: The launch of a campaign to help local food insecure population.

This program served to give information to the public about an inaugural annual giving campaign through the Just One Project. The campaign, called “Skip One to Give One for Just One” invites community members to skip a meal and donate the cost of that meal to the nonprofit. Brooke spoke about the need in the Las Vegas community for this kind of help and about how the impact this campaign is projected to have. Brooke gave details about the various programs the organization has and how they help the community. Programs include rapid rehousing, self-development classes and youth leadership programs.

Representative: Brooker Neubauer, CEO, Just One Project

Length: 30:00

Date: 11/13/22

Issues covered: Available hospice programs including home care and palliative care.

This program addressed the topic of available hospice care in Southern Nevada. Angela explained out Nathan Adelson Hospice is the only nonprofit in Las Vegas and why that's important. She talked about the difference between hospice and palliative care and gave information about the services offered exclusively through NAH, including Cardiac Care, Advanced Lung Program and the Paws @ Home innovated program. Finally, Angela gave information about upcoming fundraisers and the programs that they will benefit. These programs include the Veteran Food program and the Camp Erin and Families In Need programs, which focus on the families of loved ones who have passed.

Representative: Angela Collins, COO, Nathan Adelson Hospice

Length: 30:00

INFO-TRAK QUARTERLY ISSUES REPORT **OCTOBER-DECEMBER, 2022**

Date aired: 10/2/22

Ted Rossman, Senior Industry Analyst at CreditCards.com

Recent interest rate hikes by the Federal Reserve are leading to substantially higher costs for anyone with credit card debt. Mr. Rossman said roughly half of American consumers are carrying a credit card balance from month to month, and the numbers are increasing due to inflation. He offered suggestions to try to pay down debt and consolidate balances with low- or no-interest credit cards.

Issues covered:

Length: 7:58

Personal Finance
Inflation

Marisa G. Franco, PhD, Assistant Clinical Professor in the Department of Psychology at the University of Maryland, author of *“Platonic: How the Science of Attachment Can Help You Make - and Keep – Friends”*

Many people, particularly men, have few friends. Prof. Franco discussed the critical importance of friendship, and how to make and keep friends in an era of distraction, burnout, and chaos. She said making friends, like cultivating any relationship, requires effort, and the idea of “friendships happening organically” is generally a myth. She outlined several specific, research-based steps to improve the number and quality of friendships.

Issues covered:

Length: 9:23

Mental Health

Arpita Ghosh, PhD, Assistant Professor of Educational Psychology at the University of Kansas

When veterans leave the military, they face a multitude of major challenges, including a transition into higher education or a new career field. Prof. Ghosh led a recent study that found that assistance typically designed to help civilian students are also effective for veterans. She talked about the strengths that veterans can bring to a company and outlined the resources that are available to veterans to make the transition.

Issues covered:

Length: 5:09

Veterans' Concerns

Career

Mental Health

Date aired: 10/9/22

Sally Helgesen, women's leadership consultant and speaker, author of *“How Women Rise: Break the 12 Habits Holding You Back from Your Next Raise, Promotion, or Job”*

Ms. Helgesen believes that women face specific and different roadblocks from men as they seek to advance in the workplace. She discussed the most common errors made by women, and what

they can do to get proper credit for their achievements at work. She also discussed how the #MeToo movement has affected job opportunities for women.

Issues covered:

Length: 8:43

Women's Issues

Career

Sexual Harassment

Sara Goldrick-Rab, PhD, Professor of Higher Education Policy and Sociology at Temple University

Prof. Goldrick-Rab was the lead author of study that found that 36 percent of students at 66 surveyed colleges and universities do not get enough to eat, and a similar number lack a secure place to live. She said skyrocketing college tuition and other fees, inadequate aid packages and growing enrollment among low-income students are some of the factors. She outlined several policy changes that could help.

Issues covered:

Length: 8:19

Poverty

Homelessness

Education

Anupam Jena, MD, PhD, Ruth L. Newhouse Associate Professor of Health Care Policy at Harvard Medical School, physician in the Department of Medicine at Massachusetts General Hospital, Faculty Research Fellow at the National Bureau of Economic Research Policy

It's an age-old axiom, but is joint pain, back pain or just a feeling in your bones a reliable predictor of rainy weather? Dr. Jena led a study that examined the question and he found no relationship between rainfall and aches or pains.

Issues covered:

Length: 4:39

Personal Health

Aging

Date aired: 10/16/22

Stephen Smagula, PhD, Assistant Professor of Psychiatry and Epidemiology at the University of Pittsburgh

Prof. Smagula led a recent study that found that older adults with regular activity routines are happier and do better on cognitive tests. He said that his findings suggest that staying active all day and following the same routine each day are important for healthy aging and mental health.

Issues covered:

Length: 8:12

Aging

Personal Health

Catherine Pearlman, PhD, Associate Professor of Social Work at the University of Massachusetts Global, licensed clinical social worker, author of *“First Phone: A Child's Guide to Digital Responsibility, Safety, and Etiquette”*

Dr. Pearlman shared advice for parents of eight- to twelve-year-old children about digital safety. She talked about the inability of kids to recognize dangers online, the pros and cons of social media and how to maintain parental limitations on smartphone use. She also explained how to impress on kids that anything posted online can potentially haunt them forever.

Issues covered:

Length: 9:05

**Digital Safety for Children
Parenting**

James S W Wolffsohn, PhD, Professor of Optometry at Aston University in Birmingham, England

Digital eye strain is a widespread and growing problem for people of all ages. Prof. Wolffsohn led a recent study that tested the 20-20-20 rule: taking a screen break of at least 20 seconds, every 20 minutes, to look at least 20 feet away. He found the practice does help ease some of the symptoms of prolonged computer use, and he suggested ways to take breaks frequently enough.

Issues covered:

Length: 5:08

**Personal Health
Media**

Date aired: 10/23/22

Caroline Tocci, President & Co-Founder/Director of The Vanessa T. Marcotte Foundation, which advocates for safety awareness to prevent violence, objectification and harassment against women

Ms. Tocci's cousin, Vanessa Marcotte, was a 27-year-old woman who, while running on a rural road in Princeton, Massachusetts, was assaulted and murdered in 2016. She offered safety tips for women to avoid violence or harassment, particularly when running. She said apps are available to track a runner's location and share it with emergency contacts. She also explained how a woman should choose routes or schedules for a run.

Issues covered:

Length: 6:56

Crime

Women's Issues

Marta L. Tellado, PhD, President and CEO of Consumer Reports, author of "*Buyer Aware: Harnessing Our Consumer Power for a Safe, Fair, and Transparent Marketplace*"

Ms. Tellado discussed the rampant abuse of online privacy and the misuse of consumer data. She said the virtual monopolies held by four online companies are a genuine problem for privacy and consumers' rights. She believes that online algorithms are often biased towards people of color. She also discussed common misconceptions about safety testing and the mission of Consumer Reports.

Issues covered:

Length: 10:08

Consumer Matters

Racial Bias

Online Privacy

Frieda Birnbaum, PhD, research psychologist and psychotherapist, author of *“Life Begins At 60: A New View of Motherhood, Marriage, and Reinventing Ourselves”*

Dr. Birnbaum is the oldest woman in America to give birth to twins, and she shared her perspective on how and why parenting has changed tremendously in recent years. She explained why she and her husband chose to have more kids later in life, and what the pluses and minuses are to older parenting.

Issues covered:

Length: 5:10

Parenting

Aging

Date aired: 10/30/22

Laura D. Quinby, PhD, Senior Research Economist at the Center for Retirement Research at Boston College

Dr. Quinby was a co-author of a Boston College brief that asked, “After 50 Years of Progress, How Prepared Are Women for Retirement?” She said that in the 50 years since Title IX’s passage, women have made major economic progress in education, earnings, and wealth, and that today, women who spend most of their lives single are as well prepared for retirement as married couples.

Issues covered:

Length: 6:56

Women’s Issues

Retirement Planning

Carl “Chip” Lavie, MD, Medical Director of Ochsner Health Cardiac Rehabilitation and Prevention in New Orleans

Cardiovascular disease is the leading cause of death in the U.S. across most races and ethnicities, and doctors routinely tell patients to change unhealthy lifestyles. However, Dr. Lavie's research found that doctors shouldn't take a one-size-fits-all approach to lifestyle counseling, especially for those within underserved or socioeconomically disadvantaged populations. He said customized counseling can achieve small but statistically meaningful improvements in blood pressure, cholesterol and body fat.

Issues covered:

Length: 10:08

**Personal Health
Minority Concerns**

Dana Thomson, PhD, Senior Research Scientist at Child Trends, a research organization focused on child poverty and public policy

With little public notice, child poverty in the U.S. fell by 59% between 1993 and 2019. She said lower unemployment rates, increases in single mothers' labor force participation, and increases in state minimum wages accounted for about a third of the improvement, but that taxpayer dollars spent on social programs were also a major factor. However, disparities by race and ethnicity, natural origin and family structure persisted. She explained what other changes she believes are needed to continue the trend.

Issues covered:

Length: 5:10

**Child Poverty
Government
Minority Concerns**

Date aired: 11/6/22

Annie Duke, co-founder of the non-profit student advocacy organization called The Alliance for Decision Education, author of "*Quit: The Power of Knowing When to Walk Away*"

Ms. Duke outlined behavioral science research that shows that we are psychologically biased to grit things out for too long, even when there are clear signs that we should quit. She offered examples of how a decision to quit is affected by whether someone is winning or losing, and why we tend to increase our commitment to a losing cause.

Issues covered:

Length: 9:29

**Career
Personal Finance
Government Policies**

Andrew King, Research Analyst for the Owner-Operator Independent Drivers Association Foundation

Federal regulators appear to be taking steps toward a speed limiter mandate for commercial motor vehicles in 2023. Mr. King discussed the potential safety concerns if trucks are forced to drive slower than other traffic, including a lack of passing speed, increased congestion, and being rear-ended. He said that a nationwide 60 or 65 mph limit for trucks would create even greater safety issues in the handful of states with speed limits as high as 85 mph for cars.

Issues covered:

Length: 7:52

**Traffic Safety
Supply Chain**

Annalise LaPlume Cognitive Neuroscience Postdoctoral fellow, Senior Research Scientist at Child Trends, a research organization focused on child poverty and public policy

Dr. LaPlume was the lead author of a study that found that lifestyle may be more important than age in determining dementia risk, no matter how old we are. She outlined the eight major lifestyle choices that influence brain health. She said just one of those factors could reduce cognition by the equivalent of up to three years of aging.

Issues covered:

Length: 5:10

**Alzheimer's Disease
Personal Health**

Date aired: 11/13/22

Odin Johnson, Jr, PhD, Bloomberg Distinguished Professor of Social Policy and STEM Equity at Johns Hopkins University,

Dr. Johnson led a study that found that students at high schools with prominent security measures, such as metal detectors, contraband sweeps, drug testing and security cameras, have lower math scores, are less likely to attend college and are suspended more frequently compared to students in schools with less surveillance. He said the policies even affect the academic performance of students who haven't exhibited behavioral problems.

Issues covered:

Length: 9:41

Education

Minority Concerns

Government Policies

Nikita Shah, MD, Medical Oncology Team Leader for the Breast Care Center at the Orlando Health Cancer Institute

About 42,000 women die of breast cancer each year in the US. Dr. Shah shared the findings of a recent survey by her organization that found that 22% of women ages 35 to 44 have never gotten a mammogram and have no plans of getting one. She outlined the potential reasons behind this trend and why this is of such great concern. She also explained why African American women often face a more aggressive disease course when faced with a breast cancer diagnosis.

Issues covered:

Length: 7:42

Personal Health
Women's Concerns
Minority Concerns

Lewie Pugh, Executive Vice President of the Owner-Operator Independent Drivers Association, an advocacy organization for 150,000 independent truck drivers

Mr. Pugh talked about private and governmental efforts to recruit military veterans into the trucking industry. He said a lack of training often results in high turnover in trucking jobs. He also discussed his organization's "Truckers for Troops" fundraising program, which raises funds for care packages sent to military members serving in combat zones, as well as the Veterans Community Project to assist homeless veterans.

Issues covered:

Length: 5:05

Veterans' Concerns
Transportation