

**BEASLEY MEDIA GROUP, LLC**  
**ISSUES AND PROGRAMS REPORT**

**FOR**  
**KDWN-AM**

**2<sup>ND</sup> QUARTER**  
**(APRIL 1 – JUNE 30, 2021)**

**Prepared by:**  
**John Shaffer**

**ISSUES OF CONCERN TO STATIONS KDWN-AM**  
**ADDRESSED IN RESPONSIVE PROGRAMMING IN THE**  
**2<sup>ND</sup> QUARTER, 2021**

**HEALTH/PUBLIC HEALTH/MENTAL HEALTH:** Information & resources to help access medical & mental health services. Surviving the Opioid Epidemic, treatment options & mental health services available to families. Treat chronic conditions, prevent disease & promote healthy lifestyles.

**CHILDREN'S ISSUES/BULLYING:** Challenges for kids & improvements to their situations...Anti-bullying efforts.

**EDUCATION/JOBS:** Improving graduation rates & making ongoing learning available to all. What's happening in our schools for both kids & adults. Training, interview & resume assistance, career centers & job placement.

**COMMUNITY RESOURCES:** Options for Southern Nevadans of all ages with disabilities, & help with basics including food, clothing & other items for those in need. Programs & activities available for everyone in our area.

**VETERANS ISSUES:** Housing, employment, medical & mental health options supporting active & retired military & their families.

**HOMELESSNESS/AFFORDABLE HOUSING:** Raising awareness of kids & families who are a big part of our homeless population, and options available to get them into homes.

**ENERGY:** Nevada is rich with renewable energy, what choices are available & what our state is doing to help consumers afford those options.

**ANIMAL RESCUE & OVERPOPULATION:** Efforts being taken to make Southern Nevada shelters no-kill facilities & groups caring for animals throughout our area.

**#VEGASSTRONG & PUBLIC SAFETY:** Caring for those affected by 1 October, along with resources available to protect people & ways they can prepare for emergency situations.

**DESCRIBING REGULARLY SCHEDULED  
PUBLIC AFFAIRS PROGRAMS**

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

- LOCAL WEEKLY SUNDAY, 11:00 PM TO 12:00 AM. TALKING SOLUTIONS IS A LOCALLY PRODUCED SHOW FOCUSING ON NON-PROFIT ORGANIZATIONS AND THEIR EVENTS RELEVANT TO NEVADA AND DOLAN SPRINGS, HOSTED BY WENDY RUSH.

## **Various Public Service Announcements**

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

NVBPH OPIOID CRISIS, BEHAVIORAL HEALTH, DPBH CRIB SAFE SLEEP, FRAUD PREVENTION, TRAVEL NEVADA, LV RESCUE MISSION, ELKO CONVENTION & VISITORS AUTHORITY, CHILDCARE LICENSING, TALK TO TEENS/ABSTINENCE, CYBER SECURITY, IMMUNIZE NV, UNIV OF NV/RADON, ARMY/STEM CAREERS, WIC PARTNER SUPPORT, PRAMS, MIRACLE FLIGHTS, ARMY/COLLEGE, ARMY/SOMETHING GREATER, NEVADA PROUD, ARMY/WE STAND GUARD, IMMUNIZE NV/ADULTS, SOBER MOMS MARIJUANA,

RTC/LOVE THE CONE, RMHLV 51'S MIXER, HELP FOR HEROES, ANIMAL FDN./FOSTERS NEEDED, WHY RANCH EQUINE & WINE, AMERICANS WITH DISABILITIES BACK TO WORK, FAMILY PROMISE, VEGAS STRONG RESILIENCY CENTER, NAA VETS/NV DONATIONS, WALK AGAINST HATE, BULLY PROOF, VTRC/GUITARS IN HEAVEN, ADOPTION FROM FOSTER CARE, A.A., UBS/O NEGATIVE, BURN AWARENESS, LAKE LAS VEGAS CLASSIC, ANIMAL FDN./LOST PETS, ANIMAL FDN./VOLUNTEERS, HELPING HANDS OF VEGAS VALLEY, SNV RED CROSS, BBBSNV, TYPE 2 HEART RISK, CAMP SUNSHINE, ALA/LUNG CANCER AWARENESS, ANDSON, FDA SUNSCREEN SAFETY, O.V. PAPER PROS, ACS MELANOMA AWARENESS, SHADE TREE, BEST FRIENDS FIX @ 4, AM. DIABETES ASSN., AM. BRAIN FDN., AL ANON., AAN CONCUSSION, NAT'L RUNAWAY HOTLINE, NDOT/LOOK TWICE, DEA TAKEBACK.COM

Opioid Addiction/WestCare, Grant A Gift Autism Foundation, NDOT Look Twice, United Blood Services, NV Donor Network, Ready.gov, Talking Book Services, Flood Smart, Veterans Crisis Line, Stop Texts Stop Wrecks, A Home 4 Spot, Living Grace Home, Big Brothers/Big Sisters of Southern Nevada, Animal Foundation, Feeding America, United Way of Southern Nevada, Fatherhood.org, Matching Donors, 3 Square Food Bank, Rape Crisis Center, Wish Upon A Wedding, Southern Nevada Water Authority, Assistance League of Las Vegas, Lutheran Social Services of NV, Hope Link of So NV, U.S. Navy, Bullying Prevention, National Fair Housing Awareness, Emergency Preparedness, Wildfire Prevention, Caregiver Assistance, Buzzed Driving Prevention, High School Equivalency, Seat Belt Safety, Foreclosure Prevention Assistance, Stroke Awareness, High Blood Pressure, Mental Health Awareness, SaferCar.gov, Zero Fatalities, Am Legion PTSD, Autism Speaks, Girl Scouts of So NV, Nathan Adelson Hospice, 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 are. We also send and receive weekly tests of the system to insure readiness at all times.

## **QUARTERLY ISSUES/PROGRAMS REPORT**

**Second Quarter 2021**

**(April 1 to June 30)**

### **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: HEALTH/PUBLIC HEALTH**

**Local Weekly: Talking Solutions**

**April 25, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**NEVADA DONOR NETWORK**

**Alma Rodriguez & Christine Hernandez**

**Nevada Donor Network**

April is Donate Life Month, so we asked Alma Rodriguez & Christina Hernandez to share stories about what a difference you can make by becoming an organ donor.

### **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: PUBLIC HEALTH**

**Local Weekly: Talking Solutions**

**May 2, 2021**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**IMMUNIZE NEVADA BABY BASH**

**Sarah Lugo/SNHD, Leah Sussman & Tara Nerida/ImmunizeNevada**

Immunize NV & SNHD are hosting a Baby Bash on Friday, 4/27...it's all about informing parents on the importance of getting children vaccinated Free shots will be offered, plus activities for the whole family!

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: HEALTH/PUBLIC HEALTH**

**Local Weekly: Talking Solutions**

**May 9, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**NEVADA HEALTH LINK**

**Janel Davis, Communications Officer, Silver State Health Insurance Exchange**

Janel Davis reminded us that Nevada Health Link is available year-round, to help with questions & affordable health plans. She also covered the conditions that make insurance changes possible any time, not just during open enrollment.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: HEALTH**

**Local Weekly: Talking Solutions**

**May 23, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**MELANOMA AWARENESS**

**Shelly, Jennifer & Josiah, American Cancer Society**

Melanoma Awareness is highlighted in May & it's also when Relay for Life is held...Shelly, Josiah & Jennifer joined us with cancer survivor stories & event info. Melanoma prevention tips were also offered.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: HEALTH/PUBLIC HEALTH**

**Local Weekly: Talking Solutions**

**June 6, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**A.L.A. BREATHE FASHION**

**Kristina Crawford, Lisa King & Will Rucker/American Lung Assn.**

Breathe Fashion happens in June @ the M Resort, a big event raising funds for our local American Lung Association's programs...Kristina Crawford, Lisa King & Will Rucker came by with all the details & services offered to the public.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: PUBLIC HEALTH**

**Local Weekly: Talking Solutions**

**June 13, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**UBS SUMMER DONATIONS**

**Jeannine McCoy, United Blood Services**

Donations drop this time of year, but the need for blood never does...Jeannine McCoy tells us about what is especially needed & how easy it is to help!

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: MENTAL HEALTH**

**Local Weekly: Talking Solutions**

**June 20, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**SUICIDE PREVENTION**

**Heather Shoop, West Care**

Celebrity deaths in the news make suicide prevention an important topic, so we covered warning signs, treatment options & ways to help, Efforts in our state are making a positive impact.

### **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

#### **ISSUE: CHILDREN'S ISSUES/BULLYING**

Local Weekly: Talking Solutions

April 4, 2021

**30 MINUTES OF A 60 MINUTE PROGRAM**

**JOSH STEVENS FOUNDATION**

**Jennifer Morss/JSF Executive Director & Taylor Arth/Crazy Pita**

The Josh Stevens Foundation helps to show kids how to be kind, in hundreds of schools & prevent bullying...Crazy Pita is a big supporter & has created an ongoing program to help this local charity fund their efforts.

### **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

#### **ISSUE: CHILDREN'S ISSUES/ANTI-BULLYING**

Local Weekly: Talking Solutions

May 2, 2021

**20 MINUTES OF A 60 MINUTE PROGRAM**

**WHY RANCH**

**Amy Meyer-Terry, WHY Ranch Founder**

Take rescued horses, animals & challenged kids at WHY Ranch, and wonderful things happen! May's Equine & Wine event is a fundraiser for the charity, which benefits kids with challenges & their families.

### **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: CHILDREN'S ISSUES/BULLYING**

**Local Weekly: Talking Solutions**

**May 16, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**BULLY PROOF**

**Xevyn Harris & Gloria Harris, Bully Proof**

Xevyn Harris walked into our lobby with her Mom & amazed us with her passion for BULLY PROOF...she was bullied, and it led to her book to help kids deal with bullying. We asked her to share her story.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: CHILDREN'S ISSUES/BULLYING**

**Local Weekly: Talking Solutions**

**May 9, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**NV PARTNERSHIP FOR HOMELESS YOUTH**

**Lanette Rivera, NPHY**

Southern Nevada has an enormous problem with kids on the streets in our community, far more than most realize. The NPHY is a safe place for all their needs, & there are many ways we can help.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: CHILDREN'S ISSUES**

**Local Weekly: Talking Solutions**

**June 13, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**CAMP SUNSHINE**

## **Ken Juneau, Tropical Smoothie Cafe**

National Flip-Flop Day on June 15th, when all Tropical Smoothie Cafes raise money for Camp Sunshine, providing week-long vacations in Maine for kids with life-threatening illnesses & their families.

## **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: CHILDREN'S ISSUES/CHILD ABUSE**

**Local Weekly: Talking Solutions**

**June 27, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**OLIVE CREST**

**MYESHA WILSON/OLIVE CREST, TRAVIS BALL & JOANNA PIETTE/BREAKAWAY CYCLING**

Olive Crest helps kids & families in our area with important issues, like preventing child abuse. Breakaway Cycling joined us, too & told how their charity joins in for events like a recent bike rodeo.

## **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: EDUCATION**

**Local Weekly: Talking Solutions**

**April 4, 2021**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**LAS VEGAS SCI-FEST**

**Chris Palladino/SCI-FEST Executive Director, Maria Gatti/MGM Resorts, Kevin Geraghty/NV Energy & Dana Holleran/March for Science**

The Las Vegas Science & Technology Festival is commonly known as Sci Fest, & this year it's 45 free events we're all welcome to attend. It's intended to encourage more interest & participation in STEM fields by local students.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: EDUCATION**

**Local Weekly: Talking Solutions**

**May 16, 2021**

**40 MINUTES OF A 60 MINUTE PROGRAM**

**ANDSON**

**Sonia Anderson/Co-Founder, Andson**

Financial Literacy is important...our kids need money skills, and this charity has taught thousands of students, with CCSD & beyond. Sonia told us how their lessons benefit kids & their parents.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: EDUCATION**

**Local Weekly: Talking Solutions**

**May 23, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**STEM 101**

**Russ Mickelson/STEM 101 & John Guedry/Bank of Nevada**

CCSD Middle school students now have access to STEM curriculum, which can lead to future success in good-paying careers. The charity offers the program at no cost to schools.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: EDUCATION**

**Local Weekly: Talking Solutions**

**June 13, 2021**

## **20 MINUTES OF A 60 MINUTE PROGRAM**

### **JAG NEVADA**

#### **ANN WOZNIAK & MICHELLE CODY, JAG NEVADA**

JAG Nevada is making a real difference for students in our state...improving futures for kids who might not graduate without their help. We got details on the program & success stories!

## **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

### **ISSUE: COMMUNITY RESOURCES**

#### **Local Weekly: Talking Solutions**

**April 11, 2021**

## **30 MINUTES OF A 60 MINUTE PROGRAM**

### **THE CENTER**

#### **Andre Wade, Executive Director**

The Center is a safe place for the LGBTQ community, and Andre Wade told us about all the services they offer. Their inclusive approach is also extended to low-income people in Downtown Las Vegas.

## **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

### **ISSUE: COMMUNITY RESOURCES**

#### **Local Weekly: Talking Solutions**

**April 18, 2021**

## **30 MINUTES OF A 60 MINUTE PROGRAM**

### **AGE WELL EXPO**

#### **Melissa McCabe/Event Organizer**

This free event @ the Rio Convention Center is Sat., April 14th, emphasizes habits that promote healthy living with entertainment, prizes & more than 100 booths offering info for 50 + adults, plus a travel fair.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: COMMUNITY RESOURCES**

**Local Weekly: Talking Solutions**

**May 30, 2021**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**LAS VEGAS PERSPECTIVE**

**Jonas Peterson, President/LVGEA**

Perspective is an annual event, offering detailed community & economic development information, along with analysis & forecasting, now in its' 38th year. It analyzes, growth, employment, housing & many other important segments of our economy.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: COMMUNITY RESOURCES**

**Local Weekly: Talking Solutions**

**June 6, 2021**

**40 MINUTES OF A 60 MINUTE PROGRAM**

**LAS VEGAS CHAMBER OF COMMERCE EXPO**

**Mary Beth Sewald, President, LV Chamber of Commerce**

We got info on the impact the LV Chamber has on our local economy & found out about upcoming events, plus, area businesses are invited to be part of the upcoming Business Expo.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: COMMUNITY RESOURCES**

**Local Weekly: Talking Solutions**

**June 20, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**OPPORTUNITY VILLAGE**

**Cindy Chartrand, O.V. Executive Chef**

There are so many ways to help Opportunity Village, you'll be amazed! Executive Chef Cindy Chartrand filled us in on services they offer, and the New OV To Go food options. The charity provides pride, purpose & a paycheck for mentally & physically challenged people in our community.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: VETERANS**

**Local Weekly: Talking Solutions**

**April 11, 2021**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**WINDY 25 MEMORIAL**

**Craig Wilhelm, Dave Ramsey & Shane Hubbard, Windy 25 Committee**

The story of Windy 25 starts with a military aircraft crash in Afghanistan that created a 5K fundraiser every year, here in Las Vegas. Our guests were all part of the unit & organize the event to benefit families of lost service members.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: VETERANS**

**Local Weekly: Talking Solutions**

**May 9, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**CELEBRITY SWING FOR VETERANS**

**Cliff Branch, Raiders Foundation**

The Raiders are helping local charities thru the Raiders Foundation...Cliff Branch visited to tell us about the Top Golf fundraiser to benefit Veterans Village. Helping homeless vets!,

### **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: VETERANS**

**Local Weekly: Talking Solutions**

**May 30, 2021**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**HELP FOR HEROES**

**Patti Gerace, Marketing Director, Walker Furniture**

This program supplies specialized furniture pieces for disabled veterans. Listeners are asked to nominate those in need, via e-mails or letters by June 30<sup>th</sup>.

### **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: AFFORDABLE HOUSING**

**Local Weekly: Talking Solutions**

**April 18, 2021**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**FAMILY PROMISE**

**Terry Lindemann, Executive Director**

The cost of rent in our area exceeds the income of minimum-wage workers here, but his charity helps kids & their families with affordable housing & other needs, plus details on how they're growing, to serve even more in Southern Nevada.

### **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: AFFORDABLE HOUSING**

**Local Weekly: Talking Solutions**

**May 23, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**LAS VEGAS HABITAT FOR HUMANITY**

**Doug Coombs, CEO, Las Vegas Habitat for Humanity**

Doug Coombs stopped by to tell us how much Habitat for Humanity does in Southern Nevada...building affordable housing, and three RE-Store locations, where donated items help raise funds for their work.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: ENERGY**

**Local Weekly: Talking Solutions**

**April 25, 2021**

**40 MINUTES OF A 60 MINUTE PROGRAM**

**CLEAN ENERGY UPDATE**

**NV Assemblyman Chris Brooks & Jennifer Taylor, CEP Legal Consultant**

We'll be voting on Nevada energy issues in November, so Assemblyman Chris Brooks & Jennifer Taylor visited to fill us in on the issues...it's jobs, our resources & pocketbooks.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: ENERGY**

**Local Weekly: Talking Solutions**

**May 2, 2021**

**10 MINUTES OF A 60 MINUTE PROGRAM**

## **GREENFEST**

### **Annette Bubak/Green Connection, Stan Hamel & Paul Ira/Shades of Green radio show**

Nevada's biggest Earth Day celebration happens Sat., May 15th, from 9 to 5 @ Downtown Summerlin...the free event will provide info & demonstrations on sustainable energy options, along with entertainment & prizes.

## **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

### **ISSUE: ANIMAL RESCUE**

**Local Weekly: Talking Solutions**

**June 20, 2021**

### **20 MINUTES OF A 60 MINUTE PROGRAM**

#### **K-9 GOLF TOURNAMENT**

Sean Malia/LVMPD K-9 Office & Trent Keenan/Diamondback Land Surveying

We all love K-9 officers, and Metro provides for their needs, but what happens when they retire from service? That's when we step up, for medical, vet costs & more. The July 10th K-9 Golf Tournament will help raise funds to care for dogs after they're no longer with LVMPD.

## **MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

### **ISSUE: ANIMAL RESCUE & OVERPOPULATION**

**Local Weekly: Talking Solutions**

**June 27, 2021**

### **20 MINUTES OF A 60 MINUTE PROGRAM**

#### **PAWTASTIC FRIENDS**

**Michael & Melissa Novelli, Founders, Pawtastic Friends**

Michael & Melissa Novelli are passionate about helping dogs move from shelters to forever homes...they work with local shelters & rescues to get dogs out & ready for their next chapter.

**MOST SIGNIFICANT ISSUE - RESPONSIVE PROGRAMMING**

**ISSUE: PUBLIC SAFETY**

**Local Weekly: Talking Solutions**

**June 27, 2021**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**HOW NOT TO GO TO THE DMV**

**Kevin Malone, P.I.O., NV Dept. of Transportation**

If waiting in line at the DMV isn't your idea of fun, there are other ways to take care of business...Kevin Malone filled us in on online & kiosk options, Smog Spotter, Real I.D.'s & more.