

**BEASLEY MEDIA GROUP  
ISSUES AND PROGRAMS REPORT**


**FOR  
STATION KCYE-HD2**

**3rd QUARTER  
(JULY 1 – SEPTEMBER 30, 2017)**

Prepared By KDWN Program Director John Shaffer:

 \_\_\_\_\_ Date: 10/4/17

Reviewed by Market Manager Tom Humm:

 \_\_\_\_\_ Date: 10/4/17

**ISSUES OF CONCERN TO STATION KCYE-HD2**  
**ADDRESSED IN RESPONSIVE PROGRAMMING IN THE**  
**3rd QUARTER, 2017**

**EDUCATION/JOB:** 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 with disabilities, & help with necessities including food, clothing & other needed items.

**CHILDREN'S ISSUES:** Challenges for kids & improvements to their situations.

**PUBLIC SAFETY:** Resources available to protect people & ways they can prepare for emergency situations.

**HEALTH:** Information & resources to help access medical services, treat chronic conditions, prevent disease & promote healthy lifestyles.

**NUTRITION & FITNESS:** Information on improving our overall diets, including managing Type 2 Diabetes & the importance on movement for overall health.

**DOMESTIC VIOLENCE:** Resources available to all for escaping to safety & starting a new, healthier life.

**ADDICTION & RECOVERY:** Surviving the Opioid Epidemic, treatment options & mental health services available to families.

**VETERANS ISSUES:** Options available from medical help & counseling, to job fairs & services for military families.

**CLEAN ENERGY:** Efforts to use Nevada's resources, such a solar, wind & geo-thermal, to replace coal & petroleum purchased from out-of-state.

**DESCRIBING REGULARLY SCHEDULED  
PUBLIC AFFAIRS PROGRAMS**

**STATION KCYE-HD2 PROGRAMS THAT  
ADDRESS COMMUNITY ISSUES**

- LOCAL WEEKLY SUNDAY, 6:00 AM TO 7:00 AM. TALKING SOLUTIONS IS A LOCALLY PRODUCED SHOW FOCUSING ON NON-PROFIT ORGANIZATIONS AND THEIR EVENTS RELEVANT TO NEVADA AND BOULDER CITY, HOSTED BY TERRIE SPRINGS.

### **Various Public Service Announcements**

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

Family Promise, Camp Sunshine, CCSD Bus Driver Job Fairs, Opioid Addiction/WestCare, WGU Nevada, Andson, The Shade Tree, Float Like A Duck, Help For Heroesr, Sunscreen Safety, Lung Force, From Broadway With Love, Safe Nest HERO Walk, Poppy Foundation, Goodwill of Southern NV, Grant A Gift Autism Foundation, Immunize Nevada-ADULT/FLU, SENIOR MEDICARE PATROL, IMMUNIZE NEVADA-INFANT, ELKO CONVENTION & VISITORS AUTHORITY, NV DEPT OF TAXATION-Marijuana, MIRACLE FLIGHTS, VIRGINIA CITY TOURISM COMMISSION, NV DIVISION OF CHILD & FAMILY SERVICES, NEVADA DIVISION OF PUBLIC & BEHAVIORAL HEALTH-Abstinence, TRAVEL NEVADA, 048 REALTY-NEVADA PROUD, BUREAU OF HEALTHCARE, QUALITY & COMPLIANCE--Child Care Licensing, NEVADA DIVISION OF PUBLIC & BEHAVIORAL HEALTH-Safe Sleep, NEVADA DIVISION OF PUBLIC & BEHAVIORAL HEALTH-Substance Abuse

Stand Up Speak Out, UNLV Alumni Association, NDOT Look Twice, Ronald McDonald House, National Runaway Safeline, United Blood Services, NV Donor Network, Ready.gov, Talking Book Services, NV PEP, 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, Goodwill - Jobs, United Way of Southern Nevada, Fatherhood.org, Las Vegas Jazz Society, Highway Traffic Safety Commission, Matching Donors, 3 Square Food Bank, Rape Crisis Center, Wish Upon A Wedding, Foundation For Positively Kids, Foreclosure Prevention, Stroke Awareness, Women's Heart Health, Texting & Driving Safety, Girls In Tech, Southern Nevada Water Authority, Leukemia & Lymphoma Society, Assistance League of Las Vegas, Lutheran Social Services of NV, Hope Link of So NV, U.S. Navy, Bullying Prevention, Recycling, National Fair Housing Awareness, Emergency Preparedness, Wildfire Prevention, Caregiver Assistance, Financial Literacy, Buzzed Driving Prevention, High School Equivalency, Seat Belt Safety, Foreclosure Prevention Assistance, Stroke Awareness, High Blood Pressure, Mental Health Awareness, Metro/Domestic Violence Prevention, SaferCar.gov, Zero Fatalities, Am Legion PTSD, Feeding America, Autism Speaks, Girl Scouts of So NV, Shade Tree, Nathan Adelson Hospice, Helping Hands of Vegas Valley, 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**

**Third Quarter 2017**

**(July 1 to September 30)**

### **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

#### **ISSUE: EDUCATION & JOBS**

**Local Weekly: Talking Solutions with Terrie Springs**

**July 9, 2017**

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

**CSN – UAS**

**Art Eggers, CSN**

UAS stands for Unmanned Aviation Systems Technology. College of Southern Nevada has a new program in this high-growth area with many job opportunities, and Art Eggers visited with all the details.

### **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

#### **ISSUE: EDUCATION**

**Local Weekly: Talking Solutions with Terrie Springs**

**July 16, 2017**

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

**Meningitis Mandate**

**Dan Heller/Smith's Pharmacy**

A mid-August start for school this year, & parents need an extra vaccine for kids starting 7th grade, along with College Freshmen...Dan Heller from Smith's Pharmacies visited to tell us about the dangers of Meningitis.

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: EDUCATION**

**Local Weekly: Talking Solutions with Terrie Springs**

**July 23, 2017**

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

**BBBSNV School Drive**

**Molly Latham/BBBSNV & Ed Vance/Vance & Associates**

EV&A is helping Big Brothers & Big Sisters with a backpack drive, to help underprivileged kids get ready for a new year of studies. Molly Latham told us all about BBBSN, and Ed Vance filled us in on how we can all participate!

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: EDUCATION**

**Local Weekly: Talking Solutions with Terrie Springs**

**July 30, 2017**

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

**NAH BACK-TO-SCHOOL DRIVE**

**Stephanie Forbes/NAH**

The new school year is approaching fast, and Nathan Adelson Hospice has a Back to School Drive on thru Monday, 8/7...it's to help ease the burden of costly backpacks & supplies for the school year for families already dealing with hospice issues.

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: EDUCATION**

**Local Weekly: Talking Solutions with Terrie Springs**

**August 20, 2017**

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

**Solar Eclipse – College of Southern Nevada**

**Andrew Kerr/CSN Planetarium Director**

The Solar Eclipse is a hot topic, and CSN's Andrew Kerr told us what's happening at the Planetarium, along with details on what we can expect to see in the sky. Educational events are a big part of the day-long event.

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING****ISSUE: EDUCATION**

**Local Weekly: Talking Solutions with Terrie Springs**

**September 3, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM****Notes With A Purpose****Alexandria Li/Founder**

Alex Li visited to tell us about the charity she founded, which shares music programs with people of all ages who might otherwise miss the experience. It also gets kids involved in giving back, through events like weekly performances at the Union Rescue Mission.

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING****ISSUE: COMMUNITY RESOURCES**

**Local Weekly: Talking Solutions with Terrie Springs**

**July 2, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM****LSSN & Digi-Mart****Armena Mnatsakanyan/Executive Director**

Technology is making the Lutheran Social Services of NV food pantry much better for people in need...Executive Diretor Armena Mnatsakanyan gave us all the info, along with details on their forthcoming facility.

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: COMMUNITY RESOURCES**

**Local Weekly: Talking Solutions with Terrie Springs**

**July 30, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**DST Convention & Community Involvement**

**Tami Bass & Tya Mathis-Coleman/DST Alumni**

Delta Sigma Theta's LV Chapter is proud to be host city for the 2017 National Convention, 8/3 thru 8/9 @ Mandalay Bay. The sorority's ongoing focus is giving back to Southern Nevada & the Inter-Faith Service on Sunday, 8/6 is from 7:30 - 11:30 am is open to the public!

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: COMMUNITY RESOURCES**

**Local Weekly: Talking Solutions with Terrie Springs**

**August 6, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**United Way Day of Caring**

**Ashley Burney/United Way, Denette Suddeth/Wells Fargo**

Friday, 9/29 is the United Way's "Day of Caring" & a great time to volunteer for projects to improve our schools & help non-profits here in Southern NV...sign-ups have started & a total of 1700 jobs are available @ [www.uwsn.org/caring](http://www.uwsn.org/caring)

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: COMMUNITY RESOURCES**

**Local Weekly: Talking Solutions with Terrie Springs**

**August 13, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM**



## **NV Donor Network**

Alma Rodriguez/Nevada Donor Network & Roberta Garcia/Donor Mom

NV Donor Network helps more people than you realize & it's Minority Donor Awareness Week...Alma Rodriguez & Roberta Garcia stopped by with details & stories of their individual experiences with organ donation.

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: COMMUNITY RESOURCES**

**Local Weekly: Talking Solutions with Terrie Springs**

**August 27, 2017**

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

**Three Square – Smith's**

**Michelle Beck/Three Square Food Bank & Bob Day/Smith's**

It's Hunger Awareness & Action month, and Three Square is part of the National Milk Drive for kids. Smith's shoppers will be asked if they'd like to "round up" at check out, raising money for Three Square's efforts...Bob & Michelle provided details.

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: COMMUNITY RESOURCES**

**Local Weekly: Talking Solutions with Terrie Springs**

**September 17, 2017**

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

**Family Promise**

**Terry Lindemann & Lisa Jones/Family Promise**

Family Promise helps homeless kids & families here in Southern Nevada & Terry Lindemann & Lisa Jones stopped by to tell us about their annual Cardboard City event & this year's new Cardboard Carnival

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: CHILDREN'S ISSUES**

**Local Weekly: Talking Solutions with Terrie Springs**

**August 13, 2017**

**20 MINUTES OF A 60 MINUTE PROGRAM**

**IWI Girls Conference**

**Jaykala Rainey & Sheila Gardner**

The Annual I'm Worth It Girls Conference happens next Sat., 8/19, reminding young ladies of their worth & value with a day of faith, fun, food & fashion. This faith-based effort aims to cut down rates on problems such as human trafficking & domestic violence.

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: CHILDREN'S ISSUES**

**Local Weekly: Talking Solutions with Terrie Springs**

**September 10, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**Pigs for the Kids**

**Todd Radwanski, Annette Logan & Melissa Cipriano**

Pigs for the Kids is next Sat., 9/23 & it's a full day of BBQ, Music & Fun...raising \$\$\$ for 3 great, local Children's cancer charities...Candlelighters, Cure 4 The Kids & Nevada Children's Cancer Center...Todd, Annette & Michelle filled us in!

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: CHILDREN'S ISSUES**

**Local Weekly: Talking Solutions with Terrie Springs**

**September 17, 2017**

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

#### **Circus Couture**

#### **Ross Gibson & Georgia Richardson**

Circus Couture happens one night each year, with a unique experience from strip entertainment professionals...they combine creativity & talent to raise serious money to benefit area kids affected by cancer! Ross Gibson & Georgia Richardson are part of the Sept. 29th performance.

### **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

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

#### **Local Weekly: Talking Solutions with Terrie Springs**

**September 24, 2017**

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

#### **NV Pep/Run, Walk & Roll**

Stephanie Vrsnik & Robin Kincaid/NV Pep

NV Pep helps families who have kids who learn differently, many with autism. Special needs kids are often victims of bullying, and this year's Run Walk Roll Against Bullying is next Sat., Sept. 30, on the UNLV Campus.

### **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

#### **ISSUE: PUBLIC SAFETY**

#### **Local Weekly: Talking Solutions with Terrie Springs**

**July 2, 2017**

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

#### **NHP Impaired Marijuana**

#### **NHP Trooper Chelsea Stunckel**

Now that recreational marijuana sales have started in our state, we asked Trooper Chelsea Stuenckel about impaired driving while high & how the NHP plans to deal with it.

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: PUBLIC SAFETY**

**Local Weekly: Talking Solutions with Terrie Springs**

**September 3, 2017**

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

#### **Emergency Preparedness Month (part 1)**

**John Steinbeck/Clark County Fire Chief & Metro Emergency Manager Rachel Skidmore**

It's Emergency Preparedness Month...how you can protect your family & our community. Essential items for a 72-hour survival kit were detailed, along with ways for all of us to be diligent & protect our neighbors, too.

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: PUBLIC SAFETY**

**Local Weekly: Talking Solutions with Terrie Springs**

**September 24, 2017**

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

#### **Emergency Preparation Month (part 2)**

**John Steinbeck, Clark County Fire Chief & Rachel Skidmore, LVMPD Emergency Manager**

Massive hurricane damage has us all talking about emergencies, so CC Fire Chief John Steinbeck & LVMPD Emergency Manager Rachel Skidmore filled us in on how we can help with relief efforts in hard-hit areas..

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: HEALTH**

**Local Weekly: Talking Solutions with Terrie Springs**

**July 16, 2017**

**15 MINUTES OF A 60 MINUTE PROGRAM**

**80 By 2018**

**Tom McCoy/ACS Cancer Action Network**

**The American Cancer Society is involved in efforts to increase the numbers of Nevadans getting screened for Colon Cancer, with a goal of 80% by 2018. They maintain that this will prevent thousands of unnecessary cancer deaths yearly.**

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: HEALTH/MENTAL HEALTH**

**Local Weekly: Talking Solutions with Terrie Springs**

**July 23, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**Suicide Prevention**

**Heather Stroop/West Care**

**Nevada no longer rates in the Top 10 states when it comes to suicide, but there's still much to be done...West Care's Heather Shoop visited with important information on available resources in our community.**

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: HEALTH/MENTAL HEALTH**

**Local Weekly: Talking Solutions with Terrie Springs**

**July 23, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM**

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## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: NUTRITION & FITNESS**

**Local Weekly: Talking Solutions with Terrie Springs**

**July 9, 2017**

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

#### **Nutrition & Healing**

**Markus Rothkranz, Cara Brotman/HealAnything.com**

Markus & Cara joined us, along with Desiree Peebles...discussing the positive benefits of Raw Vegan nutrition, which they say can change your life dramatically! Cara's family created the first "raw" café in San Francisco, in the mid-90's.

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: FITNESS**

**Local Weekly: Talking Solutions with Terrie Springs**

**August 13, 2017**

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

#### **Underground Bowling League**

**Jerry Johnson/UBL**

Las Vegas has another way to be fit & active...the Underground Bowling Association is new to Las Vegas! Jerry Johnson tells us all about this crazy, fun way to live it up at the lanes!

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: DOMESTIC VIOLENCE**

**Local Weekly: Talking Solutions with Terrie Springs**

**August 20, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**The Shade Tree**

**Stacey Lockhart & Zakeisha Steele-Jones/The Shade Tree**

The Shade Tree is Nevada's largest shelter for women & children escaping domestic violence & now they need our help. 2.3 Million dollars will be needed to re-open 160 beds on the 3rd floor, used for their transitional program. Stacey Lockhart & Zakeisha Steele-Jones gave us the whole story.

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

### **ISSUE: ADDICTION & RECOVERY**

**Local Weekly: Talking Solutions with Terrie Springs**

**August 27, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**There Is No Hero In Heroin**

**Joe Engle/TINHIH & Jeff Horn/CCSD Administrator**

Overdose Prevention Awareness Day is next week, so we've got TINHIH for options for families dealing with addiction. It's a local resource for families dealing with the opioid epidemic.

## **MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: VETERANS RESOURCES**

**Local Weekly: Talking Solutions with Terrie Springs**

**August 6, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**Cookies For Troops**

Brenda Villatoro & William Stine/Cookies For Troops

Cookies For Troops, what a sweet charity! Las Vegas Chefs plan to bake 25,000 cookies for military members who are far from home, our local VA Hospital & the USO! Brenda & William visited to tell us all about it!

**MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: CLEAN ENERGY**

**Local Weekly: Talking Solutions with Terrie Springs**

**September 10, 2017**

**30 MINUTES OF A 60 MINUTE PROGRAM**

**Clean Energy & Marsy's Law Update (Emphasis on Boulder City)**

**Will Batista & Jennifer Taylor**

Nevada is big on Clean Energy, and Jennifer Taylor filled us in on moves our state lawmakers made this session & how it affects us...Boulder City's early solar arrays & their impact & usage were discussed. We also shared the update on the Marsy's Law crime victims' initiative, coming to the ballot in 2018.