


BEASLEY BROADCAST GROUP  
MODEL ISSUES AND PROGRAMS REPORT  
FOR  
STATION KCYE-FM

4th QUARTER  
(OCTOBER 1 – DECEMBER 31, 2015)

Prepared by KDWN Program Director John Shaffer

 Date: 1/7/16

Reviewed by Market Manager Tom Humm

 Date: 1/7/16

ISSUES OF CONCERN TO STATION KCYE-FM  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE  
4th QUARTER, 2015

1. PUBLIC SAFETY & HEALTH: Information on improving conditions on roads & in neighborhoods, along with resources to help prevent disease & promote healthy lifestyles
2. HOUSING/HOMELESSNESS: Living options, assistance & affordable options, including services available to Boulder City residents
3. CHILDREN'S ISSUES/EDUCATION: Programs available to help kids with behavioral problems, hunger & betterment opportunities, improving graduation rates & making ongoing learning available to all
4. DISABILITY AWARENESS: Bringing to light disabilities to aid understanding & acceptance of those affected, and services that are available
5. QUALITY OF LIFE: What's available to make things better, for people of all ages & circumstances
6. ANIMAL OVERPOPULATION & RESCUE: Are County ordinances having a positive effect on the problem of too many pets? What's being done to maximize adoption & lessen euthanization
7. VETERAN'S ISSUES: Helping our Vets & others with jobs, food, shelter & health
8. HUNGER: Efforts to feed the 1 in 6 Southern Nevadans who are food insecure
9. JOBS: From training to hiring, helping So. NV recover from recession unemployment
10. ENERGY: Resources available in our area, including renewable options

**DESCRIBING REGULARLY SCHEDULED  
PUBLIC AFFAIRS PROGRAMS**

**STATION KCYE PROGRAMS THAT  
ADDRESS COMMUNITY ISSUES**

**1. LOCAL WEEKLY: SUNDAY, 11:00 PM TO 12:00 AM. LOCALLY PRODUCED SHOW FOCUSING ON NON-PROFIT ORGANIZATIONS AND THEIR EVENTS RELEVANT TO NEVADA, BOULDER CITY AND DOLAN SPRINGS, HOSTED BY TERRIE SPRINGS.**

## **Various Public Service Announcements**

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

NDOT Zero Fatalities, Nevada Children's Center, Ronald McDonald House LV, SNWA, NV Health Link, Wish Upon A Wedding, Girls In Tech, Hearts Alive Village, Fall Prevention & Awareness, Girl Scouts of So NV, Ready.Gov/kids, Animal Foundation, Keep America Beautiful, Solar NV, Matching Donors, BBBSN, Buzzed Driving is Drunk Driving, Salvation Army, Nathan Adelson Hospice, Hope Link of So NV, Living Grace Home, United Way, Rape Crisis Center, Southern Nevada Health District, U.S. Navy/STEM, UNICEF, Lutheran Social Services of Nevada, Outside in :60, Heart.org/blood pressure, LV Jazz Society, A Home 4 Spot, Feeding America, Alcoholics Anonymous, Adopt U.S. Kids, Get Covered America.org, Aid Veterans, SaferCar.gov, All Fur Love, American Cancer Society, ArborDay.org, Animal Foundation, AMIkids.org, Teen Challenge NorWestCalNevada, AMD Blindness, CDC Inside Knowledge Campaign, Veteran's Crisis Line, Autism Speaks, SmokeyBear.com, Blind Center of NV, CanYouIdentifyMe.org, AARP.org/caregiving, CulturalArtsTraining.org, NoAttacks.org, Chef For Kids Golf Tournament, Communities In Schools, Create A Change Now, Children First, UHCCF, Companion Animal Protection Society, Fatherhood.gov, RADD, SocialSecurity.gov, Discover The Forest.org, Do The Right Thing, Don't Text & Drive, 2Min2X.org, Trend On This.org, Energy Savers.gov, Ready.gov/earthquake, Greener Gadgets.org, Adopt A Rescue Pet, Clean Energy Project, HUD.gov/fairhousing, Hope for Lives.org, Pennies For Puppies, Feed The Pig.org, SNV Fire Recruiter.gov, Finish Your Diploma.org, Your GED.org, GotYour6.org, NIHS We Can Program, Go Red For Women.org, Give It Back To Seniors.org, Grads Of Life.org, Opportunity Village/HalloVeen, Hearing Loss.org, NCPC.org, U.S. Vets, Hosting.state.gov, HSF.net, Housing4Nevada.org, Las Vegas Urban League, Healthcare.gov, SaferCar.gov/therightseat, HDSA.org/lv, Mammography Saves Lives.org, Rosecrance.org, Nitro Recycling, PVA.org, PETA, Get Outdoors Nevada.org, American Legion PTSD, Play 60, Ready.gov/disaster, U.S. Dept of Health & Human Services/recovery, Save The Manatee, Vets Job Fair, Veterans Village, Understood.org, Poppy Foundation, Las Vegas Rescue Mission, 3 Square Food Bank, Assistance League of Las Vegas, Foster Parent Training, Clark County Injured Police Officers Fund, Adoption from Foster Care, U.S. Navy, Bullying Prevention, Recycling, National Fair Housing Awareness, Emergency Preparedness, Wildfire Prevention, Caregiver Assistance, Financial Literacy, Seat Belt Safety, Foreclosure Prevention Assistance, Stroke Awareness, Mental Health Awareness, Domestic Violence Prevention

## **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

Fourth Quarter 2015

(October 1 to December 31)

### MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: PUBLIC SAFETY

Local Weekly: Talking Solutions with Terrie Springs

OCTOBER 11, 2015

60 MINUTES OF A 60 MINUTE PROGRAM

PEDESTRIAN SAFETY

ERIN BREEN, VULNERABLE ROAD USERS PROJECT

Pedestrian fatalities continue to be a tremendous problem on our local roads, so we invited Erin Breen from the Vulnerable Road Users Project to talk about this serious issue...lots of good info here, including details on new laws that are now on the books to hopefully help us prevent needless deaths.

ISSUE: PUBLIC HEALTH

Local Weekly: Talking Solutions with Terrie Springs

OCTOBER 18, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

## CAPRIOTTI'S

ASHLEY MORRIS, CAPRIOTTI'S C.E.O.

Nutrition, your health & a local story...3 reasons why we asked the CEO of Capriotti's to be a guest on the show. This highly acclaimed national chain of restaurants is headquartered here in Las Vegas, headed up by a locally-educated Chief Executive. They're responding to the changing tastes & health needs of their customers by revamping menus with the addition of salads, soups & avoiding processed food items.

ISSUE: PUBLIC SAFETY

Local Weekly: Talking Solutions with Terrie Springs

OCTOBER 25, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

SHADE TREE DOMESTIC VIOLENCE CENTER

MARLENE RICHTER, EXECUTIVE DIRECTOR

The Shade Tree shelter helps victims of Domestic Violence with an open door at any hour, any day. Thousands of women, children & pets are housed & cared for each year, while male Domestic Violence victims are guided to help in locations outside of the main location. Executive Director Marlene Richter joined us to discuss turning them into successful survivors, getting out & on with their lives

ISSUE: PUBLIC HEALTH

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 22, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

FALL AWARENESS & PREVENTION

DR. RJ WILLIAMS & CAMERON DEEMS, FYZICAL

Falls are a big problem, especially with older Americans...the statistics are staggering, One in three people over the age of 65 fall each year. The numbers are increasing, and it's a massive cost for medical treatment, lost productivity & many deaths. We asked Dr. RJ Williams & Cameron Deems from Fyzical to fill us in & tell us how we can stay safe.

ISSUE: PUBLIC HEALTH

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 29, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

NEVADA HEALTH LINK

ANDRES RAMIREZ, THE RAMIREZ GROUP

IT'S TIME FOR EVERYONE TO GET SIGNED UP FOR THEIR 2016 HEALTH COVERAGE. ANDRES RAMIREZ CAME IN TO OFFER DETAILS ON NEVADA HEALTH LINK, THE STATE'S FREE SERVICE, WHERE PEOPLE CAN GET INFO ON A WIDE VARIETY OF PROGRAMS, ALONG WITH INFO ON WHETHER OR NOT THEY WILL QUALIFY FOR SUBSIDIES TO HELP WITH THE COST.

ISSUE: PUBLIC HEALTH

Local Weekly: Talking Solutions with Terrie Springs

DECEMBER 6, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

SOUTHERN NEVADA HEALTH DISTRICT

RAYLEEN EARNEY, SNHD HEALTH EDUCATOR

We all know people affected by Diabetes, especially Type 2, something no one wants to deal with...especially during the Holidays. Rayleen Earney from the Southern Nevada Health District

([www.getthehealthyclarkcounty.org](http://www.getthehealthyclarkcounty.org)) visited with details on the free app to help manage (or even prevent) the disease. Great healthy tips for everyone on today's show.

ISSUE: PUBLIC HEALTH

Local Weekly: Talking Solutions with Terrie Springs

DECEMBER 13, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

ANDRES RAMIREZ, THE RAMIREZ GROUP

The deadline for getting health coverage on January 1<sup>st</sup>, 2016 is just days away. Since time is getting short to sign up, Andres Ramirez was back with needed info on Nevada Health Link, our state's free service to make sure you have the coverage you need. [www.nevadahealthlink.com](http://www.nevadahealthlink.com)

#### MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: HOUSING

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 8, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

HOME FOR THE HOLIDAYS

PATTI GERACE, WALKER FURNITURE MARKETING DIRECTOR

Walker Furniture's Home for the Holidays is going strong in its' 22nd year & the Beasley Media Group is proud to be part of it! Marketing Director Patti Gerace joins us with details on how your help



is needed to find deserving families. Each household receives furniture for their home & other needed items.

ISSUE: HOUSING/HOMELESSNESS

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 22, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

HELP LINK OF SOUTHERN NEVADA

DON MILLER, SENIOR CASE MANAGER

HELP LINK PROVIDES NUMEROUS SERVICES FOR RESIDENTS OF THE SOUTHEAST VALLEY, INCLUDING BOULDER CITY. ALL AGES BENEFIT FROM THEIR PROGRAMS, FROM SINGLE MOTHERS OF CHILDREN, TO SENIORS. THEIR COAT DRIVE, TOY COLLECTION FOR THE HOLIDAYS & FOOD PROGRAMS ARE ALL UNDERWAY NOW.

ISSUE: HOUSING

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 29, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

HOME FOR THE HOLIDAYS

PATTI GERACE, MARKETING DIRECTOR – WALKER FURNITURE THE DEADLINE FOR SUBMISSION OF LETTERS IS ONLY DAYS AWAY, SO PATTI RETURNED TO OFFER INFORMATION ON THE GENEROUS EFFORT THAT WILL FILL HOUSES WITH FURNITURE, CHRISTMAS TREES & FOOD FOR 30 DESERVING FAMILIES. BEASLEY MEDIA GROUP IS A PROUD PARTNER IN THIS ANNUAL PROGRAM.

ISSUE: HOUSING/HOMELESSNESS

Local Weekly: Talking Solutions with Terrie Springs

DECEMBER 27, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

LIVING GRACE HOME

KATHLEEN MILLER, EXECUTIVE DIRECTOR

LIVING GRACE HOME PROVIDES SHELTER FOR HOMELESS, PREGNANT YOUNG WOMEN, INCLUDING MEDICAL NEEDS FOR A HEALTHY MOTHER & CHILD, EDUCATIONAL HELP TO INSURE GRADUATION & FINANCIAL EDUCATION TO HELP THEM MANAGE WHEN THEY GO OUT ON THEIR OWN.

#### MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: CHILDREN'S ISSUES/EDUCATION

Local Weekly: Talking Solutions with Terrie Springs

OCTOBER 25, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

NEVADA CHILDREN'S CENTER & THE LOLLIPOP RUN

MICKEY ALBRIGHT, LOLLIPOP RUN, SARA & RICO, NEVADA CHILDREN'S CENTER

The Nevada Children's Center does amazing work helping kids with behavioral issues & their families! Mickey, Sara & Rico visited to fill us in & give details on the Lollipop Run fundraiser, which helps provide services to less-fortunate families.

ISSUE: CHILDREN'S ISSUES

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 15, 2015

60 MINUTES OF A 60 MINUTE PROGRAM

THE SALVATION ARMY & THE ANNUAL RED KETTLE CAMPAIGN

MAJOR KELLY PONTSLER & BECKY WATSON, SALVATION ARMY

"Doing The Most Good" is the Salvation Army's motto, and you'll be amazed at all they do to help our community in many ways. Major Kelly Pontsler & Becky Watson came in for this week's hour long show, including details on this year's Red Kettle campaign. Many of their efforts directly benefit kids, including the Angel Tree program, making sure kids aren't forgotten at the Holidays, and their numerous options to feed children & families. Volunteer opportunities were also covered.  
#redkettlereason

ISSUE: CHILDREN'S ISSUES/EDUCATION

Local Weekly: Talking Solutions with Terrie Springs

DECEMBER 27, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

THE GIRL SCOUTS

LIZ ORTENBURGER, C.E.O.

Liz Ortenburger came in to fill us in on their campaign that's inviting girls to join & adults to get involved. The Girl Scouts have really changed with the times, emphasizing STEM education & offering scholarships & leadership training.

MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE:           DISABILITY AWARENESS

Local Weekly: Talking Solutions with Terrie Springs

OCTOBER 4, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

EPILEPSY

DANIELLE MARANO, EXECUTIVE DIR., EPILEPSY FOUNDATION OF NEVADA & SASHA PINA

Rick Harrison is hosting the 2nd Annual Pawn Stars Poker Run today, benefiting our local Epilepsy Foundation, so Danielle Marano & Sasha Pina joined us to raise awareness about Epilepsy. It's more common than most know, affecting 1 in 26 people at some point in their lives.

ISSUE:           DISABILITY AWARENESS

Local Weekly: Talking Solutions with Terrie Springs

OCTOBER 18, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

AUTISM

LYNDA TACHE, GRANT A GIFT AUTISM FOUNDATION

From a sad diagnosis for her toddler son, to his successes as a teen, Lynda Tache tells stories of dealing with Autism, the Grant A Gift Autism Foundation & the upcoming Fashion For Autism Gala!

ISSUE:           DISABILITY AWARENESS

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 1, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

#### SPINA BIFIDA

Carlo Vanetti, Michelle Blazzard & Pat Siprutt

You've probably heard of Spina Bifida, but do you understand how it affects people? Carlo, Michelle & Pat shared their stories about being impacted by SB. Details on their upcoming fundraiser were also revealed.

#### MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE:           QUALITY OF LIFE

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 1, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

#### NATHAN ADELSON HOSPICE & SERENADES OF LIFE

STEPHANIE FORBES & FRONZIE MARKHAM, NATHAN ADELSON HOSPICE

Nathan Adelson Hospice is an amazing, compassionate group that cares for people in their final days. Stephanie Forbes & Fronzie Markin came in to tell us about NAH & the upcoming Serenades of Life fundraising event, featuring Kenny Loggins & MC Brad Garrett.

ISSUE:           QUALITY OF LIFE

Local Weekly: Talking Solutions with Terrie Springs

DECEMBER 20, 2015

## 60 MINUTES OF A 60 MINUTE PROGRAM

### PRAYER SPARK

Michael Feder, C.E.O. & Dr. Daniel Saurborn

The Holidays can be really tough for many people, especially those going through recovery, dealing with addiction...even experiencing sadness during this season. PrayerSpark.com is a new app that lifts you spiritually, no matter what your beliefs. Michael Feder & Dr. Daniel Saurborn joined us to share details on this new support system option.

### MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: ANIMAL RESCUE & OVERPOPULATION

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 8, 2015

25 MINUTES OF A 60 MINUTE PROGRAM

HEARTS ALIVE VILLAGE – PAW IT FORWARD

SHERYL GREENBLATT, DIRECTOR OF COMMUNICATIONS & CUDDLING

Sheryl Greenblatt is back, with stories about this wonderful animal rescue group & their upcoming fundraiser. HAV strives to provide a healthier, happier life for animals. In order to do that, they realized they needed to help people as well. Through a variety of owner-support programs, they help keep pets in their original homes whenever possible by providing food, veterinary care, training assistance, support & more services.

ISSUE: ANIMAL RESCUE & OVERPOPULATION

Local Weekly: Talking Solutions with Terrie Springs

DECEMBER 6, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

THE POPPY FOUNDATION

LINDA NEWMAN, PRESIDENT

The Poppy Foundation visits for this Sunday's show to tell us all about this wonderful cat charity, caring for abandoned, abused & chronically ill animals. Linda Newman also filled us in on a great event for all pet lovers & savvy shoppers - the Annual Holiday Sale & Raffle

#### MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: VETERAN'S ISSUES

Local Weekly: Talking Solutions with Terrie Springs

OCTOBER 4, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

VETERAN'S TALK

Jim Lytner, R.J. Dough & Eva Secchari

When we discuss Veterans issues, we reach out for the hosts of the Veterans Talk show...Jim Lytner, R.J. Dough & Eva Secchiari came to fill us in on the new Veterans Resource Center, opening soon in North Las Vegas

#### MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: HUNGER

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 15, 2015

60 MINUTES OF A 60 MINUTE PROGRAM

THE SALVATION ARMY & THE ANNUAL RED KETTLE CAMPAIGN

MAJOR KELLY PONTSER & BECKY WATSON, SALVATION ARMY

Many of the Salvation Army's efforts here in Southern Nevada have to do with providing food for local children & families, through their food pantry, daily meals at their Owens Street center & food drives. Volunteer opportunities were also covered. #redkettlereason

#### MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: JOBS

Local Weekly: Talking Solutions with Terrie Springs

NOVEMBER 8, 2015

5 MINUTES OF A 60 MINUTE PROGRAM

DRESS 4 SUCCESS

DEBBIE LANDRY, REDHEAD ENTERPRISES

Our local Dress For Success branch provides services for women re-entering the workplace, through resume guidance, interview assistance & much-needed clothing to help them get employment.

#### MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING



ISSUE: ENERGY

Local Weekly: Talking Solutions with Terrie Springs

DECEMBER 13, 2015

30 MINUTES OF A 60 MINUTE PROGRAM

CLEAN ENERGY PROJECT

JENNIFER TAYLOR, EXECUTIVE DIRECTOR

Renewable Energy resources are incredibly abundant here in Nevada, and Jennifer Taylor, the Clean Energy Project's Executive Director, visited us with details on solar, geo-thermal & wind projects! [www.cepnv.org](http://www.cepnv.org)