



**BEASLEY MEDIA GROUP, LLC**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**WSBR-AM**

**4<sup>th</sup> QUARTER, 2019**

**(OCT 1 THROUGH NOV 30)**

**WSBR-AM went silent effective Dec 1, 2019**

Prepared by:

Alfonzie Gunn Jr., Operations Manager

**ISSUES OF CONCERN TO WSBR ADDRESSED  
IN RESPONSIVE PROGRAMMING IN THE 4<sup>TH</sup> QUARTER, 2019.**

**LITERACY IN PALM BEACH COUNTY**

**VOLUNTEERISM**

**HOMELESS STUDENTS**

**SCHOLARSHIP ASSISTANCE**

**NON-PROFIT PARTNERSHIPS**

**HOMELESS FEMALE VETERANS**

**CANCER AWARENESS**

**ELDER CARE**

## **REGULAR PROGRAMS THAT ADDRESS COMMUNITY ISSUES**

**FORUM FOR NONPROFITS:** A 30-minute interview forum. Dynamic and cutting-edge, every week, The Forum for Non-Profits features one or more organizations worthy of philanthropic support--and encourages listeners to jump on their bandwagon. In addition, leading consultants give advice to help nonprofits succeed, and donors and other sources of funding explain how best to approach them for contributions. Forum for Non-Profits airs every Saturday at 11:30pm and Sunday at 6:30am WSBR. Hosted by various hosts.

**PUBLIC SERVICE ANNOUNCEMENTS** - These are 30 and 60 second live or pre-recorded announcements that are community service oriented. The issues addressed include both local and national concerns. Each announcement addresses various issues from non-profit/service-oriented agencies - topics include humanitarian aid, volunteering, consumer protection, education, family issues, health issues, and a variety of local and national charities. Also 7 Florida specific public service announcements per day provided by the Florida Association of Broadcasters.

## **QUARTERLY ISSUES/PROGRAMS REPORT**

3rd Quarter 2019  
(Oct 1 to Nov 30)

### **ISSUE: LITERACY IN PALM BEACH COUNTY**

FORUM FOR NON-PROFITS

Air Date: Oct 6, 2019

WSBR 11:30PM SATURDAY AND 6:30AM SUNDAY

Program is repeated at least once during the week at various times.

30 MINUTES OF A 30-MINUTE PROGRAM

HOST: CARA ZIMMERMAN

### **LITERACY COALITION OF PBC**

Kristin Calder: Executive Director

Kristin spoke of her 10 years of dedication to the Literacy Coalition. she started there as a volunteer and is now the CEO. The Literacy Coalition of Palm Beach County has worked since 1989 to improve the quality of life in our community by promoting and achieving literacy. She went on to say how through extensive outreach and collaboration with a network of community partners including the School District of Palm Beach County and the Palm Beach County Library System, the Literacy Coalition strives to ensure that individuals who need to improve their literacy skills receive the help they need. One in seven adults in our county is unable to read and understand information found in books, newspapers and manuals and nearly half of all third graders are not reading on grade level. By providing services to 29,000 adults, children and families each year through a dozen programs and many initiatives, the Literacy Coalition's goal is for every child and every adult in Palm Beach County to be able to read.

### **PUBLIC SERVICE ANNOUNCEMENTS**

30 and 60 second spots that rotate midnight to midnight

Monday - Sunday

During this quarter, the stations aired PSA's that were responsive to this issue. Announcements include PSA for "LITERACY" - Sponsored by The Ad Council

## **ISSUE: VOLUNTEERISM**

FORUM FOR NON-PROFITS

Air Date: Oct 13, 2019

WSBR 11:30PM SATURDAY AND 6:30AM SUNDAY

30 MINUTES OF A 30-MINUTE PROGRAM

HOST: CARA ZIMMERMAN

## **JUNIOR LEAGUE OF BOCA RATON**

Cristy Stewart- Harfmann

Cristy opened our discussion by saying The Junior League of Boca Raton (JLBR) transforms South Florida through advocacy, direct service, public education, and fundraising. Cristy said she has been with The Junior League of Boca Raton (JLBR) for many years starting as a volunteer. She said they work passionately to host signature fundraising events, to tackle a wide variety of issues and provide resources, knowledge, and funding through the training, education, and volunteerism and also serve as a much-needed volunteer resource and a catalyst for positive change through partnerships with numerous nonprofit organizations throughout the year, JLBR members will contribute more than 35,000 volunteer hours and donate more than \$250,000 to support our mission of training volunteers, developing the potential of women and improving the South Florida community.

## **PUBLIC SERVICE ANNOUNCEMENTS**

Ten 30 and 60 second spots that rotate midnight to midnight

Monday - Sunday

During this quarter, the stations aired PSA's that were responsive to this issue. Announcements include 5 PSA's for "VOLUNTEERISM" - Sponsored by The Ad Council

## **ISSUE: HOMELESS STUDENTS**

FORUM FOR NON-PROFITS

Air Date: Oct 20, 2019

WSBR 11:30PM SATURDAY AND 6:30AM SUNDAY

30 MINUTES OF A 30-MINUTE PROGRAM

Host: CARA ZIMMERMAN

## **EDUCATE TOMORROW**

Jasmine Moore, Assistant Director, Educate Tomorrow at FAU

Joe Murray, Assistant Dean, Undergraduate Studies at FAU

Educate Tomorrow's purpose is to provide educational opportunities to disadvantaged children. The primary focus is to have a positive and enduring impact on the academic, personal and professional lives of those we serve, helping them to mature into strong, contributing members of our community. The students come into the program from a homeless or foster situation and receive support from Jasmine's program. She said they literally come on campus with a black garbage bag with their things in it to begin school. They are a campus support program helping these students survive and flourish. These are first generation students coming on board and receive the assistance of the Educate Tomorrow program. Currently there are 20-25 students entering as freshmen this year.

## **PUBLIC SERVICE ANNOUNCEMENTS**

Ten 30 and 60 second spots that rotate midnight to midnight

Monday - Sunday

During this quarter, the stations aired PSA's that were responsive to this issue.

Announcements include 5 PSA's for "FLORIDA EDUCATION ASSOC" - Sponsored by The Ad Council.

## **ISSUE: SCHOLARSHIP ASSISTANCE**

FORUM FOR NON-PROFITS

Air Date: Oct 27, 2019

WSBR 11:30PM SATURDAY AND 6:30AM SUNDAY

30 MINUTES OF A 30-MINUTE PROGRAM

Host: CARA ZIMMERMAN

### **THE KELLY/STRUL EMERGING SCHOLARS PROGRAM**

Dr. Jorene Jameson: Director of Development, FAU

Ta'Shyra Johnson: Student- Kelly Strul Scholar

Dr. Jameson and her Strul scholar, Shyra Johnson spoke about The Kelly/Strul Emerging Scholars Program at FAU and how it was created by President John Kelly and First Lady Carolyn Kelly, and Boca Raton philanthropists Aubrey and Sally Strul, and provides financial resources and support to first generation, low-income undergraduate students. Kelly/Strul Emerging Scholars are awarded a full scholarship covering all of their costs for four years. In return, they must maintain an annual GPA above 3.0, become involved in campus organizations and give back to the University and their communities through leadership positions. The donor's vision is that these recipients will continue to make a difference, help others achieve their goals and be able to really find the job of their dreams. With so much student debt that most students today leave college with these Strul donors will leave college debt free to pursue their career choices after graduation.

### **PUBLIC SERVICE ANNOUNCEMENTS**

Ten 30 and 60 second spots that rotate midnight to midnight

Monday - Sunday

During this quarter, the stations aired PSA's that were responsive to this issue. Announcements include 5 PSA's for "COLLEGE SAVINGS PLANS" - Sponsored by The Ad Council.

## **ISSUE: NON-PROFIT PARTNERSHIPS**

FORUM FOR NON-PROFITS

Air Date: NOV 3, 2019

WSBR 11:30PM SATURDAY AND 6:30AM SUNDAY

Program is repeated at least once during the week at various times.

30 MINUTES OF A 30-MINUTE PROGRAM

Host: CARA ZIMMERMAN

## **SPIRIT OF GIVING NETWORK**

Lindy Harvey: Executive Director

Lindy discussed how The Spirit of Giving Network is a collaborative, nonprofit organization with a focus on children and families in South Palm Beach County. It is a forum where nonprofits and community supporters share information, resources and best practices. Currently, there are more than 60 nonprofit member organizations meeting on a monthly basis. The group's objective is to streamline the delivery of services to the community by working collaboratively to solve issues and improve operations through internal and external partnerships. Lindy was very excited about the programs that SOGN offers. That they bring the nonprofits together for support and information. This year she said they will be providing over 5,000 gifts so for children of the membership agencies.

## **PUBLIC SERVICE ANNOUNCEMENTS**

Ten 30 and 60 second spots that rotate midnight to midnight

Monday - Sunday

During this quarter, the stations aired PSA's that were responsive to this issue. Announcements include PSA for "VOLUNTEERING IN YOUR COMMUNITY" - Sponsored by The Ad Council.



## **ISSUE: HOMELESS FEMALE VETERANS**

FORUM FOR NON-PROFITS

Air Date: NOV 10, 2019

WSBR 11:30PM SATURDAY AND 6:30AM SUNDAY

30 MINUTES OF A 30-MINUTE PROGRAM

Host: CARA ZIMMERMAN

### **OPERATION 120**

Elida Barrios: Executive Director

Elida discussed how Operation 120 started with one woman, Renette Verhaeghe, who saw female veterans return home to a community that does not embrace them and where many end up homeless and wanted to do something about this problem. Elida said she and now an Ad Asst work tirelessly to take care of over 229 female veterans living on the streets of Palm Beach County one of the wealthiest communities in the country. Their mission is to empower homeless and at-risk female military veterans to reintegrate successfully into life after service which now includes a ribbon cutting ceremony on their first home in Lake Worth which will house up to 6 female vets to include housing, and services.

### **PUBLIC SERVICE ANNOUNCEMENTS**

Ten 30 and 60 second spots that rotate midnight to midnight

Monday - Sunday

During this quarter, the stations aired PSA's that were responsive to this issue.

Announcements include PSA for "HOMELESS VETERANS" - Sponsored by The Ad Council

## **ISSUE: CANCER AWARENESS**

FORUM FOR NON-PROFITS

Air Date: NOV 17, 2019

WSBR 11:30PM SATURDAY AND 6:30AM SUNDAY

30 MINUTES OF A 30-MINUTE PROGRAM

HOST: CARA ZIMMERMAN

## **LEAGUE OF RIBBONS**

Jan Dymtrow: Community Outreach Coordinator

Jan Explained during her interview that The League of Ribbons was created in June 2012 as a force to bring together the talent, heart and dedication of people who want to support the Lynn Cancer Institute and its mission to be united in purpose and to stand empowered against cancer. The League of Ribbons funds many different programs including, providing gifts cards for groceries and gas, health and wellness programs for patients and the community such as yoga and massage therapy for cancer patients in treatment. Jan says their biggest event is the Run in June and they get hundreds of runners even in the heat.

## **PUBLIC SERVICE ANNOUNCEMENTS**

Ten 30 and 60 second spots that rotate midnight to midnight

Monday - Sunday

During this quarter, the stations aired PSA's that were responsive to this issue.

Announcements include PSA for "Cancer Prevention" - Sponsored by The Ad Council.

## **ISSUE: ELDER CARE**

FORUM FOR NON-PROFITS

Air Date: NOV 24, 2019

WSBR 11:30PM SATURDAY AND 6:30AM SUNDAY

30 MINUTES OF A 30-MINUTE PROGRAM

HOST: CARA ZIMMERMAN

## **DEERFIELD BEACH ACTIVE AGING CENTER**

Donna DeFronzo: Director of Active Aging

Donna said to us The N.E. Focal Point CASA Inc was established in 1986 through a joint effort between the City of Deerfield Beach, Florida and the all-volunteer Board of Directors. She further went on to say the mission of the N.E. Focal Point CASA (Children, Alzheimer's, Senior and Adult Services) Inc. is to raise funds, advocate, and educate the community on the programs and services offered by the Center for Active Aging, Alzheimer's Day Care Center, Multi-Cultural Adult Day Care Center, and Preschool. The Board of Directors and Auxiliary Members provide community awareness and fundraise to support a variety of comprehensive programs and services that improve the independence, community engagement and quality of life of seniors, thereby alleviating the need for premature institutionalization of seniors and individuals living with dementia. During one of her conclusion statements Donna said These vital community-based services and programs have truly helped countless families in our community.

## **PUBLIC SERVICE ANNOUNCEMENTS**

Ten 30 and 60 second spots that rotate midnight to midnight

Monday - Sunday

During this quarter, the stations aired PSA's that were responsive to this issue.

Announcements include PSA for "ELDER CARE" - Sponsored by The Ad Council.