

BEASLEY MEDIA GROUP, LLC
Issues and Program Report
for
Station WWDB-AM
3rd Quarter
(July 1 – September 30, 2023)

Prepared by
Lora Lewis

STATION WWDB-AM PROGRAMS THAT ADDRESS COMMUNITY ISSUES

Public Service Announcements

WWDB-AM programs recorded Public Service Announcements of general concern throughout the daylight to sunset broadcast day.

Philadelphia Focus

A 30-minute Public Affairs program, hosted and produced by Lora Lewis in Philadelphia. Weekly original episodes air Mondays at 10:30AM, with repeats throughout the week at various times.

Syndicated and Brokered Programming

WWDB-AM airs brokered programming through all dayparts, Monday through Sunday. Brokered programming includes topics within the public interest, including financial and health information, religious services and news and information in Polish, German, Italian, Ukrainian and Russian Yiddish.

A chronological list of the topics and airdates of syndicated and locally produced programs, a list of station organized or supported public service events receiving air attention and broadcast Public Service Announcements follows each identified community concern.

**ISSUES OF CONCERN TO STATION WWDB-AM
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE 3rd QUARTER, 2023**

Government/City Development

Politics
Business
History
Environment

Economy

Personal Finance
Economic Opportunity

Family Issues

Education
Activities & Volunteerism
Well-being

Health & Public Safety

Minority/Women's Issues

Immigration Issues
Cultural Topics
Women's Issues

Issue: City Development / Local, State and Federal Government & the Environment

Public Service Announcement – US Navy

July 1 – TFN

:60, Various times

Information about the educational benefits of enlistment in the Navy.

Tone and Tenor (Paid Content)

Fridays, 2:00pm

60 minutes

Each week host Randall G. Jefferson addresses a topic from the news headlines pertaining to local, state and federal government, guests include elected officials, appointees and government officials and experts on the law and government.

Philadelphia Focus

July 17, 2023 10:30AM

10 minutes of a 30-minute program

Dr. Kara Odom Walker, Executive Vice President, Chief Population Health Officer, Nemours Children's Health, discussed her work on Capitol Hill in Washinton DC, through the only hospital-maintained office there, pushing insurance and other reforms in support of public health.

Philadelphia Focus

July 24, 2023 10:30AM

10 minutes of a 30-minute program

Maryanne McGerty-Sieber, Consumer Product Safety Investigator with the Consumer Product Safety Commission, discussed her agency's role in enforcing safety standards and their recall programs.

Philadelphia Focus

July 31, 2023 10:30AM

15 minutes of a 30-minute program

Larry Magid, Co-founder of Electric Factory Concerts, and Derek Gillman, Distinguished Teaching Professor for Art History and Museum Leadership at Drexel University, and the Executive Director, University Collections and Exhibitions discussed Philadelphia/tri-state area's music scene. Larry, who produced shows including Live Aid and Live 8, reminisces about staging these spectacles and talks about the region's unique ability to present these live performances and the impact that Electric Factory and Electric Factory Concerts had on American culture.

Philadelphia Focus

August 7, 2023 10:30AM

15 minutes of a 30-minute program

Maura McCarthy, CEO of Fairmount Park Conservancy and Allison Schapker, Chief Projects Officer discussed the non-profit Conservancy's work with the City of

Philadelphia to restore and improve thousands of acres of public lands, activates parks, and engages the public with the parks. They work with the City and its communities to steward our parks, nurture our shared environment, cultivate cultural resources, and improve public health with high-quality and equitable parks for everyone. They discussed the ecological, economic, historic, social, cultural and public health value to the community. Through partnerships with the local communities and neighborhoods they work to provide intentional and equitable park investments to welcome people to public spaces where they historically have not been welcome.

Philadelphia Focus

August 28, 2023 10:30AM

15 minutes of a 30-minute program

The Global Philadelphia Association President Zabeth Teelucksingh returned to discuss the latest events and programs offered by Global Philadelphia, a nonprofit dedicated to promoting Philadelphia as an influential World Heritage City and as a vital, diverse center for global affairs. She notes they are focused on positioning Philadelphia as an international center and opinion leader, drawing new visitors and providing opportunities for Philadelphians to build global connections for economic benefit. We also discussed the many vibrant immigrant communities found here. Global Philadelphia is a membership organization, open to individuals, businesses and groups who support their mission.

Issue: Economy

Public Service Announcement – American Workers League

July 1 – May 31

:60, Various times

Information about the pros of shopping small businesses.

Our Delaware Valley

July 10, 2023 10:30AM

5 minutes of a 30-minute program

Jessica Craft, Founder and CEO of Rock to the Future discussed this original program that supports positive youth development and economic empowerment through free, student-driven music programs for Philadelphia youth. With a focus on original songwriting, peer collaboration, and live performance the program offers pathways to professional careers as well as mentoring, academic, college and grades readiness, paid internships and skill development opportunities.

Our Delaware Valley

August 28, 2023 10:30AM

15 minutes of a 30-minute program

The Global Philadelphia Association President Zabeth Teelucksingh returned to discuss their commitment to the United Nation's Sustainable Development Goals; they are focusing on poverty and hunger, with organizations who are addressing these issues,

looking to leverage our World Heritage City status into economic opportunity for all communities and neighborhoods.

Philadelphia Focus

September 18, 2023 10:30AM

15 minutes of a 30-minute program

Larry Needle, Executive Director of PHL SPORTS, part of the Philadelphia Convention and Visitors Bureau, discussed his office's work in bringing sports convention and travel business to Philadelphia and the surrounding area. Formed as the Philadelphia Sports Congress, PHL Sports pitches this city for professional, amateur and collegiate sports. Citing the incredible infrastructure Philadelphia boasts, including hotels, restaurants, a subway and public transit and of course, the sports complex, he described the draw of Philadelphia. Sports travelers need food and entertainment beyond their events and Philadelphia has museums, parks and children's attractions nearby. He talked about the impact sports has on our economy, beyond their initial spending, they are more likely to return to the city for vacations or other events.

Issue: Family Interests

Public Service Announcement – Mentoring

July 1 – TFN

:60, Various times

Information about how mentoring can help a child become a successful adult.

Public Service Announcement – Foster Care

July 1 – TFN

:60, Various times

Information about the need for families willing to foster and care for children.

The Church of the Lord Jesus Christ of the Apostolic Faith (Paid Content)

Sundays, 8:00 am

60 minutes

Services and sermons from the Church of the Lord Jesus Christ of the Apostolic Faith in Philadelphia.

Bishop Luke Radio Hour (Paid Content)

Wednesdays, 3:00pm

60 minutes

Weekly Ukrainian program featuring news, music, events and cultural insights in the Ukrainian language presented by the Ukrainian Youth Association.

Ukrainian Hour (Paid Content)

Saturdays, 12:00pm

60 minutes

Weekly Ukrainian program featuring news, music, events and cultural insights in the Ukrainian language presented by the Ukrainian Youth Association.

Philadelphia Focus

July 18, 2023 10:30AM

25 minutes of a 30 minute program

Jessica Craft, Founder and CEO of Rock to the Future discussed this original program that supports positive youth development and economic empowerment through free, student-driven music programs for Philadelphia youth. Operating in areas that are underserved with enrichment opportunities, Rock to the Future works with the community and the youth participating to create programming that is compelling and fun for them. Thanks to donations and grants hundreds of students participate annually in-school, after school, and during the summer in schools, community locations, and now, in the re-entry programming, within juvenile justice facilities. She notes there is no cost for students to participate, they receive an instrument and supplies, transportation to and from the classes and meals. No auditions required and beginners are welcome but students must maintain a set grade average to participate. The program is student-driven - youth lead their creation and collaborations and are included in decision-making and taught by trauma informed professional musicians. Programs are provided in English and Spanish. Rock to the Future also addresses the needs of the students at home, with support for family through connections with resources like health, housing, and food security. Students gain self-confidence, a sense of accomplishment, cooperation and patience, abilities they will be able to apply to their studies now and their goals in the future.

Philadelphia Focus

August 7, 2023 10:30AM

15 minutes of a 30-minute program

Maura McCarthy, CEO of Fairmount Park Conservancy and Allison Schapker, Chief Projects Officer discussed the non-profit Conservancy's work with the City of Philadelphia to restore and improve thousands of acres of public lands, activates parks, and engages the public with the parks. They discussed the ecological, economic, historic, social, cultural and public health value to the community. Through partnerships with the local communities and neighborhoods they work to provide intentional and equitable park investments to welcome people to public spaces where they historically have not been welcome. They note diversity, equity and inclusion are the foundations of a healthy park system. They discussed upcoming projects including completion of the FDR Park Anna C. Verna Playground and Welcome Center, the Trolley Trail opening and the Boathouse Row Relighting in early winter. They also host bike rides, tours of the historic homes on their properties, yoga and organized walking tours.

Philadelphia Focus

July 31, 10:30AM

15 minutes of a 30 minute program

Larry Magid, Co-founder of Electric Factory Concerts, and Derek Gillman, Distinguished Teaching Professor for Art History and Museum Leadership at Drexel University, and the Executive Director, University Collections and Exhibitions which will mount ELECTRIFIED: 50 Years of Electric Factory, an exhibition celebrating and exploring the impact that Electric Factory and Electric Factory Concerts had on American culture discussed the exhibit and Drexel's programming for the music business, one of the reasons Larry is supporting this retrospective.

Philadelphia Focus

September 4, 2023 10:30AM

30 minutes

Deborah Buckson, Executive Director of Historic Odessa Foundation guests. A site featured on the National Park's Highway to Freedom Trail, with the nation's first house museum, Cantwell's Tavern, a bank hosting a permanent art gallery, a pump house and more than 70 acres of grounds, Odessa offers educational and recreational opportunities for all ages. We discussed their new publication, A Storied Past: Collections of Historic Odessa, by Philip Zimmerman Ph.D., that captures the historical character and significance of two important late-18th-century Delaware houses, each of which retains a high percentage of original furnishings and locally made objects. Deb spoke of the need for volunteers, from helping to catalog the thousands of pieces in their collection, but also guiding tours and helping with research. They are looking for history and library science students, too, as research continues on the vast property. Deb gave us the scoop on this year's book choice for their holiday festivities, A Visit From St. Nicholas, the historic Wilson-Warner House will be decorated to honor the 200th anniversary of its publication. Details on special tours and other events for the holidays will be coming soon. And finally, we discussed the 10th Annual Historic Odessa Brewfest, September 9th with more than 58 local, regional, and national breweries, along with daylong musical performances on 2 stages, artisan vendors, Fusion Beer Mile, lawn games, locally sourced food and more to benefit the non-profit foundation's historic conservation efforts as well as its diverse educational programming.

Philadelphia Focus

September 18, 2023 10:30AM

15 minutes of a 30-minute program

Larry Needle, Executive Director of PHL SPORTS, part of the Philadelphia Convention and Visitors Bureau, discussed the large number of the world's biggest sporting events that will come to the region over the next five years, including six NCAA Championships, WrestleMania 40 in 2024 and an epic summer of 2026 which will include the PGA Championship, Major League Baseball All-Star Game and FIFA World Cup 2026. The storied Army-Navy Game will return in 2027.

Issue: Health and Public Safety

Public Service Announcement – RAADD and Dept of Transportation

July 1 – TFN

:60, Various times

Information about the dangers of texting and driving.

Public Service Announcement – RAADD and Dept of Transportation

July 1 – TFN

:60, Various times

Information about the danger of being buzzed behind the wheel.

Public Service Announcement - CDC

July 1 – TFN

:60, Various times

Health reminders on COVID 19 prevention.

Public Service Announcement – The Gift of Life

July 1 – TFN

:30, Various times

Information about the need for organ donors.

PSA: Beasley Best Community of Caring

August 8, 2022– TFN

30 seconds, Various times

Information and tips on driving and pedestrian safety.

Clean and Sober Radio (Paid Content)

Fridays, 3:00 pm

30 minutes

Gary Hendler discusses sobriety, difficulties maintaining it and solutions to everyday challenges.

Inside Medicine (Paid Content)

Saturdays, 10:00 am

60 minutes

Dr. Joseph Fallon welcomes medical professions to discuss health news and the latest in treatments for a variety of specialties.

Philadelphia Focus

July 3, 2023 4:30PM

30 minutes

Internist Dr Avidon Appel, who diagnoses and treats diseases & illnesses in adult patients, discussed men's general health. He notes they are less likely to seek help without spousal pressure, they shrug off any issues they may be experiencing and unfortunately, unlike their cars, they don't come with a 'check your engine list!' We

discussed the increasing numbers of cancer and other diseases we think of as age-onset, and he reminds us that a symptom such as ED could be a sign of cardiovascular or endocrine disease. He worries about our plastic exposure and recommends glass and metal over single-use containers. He advises hydration, exercise and proper sleep as the best routine for maintaining health and tells us, if something doesn't feel right and it doesn't get better fast, see a doctor. He asks men – or their partners – to take time to write down questions and concerns before a doctor's visit – for a general 'check list' he also recommends visiting the CDC website.

Philadelphia Focus

July 17, 2023 10:30AM

20 minutes of a 30-minute program

Dr. Kara Odom Walker, Executive Vice President, Chief Population Health Officer, Nemours Children's Health, discussed the health system's commitment to community health, the social determinants of health as well as food insecurity in the region. She spoke on the surprising three areas most Delawareans reported as impacting their health and security most – stable housing, food and internet access. Not only do these issues affect health, they impact education, employment and mental health. She discussed their unique National Office, their voice in DC, the only children's hospital to maintain an office to inform and lobby on behalf of health. Nemours is working to establish youth behavioral health care in emergency rooms, offer primary preventative care, create school-based Wellness Centers that address social services and health, and support the SNAP program for continuing food access for families.

Philadelphia Focus

July 24, 2023 10:30AM

20 minutes of a 30-minute program

Maryanne McGerty-Sieber, Consumer Product Safety Investigator with the Consumer Product Safety Commission, discussed back to school safety, from art supplies to athletic gear, backpacks and clothing.

Philadelphia Focus

August 14, 2023 4:30PM

30 minutes

Zoraida Cordero, Area Director for the American Foundation for Suicide Prevention of Greater Philadelphia discussed the 12th leading cause of death in the US, suicide. We discussed their mission to save lives and bring hope to those affected by suicide through research, education and awareness campaigns, and programs and events for the community. We spoke of mental recognizing the difference between common moods and situations where professional help is needed, especially for young people. She discussed their main goal, getting us to talk about mental health and suicide, out in the open, and being willing to talk to someone who may be struggling. She described their new campaign, Talk Away The Dark, online videos and easy to follow guides to help you begin a conversation about suicide, from opening lines to follow through with mental health professionals. Together with 988, the national crisis talk/text number, Talk Away The Dark gives us the resources to offer help and hope to anyone struggling.

Philadelphia Focus

August 21, 2023 10:30AM

30-minutes

Dennis Carradin, Founder and CEO of The Trauma Survivor Foundation returned to offer an update on their work, giving survivors of traumatic events access to a network of trained trauma therapists. We talked about his experiences that led to TSF, a chance encounter with a donut shop clerk who revealed her PTSD and lack of funds for help, and his work with the families and survivors of a school shooting. He realized that many lacked 'follow up,' they were left to navigate mental health resources on their own. Since the beginning of the Foundation over 30,000 survivors of various traumatic events: mass shootings, natural disasters, line of duty deaths, motor vehicle collisions, sexual abuse or assault, physical abuse or assault, accidents, illnesses, witness to violence and others were helped through crisis intervention by over 2,500 trained trauma therapists and crisis interventionists participating.

We talked about trauma, what it is and what it isn't when the term is sometimes overused. He asks us to consider magnitude, is it an inconvenience or annoyance or is it affecting your daily life. We discussed the ongoing Hospital Heroes Food Drive, so far providing over 30,000 meals delivered to nurses, doctors, EMS and first responders. They have partnered with hundreds of restaurants to deliver the meals across the region and are looking for individual and business support to keep the program running. Finally, we talked about an easy, fun way to support their work, the 2023 Delaware Beer Fest! It's October 14 in the Figure 8 Barn on the grounds of magnificent Bellevue State Park. You'll enjoy over a hundred Beer selections from over 70 Breweries. There will also be food trucks, games and activities and more beer.

Philadelphia Focus

September 25, 2023 10:30AM

20 minutes of a 30-minute program

Robb Reichard, Executive Director of AIDS Fund, and Fatima Sangare, Lead Medical Case manager for BeBashi, discussed their work in prevention of HIV and care for those living with it as we approach the 37th Annual AIDS Walk Philly. AIDS Fund works with area service providers to make emergency grants directly to clients to allow them to maintain their treatment, housing and rent, transportation, food, co-pays, small amounts that could keep them from losing their home or becoming unable to stay with their treatment. Fatima offered examples of how these grants from the AIDS Fund have allowed her clients to stay housed and in treatment. Robb notes that 25% of new HIV and other STD transmissions are among young people, 13 to 24 and it is through sexual exposure. They discussed the need for more education and access to prevention for these groups. We spoke again of their goal, zero stigma, zero transmission and zero deaths. Robb explains stigma prevents information and education to get to those who need it, transmission prevention is possible through PREP and PEP 'Morning After' medications, and through AIDS treatments that bring the virus to undetectable. He notes that with the introduction of PREP and new treatment the transmissions among white gay men has dropped considerably. We talked about this year's AIDS Walk Philly, October 15th from the Art Museum along Kelly Drive. Registration is now open

with walk-ups welcome. The event will begin with the reading of names and a display of AIDS Quilt panels and all funds will support the grants offered through AIDS Fund.

Issue: Minority/Women's Issues

Public Service Announcement – Women's Heart Attack Symptoms.

July 1 – TFN

:60, Various times

Information about recognizing heart attack symptoms for women.

Public Service Announcement – American Council on Education

July 1 – TFN

:60, Various times

Information about classes available to help you learn English, to study for a GED, and to prepare for the GED test.

Szent Biblia (Paid Content)

Saturdays, 1:30

30 minutes

Bible readings and sermons in Hungarian.

Neil Hoffman Shabbat Shalom Program (Paid Content)

Fridays, 4:30pm

30 minutes

Jewish Shabbat prayers and services offered by Neil Hoffman.

Ukrainian Education and Cultural Center (Paid Content)

Saturdays, 9:00pm

60 minutes

Weekly Ukrainian variety program featuring news, music, events and cultural insights in the Ukrainian language.

The Barry Reisman Show (Paid Content)

Sunday - Fridays, 9:00am

60 minutes

Daily variety program of Jewish religious and popular music, with commentary on its history and the Jewish influence in Philadelphia.

Polonia Today (Paid Content)

Sundays, 1:30pm

30 minutes

Debbie Majka, Honorary Consul of Poland, presents Polish government, cultural and entertainment news and information in Polish.

Philadelphia Focus

September 11, 2023 10:30AM

30 minutes

Stephenie Bailey, Continuing Education Manager at Winterthur Museum, Garden and Library, and Elizabeth 'Liz' Way, guest curator for the Ann Lowe exhibit and Associate Curator at The Museum at the Fashion Institute of Technology discussed their upcoming exhibition, Ann Lowe: American Couturier. Lowe is recognized as first African American to become a noted fashion designer; from the 1920s through the mid '60s she was "Society's Best-Kept Secret" designing gowns for bold names including the Rockefeller, Marjorie Merriweather Post, Olivia de Havilland. She created Jacqueline Bouvier Kennedy's iconic 1953 wedding dress. The exhibition was inspired by the research of the late Winterthur curator Margaret Powell and Ms Way will bring more than 40 examples of Lowe's work from both private and institutional collections. Some of these gowns have never before been on public view. Winterthur, the premier museum of American decorative arts, put its world-renowned textile conservation team to work with the University of Delaware to recreate Kennedy's fragile wedding gown and they pioneered a 3D printing technique to create customized mannequins for the exhibition. The recreated dress will then go to the John F. Kennedy Presidential Library and Museum for use in their programming. The exhibition will also live on in its catalog, Ann Lowe, American Couturier (Rizzoli) will be the first scholarly representation of Lowe's contributions to 20th-century couture in the US.

Philadelphia Focus

September 25, 2023 10:30AM

10 minutes of a 30-minute program

Robb Reichard, Ex Dir of AIDS Fund, and Fatima Sangare, Lead Medical Case manager for Bebash, Treatment to Hope, empowers Black and Brown people to enhance the quality of their health and overall well-being by providing access to culturally sensitive high-quality healthcare, HIV/AIDS services, health education, and social services. We discussed AIDS and HIV in Philadelphia, where again it disproportionately affects the disenfranchised, low income and Black and Brown communities. Robb explains stigma prevents information and education to get to those who need it, transmission prevention is possible through PREP and PEP 'Morning After' medications, and through AIDS treatments that bring the virus to undetectable. He notes that with the introduction of PREP and new treatment the transmissions among white gay men has dropped considerably.