

BEASLEY MEDIA GROUP, LLC
Issues and Program Report
for
Station WWDB-AM
4th Quarter
(October 1 – December 31, 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 4:30PM, 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 4th 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

October 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.

Our Delaware Valley

October 9, 2023 4:30PM

15 minutes of a 30-minute program

Jeffrey Abramowitz, JD, CEO of The Petey Greene Project, discussed their work in helping the incarcerated and formerly incarcerated access a quality education through volunteer tutors. The PGP is one of few groups focused on the pre-collegiate level and he shared statistics, only 20% of formerly incarcerated people have a high school diploma, one third have a GED, and less than 4% have a college degree. Without a high school credential, unemployment rates among formerly incarcerated people range from 25% to 60%. The PGP works by helping incarcerated and formerly incarcerated people obtain a high school or other credential and prepare for postsecondary success. Working with the incarcerated, they set educational goals, GED, getting into college or a skilled profession, to help them find jobs, regain family and reestablish themselves outside of prison. We discussed the biggest barrier to employment – and higher education – the ‘box’ applicants must check if they have been convicted of a felony. We talked about local programs that lead to skilled jobs and the social/work skills that they need to keep a job, programs including Pennsylvania Horticultural Society and Philabundance. We also spoke of the educational work by Eastern State Penitentiary.

Issue: Economy

Public Service Announcement – American Workers League

October 1 – November 31

:60, Various times

Information about the pros of shopping small businesses.

American Worker’s Radio (Paid Content)

Wednesdays, 11:00AM

60 Minutes

Discussion about the economy and union workers’ concerns.

Philadelphia Focus

November 7, 2023 4:30PM

15 minutes of a 30-minute program

Dan Lombardo, President and Chief Executive Officer, and Alexis Deegan, Vice President of Development of Volunteers of America Delaware Valley discussed their ongoing mission and programming. VOADV serves more than 13,000 individuals throughout the southern New Jersey and Philadelphia region and operates more than 40 assistance programs – from homelessness, reentry, veterans' assistance, and affordable housing services to specialized programs for individuals living with substance use disorder, traumatic brain injury and/or intellectual disabilities. VOADV's mission, which governs all service and assistance provided to clients in need, is to provide community-based assistance to individuals in need so that they can lead self-fulfilled, independent lives. They are more than crisis relief, donations allow them to provide the follow-up services to help families and individuals continue their path to independence. We talked about the current economics that are driving the need, he estimates that requests have grown over 65% from last year, housing and employment driving the surge. Dan discussed their family shelters, 2 men's shelters, one medical respite shelter and one veterans' shelter. They also have 2 men and 1 women's halfway house and other Reentry programs making the transition back to the community more seamless for individuals coming back from prison. He spoke of their new launches, a tri-county IMPACT office which helps clients navigate through social services will be opening at the end of November in Vineland and they are preparing to launch a mobile legal clinic.

Issue: Family Interests

Public Service Announcement – Mentoring

October 1 – TFN

:60, Various times

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

Public Service Announcement – Foster Care

October 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

October 28, 2023 4:30PM

15 minutes of a 30-minute program

Tom Kamber, Executive Director of Older Adults Technology Services (OATS) and Senior Planet from AARP, shared the recent results of a new AARP tech survey among older adults, a majority of them have not taken steps to ensure they receive information during a disaster and are more likely to be unprepared if a disaster strikes. We discussed myths about older adults and technology; they can and will embrace it if it meets their needs for entertainment and information. Tom and AARP are working to get more to use like disaster-related apps or text notifications from official national disaster resource agencies, just one in ten are using them. We spoke of basic needs in emergencies, from forced evacuation to sheltering in place and the resources available. He advises that doing anything – even if it's just downloading an app, arranging a meeting place or buying a portable phone charger is better than doing nothing and help decrease your risk. He recommends taking advantage of free courses offered by AARP for members, caregivers and family, and making connections to help support each other.

Philadelphia Focus

October 31, 2023 4:30PM

15 minutes of a 30 minute program

Charles Fuschillo, President/CEO of the Alzheimer's Foundation of America returned to discuss the mission of the Alzheimer's Foundation, support and training for caregivers, research, political advocacy for housing, insurance and caregiver support, and education. To address the need for more information they have been 'on tour' of the US, sponsoring educational conferences for families and patients, caregivers and medical professionals, with a final stop in Philadelphia November 15 at the Doubletree on Broad Street. Speakers will include researchers, legal experts, practitioners and more, to address all aspects of life with Alzheimer's. Registration is free at alzfdn.org. Look for 'Events'

Philadelphia Focus

November 7, 2023 4:30PM

15 minutes of a 30-minute program

Dan Lombardo, President and Chief Executive Officer, and Alexis Deegan, Vice President of Development of Volunteers of America Delaware Valley discussed their ongoing mission and programming, discussed their current campaign, Adopt A Family. Alexis asks individuals, families and businesses to step to help families in need through the holiday season. While she's always looking for donations of underwear and socks and toiletries, at this time of year they look to provide families with wish-list items, from warm clothes to toys and sports gear. A record number of families have asked for assistance this year. You can adopt an entire family or go through their wish list at Amazon.com and let VOADV direct the gift. Learn more, from volunteering opportunities to Adopt-A-Family at VOADV.org.

Philadelphia Focus

November 21, 2023 4:30PM

30-minutes

Bernadette Shanahan, CEO of Boys and Girls Club of Camden County discussed this chapter of the well-known youth organization and its mission, to enable all young people, especially those who need us most, to reach their full potential as productive, caring and responsible citizens. Founded in 2001 through the efforts of philanthropist and Camden native Lewis Katz, the Camden County chapter serves kids ages six through high school from two locations with sports, homework help and tutoring, peer mentoring, STEM and STEAM classes, music programs, a drama program and a swimming pool. We talked about Camden today, a large urban city divided by many highways, with few opportunities for kids to socialize. While the city faces economic hardships, the neighborhoods are strong supportive communities that are invested in the Boys and Girls Club. Through grants and donations programs are offered free to the youth. We talked about ways to help, through donations and through volunteering, individuals and businesses can offer mentoring, job site visits, tutoring or office work.

Philadelphia Focus

November 28, 2023 4:30PM

30-minutes

Derrick Pitts, Chief Astronomer at The Franklin Institute discussed the opening of their newest CORE exhibit, Wonderous Space, a two-story interactive installation demonstrating what it is like to live, work, and play in space while also showcasing the rich diversity of science and technology and the innovative people in the space industry. Dr. Pitts tells us that it looks at the universe and our relationship with it, from space travel to innovations that we use every day, such as satellite communications and microchip technology. With the opening of Wonderous Space the Franklin boasts space science on all 4 floors of the museum, with the Fels Planetarium on floor 1, the Holt & Miller Observatory on floor 4 and the 2-story Wondrous Space exhibit between them. The giant Fels dome—measuring 60 feet in diameter—displays how the actual night sky

would look like without the interference of weather, pollution, or city lights. The Holt & Miller Observatory houses the 10” Carl Zeiss Refracting Telescope, one of the largest historical artifacts in their collection and it provides the opportunity to safely view the Sun, including features such as sunspots and prominences, while the rooftop location offers a unique view of the Philadelphia Skyline. Dr Pitts described the programming that will accompany the exhibit, as well as the on-going educational opportunities for students and adult learners. He noted that diversity was an important part of the planning, showing the wide range of jobs and professions within space exploration and then introducing them to the scientists and developers who look like them. He also discussed the importance of STEM to encourage young people to join the field. We talked about membership and how to plan a visit to the Franklin to get the most from the experience, starting with the museum’s website, FI.edu

Philadelphia Focus

December 12, 2023 4:30PM

30-minutes

Dr. Keith Klosterman, a marriage and family therapist and Program Director for the Clinical Mental Health Counseling program at SUNY Fredonia, discussed family mental health during the holidays. We discussed managing expectations and preparing ourselves for stressful situations through coping mechanisms that can be used throughout the year. He reminds us that it’s okay to say ‘no,’ to plans or other requests for your time or to spending money. You don’t have to be apologetic for living within your means or taking time for yourself. With your children he advises to practice, listening, patience and tolerance. Hear what they are saying, and answer questions and concerns honestly in age-appropriate terms. Stepping back and taking a deep breathe can help deescalate your reactions. Honesty is the key, based on their level of maturity and always remembering that kids are very astute and are often aware of their circumstances. Dr Klosterman reminds us that stress relief can come from just going outside, taking a walk or listening to music. We all experience stress, if you can anticipate it and be ready with your own coping devices, you’ll get through the holidays, but if you’re feeling overwhelmed and it’s impacting your daily life and relationships, reach out. For more information and resources visit the American Psychologist’s Association at APA.Org or the American Counseling Association at ACA.org. In a crisis call 988.

Issue: Health and Public Safety

Public Service Announcement – RAADD and Dept of Transportation

October 1 – TFN

:60, Various times

Information about the dangers of texting and driving.

Public Service Announcement – RAADD and Dept of Transportation
October 1 – TFN
:60, Various times
Information about the danger of being buzzed behind the wheel.

Public Service Announcement - CDC
October 1 – TFN
:60, Various times
Health reminders on COVID 19 prevention.

Public Service Announcement – The Gift of Life
October 1 – TFN
:30, Various times
Information about the need for organ donors.

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
October 2, 2023 4:30PM
20 minutes of a 30-minute program
Robb Reichard, Executive Director of AIDS Fund, and Fatima Sangare, Lead Medical Case manager for Bebash, 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.

Philadelphia Focus

October 16, 2023 4:30PM

15 minutes

Tom Kamber, Executive Director of Older Adults Technology Services (OATS) and Senior Planet from AARP, shared the recent results of a new AARP tech survey among older adults, a majority of them have not taken steps to ensure they receive information during a disaster and are more likely to be unprepared if a disaster strikes. We discussed myths about older adults and technology; they can and will embrace it if it meets their needs for entertainment and information. Tom and AARP are working to get more to use like disaster-related apps or text notifications from official national disaster resource agencies, just one in ten are using them. We spoke of basic needs in emergencies, from forced evacuation to sheltering in place and the resources available. He advises that doing anything – even if it's just downloading an app, arranging a meeting place or buying a portable phone charger is better than doing nothing and help decrease your risk. He recommends taking advantage of free courses offered by AARP for members, caregivers and family, and making connections to help support each other.

Philadelphia Focus

October 24, 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

October 31, 2023 4:30PM

15 minutes of a 30 minute program

Charles Fuschillo, President/CEO of the Alzheimer's Foundation of America returned to discuss the latest on their programs and services and their upcoming Educational Conference in Philadelphia on November 15th. We began with a discussion of Alzheimer's disease, it is not 'dementia' nor an unavoidable part of the aging process. We discussed the numbers, in PA there are 280,000 plus living with it, two-thirds are

women and those 'social determinates' – access to care, education, proper nutrition, can play a part in developing the disease. He spoke of the onset, from forgetting words and difficulty in planning, through changes in mood, confusion and personal hygiene issues through to the late stages. His advice, do not ignore or 'cover up' these symptoms, seek medical advice. It could be a nutritional deficiency or a drug reaction, if it is as early sign of Alzheimer's, there are medications and life skills tools to help delay the progression.

Philadelphia Focus

December 5, 2023 4:30PM

30 -minutes

Monica Vaccaro, Director of Programs, and Dr. Drew Nagele, Neuro-psychologist and research site investigator, discussed the Brain Injury Association of Pennsylvania. We talked about the types of brain injuries, from the common blow to the head that makes you see stars, traumatic injury from accidents, and now, the rising number of brain impairment from Opioids misuse. The Vision of the Brain Injury Association of Pennsylvania is a world in which all people with brain injuries and their supporters are leading fulfilling lives and are empowered to participate in their communities. They spoke of the Intersection of Brain Injury and Opioids Misuse; persons who have sustained a Traumatic Brain Injury (TBI) are more likely to misuse substances because of their brain injury, while persons with opioid use disorder are more likely to sustain a brain injury as a result of their opioid use. In both cases the ability to seek and follow treatment is impaired; what might look like lack of motivation, poor performance in treatment, or a mental health disorder might be untreated brain injury. They spoke of the need for healthcare professionals to be more aggressive in screening for injury and to approach treatment geared to the impairment. We also spoke of the work Dr Nagele is monitoring - researching and screening persons incarcerated for brain injury, the numbers are greater than expected and impact the individual's success after release. For more information on BIA programming for caregivers, persons with brain injury and their advocacy work, go to BIAPA.ORG or call the Brain Injury Resource Line: 800-444-6443

Philadelphia Focus

December 19, 2023 4:30PM

30-minutes

Koleen Cavanaugh, Senior Vice-President and Chief Marketing Officer for Independence Blue Cross discussed the importance of medical insurance and how to shop for affordable coverage for you and your family. She reminded us the window to buy insurance through the Pennsylvania Health Insurance Exchange is January 7th for coverage beginning February 1st, miss that date and you cannot enroll again until next November, barring any important life changes such as marriage, divorce, a job change or adoption. We got started with a conversation about insurance and the ramifications of not having it, crippling medical debt follows many Americans. She described the different types of coverage available, including employer, individual, Medicare for older patients and Medicaid for those with chronic illness or disabilities. For the rest there is insurance through the Exchange or private providers. To but through the exchange she

tells us to prepare with the names and personal information about yourself and family, income from all sources, where your preferred doctor practices and your prior medical history. Ask yourself if a higher or lower deductible makes more sense, risking higher out of pocket costs against lower monthly premiums. Check to see if there are discounts or any financial assistance available to you. She then discussed HMOs and PPOs, and Essential Health Benefits all providers must cover, including wellness visits, immunizations, screenings and mental health services. All plans are available through the online portal, the PA Health Exchange at pennie.com. and through Independence Blue Cross, at IBX.com.

Issue: Minority/Women's Issues

Public Service Announcement – Women's Heart Attack Symptoms.

October 1 – TFN

:60, Various times

Information about recognizing heart attack symptoms for women.

Public Service Announcement – American Council on Education

October 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

October 2, 2023 4:30PM

10 minutes of a 30-minute program

Robb Reichard, Ex Dir of AIDS Fund, and Fatima Sangare, Lead Medical Case manager for BeBashi, 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.

Philadelphia Focus

October 2, 2023 4:30PM

10 minutes of a 30-minute program

Jeffrey Abramowitz, JD, CEO of The Petey Greene Project, discussed their work in helping the incarcerated and formerly-incarcerated access a quality education through volunteer tutors. He discussed the inherent racial disparity of the justice system and their work with the public and their volunteers who they've learned, are inspired by making a difference and doing something about a system that funnels people, especially Black people, from failed schooling to prison. Jeff spoke of two initiatives, their HBCU Forward Initiative that looks to elevate Black college students as volunteer tutors and criminal justice advocates and their Justice Education Series, which educates volunteers and the public on the need and opportunity to effect systemic change in the criminal legal system.

Philadelphia Focus

November 14, 2023 4:30PM

30 minutes

Ayanna Khan, Founder, President and CEO of The Delaware Black Chamber of Commerce returned to give us an update on the three year old chamber, which was honored as Best Chamber of the Year for 2023 for its impact and commitment to empowering Black businesses. Like other business chambers DEBCC offers a hub for connecting Black owners and entrepreneurs with education and training, grants and other funding sources, and entre to opportunities within the state and surrounding areas. She works to ensure that Black, minority and other disadvantaged entrepreneurs are not left behind due to lack of knowledge of processes or access to capital and

decision makers. The chamber offers help with staffing, insurance and healthcare issues these businesses face. She is proud that, thanks to their advocacy, the state now does demographic tracking on businesses, identifying Black, woman and minority ownership, making it easier to track both success and also deficiencies in opportunities. She discussed the benefits of belonging, beyond the business support, the Chamber offers social and other networking opportunities throughout the year creating a forum to share best practices, create partnerships and support new endeavors.

Philadelphia Focus

December 26, 2023 4:30PM

30-minutes

Jean Sachs, Chief Executive Officer with Living Beyond Breast Cancer, begins a new monthly series on breast cancer and other chronic or life-threatening diseases. We discussed the programming at LBBC, from research and treatment information, peer matching, counseling, financial aid grants, and advocacy.