

BEASLEY MEDIA GROUP, LLC  
Issues and Program Report  
for  
Station WWDB-AM  
2nd Quarter  
(April 1 – June 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 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 2<sup>nd</sup> 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

April 1 – TFN

:60, Various times

Information about the educational benefits of enlistment in the Navy.

Public Service Announcement – US Marines

April 1 – TFN

:60, Various times

Information about the work of the U.S. Marines protecting the shores of the United States.

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

April 17, 2023 4:30PM

5 minutes of a 30 minute program

From Jewish Family Services of Delaware (JFS) Vlad C., Community Relations Manager and Jenevive N. Director, Refugee Integration Support Effort (RISE) discussed their work with government immigration offices to support refugee families resettling in the Delaware Valley. They discussed the backlog of requests and the difficulties in getting documentation completed, with many families and individuals waiting in relocation camps. We discussed the numbers of refugees allowed, stretched by an influx from Ukraine, as well as Afghanistan.

Philadelphia Focus

May 1, 2023 4:30PM

10 minutes of a 30-minute program

Corinne O'Connell, CEO of Habitat for Humanity Philadelphia discussed their vision, a city where everyone has a decent place to live. She noted Philadelphia has a larger percentage of homeowners than many major cities; our housing stock is old and much is in disrepair. We also discussed their work to repair title – thousands of homes in the city have a tangled title. Ms O'Connell spoke of Habitat for Humanity Philadelphia programming, building or rehabbing homes to sell to qualifying families for an affordable price and a zero-interest 30-year mortgage and no-cost repairs to neighbors, adding value to surrounding homes.

## Philadelphia Focus

June 19, 2023 4:30PM

10 minutes of a 30-minute program

Danielle DiLeo Kim, President & CEO of Philadelphia250 discussed the ongoing plans for the nation's 250, with Philadelphia named as one of the three primary host cities and center of the July 4th activities. We discussed the long term effect on the city, with building projects being included in its funding.

## Philadelphia Focus

June 11, 2023 6:00AM

30 minutes

Joe Brooks, Executive Director of the Veterans Multi-Service Center, and Beasley Media Group's John DeBella, Morning Host at WMGK, discussed their work on behalf of the VMC, a non-profit organization founded in 1980 by local Vietnam Veterans that supports veterans who are suffering from their service. The VMC offers emergency relief for Vets facing homelessness, mental health and addiction issues, aging vets needing healthcare or burial funds, and vets who have fallen out of the system who need to reconnect with their benefits. The VMC helps more than 6,500 Veterans and families annually through offices throughout the tri-state area. Their services include Veteran Employment programs, Veteran Housing Assistance with temporary and long-term shelter, Women Veterans Programs with housing and woman-to-woman counseling, and Veterans Benefit / Entitlement Assistance to help them navigate the bureaucracy. They connect vets with medical and mental care and addiction help.

## **Issue: Economy**

Public Service Announcement – American Workers League

May 1 – May 31

:60, Various times

Information about the pros of shopping small businesses.

## Philadelphia Focus

April 17, 2023 4:30 PM

10 minutes of a 30-minute program

From Jewish Family Services of Delaware (JFS) Vlad C., Community Relations Manager and Jenevive N. Director, Refugee Integration Support Effort (RISE) discussed their work with refugee families resettling in the Delaware Valley, in particular finding them employment opportunities stressing that families want to be independent and contributing members of the community as soon as possible.

## Philadelphia Focus

May 1, 2023 4:30 PM

10 minutes of a 30-minute program

Corinne O'Connell, CEO of Habitat for Humanity Philadelphia discussed one in four families is facing housing issues, paying too much of their income toward rent. We discussed how homes are lost for lack of funds for maintenance, robbing the family of

the home's value. Ms O'Connell spoke of Habitat for Humanity Philadelphia programming, building or rehabbing homes to sell to qualifying families for an affordable price and a zero-interest 30-year mortgage, with support services in budgeting and home repairs to keep them housed.

#### Philadelphia Focus

June 19, 2023 4:30 PM

10 minutes of a 30-minute program

Danielle DiLeo Kim, President & CEO of Philadelphia250 discussed the ongoing plans for the nation's 250, with Philadelphia front and center as an official city host. We discussed the promise of increased tourism, both domestic and international, with the expected boom in our hospitality industry, and the ongoing benefits of the legacy projects, creating lasting projects within all neighborhoods and communities.

#### **Issue: Family Interests**

##### Public Service Announcement – Mentoring

April 1 – TFN

:60, Various times

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

##### Public Service Announcement – Foster Care

April 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

April 17, 2023 4:30PM

15 minutes of a 30 minute program

From Jewish Family Services of Delaware (JFS) Vlad C., Community Relations Manager and Jenevive N. Director, Refugee Integration Support Effort (RISE) discussed their work with refugee families resettling in the Delaware Valley, offering culturally sensitive support in housing, life skills, language and education opportunities. We spoke of helping families and individuals acclimate to the American culture, from shopping and entertainment, to holiday and community celebrations, with volunteers and businesses helping them interact with us.

## Philadelphia Focus

May 1, 2023 4:30PM

10 minutes of a 30-minute program

Corinne O'Connell, CEO of Habitat for Humanity Philadelphia

Ms O'Connell pointed out the family benefits of their programs, children do better in school with secure housing – asthma is a leading cause of missed school days – and families can use their home to build wealth, assets that can be passed on. She described the other benefits, stable neighbors invested in their community and lowered crime rates in areas getting repairs. Finally, we discussed their ReStore, a discount home improvement store on Washington Avenue, which sells donated new and gently used building materials, appliances and furnishings. Not only does it keep usable goods from landfills, its revenue funds their projects throughout the year. They will soon open their second store on Allegheny Avenue. She invites us to shop, donate and volunteer at both locations.

## Philadelphia Focus

May 29, 2023 4:30PM

30 minutes

Marcus Allen, Chief Executive Officer of Big Brothers Big Sisters Independence Region discussed their programming for kids throughout the Delaware Valley and their expansions to their mission during his ten years on the job. He described their work, pairing caring adults with kids who need a steady influence, to listen, encourage and connect with them. 'Bigs' work with the 'Little' and their families to foster greater confidence and better relationships, help steer them from risky behavior to achieve their full potential, in school and later in life. He shared their training process and their support after a pairing, group outings and entertainment and sport opportunities. While Bigs are only required to stay one year, he told us of the many Big/Little friendships that lasted through graduation a, marriage and even retirement. Any child who need the service can apply, and now kids can stay in the program through college, but there is a serious shortage of Bigs. Mr. Allen is trying to recruit more men of color and promote their business volunteer opportunities, local companies can work with kids for reading breaks during the day. Realizing that BBBS could never meet the demand for individual pairings, he described their new approach, partnering and sharing best practices with

other organizations, grassroots and other groups who offer mentoring programs, getting more kids into services.

Our Delaware Valley  
June 1, 2023 4:30PM

10 minutes of a 30-minute program

Dr Ian Krantz, pediatrician and geneticist and Head of the Roberts Individualized Medical Genetic Center at Childrens Hospital of Philadelphia, and Elizabeth DeChene, Genetic Counselor and mother to a child with a rare genetic disorder, discussed Cool Cars For Kids, founded by car-enthusiast Dr Krantz, famous car collector Mike Tillson and legendary former Eagles coach, Dick Vermiel, whose granddaughter was treated at CHOP for her own genetic disorder. Each year they host the Friday and Saturday event, this year June 23rd and 24th, at the Simeone Auto Museum. This year's theme is a celebration of the Porsche, celebrated with a Gala Friday night and reveal of this year's judged rare and historic vehicles, a Saturday parade of Porsches, and then a family-fun event featuring the classic and antique entries and a corral of cars from the general public.

### **Issue: Health and Public Safety**

Public Service Announcement – RAADD and Dept of Transportation  
April 1 – TFN  
:60, Various times  
Information about the dangers of texting and driving.

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

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

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

PSA: Beasley Best Community of caring  
April 1, 2022– TFN  
30 seconds, Various times  
Information about Sudden Cardiac Arrest with information about CPR and AEDs.



### 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

April 3, 2023 4:00pm

30 minutes

The Leukemia & Lymphoma Society of Eastern PA-Delaware Region Patient & Community Outreach Manager Ruby Nava-Ramos, MPH, and Nick McIlwain from WMMR's morning show, discussed the research, education and vital direct patient services offered by LLS. From diagnosis to finding clinical trials and helping with financial aid, LLS helps not just patients, but also their caregivers and families. We also discussed its major fundraiser, Big Climb Philly, coming in May to Citizens Bank Park.

### Philadelphia Focus

May 22, 2023 4:00pm

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 talking 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

May 8, 2023 4:30PM

20 minutes of a 30-minute program

Dr Deon Vigilance, Cardiac Surgeon and President of the Board for the Greater Delaware Valley American Heart Association and Association VP for Community Impact, Cardiac Nurse Jeff Salvatore discussed hypertension and stroke. The American Heart and Stroke Association recognizes May 17th as World Hypertension Day to spark conversation and sharing of information to reduce the impact of high blood

pressure. We discussed their programs seeking more equitable outcomes by getting more screening and information into communities, working with local health organizations and faith-based groups to bring better heart health care to underserved areas. They recommend their website for more information on how to reduce your risks, for classes or to volunteer.

#### Philadelphia Focus

May 15, 2023 4:30PM

20 minutes of a 30-minute program

A discussion on Multiple Sclerosis with the National M.S. Society and guests Kevin Moffitt, President of the Greater Delaware Valley chapter, Board Member and Committee Director of WAMS (Women Against MS) Bianca Fraser-Johnson, and Molly Giordano, Executive Director of the Delaware Art Museum, who is living with the disease. We discussed its possible causes including genetics and environment, the difficulties in getting a diagnosis due to the waxing and waning of symptoms -spasms, fatigue, depression, incontinence issues, sexual dysfunction and walking difficulties, and current treatments. Included in the conversation, details on Sips, Savories & Sculptures, May 20 at the Delaware Art Museum, an evening of art, music, food and wine to benefit their work.

#### Philadelphia Focus

June 1, 2023 4:30PM

20 minutes of a 30-minute program

20 minutes of a 30-minute program

Dr Ian Krantz, pediatrician and geneticist and Head of the Roberts Individualized Medical Genetic Center at Childrens Hospital of Philadelphia, and Elizabeth DeChene, Genetic Counselor and mother to a child with a rare genetic disorder, discussed genetic disorders, combined there are some 7,000 'rare' diseases, but the individual conditions can affect very few, making diagnosis and treatment difficult, with some being passed through families, others by a single mutation. Ms DeChene discussed her family's path through birth and diagnosis, not made any easier by her own professional experiences. Her daughter is one of fewer than 100 people in the world with her neurodevelopmental disorder.

#### Philadelphia Focus

June 26, 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.

### **Issue: Minority/Women's Issues**

Public Service Announcement – Women's Heart Attack Symptoms.

April 1 – TFN

:60, Various times

Information about recognizing heart attack symptoms for women.

Public Service Announcement – American Council on Education

April 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

April 24, 2023 4:30PM

30 minutes

Dr. Avenel Joseph, Vice President, Policy for the Robert Wood Johnson Foundation, the nation's largest health philanthropy, discussed a recent op-ed she co-authored, that emphasizes the need for immediate congressional action during the post-election session to expand care for mothers and babies, including an expansion of Medicaid and passage of the Black Maternal Health Momnibus Act. We discussed the fact that the United States is one of the most dangerous high-income countries in the world in which to give birth, with more than 1,200 dying from complications associated with pregnancy or childbirth in 2021. She notes that these deaths are across all ethnicities and income levels, but they are increasing, and this crisis disproportionately affects people of color, which accounted for nearly 60% of those deaths, along with undocumented and incarcerated women, people experiencing intimate partner violence, and LGBTQ+ individuals. Dr Joseph tells us an inequitable health system, inherent and structural racism and discrimination in healthcare settings, and the lack of investment in maternal and childcare are all root causes of this crisis that dates back generations and has worsened during the pandemic. The numbers have been rising since the '90s and she points out that, added to COVID, the recent Dobbs decision which allowed states to restrict therapeutic abortion will drive the numbers even higher. She explained the policies advocated by the foundation that can protect maternal and child health long after pregnancy, including jobs that provide a living wage; health insurance and paid family and medical leave; access to quality and affordable childcare; and safe housing and nutritious food.

## Philadelphia Focus

April 10, 2023 4:30PM

30 minutes

Cardiologist Dr. Kaitlyn Ibrahim and Natalie Havens, a mezzo-soprano and heart disease survivor discussed women's heart health on behalf of the American Heart Association. We talked about sobering facts, cardiovascular disease kills more women than all forms of cancer combined; less than 50% of women entering pregnancy in the United States have good heart health and it accounts for over on-third of maternal deaths and Black women have some of the highest maternal mortality rates AND women are less likely to be diagnosed with a heart condition or receive life-saving intervention in cases of sudden cardiac arrest. Dr Ibrahim noted women are at greater risk not just in pregnancy, but also at menopause due to hormonal changes. We discussed the efforts made by the American Heart Association to raise awareness and better heart health habits for women through STEM programs for girls and the Go Red For Women campaigns to teach women the warning signs of cardiovascular disease. To learn more about programming and events such as the upcoming Heart Balls, as well diet and lifestyle tips for better heart health go to [Heart.org](https://www.heart.org).

Philadelphia Focus

May 8, 2023 4:30PM

10 minutes of a 30-minute program

Dr Deon Vigilance, Cardiac Surgeon and President of the Board for the Greater Delaware Valley American Heart and Stroke Association and Association VP for Community Impact, Cardiac Nurse Jeff Salvatore discussed World Hypertension Day as a rallying point to get their messaging about hypertension and stroke. They discussed how people of color, especially Blacks, have higher rates of hypertension and poorer health outcomes and they spoke about their programs seeking more equitable outcomes by getting more screening and information into communities, and reducing disparities in healthcare accessibility and provider biases.

Philadelphia Focus

May 15, 2023 4:30PM

10 minutes of a 30-minute program

A discussion on Multiple Sclerosis with the National M.S. Society and guests Kevin Moffitt, President of the Greater Delaware Valley chapter, Board Member and Committee Director of WAMS (Women Against MS) Bianca Fraser-Johnson, and Molly Giordano, Executive Director of the Delaware Art Museum, who is living with the disease. We discussed MS in women, they are four times as likely to develop MS but less likely to receive a timely diagnosis, symptoms in women and why the Women Against MS was founded.

Philadelphia Focus

June 19, 2023 4:30PM

10 minutes of a 30-minute program

Danielle DiLeo Kim, President & CEO of Philadelphia250 discussed the ongoing plans for the nation's 250, with Philadelphia front and center as an official city host. We discussed the programming planned based on their mission, 'to create a commemoration that is truly by the people, for all people,' by working within our ethnic neighborhoods to create legacy projects that will engage and create lasting economic and/or social benefit to the community, a part of the 'shared prosperity' they promote.