

**BEASLEY BROADCAST GROUP, INC.**

**Issues and Programs Report**

**for**

**STATION WRDW-FM**

**3rd Quarter, 2014  
(July 1 through September 30, 2014)**

**Prepared by:  
Lora Lewis**

## **WRDW NON-ENTERTAINMENT PROGRAMMING**

### **Public Service Announcements**

WRDW programmed live and recorded PSAs pertaining to public service events sponsored or supported by the station through all day-parts. Additional recorded announcements pertaining to areas of general concern aired in the Midnight-5:30 overnight daypart and during syndicated programming Saturday and Sunday mornings.

### **Philadelphia Focus, Sun. 5:00 AM**

Produced by WRDW and hosted by Lora Lewis, this 30-minute program features area experts and community leaders discussing topics and events of local interest.

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 on-air attention and broadcast Public Service Announcements follows each identified community concern.

**ISSUES OF CONCERN TO STATION WRDW  
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE  
3rd QUARTER, 2014**

Through interviews with community leaders WRDW has identified the following topics as being of greatest concern to the public it serves:

**Government / City Development**

Concerns about politics, area business, the military, the environment and cultural development.

**Economy**

Information about personal finance and economic and job opportunities

**Family/Youth Concerns**

Family oriented events and programs, educational activities, childcare

**Health and Public Safety**

Including crime concerns, general welfare

**Minority/Women's Issues**

Including Gay/Lesbian issues

## **Government / City Development**

### **Public Service Announcement on PA National Guard**

July 1 - TFN

60 seconds

Information on the benefits of enlisting, including education dollars and job training.

### **Public Service Announcement on City of Philadelphia**

July 1- July 4

30 seconds

Information about events scheduled for Welcome America, the annual July 4th celebration throughout Philadelphia, presented by the city and the travel and tourism offices.

### **Public Service Announcement on Concillio**

July 1 – July 13

30 seconds

Information about the annual Hispanic Fiesta at Festival Pier.

### **Philadelphia Focus**

July 6, 2014

5:00AM

10 minutes of a 30 minute program

Representatives from Resources for Human Development, Kevin Roberts, RHD Communications Manager and Editor of 'One Step Away' newspaper and its Director, Emily Taylor, discussed the agency's programs for the area's homeless with shelter and job creation campaigns.

### **Public Service Announcement on Honor Flight**

August 1 – September 1

30 seconds

Information about Honor Flight, looking for funds and volunteers to escort area WWII Vets to Washington, D.C. to visit the national war memorials there.

### **Philadelphia Focus**

August 3, 2014

5:00AM

20 minutes of a 30 minute program

Gary Williams, Operations Director for the city of Philadelphia Department of Human Services, discussed the strides the agency has made over the past three years, going from an agency rocked by allegations of criminal neglect to an agency recognized nationally for its outcomes and programming, the switch from centralized to neighborhood care and how their partnerships with ethnic and local providers has performed; the philosophy of the agency as to reuniting families and the placement of children under care.

Philadelphia Focus

August 10, 2014

5:00AM

10 minutes of a 30 minute program

Dr. Richard Lucas, Chairman of Mercy Suburban Hospital's Emergency Medicine Department, talked about the effects of insurance reform on emergency medicine, how the emergency room became the primary medical choice of uninsured Americans.

Philadelphia Focus

August 17, 2014

5:00AM

5 minutes of a 30 minute program

Mary Mattingly, Fringe artist, speaking with Nick Stucci, Executive Director and Fringe Co-Founder, and Sarah Sanford, director and teacher and performance artist with Pig Iron Theater, spoke about her Waterworks piece, a semi-submerged row house on the Delaware to prompt discussion about global warming, self-sufficiency and sustainability.

Philadelphia Focus

August 31, 2014

5:00AM

10 minutes of 30 minute program

Allan Miller, Executive Director of the Terri Lynn Lokoff Early Childhood Education Foundation, discussed the upcoming elections and the ongoing budget battles as to the funding of early childhood education, the recent Federal and State cuts to these programs; how the US model of local funding for schools has created dead zones for opportunity for many, mostly inner-city, youth.

Public Service Announcement on PHL Live

September 4 – September 30

30 seconds

Information about Councilman-At-Large David Oh's music competition to promote music as a travel destination and a job generator in Philadelphia.

Philadelphia Focus

September 14, 2014

5:00AM

10 minutes of 30 minute program

Alan Jaffe, Marketing Director for the Pennsylvania Horticultural Society, recapped the efforts of the non-profits with the City of Philadelphia's Water Department to manage storm and waste water through greening and the One Million Tree Campaigns; PHS efforts in maintaining the city's various properties and vacant lots with their pop-up gardens, flower shops and beer gardens.

Public Service Announcement on Brazilian Day

September 21

60 seconds

Information about the annual Brazilian Day Festival and parade in center city Philadelphia.

Philadelphia Focus

September 21, 2014

5:00AM

20 minutes of 30 minute program

Brian Campbell, Executive Assistant to the Director of the Mural Arts Program discussed the history of the city agency, developed as a countermeasure to graffiti, how the agency has grown and how it works with the neighborhoods to honor residents, events or goals to further the area's identity and beautification.

Public Service Announcement on Puerto Rican Day

September 28

60 seconds

Information about the annual Puerto Rican Day Festival and parade in Philadelphia.

Philadelphia Focus

September 28, 2014

5:00AM

10 minutes of 30 minute program

Philadelphia Councilman-at-Large David Oh discussed the make-up of the city's government, his position as Council-at-Large and its responsibilities and the state of Philadelphia today compared to other major urban US cities.

## **Economy**

### **Philadelphia Focus**

**July 6, 2014**

**5:00AM**

**10 minutes of a 30 minute program**

Representatives from Resources for Human Development, Emily Taylor. Director of 'One Step Away' and Kevin Roberts, RHD Communications Manager and Editor of 'One Steep Away' discussed the newspaper, researched, written and sold by area homeless as a money-maker, how the indigent come to work at the paper, how it's distributed and sold.

### **Philadelphia Focus**

**July 20, 2014**

**5:00AM**

**10 minutes of a 30 minute program**

Major Robert Dixon, Executive Director and Major Hester Dixon, Development Director of the Salvation Army, discussed the agency's need for more funding and its annual Christmas in July kettle campaign, how their requests have continued to rise against the better economy as the populations hit hardest by the recession are the last to recover, the continuing need for food relief.

### **Philadelphia Focus**

**July 13, 2014**

**5:00AM**

**10 minutes of a 30 minute program**

Lori Bartol, the Executive Director of the Center For Creative Works, discussed how the non-profit develops its clients artistic work and teaches them basic marketing, how they sell and market the art at their facility and other galleries.

### **Philadelphia Focus**

**August 24, 2014**

**5:00AM**

**10 minutes of 30 minute program**

Debbie Bello, Executive Director of Admissions for Orleans Technical Institute, discussed the non-profit technical school, the aging of the students as the economy tanked and older workers were displaced, the overlooked jobs that young people and older people either returning to the workforce of recently displaced should consider for career growth and job stability, the careers the school concentrates on teaching such as heating and air conditioning repair, construction and court reporting.

Philadelphia Focus

August 31, 2014

5:00AM

10 minutes of 30 minute program

Allan Miller, Executive Director of the Terri Lynn Lokoff Early Childhood Education Foundation, discussed the long-term benefits in better later learning and earning associated with early childhood education, the as well as the reduction in drop outs and possible incarceration, the recent Federal and State cuts to these programs, how companies improve their own bottom line through on-site facilities for working parents and for better skilled future workers.

Philadelphia Focus

September 14, 2014

5:00AM

10 minutes of 30 minute program

Alan Jaffe, Marketing Director for the Pennsylvania Horticultural Society, discussed the ongoing efforts to provide fresh produce to the city neighborhoods and students; also the impact of the PHS on the city's travel and tourism industry as they prepare to announce the next Philadelphia Flower Show, how the 2013 event was named 'Best' in the world by the International Flower Event Association.

Philadelphia Focus

September 28, 2014

5:00AM

10 minutes of 30 minute program

Philadelphia Councilman-at-Large David Oh discussed his recent trade mission to Korea where he promoted the city as a manufacturing and business destination and what he discovered about the South Korean music industry.



## **Youth/Family**

### **Public Service Announcement on Little League Baseball**

July 1 – July 31

60 seconds

Information about area Little League teams and other youth baseball programs.

Philadelphia Focus

July 13, 2014

5:00AM

10 minutes of a 30 minute program

Lori Bartol, the Executive Director of the Center For Creative Works, discussed the non-profit, which takes its disabled clients out of workshops and into art studio to use painting, drawing, sculpture and other media to learn, develop social skills and possibly a career, how the clients fare versus traditional job placement socially and within the family.

Philadelphia Focus

July 20, 2014

5:00AM

15 minutes of a 30 minute program

Major Robert Dixon, Executive Director and Major Hester Dixon, Development Director of the Salvation Army Center discussed the programming offered by the organization, during the summer and throughout the year for families, the elderly and for entire neighborhoods.

Philadelphia Focus

July 27, 2014

5:00AM

10 minutes of a 30 minute program

Lisa Boccia, Northeast Region Director, Virginia Patton, Northeast Region Development Manager or FARE, Food Allergy Research & Education, and Kelly DeTurk, volunteer and Philadelphia Area Walk Chair, discussed the upcoming FARE Walk, a fundraising event to benefit the non-profit, the opportunity it offers families with food allergies to get together in a safe environment and allow children affected by the problem to meet with peers.

### **Public Service Announcement on Foster Youth**

July 31 – September 1

30 seconds

Information about the Philadelphia Department of Human Services and Valley youth House's 'Achieving Independence Center' and the annual 'Backpack Challenge' to collect school and dorm supplies for foster youth returning to school.

Public Service Announcement on Swimming

August 1 - TFN

60 seconds

Information about area swim clubs and other summer youth swimming programs.

Philadelphia Focus

August 3, 2014

5:00AM

10 minutes of a 30 minute program

Gary Williams, Operations Director for the city of Philadelphia Department of Human Services, discussed the Achieving Independence Center for children aging out of foster care, the services it provides to them in personal relationships, financial planning and budgeting, and continuing their education, the upcoming Backpack Challenge campaign to outfit the youth for the coming school year, the money and items needed and how to donate to the youth.

Philadelphia Focus

August 17, 2014

5:00AM

20 minutes of a 30 minute program

Nick Stucci, Executive Director and Fringe Co-Founder, Mary Mattingly, Fringe artist, and Sarah Sanford, director and teacher and performance artist with Pig Iron Theater, discussed the annual festival of cutting edge performance pieces, re-examinations of classic works and the new artists and creators participating, the vetting of the schedule and the venues participating this year; also, the grand opening of the new La Peg performance/beer garden/restaurant at their new facilities in the abandoned water treatment plant.

Philadelphia Focus

August 24, 2014

5:00AM

10 minutes of 30 minute program

Debbie Bello, Executive Director of Admissions for Orleans Technical Institute, discussed the non-profit technical school and the need for more applied education in these trades, who should be considering jobs in these fields, who qualifies for financial aid and the course requirements.

Philadelphia Focus

August 31, 2014

5:00AM

10 minutes of 30 minute program

Allan Miller, Executive Director of the Terri Lynn Lokoff Early Childhood Education Foundation, discussed the benefits of early childhood education for the developing child, whether at home or by an accredited child care provider.

Philadelphia Focus

September 7, 2014

5:00AM

30 minutes

Marian Young, Executive Director of Art Reach, discussed their newest programs, deeply discounted admissions for families and individuals receiving assistance, the ongoing programs offered to subscribing organizations to receive cheap or free admissions for their clients to see and experience art, programs tailored to area agencies for the deaf or blind or elderly, allowing them or others with physical disabilities to attend these art programs, Art Reach programs that visit those who cannot attend in person and the psychological and social benefits of sharing art.

Philadelphia Focus

September 14, 2014

5:00AM

10 minutes of 30 minute program

Alan Jaffe, Marketing Director for the Pennsylvania Horticultural Society, discussed the volunteer and educational opportunities offered to area gardeners and future growers, through phone help on planting and pest control, to in-school gardens and the Tree-Tenders programs, the benefits of membership and the annual Fall Festival and Flea Market fundraiser scheduled for the Navy Yard.

Philadelphia Focus

September 21, 2014

5:00AM

10 minutes of 30 minute program

Brian Campbell, Executive Assistant to the Director of the Mural Arts Program and artist Ernel Martinez discussed 'Mural Arts Month' and the events scheduled for it including unveilings and dedications, tours and painting sessions, how students, youth and civic groups and individuals can participate in the programs.

Philadelphia Focus

September 28, 2014

5:00AM

10 minutes of 30 minute program

Philadelphia Councilman-at-Large David Oh discussed his PHL Live! music competition for Philadelphia area musicians and performers, how to enter and the prizes for the different genres.

## **Health / Public Safety**

### **Public Service Announcement on Drunk Driving**

July 1 - TFN

60 seconds

Ongoing campaigns against driving under the influence of drugs or alcohol.

### **Public Service Announcement on Running events**

July 1 - TFN

30 seconds

Information about area runs - 5Ks, marathons, half-marathons or walks, how to enroll and information about the sponsors.

### **Public Service Announcement on American Red Cross**

July 1- July 5

30 seconds

Information about Wildwood's first Beach Glow, a concert to benefit the ARC.

### **Public Service Announcement on the Salvation Army**

July 1 – July 23

30 seconds

Information on the Salvation Army's annual Xmas in July campaign.

### **Public Service Announcement - Susan G. Komen 3 Day for the Cure**

July 1 – September 12

60 seconds

Information on the annual 3 days / 60 mile to raise money for breast cancer research, treatment and awareness, events, training expos and how to volunteer.

### **Public Service Announcement on Food Stop**

July 1 – September 30

30 seconds

Information about the weekly fresh and local food market and food truck event in Bala Cynwyd.

### **Philadelphia Focus**

July 20, 2014

5:00AM

5 minutes of a 30 minute program

Major William Dixon, Executive Director and Major Hester Dixon, Development Director of the Salvation Army Center discussed the programming offered by the organization to at risk citizens, including those with drug and alcohol addictions.

**Philadelphia Focus**

**July 27, 2014**

**5:00AM**

**20 minutes of a 30 minute program**

**Lisa Boccia, Northeast Region Director, Virginia Patton, Northeast Region Development Manager or FARE, Food Allergy Research & Education, and Kelly DeTurk, volunteer and Philadelphia Area Walk Chair, discussed food allergies and intolerances, the symptoms and prognosis, how it is diagnosed, treatments and the impact it can have on a family, economic and social.**

**Philadelphia Focus**

**August 10, 2014**

**5:00AM**

**20 minutes of a 30 minute program**

**Dr. Richard Lucas, Chairman of Mercy Suburban Hospital's Emergency Medicine Department, talked about the emergency room, how it operates, the specialized treatment and the education of the staff found there, when it's the right choice for care versus an 'urgent care' clinic, when to seek emergency treatment for various accidents and illnesses.**

**Public Service Announcement on ALS**

**August 12 – September 5**

**30 seconds**

**Information about the Ice Bucket Challenge to raise funds for the ALS Foundation.**

**Public Service Announcement on City of Hope**

**September 4**

**60 seconds**

**Information about the annual Hope Cuts benefits to raise money for breast cancer research at the City of Hope Hospital.**

## **Minority / Women**

### **Public Service Announcement on Susan G. Komen**

July 1 - TFN

60 seconds

Information about the annual Susan G. Komen 3-Day for the Cure, the three day/sixty mile fundraiser for breast cancer awareness and research.

### **Public Service Announcement on Concillio**

July 1 – July 13

30 seconds

Information about the annual Hispanic Fiesta at Festival Pier.

### **Philadelphia Focus**

August 24, 2014

5:00AM

10 minutes of 30 minute program

Debbie Bello, the Executive Director of Admissions for Orleans Technical Institute, discussed the non-profit technical school and the opportunities for women in the trades; what a woman could accomplish in construction and the success of current and former female students.

### **Public Service Announcement on Puerto Rican Day**

September 28

60 seconds

Information about the annual Puerto Rican Day Festival and parade in Philadelphia.