

FOURTH QUARTER 2023, QUARTERLY ISSUES/PROGRAM LIST

Radio Station WJSE-FM, North Cape May, NJ

Issue:

The effects breast cancer continues to have on our health.

Discussion Of Issue:

Breast cancer continues to be one of the leading causes of cancer worldwide. Often the effects of breast cancer can be reduced when discovered in earlier stages. However, many people do not know what signs to look for or how to perform a self-check for breast cancer.

Programming:

The stations of Coastal Broadcasting are proud to present "Pinktober", a month long campaign to provide facts provided by the American Cancer Society, The Susan G. Komen Foundation, and other organizations to inform our audience of the continued risk of breast cancer during October, Breast Cancer Awareness Month. The announcements aimed to inform and encourage listeners to get screened to detect any breast cancer at the earliest stage possible. We also interviewed local medical professionals with knowledge and expertise in this field.

a. "Pinktober", October 1st to 31, 2023 hourly from 6 a.m. to 12 a.m.

The "Pinktober" segments were approximately 3 to 5 minutes in length and aired hourly from the hours of 6 am and midnight, seven days a week, totalling approximately 54 minutes a day and a month long total of approximately 28 hours devoted to the cause of fighting and preventing breast cancer.

b. "Mark Hunter Show" October 11 2023 from 2:30 p.m. to 2:45 p.m.

Mark Hunter conducted an interview with Eve Spiegel, a BSN, RN, OCN, ONN-CG, and oncology breast nurse navigator with AtlantiCare Cancer Care Institute. Ms.

Spiegel explained what the institute's nurse navigation and patient coordination team do, her role as nurse navigator, common questions from those with a breast cancer diagnosis, the breast cancer support group she leads, and how to obtain confidential services locally.

c. "Mark Hunter Show" October 18 2023 from 2:30 p.m. to 2:45 p.m.

Mark Hunter conducted an interview with Amanda Schmader, a licensed genetic counselor at AtlantiCare Cancer Care Institute. She holds a Masters degree in genetic counseling and has over 15 years experience in research and patient care. Ms. Schmader discussed the Institute's Cancer Genetics Clinic, explaining how genetic testing can help women with breast cancer risks. She explained several genetic testing services and what having an inherited cancer risk means. Ms. Schmader explained how the testing has changed over the years and what patients can expect.

d. Promo announcements for Cape May County New Jersey Cancer Education and Early Detection (CEED) walk event, various thirty-second ads throughout October. The event, held at the Cape May County Park and Zoo on October 29th, brought attention to the benefits of early detection. Other charitable organizations were also present with vital information for participants.

Issue:

What are the options available to cast a ballot for our local elections? Who won these contests?

Discussion of Issue:

Several municipalities had contests for council and commissioner seats. Voters also had to choose Assembly candidates for the First Legislative District, Local county races including committee, surrogate, and sheriff, a Wildwood council race including 14 candidates, plus races in Stone Harbor, Avalon and Upper Township.

Programming:

Coastal Broadcasting has various forms of election information included on our

weekday newscasts as well as announcements provided by the County that were produced in-house regarding early voting options. We also aired two-in depth long-form interviews with two winners in the strongly-contested Wildwood race.

a. 1-minute Recorded Announcements, throughout October, various times.

We produced and broadcast 60-second announcements for The Cape May County Board Of Elections explaining how to vote in-person up to nine days before Election Day at County library branches.

Issue:

Health and wellness for the youth in our communities.

Discussion of Issue:

Ever-increasing stresses and tensions affect the youth across our nation. Social media has added pressure to our youth to fit in and feel accepted. While many peers have been more accepting, sadly mental health issues have been on the rise, affecting more youth today as well. The COVID 19 pandemic has heightened anxiety for many.

Programming:

Coastal Broadcasting has always attempted to cast a positive light on our youth through programs like our "Back To School Tour" of local high schools and coverage of high school sports in Southern Cape May County, we have always put positive news of our youth first. In addition, we broadcast from a brand-new "Trunk-or-Treat" Halloween event in the area, a safe event for families to have fun while collecting Halloween treats and to feature local students in broadcast segments promoting local schools.

a. Trunk-Or-Treat Event, Saturday October 28 2023 from 5 p.m. to 8 p.m.

The event, held at Cape Square Entertainment Complex in Rio Grande, provided a fun atmosphere during daylight and early-evening hours, outside and socially

distanced. The Halloween event offered prizes for best decorated vehicles, and featured approximately 20 vehicles, as well as games, music, first responders and community leaders in attendance to make the event fun for all. Personality Mark Hunter played halloween themed music and broadcast from the event.

b. Promotional announcements for other Trunk-or Treat events. Various times through the month of October. We also aired announcements promoting similar events throughout the month, including an event at Avalon's 29th Street parking lot October 28th, and an event in the City of Wildwood at the J. Byrne Community Center on October 27th

c. Student Training for Basketball Broadcasts, throughout the December basketball schedule.

We are excited to team up with Mr. Chris Jones and several students from his Communication Arts Technology program at Cape May Technical High School. Students learned under his direction with hands-on, real live broadcasts using our equipment, as they produced live sports broadcasts on air, and also streaming using our video equipment. The students earned pay in this real-world setting, behind and in front of the microphones.

d. Promotion and support for other school efforts. Various announcements throughout October. Wildwood High School, being a "choice" school, held an Open House on October 19th at 6 pm where parents and prospective students could stroll through modern labs, high-tech classrooms, and sports facilities while learning about dynamic AP, dual credit and Honors courses for Career Technical Education Programs. Meanwhile, Wildwood Catholic Academy (WCA) held its Annual High School Open House on October 26th when those interested in their faith-based education could meet teachers, coaches and administrative staff. Also promoted were a Scholarship Exam at WCA November 4 and a Visitation Day for 7th and 8th graders on November 10th.

e. High School Basketball Posters. We are excited to promote local high school sports in a new way for our area this year. Posters featuring the schedule for major area high schools were printed and distributed through schools and local

businesses, promoting the high school basketball games.

Issue:

Improving the quality of life for veterans in our area

Discussion of Issue:

Those who have bravely served our country deserve to be honored, treated with respect, and receive all the benefits and entitlements they have earned for the giving of themselves, as well as their families who also sacrifice so much to protect our citizens and freedoms in our country and around the world.

Programming:

Coastal Broadcasting has always supported our local veterans and their families. In our partnership with members of the Wilmington VA Medical Center, we are proud to be a platform to offer information to the veterans regarding services available to them. One of the major changes this quarter was the passing of the PACT act, offering new benefits for some veterans they may be be aware of.

a. Announcements for Veterans Experience Action Center, various times
November 29 to December 10 2023

Jacqueline Hinker VISN 4 Public Affairs and Outreach Program Manager for the U.S. Department of Veterans Affairs Veterans Experience Office, informed us about a three day virtual event December 12 to 14 2023 where veterans could talk one-on-one with a representative to receive information and assistance with VA benefits, enrollment, health care, claims and appeals filing, status updates, family caregiver and survivor benefits and services, memorial affairs. crisis solutions, housing solutions, transition services and resources and much more. Thirty-second announcements aired up until the registration deadline December 10.

Issue:

Supporting commerce in our local municipalities

Discussion of Issue:

Many of our local businesses are still rebounding after the Covid 19 pandemic. In addition, the cost of inflation has squeezed budgets for some small businesses struggling to survive.

Programming:

Coastal Broadcasting is proud to partner with local chambers of commerce and other organizations whose goal is to assist these businesses. We have decades of experience and countless broadcasts on site at farmers markets, holiday bazaars, craft fairs and similar events where several small businesses participate as vendors. In addition, we take pride in promoting events and attractions that bring tourism to our communities. Following are just a few examples.

a. Promotion of local Christmas Events. Several times during 4 Quarter 2023. Announcements promoting various holiday-themed events aired in November and December. Some of these announcements included:

Avalon's Festive Friday and Snowfest Saturday events, November 24th and 25th 2023. Free festival each day with live music, children's performances, arts and crafts for the kids, dedication of a newly expanded fire house, challenge coins for the children, a tree-lighting and Santa Claus.

Winter Wonderland at Holly Beach Park in Wildwood December 8, 9, 15 and 16 2023, with free hot chocolate and popcorn plus a dazzling light show and santa and Mrs. Claus.

Avalon New Year's Eve Celebration. December 31 at 5 p.m. a huge fireworks display.

WJSE supports various community charitable efforts. We encourage public service announcements through our broadcast, website and social media platforms. These public service announcements are prerecorded or read live by air personalities throughout the broadcast day.