

Quarterly Issues and Programs List

WPUR/Cat Country 107.3

Atlantic City, NJ

January - March 2019

Section 1. Issues

We have identified the following as significant issues in our community

A. Poverty/Children in Need. Atlantic City is full of families and children struggling with everyday life.

B. Kids with Cancer. We take our support of kids with cancer quite seriously. For over 20 years Cat Country has raised over \$2.2 Million for St. Jude Children's Research Hospital.

C. Health Issues. Poverty, Homelessness, and Hunger all can snowball into health issues. Atlantic City has one of the highest infant mortality rates in the region. How can we help our local residents be more healthy?

D. Missing Persons. For whatever reason, several South Jersey residents have gone missing this year.

E. Veterans Issues. The Atlantic City area has a lot of Veterans. When you look at some of the above issues for the entire region, you see that our Vets are hit extremely hard and sometime need some extra help.

F. Storm Preparedness. Atlantic City and the South Jersey area is prone to severe storms - hurricanes in the spring/summer/fall

and NorEasters in the winter.

Section 2. Responsive Programs

(This is by no means a comprehensive list of all the responsive programming we do, merely a cross-section.)

Poverty/Children in Need

Cat Country works on a regular basis with the Atlantic City Rescue Mission, which is on the ground, helping the most impoverished on a daily basis.

In January and February, we held our annual "Coats for Kids Drive." We encouraged listeners to drop off new and gently-used coats, hats and gloves. We then collected those items, and they were handed over to the rescue mission for distribution.

We did this effort daily from January 11th - February 15th. At least 30 promotional messages were aired each day of the campaign.

B. Kids with Cancer

Cat Country supports St. Jude Children's Research Hospital with events throughout the year.

This winter, we held our two day "Cat Country Cares for St. Jude Kids Radithon." It's two full days of non-stop talking about children's cancer, with and about local kids, and raising money for the Hospital.

This year, we raised over \$158,000!

Dates: February 7th and 8th. 6am - 7pm both days.

C. Health Issues.

Cat Country regularly covers a variety of health issues with daily Health Updates, hosted by our veteran medical reporter, Robin Stolloff. These :60 reports run four times a day, seven days a week. (8:50am, 12:50pm, 3:50pm, and 6:50pm) Some examples of topics covered in this quarter:

Colon Cancer - Warning Signs, Winter Safety Tips, The Flu; Eating Disorders; Diabetes ; Sleep Problems; Breast Cancer, and more.

Cat Country began doing interviews with medical doctors and experts at Virtual Health Care. These 2- 4 minute interviews ran during morning drive on Cat Country 107.3

January 7th - 6:40am (4 minutes) - Overweightness: Problems Caused and Help Available

February 11th - 6:42am (2 minutes) - Heart Health

March 4th - 6:40am (4 minutes) - Colon Cancer Warning Signs and Recommendations.

D. Missing Persons.

We were taken aback by several local residents who went missing recently. Most of the cases of older residents were people with

dementia or similar problems. Meanwhile, a handful of young people also went missing - some escaping potential harmful conditions at home, and others the victims of situations as severe as human trafficking. Human trafficking has become a big problem in Atlantic City.

In each case, Cat Country reported on the missing person through our daily morning newscasts. We also gave descriptions of those missing throughout the day. some examples:

March 20 - A Toms River teenager went missing. Her story included at 6am, 6:30am, 7am, 7:30am, 8am, 8:30am. 30 seconds each report. Several other mentions throughout the day.

March 28 - An elderly Mays Landing was reported missing in Mays Landing. Her story included at 6am, 6:30am, 7am, 7:30am, 8am, 8:30am. 30 seconds each report. Several other mentions throughout the day.

March 29 - A Millville teenager reported missing. Her story included at 6am, 6:30am, 7am, 7:30am, 8am, 8:30am. 30 seconds each report. Several other mentions throughout the day.

HUMAN TRAFFICKING:

On the Cat Country Morning Show on February 1st, our morning show discussed reports of local people who say they were approached by people they believed were attempting to persuade them into a human trafficking situation. Once we discussed this, several listeners called in to tell their story of how they were approached by a small group of people in various malls, shopping center, and store parking lots.

After the show, we passed along the information from our listeners to law enforcement personnel in our area.

On February 21st, several law enforcement agencies made an arrest in Mays Landing of a man on human trafficking charges. While the whole story has not been made public as of yet, at least three women being held captive were found and released.

Several of our listeners who we first talked to on February 1st confirmed with us that the man arrested was the man who had approached them.

Cat Country Morning Show - February 1st - 5:30 - 10am

Also, various news updates throughout the next 3 weeks.

E. Veterans Issues

Cat Country, in cooperation with the New Jersey Association of Broadcasters regularly airs :60 messages of local note.

In January, the message was about veterans' problems with health, finance, etc, and how area vets could get assistance.

From January 2nd - January 24th, these messages aired at least 3 times per day, each day.

F. Storm Preparation.

During the week of January 21st, our Health Updates focused on storm preparedness, with tips from the American Red Cross. Direction on preparing a "go-bag" for emergencies was discussed, in addition to the Red Cross mobile App.

Daily :60 feature at 8:50am, 12:50pm, 3:50pm, and 6:50pm

