

Quarterly Issues and Programs List

WPUR/Cat Country 107.3

Atlantic City, NJ

April 1, 2019 - June 30, 2019

Section 1. Issues

We have identified the following as significant issues in our community

Opioid Epidemic. It's everywhere, but the Atlantic City area has been among the hardest hit.

Storm Preparedness and Weather Warnings. Atlantic City and the South Jersey area is prone to severe storms - hurricanes in the spring/summer/fall and Nor'easters in the winter. Heavy rains and flooding were definitely problems during this 2nd quarter of 2019

Missing Persons. A number of people have gone missing in our area this year. There was a recent publicized arrest of a Mays Landing man on charges of human trafficking. There were a significant number of reports this spring were strangers approached young women, resulting in some frightening experiences.

Veterans Issues. Our area has a lot of veterans. Since Cat Country reaches ages from the young to the old, we see a need to provide veterans with information on programs and services, and help them whenever possible.

Health Issues. There are many health issues that affect our area.

Everything from cancer to new tick-carrying diseases. We try to inform our audience as much as possible.

Animals. South Jersey loves its animals. Not just pets, but wild animals.

Gambling Addiction. This is Atlantic City, after all.

Section 2. Responsive Programs

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

Opioid Epidemic

Cat Country works on a regular basis with local law enforcement, attempting to educate the public on the opioid problem, including the promotion of upcoming events. Here are just some of our efforts:

Free NARCAN. This is the drug that can be administered to those who overdose, and potentially save their life. On June 13th, WPUR broadcasted information on the upcoming Free NARCAN distribution, and referred listeners to our website where they could find a list of distribution locations. One minute reports were aired at 6:30am, 7:30am, and 8:30am. When the NARCAN became available, Cat Country again passed along relevant information at 6am, 7am, and 8am.

Opioid Awareness Event. WPUR, along with our parent company, Townsquare Media, helped the Atlantic City Area Chamber of Commerce sponsor this event to inform and educate the public. This was a main topic of discussion on the Cat Country Morning Show on Friday, May 31st. A four minute discussion of the event happened at

7:15am, with several more, shorter discussions to follow that morning. In addition, WPUR broadcasted one minute announcement of the upcoming meeting on the following dates and at the following times:

May 31 – 10:46am, 11:47am, 12:25pm, 1:28pm, 2:29pm, 7:19pm

June 1 – 6:19am, 6:54a, 9:32am, 2:47pm, 5:47pm, 6:26pm, 7:27pm

Similar schedules were run from June 2 – Jun 11th.

Warning Signs - During the week of May 27, 2019, 60-second “Health Update” vignettes anchored by Robin Stoloff aired on WPUR that discussed the warning signs of addiction featuring David Dorschu, CEO of Recovery Centers of America. The “Health Update” vignettes aired four times per day at 8:50am, 12:50pm, 3:50pm, and 6:50pm.

B. Storm Preparation and Weather Warnings

Since we are in a coastal area, subject to quickly changing weather conditions, weather forecasts and the broadcasting of alerts and warning are very important to us. In addition to regularly scheduled weather reports airing throughout each day – and the broadcast of weather warnings, WPUR also provided the following programming:

Rip Tide Awareness. Rip Tides off the Atlantic City Beach and other beaches result in several drownings or near drownings each year. WPUR broadcasts information messages about the danger of these currents each summer. This year, the WPUR Morning Show focused on the topic on the morning of May 24th at 8:15am for 3 minutes. In addition, one minute public service messages aired a total of 11 times on May 24 & 25.

Flooding. There were several flooding events that hit our area this

quarter, due to heavy rains. WPUR often reminded listeners what to do to prepare for flooding – especially what to do when your car encounters a flooded road (TURN AROUND!). One particular flood event happened on June 18th. WPUR broadcasted special flood-related information from meteorologist Dan Zarrow at 6 times that morning: 6:10am, 6:33am, 7:10am, 7:33am, 8:10am, and 8:33am.

Forest Fire Warning. Although not always weather-related, weather does factor into the availability of “dry fuel” for the fires, and winds help spread the fires. When forest fires broke out in the nearby Wharton State Forest on the morning of June 10th, WPUR broadcasted several warnings about the fires, notifying drivers of closed roads. These :60 reports were aired at 6am, 6:31am, 7am, 7:30am, 8am, and 8:30am.

C. **Missing Persons.**

Back in On February 21st of this year, several law enforcement agencies made an arrest in Mays Landing of a local man on human trafficking charges. Allegedly, at least three women were held captive by this man. WPUR is paying attention to the plight of missing people, and working with local law enforcement in broadcasting information. These are just some of the missing people we’ve attempted to help. Each time we’ve had a report, we’ve broadcast information on the individuals at these times (and others): 6:31am, 7:31a, 8:31am. (one minute each, or more)

May 10th – Middle Township Man Missing

May 21st – Hamilton Township Woman Still Missing (2 Months)

May 29th – Shamong Teen Missing

June 8th – Atlantic City Man Missing

June 1st – New Jersey Teen Missing – Believed in the Atlantic City or Cape May area.

June 15th – Bridgeton Man Missing

June 19th – Egg Harbor Township Man Missing

D. Veterans Issues

Our area has a large veteran population. We do what we can to highlight them and keep them informed.

Cat Country, in cooperation with the New Jersey Association of Broadcasters regularly broadcasts one minute messages of local note. In April, the primary message was about veterans' problems with health, finance, and more. It also told area vets how they could get assistance. During the month of April, these messages aired at least 3 times per day, each day during various day parts.

Cat Country helped spotlight a local veteran's organization – Amvets. Morning Show co-host Jahna Michal broadcasted live from the Amvets Building during a volunteer rehabilitation that was taking place. Jahna highlighted the Amvets organization and explained the services offered to local veterans. We aired 5 three-minute reports from the location between 8 and 10am.

E. Health Issues

Cat Country airs a "Health Update" with Health Reporter Robin Stolloff 4 times a day, 7 days a week. These one minute reports air at 8:50am, 12:50pm, 3:50pm, and 6:50pm. They focus on a wide range of issues directly or indirectly related to health. Highlighting one week: The week of April 1st focused on Distracted Driving. It discusses the importance of not driving while distracted, and tips for safer driving.

Tick Season Announcements. On June 2, WPUR informed listeners about the “ramp up” of tick season. Discussed were ways to avoid and find ticks, and what to do if you are bit. Reports aired for one minute at 6am, 7am, and 8am.

Bad Donuts. On June 7th, WPUR informed listeners of a Hepatitis A problem at a local donut shop. People who frequented the location recently were urged to see their health care provider for a vaccination. These one minute reports aired at 6:31am, 7:32am, and 8:32am.

F. Animals

Here’s some of the way Cat Country helped listeners find out how to help furry friends.

A bunch of kids in our area put on a dog show to help support the local Atlantic County Humane Society. (These kids raised over \$2,000!) WPUR helped promoted the upcoming event with 2 segments on the Cat Country Morning Show on May 24th at 6:45am and 9:20am, both for three minutes. We also reminded listeners of the event on May 25th at 9:20am for one minute. A recap of the event followed on May 27th at 6:15am for one minute.

Dog Therapy Program. WPUR highlighted the dog therapy program being held at nearby Rowan University. This happened on June 6th at 9:48am for two minutes.

Animal Sanctuary. WPUR brought the spotlight to a local horse sanctuary, in desperate need of donations. On June 29th on the Cat Country Morning Show, co-host Jahna highlighted the charity, and how listeners could help. Two minutes at 6:10am.

G. Gambling Addiction

With the approval of online gaming, a new wave of addictions have begun. Gambling addiction is certainly a problem in New Jersey. WPUR, in association with the New Jersey Broadcasters Association regularly broadcasts gambling addiction announcements that provide help to problem gamblers, thru the 1-800-Gambler hotline and Gamblers Anonymous. These one minute messages air three times per day, at various times. They have aired from March 20 – June 30th.