

Quarterly Issues and Programs List

WPUR/Cat Country 107.3

Atlantic City, NJ

July 1, 2019 - September 30, 2019

Section 1. Issues

We have identified the following as significant issues in our community

- A. Opioid Epidemic. It's everywhere, but the Atlantic City area has been among the hardest hit.**
- B. Teen Suicide. Atlantic City and the South Jersey area have seen many teen suicides in the past 5 years. How can we fix the problem?**
- C. 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.**
- D. 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. We've had one hurricane hit the US already this season.**
- E. 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.**
- F. Gambling Addiction. This is Atlantic City, after all.**

Section 2. Responsive Programs

A. Opioid Epidemic

Cat Country regularly addressed the opioid crisis through various ways.

- Getting Help for Addiction- During the week of August 19th, 2019, 60-second "Health Update" vignettes anchored by Robin Stolloff aired on WPUR that discussed the warning signs of addiction and treatments available... The "Health Update" vignettes aired four times per day at 8:50am, 12:50pm, 3:50pm, and 6:50pm.

B. Teen Suicide

Aired 9/7 from 8:15am - 8:25am, 10 minutes

Follow-ups of: 30 - :60 were done at 8:45am and 9:20am.

- September is Suicide Prevention Month. On the Cat Country Morning Show, Joe and Jahna interviewed Carolyn Coburn from the local Spread the Love Foundation. Coburn - who lost a daughter to suicide - talked about warning signs of teen suicide, and discussed the different types of help available for younger members of our community.

(In addition, the interview was recorded and made available on the station's website and social media channels.)

C. Missing Persons.

Earlier this year, several law enforcement agencies made an arrest in Mays Landing of a local man on human trafficking charges. The case is proceeding through the courts.

In mid-September, a local 5-year-old girl was abducted from a local park. More than two weeks later, the girl is still missing in this high-profile case.

Each time we've had a report of a missing, we've broadcast information on the individuals at these times (and others): 6:31am, 7:31a, 8:31am. (One minute each,

or more). In addition, we offer more detailed information on our station's website, catcountry1073.com.

- July 11th - Missing man with ties to Wildwood.
- September 16th - 5 year-old girl reported missing. In subsequent days, an Amber Alert is aired, and we also broadcasted follow-up information from local police, the FBI, and the New Jersey Attorney General. This information has been shared daily through the rest of September, and into October.
- September 22nd 13-year-old boy missing from Lower Township.

D. 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. When conditions warrant the sharing of warnings, we broadcast these every half hour from 5:30- 10am and every hour 10am - 7pm. September saw almost a constant risk of rip currents, as there were several beach/ocean rescues during the month. These ran on the following September dates: September 2, 5, 9, 10, 11, 13, 17, 18, 10, 23, 24, 29, and 30.
- Hurricane Preparedness. With Hurricane Dorian coming up the coast in early September (but, ultimately missing our area), we started broadcasting hurricane safety information. Hurricane safety tips were broadcasted the week of September 2nd, each weekday, at the following times: 6am, 630am, 7am, 7:30am, 8am, 830am. Each tip was approximately 30 seconds.

E. Health Issues

- Cat Country airs a “Health Update” with Health Reporter Robin Stoloff 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 August 5th, messages focused on Eating Disorders.
- Cat Country aired an interview with Dr. Jason Breig of Virtua Health in South Jersey, discussing “Adopting Healthy Lifestyles.” The 2 minute program aired on September 2nd at 6:40am.

F. Gambling Addiction

- Gambling addiction is certainly a problem in New Jersey. In addition to in-casino gambling, residents can now gamble on line, and gamble on sports. Gambling addictions are at an all-time high. 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 July 1st - September 30th.

Section 3. Public Service Announcements

This is just an example of some of the PSAs run during this quarter

- Overdose Awareness PSA. This :30 PSA ran on these dates and times:

8/26 9:22am, 8/27 5:51am, 8/28 11:45am

- National Recovery Month PSA. These: 30 PSAs were produced in conjunction with Recovery Centers of America.

8/31 8:43am, 9/1 2:18pm, 9/3 8:17pm, 9/5 7:50pm, 9/6 7:21am, 9/7 9:49am, 9/8 11:43pm, 9/9 9:26pm, 9/10 11:51pm, 9/12 11:25pm, 9/13 5:26pm, 9/14 10:44pm, 9/16 8:59am, 9/18

11:46pm, 9/20 12:39am, 9/22 5:44am, 9/23 11:00pm, 9/24 9:22am, 9/25 3:23am, 9/26 2:55am

- NJBA PSAs. Cat Country regularly runs PSAs produced in conjunction with the New Jersey Association for Broadcasters. Opioid Dependency :60 PSAs ran on the following dates and times:

8/2 2:39am, 8/5 12:40am, 8/7 3:29am, 8/9 5:24am, 8/11 5:40am, 8/13 3:11am, 8:15 4:22am, 8:17 3:44am

(This is just an example. The PSAs continued through August and September.)

- NJBA PSAs. Cat Country regularly runs PSAs produced in conjunction with the New Jersey Association for Broadcasters. Hurricane Preparedness :60 PSAs ran on the following dates and times:

7/24 2:42am, 7/25 3:42am, 7/27 1:23am, 7/28 1:42am, 7/29 12:42am, 7/30 3:26am, 7/31 12:21am, 8/2 3:41am, 8/2 11:51pm, 8/4 3:21am

(This is just an example. The PSAs continued through the end of September.)