

Quarterly Issues Program List

WPUR/Atlantic City, NJ

October 1 – December 31, 2019

Section 1. - Issues

WPUR/Cat Country 107.3 solicits input from Atlantic City and Southern New Jersey residents so they can tell us what concerns they have in their communities. From that feedback, we have identified the following topics as significant issues in our community:

A. The Opioid Epidemic. Atlantic City and Southern New Jersey have been hit hard by an opioid epidemic. Thousands of people have died from opioid overdoses across the state over the past several years. Atlantic City and Egg Harbor Township have been shown as two communities with the biggest opioid problems. WPUR continues to devote a considerable amount of time and effort to this issue.

B. Homelessness. Atlantic City has long had a large population of homeless people. An even larger population of *near-homeless* can also be found throughout our area. Local groups work tirelessly to help those in need. Our radio station has worked to help those in need in a variety of ways.

C. Missing Persons. This quarter was a time that our area was the focus of national attention, as a little 5-year-old girl has been missing since September. We've also had other missing people that we've helped spread the word about.

D. Drunk/Impaired Driving. Crackdowns continue locally, and nationwide.

E. Gambling Addiction. Atlantic City is one of the gambling centers of the country. Sometimes, with some people, things go wrong.

F. Health. The Atlantic County population is not healthy. What can we do to get more information to our listeners?

Section 2. - Responsive Programming

A. The Opioid Epidemic.

During the week of December 9, 2019, "Health Update" vignettes aired, which were anchored by our in-house health reporter Robin Stoloff. She discussed the warning signs of addiction, featuring David Dorschu, CEO of Recovery Centers of America. The "Health Update" vignettes aired five times per day all week in various dayparts between 8:50 AM and 6:50 PM. A total of 20 minutes of air time was devoted to the information.

B. Homelessness.

Cat Country conducted our annual Feed a Family Radiothon on November 19th and 20th, from 6am - 7pm both days. With help from representatives of the Atlantic City Rescue Mission, we provided information about those in need in our area. We also asked listeners to donate to our cause - raising over \$6700. We then used the money to provide Thanksgiving dinners to those in need. Over these two days, we did a 3 minute segment every hour highlighting the needs of the homeless and how listeners could help.

On November 22nd, we broadcasted 20 different :60 messages from 6am - 7pm, explaining to those in need how they could take advantage of the Feed a Family program. On November 26th, our staff handed out the meals in our parking lot to over 300 families in need.

Warming Centers. On December 18th, Cat Country provided information on "Warming Centers." These are designated shelters where the homeless, or those facing heating challenges could go to get warm on an extremely cold night. The shelter information and a listening of the center were aired on the Cat Country Morning Show at 6am, 630am, 7am, 730am, 8am, and 830am. Each informational report lasted 2 -3 minutes

Toys for Tots is another program benefitting those struggling. WPUR worked with the US Marine Corps Reserve to collect new toys for children in need. On December 12th, we launched the program with Joe Kelly and Jahan Michael discussing the program, and how the US Marine Corps Reserve is involved. The 12 minute discussion aired at 7:14am. Additionally,

from Dec 12th - 20th, we aired :60 messages 10 times per day directing listeners where they could donate toys.

C. Missing Persons.

Dulce Alavez went missing from a park in Bridgeton in September. On October 19th, a group of volunteers held a search to look for the little girl in the area she went missing. A leader of the search joined us on October 18th at 8:15am to talk about the search. 5 minutes.

On October 31st, WPUR broadcasted information on a missing man from Atlantic City. The information was broadcasted 6 times for two minutes each at 6:01am, 6:31am, 7:01am, 7:31am, 8:01am, and 8:31am. The man was later found deceased in the ocean.

On November 26th, WPUR broadcasted information on a missing man from Egg Harbor City. The information was broadcasted 6 times for two minutes each at 6:01am, 6:31am, 7:01am, 7:31am, 8:01am, and 8:31am. The man is still missing.

On November 29th, WPUR broadcasted information on a missing man, last seen in the ocean off Ocean City. The man was kite-surfing at the time, and a huge search and rescue was underway. The information was broadcasted 6 times for two minutes each at 6:01am, 6:31am, 7:01am, 7:31am, 8:01am, and 8:31am. Ironically, the man was actually safe, and heard about the search. He contacted authorities and the search was called off.

D. Drunk/Impaired Driving.

On December 10th, WPUR's Jill Myra announced the launch of local law enforcements' holiday crack-down on drunk and impaired driving. 8:02am. 4 minutes.

Additionally, from December 10 through 31, 2019, WPUR aired a 60-second public service announcement from the Atlantic County Office of Highway Safety and the Galloway Township Police Department which promoted the importance of not driving while under the influence during the holiday season. This PSA aired approximately four times per day in various dayparts.

E. 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.

On September 10th at 8:15am, Joe Kelly did a 5 minute interview with "Linda" - a local leader of the Gambler's Anonymous organization. Discussed were warning signs of an addiction, and how people could seek help.

Additionally, 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 September 1st - December 31st.

F. Health.

Adapting a healthy lifestyle. WPUR's Chris Coleman conducted a three minute interview with Dr. Jason Brieg, a physician at Virtua Health Care. Dr. Brieg gave out tips for being healthy and adopting a healthy lifestyle.

Stop Smoking! WPUR aired a three minute interview with Dr. Nehu Vagardia from Virtua Health Care about quitting smoking. The pulmonologist gave smokers advice on where to turn to stop smoking.

Flu Shots - Yes or No? On the Cat Country Morning Show on October 10th at 8:40am, hosts Joe and Jahna interviewed a Dr. Marna Cutley, a family physician from AtlanticCare. The ten minute interview focused on the flu shot: truths and myths. (Our hosts even got their own flu shots, live on the air.)

EXTRA PROGRAMMING

On Friday, October 25th, Cat Country held our annual "Day of Caring" to raise funds for St. Jude Children's Research Hospital. This special live broadcast ran from 6am - 6pm and raised over \$5,000 to help kids battle cancer.

In addition to our public service and public affairs programming, WPUR broadcasts 6 Atlantic City and Southern Jersey-focused newscasts from 6AM to 830AM weekdays, plus over 1,000 weather forecasts/updates per month, local traffic updates, and urgent information via the Emergency Alert System when necessary. Much of the critical information shared on the radio can also be found on our website, catcountry1073.com