

WZBZ
Quarterly Issues/PSAS

The station provides its listeners with information via on air public service announcements, online website exposure and social media inclusion that address the most common issues that affect our local community.

Due to the seasonal nature of our market (and reliance heavily on Casino gaming for employment and entertainment), the issues that affect South Jersey the most are below:

- **NATIONAL HISPANIC AWARENESS MONTH:** A large percentage of our Buzz listenership is Hispanic, the station does run PSAs to acknowledge the month, in Spanish and English (SEPT & OCT)
- **UNEMPLOYMENT:** Due to the closing of several casinos, (more than 25% of the total gaming market in Atlantic City within the past 5 years) the job market is continually an area of concern for those living in Atlantic, Cape May, Ocean and Cumberland Counties. 2nd and 3rd Quarters are usually more attentive to this issue as it is our busy “season” from Memorial Day to Labor Day. However, layoffs usually occur in 4th Quarter. The station places a heavy focus on this as well as providing career day support to help support children and teens as they prepare for the workforce.
See article below for detailed history.
<https://www.njgamblingsites.com/open-closed-casinos-nj/>
- **DANGERS OF SUN DAMAGE/OVER HEATING/OCEAN SAFETY:** Reminding listeners, tourists and locals to stay hydrated during summer months and to wear sunscreen to avoid over heating during heat waves on the beach and at summer concerts. It’s also important to remind listeners of the safety on the beaches, only swimming where there is a lifeguard on duty.
- **ACCESS TO FREE COMMUNITY EVENTS:** Due to the large amount of unemployed or underemployed adults, still dealing with layoffs from the larger companies/casinos downsizing, there’s a growing need for information on FREE community events to help entertain family members of all ages on a fixed budget
- **ADDICTION:** Gambling, drugs and alcohol are continually top of mind of parents, teachers and those that battle addiction everyday
- **CANCER:** Financial assistance for adult cancer patients, support for cancer patients and their families, fundraising for research needed and counselling for those that have died due to cancer related issues.
- **VA AWARENESS:** Increasing awareness for healthcare options for Veterans. Supporting Veterans groups as they create FREE events for Veterans to attend.
- **SUICIDE PREVENTION:** Suicide prevention, counseling and mental health assistance for those in their teens and beyond

