

FOURTH QUARTER 2022, QUARTERLY ISSUES/PROGRAM LIST
Radio Station WJSE-FM, North Cape May, NJ

Issue:

The effects breast cancer continues to have on our health.

Discussion Of Issue:

Breast cancer continues to be one of the leading causes of cancer worldwide. Often the effects of breast cancer can be reduced when discovered in earlier stages. However, many people do not know what signs to look for or how to perform a self-check for breast cancer.

Programming:

The stations of Coastal Broadcasting are proud to present "Pinktober", a monthlong campaign to provide facts provided by the American Cancer Society, The Susan G. Komen Foundation, and other organizations to inform our audience of the continued risk of breast cancer during October, Breast Cancer Awareness Month. The announcements aimed to inform and encourage listeners to get screened to detect any breast cancer at the earliest stage possible.

a. "Pinktober", October 1st to 31, 2022 hourly from 6 a.m. to 12 a.m.

The "Pinktober" segments were approximately 3 to 5 minutes in length and aired hourly from the hours of 6 am and midnight, seven days a week, totalling approximately 54 minutes a day and a monthlong total of approximately 28 hours devoted to the cause of fighting and preventing breast cancer.

Issue:

What are the options available to cast a ballot for our local elections? Who won these contests?

Discussion of Issue:

Several municipalities had contests for council and commissioner seats. Voters also had to choose in a race in our NJ Second Legislative District in the US House of Representatives, Local races affected county leadership, Middle and Lower Townships, and Cape May City.

Programming:

Coastal Broadcasting has various forms of election information included on our weekday newscasts as well as announcements provided by the County that were produced in-house regarding early voting options.

a. 1-minute Recorded Announcements, throughout October, various times.

We produced and broadcast 60-second announcements for The Cape May County Board Of Elections explaining how to vote in-person up to nine days before Election Day at County library branches.

Issue:

Health and wellness for the youth in our communities.

Discussion of Issue:

Ever-increasing stresses and tensions affect the youth across our nation. Social media has added pressure to our youth to fit in and feel accepted. While many peers have been more accepting, sadly mental health issues have been on the rise, affecting more youth today as well. The COVID 19 pandemic has heightened anxiety for many.

Programming:

Coastal Broadcasting has always attempted to cast a positive light on our youth through programs like our "Back To School Tour" of local high schools and coverage of high school sports in Southern Cape May County, we have always put positive news of our youth first. In addition, we were once again proud to be host to one of the largest "Trunk-or-Treat" Halloween events in the area, a safe event for families to have fun while collecting Halloween treats and to feature local students in broadcast segments promoting school productions.

a. Trunk-Or-Treat Event, Saturday October 29 2022 from 3 p.m. to 6 p.m.

The event, held at Wildwood's Fox Park, provided a fun atmosphere during daylight hours, outside and socially distanced. The Halloween event offered prizes for best costumes and best decorated vehicles, and featured over 30 vehicles, as well as games, music, first responders and community leaders in attendance to make the event fun for all.

Issue:

Helping families around the holidays.

Discussion of Issue:

Inflation had risen to difficult levels during this quarter. The higher cost of gasoline, groceries, heating fuels, rent and shelter, and manufactured goods made for tough times for some families in our communities.

Programming:

Once again Coastal Broadcasting teamed with The Lunch with Lynch Foundation to collect toys for children and aired announcements promoting the effort.

a. Announcements promoting toy drive, various times from November to December

The annual effort to collect toys for children of all ages called "Lynch Who Stole Christmas Back From The Grinch Toy Drive" was promoted through the Christmas shopping season. In addition to encouraging businesses to host the

donation drop-off boxes, once again Coastal Broadcasting was proud to offer our own lobby as a donation drop-off point, announcing this several times during the season on the airwaves as well as on our social media.

Issue:

Electrical infrastructure in our area. What are our local utilities doing to update outdated equipment and systems?

Discussion of Issue:

As headlines of vandalism of electrical power stations dominated the national news cycle, WJSE provided a forum for our main local electric provider to inform us on how they are upgrading our power systems.

Programming:

WJSE provided time for announcements about this upgrade.

a. Recorded announcements, various times throughout 4 Q 2022.

Atlantic City Electric provided 30 second announcements, aired throughout the quarter, explaining the upgrade and providing a website where residents can learn more.

WJSE also supports various community charitable efforts. We encourage public service announcements through our broadcast, website and social-media platforms. These public service announcements are prerecorded or read by air personalities throughout the broadcast day.