

Quarterly Issues and Programs List

WPUR/Cat Country 107.3

Atlantic City, NJ

July 1, 2018 – September 30, 2018

Section 1. Issues

We have identified the following as significant issues in our community

- A. Homelessness.** Atlantic City continues to be hit hard by this problem. Throughout the region, the mortgage default rate continues to be the highest in the country.
- B. Poverty.** In addition to homelessness, there is widespread poverty in our area. People needs services. What can be done?
- C. Safety.** It seems like we don't go a week without news of a shooting or violent attack somewhere in Atlantic City – and even in some of the local outlying communities.
- D. Kids with Cancer.** The CDC recently released a study with troubling pediatric cancer rates in the State of New Jersey.
- E. Hurricane Preparedness/Aid.** South Jersey experienced a major hurricane just a few years ago. The Atlantic hurricane season is upon us again, beginning Friday, June 1st and continuing through Friday, November 30th. How to prepare and help our community survive another season, including Hurricane Florence.

Section 2. Responsive Programs

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

A. Homelessness.

We've worked with the Atlantic City Rescue Mission on several projects over the years. This year we help spread the word of an upcoming fundraising dinner for the Mission – a dinner with a former Miss America, Betty Cantrell.

On July 30th, the head of the Rescue Mission, Dan Brown, was a guest on the Cat Country Morning Show from 8:45 – 9:00am. Brown discussed current challenges facing the organization, and spoke about an upcoming fundraising dinner. Listeners were informed how to go about helping the mission, and how to buy tickets for the event.

On August 14th, former Miss America, Betty Jean Cantrell appeared as a guest on the Morning Show. From 8:15 – 8:25, she spoke of the plight of the homeless, and reminded listeners on how that could purchase tickets to the upcoming event – which featured Cantrell as the special entertainment.

B. Poverty.

Cat Country and our parent company, Townsquare Media, partnered with the Tropicana Hotel and Casino for a “Taste of the Quarter” to benefit the local chapter of the United Way.

Cat Country aired a series of thirty second announcements (live and recorded) between August 10th and 20th, informing the public of the event, and providing ticket sales information. Over 50 of these aired. In addition, Cat Country personalities, Joe Kelly, Jahna Michal, and Chelsea Corrine volunteered at the event.

C. Safety.

For at least the 15th straight year, Cat Country helped to highlight National Night Out on August 7th.

Throughout August 5th, 6th, and 7th, we reminded listeners of the event thru live announcements, newscasts, and more. In addition, our radio station did a live 2-hour appearance in Brigantine for the event itself.

D. Kids with Cancer.

While we can't help everyone and every organization, Cat Country has been a supporter of St. Jude Children's Research Hospital for over 20 years! Over that time, our listeners have helped us raise well over \$2 Million for the cause. While our major fundraiser is in February or March, we do things throughout the year to raise awareness (and funds) for the kids of St Jude.

For the July 4th weekend, we teamed with the Golden Nugget Casino and Tito's Vodka to raise money for the kids. A portion of Tito's drinks poured at the Golden Nugget over the weekend went to St. Jude. Tito's also matched the money raised with an additional donation. Well over \$20,000 was raised.

We ran numerous 30 second messages promoting the event between July 1 and July 8th. In addition, we did a 2-hour broadcast from the deck at the Golden Nugget on Tuesday, July 3rd.

Cat Country also did a live all-day broadcast on September 21st. During the event, we invited listeners to help us raise funds for the hospital. Several thousand dollars was donated. In addition to the 15-hour live broadcast, we aired 40 30-second announcements for 5 days prior to the event.

E. Hurricane Preparedness/Aid.

Hurricane Florence was working its way up the east coast and we were ready! During 6 daily newscasts each morning and 22 weather forecasts each day, our news team and staff meteorologist Dan Zarrow kept our listeners informed of the approaching hurricane. This happened from September 10 – 13.

Once we knew the brunt of the hurricane was hitting south, we morphed into a helping role. Cat Country worked with a local

individual, who was organizing relief efforts for those in Hurricane Florence's path.

Cat Country ran at least 10 :30 announcements each day, from September 13th thru September 18th, promoting drop off sites for relief supplies. In addition, Joe Kelly and Jahna Michal broadcasted live from one of the first local drop off sites. The live broadcast was from 10am – 2pm on Saturday, September 15th.