

WZLD  
 Laurel, MS  
 Quarterly Issues/Programs List  
 Fourth Quarter, 2023  
 04/16/2019

WZLD  
 Quarterly Issues/Programs List

WZLD provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

**Section I  
 LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Agriculture	COMMUNITY HEARTBEAT 10-1-23	An interview with the Agriculture Commissioner	Andy Gipson	10/01/2023 06:00 AM	029:51
State Finances	COMMUNITY HEARTBEAT 10-8-23	An interview with the State Treasurer	David McRae	10/08/2023 06:02 AM	029:41
Public Safety/Weather	COMMUNITY HEARTBEAT 10-15-23	An interview with the National Weather Service on fall storm season.	Michael Hill	10/15/2023 06:02 AM	029:03
Childhood Education	COMMUNITY HEARTBEAT 10-22-23	An interview with Reach Out and Read about an early childhood reading initiative.	Marty Martinez	10/22/2023 06:00 AM	029:32
children's health	COMMUNITY HEARTBEAT 10-29-23	An interview with Make a Wish Mississippi	Allison Tyler	10/29/2023 06:01 AM	029:08
HUMAN TRAFFICKING	COMMUNITY HEARTBEAT 11-5-23	An interview with Mississippians Against Human Trafficking	Heather Bradley	11/05/2023 06:00 AM	029:02
Drug Addiction	COMMUNITY HEARTBEAT 11-12-23	An interview with End It For Good	Christina Dent	11/12/2023 06:01 AM	029:58

		about drug addiction			
Adoption	COMMUNITY HEARTBEAT 11-19-23	An interview about adoptions in MS	SBarrDBarrMDavenport	11/19/2023 06:02 AM	029:48
SUICIDE PREVENTION	COMMUNITY HEARTBEAT 11-26-23	An interview with the Suicide Watch and Wellness Foundation NEEDS EDIT	Misha McK	11/26/2023 06:03 AM	029:30
Consumer advice	COMMUNITY HEARTBEAT 12-3-23	Holiday shopping advice from the Better Business Bureau	John O'Hara	12/03/2023 06:04 AM	029:24
Health	COMMUNITY HEARTBEAT 12-10-23	An interview about the UMMC transplant program	CAnderson	12/10/2023 06:01 AM	029:11
Public Safety/Weather	COMMUNITY HEARTBEAT 12-17-23	An interview with the National Weather Service about the winter outlook for MS	Michael Hill	12/17/2023 06:00 AM	029:04
Health	COMMUNITY HEARTBEAT 12-24-23	An interview with the MS Cannabis Patients Alliance	Angie Calhoun	12/24/2023 06:02 AM	029:50
STATE GOVERNMENT	COMMUNITY HEARTBEAT 12-31-23	An interview with the Lt. Governor about the 2024 Legislature	Delbert Hosemann	12/31/2023 06:01 AM	029:33

**Section II**

**NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
(Insert network and/or syndicator-provided programs lists here.)				

**Section III**

**PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
BLACK MUSIC ACTION COALITION	BLACK MUSIC ACTION COALITION	000:30	4
BREAST CANCER RESEARCH FOUNDA	BREAST CANCER RESEARCH FOUNDA	000:30	12
COMMUNITY ENGAGEMENT	United Way	000:59	1
COMMUNITY INVOLVEMENT	9/11 NATIONAL DAY OF SERVICE	000:29	11
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	2
COMMUNITY INVOLVEMENT	SHINE A LIGHT	000:30	9
HIGH SCHOOL EDUCATION	MS H S A A	000:29	4
HIGH SCHOOL EDUCATION	MS H S A A	000:29	3
HOMEBASE	HOMEBASE	000:30	11
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:29	5
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:30	5
MENTORSHIP & VOLUNTEERING	BIG BROTHERS BIG SISTERS	000:30	4
MILITARY AND VETERANS	Air Force Reserve	001:00	4
MILITARY AND VETERANS	AIR FORCE RESERVE RECRUITMENT	000:15	4
MILITARY AND VETERANS	AIR FORCE RESERVE RECRUITMENT	000:31	11
NATIONAL CRIME PREVENTION COU	GUN SAFETY - AD COUNCIL	001:00	15
PARENTING	AD COUNCIL	001:00	1
PARENTING	DEPT OF HUMAN SERVICES	000:14	12
PARENTING	DEPT OF HUMAN SERVICES	000:14	9
PUBLIC SAFETY	PROJECT YELLOW LIGHT	000:30	2
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	14