



WHJT – Utica, MS

*List of Community Issues and Programs
Quarter 4 (October – December) 2019*

Submitted to Public File on January 7, 2020

WHTJ -Utica

The following are community issues of concern to the WHJT service area. There are two primary ways that these issues are addressed: Metro Matters (a locally produced long form program airing on Sunday mornings) and public service announcements produced and aired by the WHJT staff that air in varying day parts.

METRO MATTERS

ISSUE(S) COVERED: **CRIME PREVENTION, SOCIAL SERVICES, SOCIAL ISSUES, LEGAL AID, POVERTY**

Date(s): 10/6/19

Time: 6:00 am

Duration: 18:06

Source: Shannon Ballard. Guest: Wendy Mahoney, Executive Director of Mississippi Coalition against Domestic Violence

Synopsis: Discussed Domestic Violence Awareness year-round and the upcoming awareness campaign for month of October. Wendy shared how the coalition raises awareness of domestic violence in Mississippi and in the Metro “Be a Stand Up Guy, Not a Stand By Guy” pledge, asking men to stand up to domestic violence and call out men and women who are violent. The coalition also offers referral and legal services for anyone who needs to make a plan to leave a domestic violence relationship.

ISSUE(S) COVERED: **CHILDHOOD ILLNESS, HEALTH AND WELLNESS, COMMUNITY SERVICES, SOCIAL SERVICES**

Date(s): 10/13/19

Time: 6:00 am

Duration: 18:33

Source: Shannon Ballard. Guest(s): Dr. Suman Das, Rotary District 6820’s Polio Plus Committee and Ruth Ann Allen, Executive Director for Ronald McDonald House Charities of Mississippi

Synopsis: Rotary District 6820 is composed of over 2,000 members in 45 local Rotary Clubs located across 34 counties in Central MS. Dr. Das addressed Rotary International’s role in the worldwide eradication of polio and recognition of World Polio Day on October 24th. The rotary is hosting a 5K Run/Walk fundraiser at Renaissance at Colony Park in Ridgeland on Saturday, October 19th. Money raised will be donated to polio research and continued worldwide vaccination efforts to eradicate the disease. Ruth Ann Allen shared the mission of Ronald McDonald House and how the home operates to help Mississippi families. Also communicated the need for donations to help the home carry out their mission.

ISSUE(S) COVERED: **CHILDHOOD DEVELOPMENT, CHILDREN’S HEALTHCARE, VOLUNTEER SERVICE**

Date(s): 10/20/19

Time: 6:00 am

Duration: 16:00

Source: Shannon Ballard. Guest(s): Fran Patterson, executive director of The Little Light House of Central Mississippi

Synopsis: The Little Light House is a tuition-free Developmental Center that has been making a difference in the lives of hundreds of children with special needs for over thirty years. Located at Trinity Presbyterian Church on Old Canton Road in Jackson, the Little Light House serves children age birth through six with special needs. Students come from a variety of religious and ethnic backgrounds, and

have been diagnosed with developmental delays resulting from physically and mentally challenging conditions. Their disabilities include Cerebral Palsy, Down Syndrome, Hydrocephaly, Autism, and a range of other disorders. Fran Patterson shared the history of the Little Light House, need for volunteers and their upcoming 5K to raise money for the school's programming.

ISSUE(S) COVERED: CRIME PREVENTION, SOCIAL SERVICES, SOCIAL ISSUES, LEGAL AID, POVERTY

Date(s): 10/27/19

Time: 6:00 am

Duration: 18:06

Source: Shannon Ballard. Guest: Wendy Mahoney, Executive Director of Mississippi Coalition against Domestic Violence

Synopsis: Discussed Domestic Violence Awareness year-round and the upcoming awareness campaign for month of October. Wendy shared how the coalition raises awareness of domestic violence in Mississippi and in the Metro "Be a Stand Up Guy, Not a Stand By Guy" pledge, asking men to stand up to domestic violence and call out men and women who are violent. The coalition also offers referral and legal services for anyone who needs to make a plan to leave a domestic violence relationship.

ISSUE(S) COVERED: CHILDRENS HEALTHCARE, EDUCATION, HEALTH AND FITNESS, MENTAL HEALTH, SOCIAL SERVICES, FOSTER CARE

Date(s): 11/03/19

Time: 6:00 am

Duration: 20:36

Source: Shannon Ballard. Guest(s): Liz Young, Youth Market Director for Mississippi Chapter of the American Heart Association and Dr. John Damon, CEO of Canopy Children's Solutions

Synopsis: Dr. Damon discussed Canopy Children's Solutions mission to provide behavioral health, educational, and social service solutions for children and families. Shared resources parents can access if they feel their children need behavioral or mental evaluation and care. Liz Young discussed the American Heart Association's Kids Heart Challenge. All schools in the state are welcome to participate in the program which combines education about heart health in the classroom, resources that family study together at home, fundraising for playground equipment at the child's school and an annual warrior challenge with fun games and competitions that encourage children in their overall health and well-being to prevent heart disease.

ISSUE(S) COVERED: MENTORSHIP, LEADERSHIP, YOUTH ISSUES, VIOLENCE AND CRIME PREVENTION

Date(s): 11/10/19

Time: 6:00 am

Duration: 18:01

Source: Shannon Ballard. Guest: Jessica Carr, co-founder of Brave New Girls

Synopsis: Brave New Girls was founded to create a support system for 12-18 year old girls who join the group and are offered connection, support and encouragement. The group meets the 2nd and 4th Monday of the month in Madison to foster mentoring relationships in the community.

ISSUE(S) COVERED: **PHILANTHROPY, SOCIAL SERVICES, ECONOMY**

Date(s): 11/17/19

Time: 6:00 am

Duration: 17:30

Source: Shannon Ballard. Guests: Teresa Thornhill, Citizens National Bank Chief Wealth Management Officer, Jeff King, Citizens National Bank Regional President and Julie O'Brien from Catholic Charities of Jackson

Synopsis: Theresa and Jeff discussed the WR Baird Charitable trust that was started with a donation of \$200,000 and has now resulted in over \$2,000,000 in grants to organizations who help the community at large. Catholic Charities of Jackson recently received a grant and discussed the programs they're able to fund thanks to the grant including their new shelter for victims of domestic violence.

ISSUE(S) COVERED: **EDUCATION, CHILDHOOD SAFETY, FIREARMS SAFETY, EMERGENCY PREPAREDNESS**

Date(s): 11/24/19

Time: 6:00 am

Duration: 19:59

Source: Shannon Ballard. Guest: Kim Condon, Boondocks Firearms Training Academy, President of BFTA Education Foundation

Synopsis: BFTA's Educational Foundation provides educational opportunities for families and youth on firearms safety and the joy of shooting sports. Kim shared about the foundation and the educational programs they offer to ensure children remain safe in homes with guns and know what to do if a friend has a gun. They offer four safety programs including the Boonie Project, Family Firearm Safety Course, Youth Firearm Summer Safety Camp and Young Adults Personal Protection

ISSUE(S) COVERED: **MENTORSHIP, LEADERSHIP, VIOLENCE AND CRIME PREVENTION, SOCIAL SERVICES**

Date(s): 12/01/19

Time: 6:00 am

Duration: 18:25

Source: Shannon Ballard. Guest: Kristen Allen, board member and volunteer at Heartworks Jackson

Synopsis: HeARTWorks (He works through art), is a non-profit program for the homeless and needy, that seeks to impart God's love, foster community fellowship, and build self-confidence through artistic expression. Anyone is welcome to create works of art that are then sold and benefit the artists on their path toward rebuilding their life. Volunteers and artists can learn more about the project at heartworksms.com

ISSUE(S) COVERED: **POVERTY, HEALTH, SOCIAL SERVICES**

Date(s): 12/08/19

Time: 6:00 am

Duration: 19:38

Source: Marilyn Blackledge, Director of External Affairs, Mississippi Food Network

Synopsis: 1 in 10 Mississippi residents go to bed hungry at night. Mississippi Food Network is working to help those across the state who are facing food insecurity. Their mission is carried out via network partners who provide funding for food distribution, food distributors who deliver food to organization shelters across the state, and volunteers who help organize, pack and deliver food to those who are hungry and in need.

ISSUE(S) COVERED: **SOCIAL SERVICES, SOCIAL ISSUES**

Date(s): 12/15/19

Time: 6:00 am

Duration: 18:30

Source: Shannon Ballard. Guest: Teresa Rankenberger, Founder of Shower Power Mobile Shower Unit

Synopsis: Updated listeners on launch of the Shower Power Mobile Unit, now traveling to Jackson Metro areas where homeless people are encamped. The unit is equipped with showers that allows the homeless to shower on site and receive clothing and hygiene supplies. The unit was the brainchild of Rankin County realtor, Teresa Rankenberger, who has a heart for the homeless and wanted to do something to actively provide for a basic need for the homeless in the area. Listeners can support the effort during the holidays by donating toiletries for shower unit and warm clothing.

ISSUE(S) COVERED: **CHILDRENS HEALTHCARE, EDUCATION, HEALTH AND FITNESS, MENTAL HEALTH, SOCIAL SERVICES, FOSTER CARE**

Date(s): 12/22/19

Time: 6:00 am

Duration: 20:36

Source: Shannon Ballard. Guest(s): Liz Young, Youth Market Director for Mississippi Chapter of the American Heart Association and Dr. John Damon, CEO of Canopy Children's Solutions

Synopsis: Dr. Damon discussed Canopy Children's Solutions mission to provide behavioral health, educational, and social service solutions for children and families. Shared resources parents can access if they feel their children need behavioral or mental evaluation and care. Liz Young discussed the American Heart Association's Kids Heart Challenge. All schools in the state are welcome to participate in the program which combines education about heart health in the classroom, resources that family study together at home, fundraising for playground equipment at the child's school and an annual warrior challenge with fun games and competitions that encourage children in their overall health and well-being to prevent heart disease.

ISSUE(S) COVERED: **MENTAL HEALTH, SUICIDE PREVENTION, FAMILY DEVELOPMENT, SOCIAL SERVICES**

Date(s): 12/29/19

Time: 6:00 am

Duration: 19:58

Source: Shannon Ballard. Guest: Vickie Winslett, President of Mississippi Alliance to End Suicide

Synopsis: The founder of Mississippi Alliance to End Suicide discussed the mission of the alliance, to be proactive in the fight to end suicide by providing assistance and networking throughout the continuum of prevention, intervention, and postvention. The Alliance works with community partners to address suicide and help create awareness of intervention options including medical facilities, mental health organizations, educational institutions, governmental agencies, faith-based groups, families, and individuals.

Public Service Announcements

These are live reads various days and times.

ISSUES COVERED: AGRICULTURAL EXPERIENCES FOR YOUNG PEOPLE

Date: 10/1 – 10/4/19

Duration: 10 Seconds

Time: Various

Synopsis: 93.5 The Legend promoted the annual “Mississippi Jr High/High School Rodeo Association Rodeo” to benefit Madison County Sheriff’s Officer Brad Sullivan. Junior High and High School students from across the state compete in rodeo events such as bull riding, barrel racing, saddle bronc, and other rodeo events. The students host a cake sale fundraiser every year as part of the rodeo to raise money for a local cause. This year, their proceeds went to benefit the trust fund set up for wounded police officer Brad Sullivan from the Madison County Sheriff’s Office. Sullivan was wounded in an exchange of gun fire with a suspect on Sept. 5, 2019 in Canton, MS. A trust fund was set up for Sullivan’s recovery at a central MS bank called Bank Plus. WHJT provided 2 weeks of pre-promotion that included over 50 :10 second announcements and website + social media exposure.

ISSUES COVERED: FUNDRAISER FOR VOLUNTEER FIRE DEPARTMENT

Date: 10/1 – 10/6/19

Duration: 10 Seconds

Time: Various

Synopsis: 93.5 The Legend promotes the annual “Rankin County Bucking Bronc Bash” rodeo to benefit the Leesburg Volunteer Fire Department in Rankin County, MS. The rodeo attracts top name competitors from across the country to raise money for the Leesburg FD to purchase new equipment. WHJT provided a weeklong promotion encouraging families to attend the event. WHJT provided about 25 :10 second announcements on air during the week and shared several social media posts from the organization’s page.

ISSUES COVERED: BLOOD DRIVE FOR WOUNDED POLICE OFFICER

Date: 10/1 – 10/7/19

Duration: 10 Seconds

Time: Various

Synopsis: 93.5 The Legend promoted a blood drive for a police officer wounded in the line of duty. Deputy Brad Sullivan of the Madison County Sheriff’s Office was wounded on September 5, 2019 during an exchange of gunfire with a suspect. Officer Sullivan was hit twice in the head. The police department in Raymond, MS hosted a blood drive for officer Sullivan on October 3, 2019 in conjunction with Mississippi Blood Services (MS 501-c-3). WHJT provided about 20 :10 second announcements on air during the week and several posts to our social media page to encourage the public to attend the event.

ISSUES COVERED: MERCY MEDICAL

Date: 10/05/2019 – 10/08/2019

Duration: 30 SECONDS

Time: VARIOUS

Synopsis: EVENT HOSTED AT PRESBYTERIAN CHURCH. EVERY 2ND TUESDAY OF EACH MONTH. FOR RESIDENTS OF RANKIN COUNTY UNABLE TO RECEIVE HEALTHCARE.

ISSUES COVERED: FIRST RESPONDER APPRECIATION

Date: 10/8 – 10/15/19

Duration: 10 Seconds

Time: Various

Synopsis: 93.5 The Legend promoted the annual “Hamburgers For Heroes” event for City of Richland Employees & First Responder Appreciation Day” on Tuesday Oct. 15, 2019 at the franchise location for Exit New Door Realty in Ridgeland, MS. The realtor’s office provided free lunch and door prizes for members of the local law enforcement community. WHJT provided over 20 :10 second live mentions, website, and social media exposure.

ISSUES COVERED: JUVENILE DIABETES RESEARCH FOUNDATION

Date: 10/08/2019 – 10/18/2019

Duration: 60 SECONDS

Time: VARIOUS

Synopsis: JDRF LONGWALK EVENT. RAISING AWARENESS AND FUNDS TO CONTINUE TO HELP JDRF MISSISSIPPI CHAPTER SUPPORT RESEARCH, MEDICAL ADVANCES, INCLUDING T1D.

ISSUES COVERED: FIRST RESPONDERS OF MS

Date: 10/11/2019 – 10/16/2019

Duration: 60 SECONDS

Time: VARIOUS

Synopsis: HELPING HEROS AND GIVING AWAY 10,000 DOLLARS AT THE 10,000 DOLLARS DRAW DOWN IN BRIDALWOOD IN MADISON. OCTOBER 29TH FROM 6-9. LIVE MUSIC, FOOD, DRINKS, AND A SILENT AUCTION ALL BENEFITING THE MADISON COUNTY SHERIFFS OFFICE.

ISSUES COVERED: YBL OF JACKSON

Date: 10/14/2019 – 10/29/2019

Duration: 60 SECONDS

Time: VARIOUS

Synopsis: YBL OF JACKSON, A GROUP FOR MEN OF FAITH WALKING ALONG SIDE EACH OTHER, ANNUAL FALL BANQUET. OCTOBER 29TH, AT JACKSON COUNTRY CLUB, VIP SPEAKER.

ISSUES COVERED: ALZHEIMERS MS

Date: 10/14/2019 – 10/31/2019

Duration: 30 SECONDS

Time: VARIOUS

Synopsis: A MS PREMIERE EVENT SUPPORTING AND RAISING FUNDS FOR ALZHEIMER'S AND OTHER DEMENTIAS. NOVEMBER 2ND AT LIBERTY PARK MORE THAN 3,000 GATHER TO RAISE AWARENESS FOR ALZHEIMER'S WITH WALK FOR ALZ. WITH ALL PROCEEDS STAYING IN MS.

ISSUES COVERED: **ALZHEIMER'S TREATMENT & AWARENESS**

Date: 10/15 – 11/2/19

Duration: 10 Seconds

Time: Various

Synopsis: 93.5 The Legend promoted the "Walk For ALZ" community event to provide information and support for families affected by Alzheimer's. The event also provides funding for research for the disease. A walk was held at Liberty Park in Madison, MS on Sat. Nov. 2, 2019. WHJT provided over 50 :10 second live mentions, website, and social media coverage.

ISSUES COVERED: **CITY OF FLOWOOD**

Date: 10/18/2019 – 10/31/2019

Duration: 30 SECONDS

Time: VARIOUS

Synopsis: ANNUAL KIDS NIGHT OUT AT LIBERTY PARK IN FLOWOOD. A COMMUNITY EVENT WITH GAMES, COSTUME CONTEST, SPACE JUMPS, FOOD, AND MORE. A FUN AND SAFE EVENT ON OCTOBER 31ST. FREE TO PUBLIC

ISSUES COVERED: **CONSERVATION**

Date: 11/1 – 11/21/19

Duration: 10 Seconds

Time: Various

Synopsis: 93.5 The Legend promoted the annual "Ducks Unlimited (Reservoir Chapter) Fall Banquet". The event is designed to bring awareness to conservation issues associated with duck hunting in the state of Mississippi. The banquet also provides funds to the Ducks Unlimited organization (MS 501-c-3) to create designated wetlands specifically preserved and maintained for duck habitat. WHJT provided over 50 :10 second recorded announcements, website, mobile app event page listing, social media exposure, and morning personality Scott Steele to M.C. the event.

ISSUES COVERED: **GOSPEL JUBILEE**

Date: 11/07/2019 – 11/15/2019

Duration: 60 SECONDS

Time: VARIOUS

Synopsis: 65TH ANNUAL PRE-THANKSGIVING GOSPEL SINGING. AT THE PEARL COMMUNITY CENTER.

ISSUES COVERED: **DUCKS UNLIMITED RESERVOIR CHAPTER**

Date: 11/11/2019 – 11/21/2019

Duration: 60 SECONDS
Time: VARIOUS

Synopsis: 4TH ANNUAL DUCKS UNLIMITED RESERVOIR CHAPTER BANQUET AT MCCLAIN LODGE. FOOD, DRINKS, FELLOWSHIP, LIVE ACTION, AND RAFFLE. ALL PROCEEDS GO TO INVEST IN CONSERVATION PROJECTS FOR MISSISSIPPI.

ISSUES COVERED: **FRIENDS FOR A CAUSE**

Date: 11/11/2019 – 11/20/2019
Duration: 60 SECONDS
Time: Various

Synopsis: ANNUAL FRIENDS FOR A CAUSE SQUAT AND GOBBLE. ENTERTAINMENT, DOOR PRIZES, SILENT AUCTION, AND MORE. SPONSORED BY LOCAL BUSINESS. RAISING MONEY TO HELP FIGHT DOMESTIC VIOLENCE AND HUMAN TRAFFICKING

ISSUES COVERED: **CITY OF FLOWOOD**

Date: 11/21/2019
Duration: 30 SECONDS
Time: VARIOUS

Synopsis: CHRISTMAS IN THE PARK. LOCAL BUSINESS SHOPPING PRESENTED BY THE FLOWOOD CHAMBER. FAMILY EVENT WITH KIDS ACTIVITIES.

ISSUES COVERED: **MUSTARD SEED**

Date: 11/25/2019 - 11/30/2019
Duration: 30 SECONDS
Time: VARIOUS

Synopsis: MUSTARD SEED'S 26TH ANNUAL OPEN HOUSE. GIFT SHOP AND MORE FUNDRAISING MONEY FOR MUSTARD SEED'S ON GOING MINISTRY.

ISSUES COVERED: **MS CHILDREN'S MUSEUM**

Date: 11/11/2019 – 11/30/2019
Duration: 30 SECONDS
Time: VARIOUS

Synopsis: CHILDREN'S MUSEUM HOLIDAY EXHIBIT. JOURNEY TO THE NORTH POLE. SPONSORED BY THE RADIO PEOPLE.

ISSUES COVERED: **TOY DRIVE FOR UNDERPRIVILEGED FAMILIES**

Date: 12/1 – 12/13/19
Duration: 10 Seconds
Time: Various

Synopsis: 93.5 The Legend promoted the annual "Toys For Tots" toy drive sponsored by the US Marines and the Byram Police Department. (MS 501-c-3) The Byram Police Department encouraged the

community to fill their lobby full of toys to support the Toys For Tots toy drive. WHJT provided over 50 :10 second announcements, website, social media, and mobile app support.

ISSUES COVERED: CITY OF FLOWOOD

Date: 12/01/2019 – 12/20/2019

Duration: 30 SECONDS

Time: VARIOUS

Synopsis: CHRISTMAS IN THE PARK. LOCAL BUSINESS SHOPPING PRESENTED BY THE FLOWOOD CHAMBER. FAMILY EVENT WITH KIDS ACTIVITIES.

ISSUES COVERED: MUSTARD SEED

Date: 12/01/2019 – 12/06/2019

Duration: 30 SECONDS

Time: VARIOUS

Synopsis: MUSTARD SEEDS 26TH ANNUAL OPEN HOUSE. GIFT SHOP AND MORE FUNDRAISING MONEY FOR MUSTARD SEEDS ON GOING MINISTRY.

ISSUES COVERED: MERCY MEDICAL

Date: 12/07/2019 – 12/10/2019

Duration: 30 SECONDS

Time: VARIOUS

Synopsis: EVENT HOSTED AT PRESBYTERIAN CHURCH. EVERY 2ND TUESDAY OF EACH MONTH. FOR RESIDENTS OF RANKIN COUNTY UNABLE TO RECEIVE HEALTHCARE.

ISSUES COVERED: BALLET MAGNIFICANT

Date: 12/07/2019 – 12/22/2019

Duration: 30 SECONDS

Time: VARIOUS

Synopsis: TICKET SALE FOR PREMIERE CHRISTMAS DANCE COMPANY. SHOWING THE "CHRISTMAS CAROL" DECEMBER 21ST THROUGH DECEMBER 22ND

ISSUES COVERED: GOODWILL INDUSTRIES OF MS

Date: 12/16/2019 – 12/29/2019

Duration: 60 SECONDS

Time: VARIOUS

Synopsis: THANKING THE PUBLIC FOR THE FUNDS RAISED TO HELP GOODWILL ASSIST PEOPLE WITH DISABILITIES AND OTHER BARRIERS TO EMPLOYMENT.

ISSUES COVERED: JUVENILE DIABETES RESEARCH FOUNDATION

Date: 12/31/2019 – 12/31/2019

Duration: 60 SECONDS

Time: VARIOUS

Synopsis: JDRF GALA RASING AWARENESS FOR TYPE ONE DIABETES. RAISING FUNDS TO TREAT, PREVENT, AND FIND A CURE. PRESENTED BY BLUE CROSS BLUE SHEILD.

ISSUES COVERED: YMCA RESERVOIR

Date: 12/24/2019 – 12/31/2019

Duration: 30 seconds

Time: Various

Synopsis: YMCA ANNUAL POLAR BEAR PLUNGE. RAISING MONEY FOR SCHOLARSHIPS FOR KIDS AND FAMILY'S WITH A \$25.00 REGISTRATION FEE.