

WKMQ
Tupelo, MS
Quarterly Issues/Programs List
Fourth Quarter, 2023
1/08/2024

WKMQ
Quarterly Issues/Programs List

WKMQ 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
9/11 Remembrance	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Recovery Month, flu shot & vaccine awareness and mental illness Awareness Month.	R. Hampton, Dr. L Liburd, Dr.	10/01/2023 06:30 AM	029:49
State Finances	COMMUNITY HEARTBEAT 10-8-23	An interview with the State Treasurer	David McRae	10/08/2023 06:00 AM	029:41
Health and Recovery	9007792 iHeartRadio Communities: Public Affairs Special	Discuss how the oncology field could use sounds to help future cancer patients remain hopeful.	Dr. D. Dizon, H. Floyd, A. Va	10/08/2023 06:30 AM	029:49
Public Safety/Weather	COMMUNITY HEARTBEAT 10-15-23	An interview with the National Weather Service on fall storm season.	Michael Hill	10/15/2023 06:01 AM	029:03
Health and Recovery	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Hispanic Heritage Month, Fire Prevention week and cooking safety ahead of the Holidays.	C. Edelman, I. Bonilla, M. Co	10/15/2023 06:32 AM	029:48
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

Anti-bullying and Breast Canc	9007792 iHeartRadio Communities: Public Affairs Special	Discuss GLADD and their anti-LGBTQ bullying campaigns and Breast Cancer Awareness Month.	S. Ellis, Dr. W. Dahut	10/22/2023 06:31 AM	029:50
children's health	COMMUNITY HEARTBEAT 10-29-23	An interview with Make a Wish Mississippi	Allison Tyler	10/29/2023 06:00 AM	029:08
Breast Cancer Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Breast Cancer Awareness Month and the latest advancements in diagnosis and treatments.	Dr. D. El- Ashry	10/29/2023 06:30 AM	029:49
Human Trafficking	COMMUNITY HEARTBEAT 11-5-23	An interview with Mississippians Against Human Trafficking	Heather Bradley	11/04/2023 10:33 PM	029:02
Human Trafficking	COMMUNITY HEARTBEAT 11-5-23	An interview with Mississippians Against Human Trafficking	Heather Bradley	11/04/2023 11:30 PM	029:02
Human Trafficking	COMMUNITY HEARTBEAT 11-5-23	An interview with Mississippians Against Human Trafficking	Heather Bradley	11/05/2023 06:00 AM	029:02
Public Health and Cyber Bully	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss flu education and advocacy and the Kids Online Safety Act bill that is before Congress.	A. Kanowitz, K. Bride	11/05/2023 06:29 AM	029:49
Drug Addiction	COMMUNITY HEARTBEAT 11-12-23	An interview with End It For Good about drug addiction	Christina Dent	11/12/2023 06:00 AM	029:58
Public Health and Cyber Bully	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Veteran's Day Weekend and the organizations that help nationwide.	D. Milne, D. Clare, J. Whaley	11/12/2023 06:31 AM	029:50
Adoption	COMMUNITY HEARTBEAT 11-19-23	An interview about adoptions in MS	SBarr DBarr MDavenport	11/19/2023 06:00 AM	029:48
Public Health and Cyber Bully	9007792 iHeartRadio Communities: Public	Discuss the No Kid Hungry campaign and ways to help support	E. Gaskins	11/19/2023 06:31 AM	029:50

	Affairs Special	the effort during the holiday season.			
Suicide Prevention	COMMUNITY HEARTBEAT 11-26-23	An interview with the Suicide Watch and Wellness Foundation NEEDS EDIT	Misha McK	11/26/2023 06:00 AM	029:30
Suicide Prevention	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veterans/service members and suicide prevention.	J. Lane	11/26/2023 06:30 AM	029:49
Consumer advice	COMMUNITY HEARTBEAT 12-3-23	Holiday shopping advice from the Better Business Bureau	John O'Hara	12/03/2023 06:00 AM	029:24
Suicide Prevention	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss World AIDS Day, suicide prevention, and dealing with stolen merchandise.	Dr. R. Neblett, C. Lyle, J. S	12/03/2023 06:30 AM	029:49
Health	COMMUNITY HEARTBEAT 12-10-23	An interview about the UMMC transplant program	CAAnderson	12/10/2023 06:00 AM	029:11
ANIMAL WELFARE	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss facilitating pet adoptions, providing vaccines and affordable pet treatment options.	S. KOGUT	12/10/2023 06:30 AM	029:49
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
Online fraud, Holiday Philant	9007792 iHeartRadio Communities: Public Affairs Special	Discuss scams to watch out for over the holidays and the services provided by The Salvation Army.	K. Stokes, K. Hodder	12/17/2023 06:29 AM	029:50
Health	COMMUNITY HEARTBEAT 12-24-23	An interview with the MS Cannabis Patients Alliance	Angie Calhoun	12/24/2023 06:01 AM	029:50
Online fraud, Holiday Philant	9007792 iHeartRadio Communities:	Discuss scams to watch out for over the holidays	K. Stokes, K. Hodder	12/24/2023 06:32 AM	029:50

	Public Affairs Special	and the services provided by The Salvation Army.			
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
Online fraud, Holiday Philant	9007792 iHeartRadio Communities: Public Affairs Special	Discuss scams to watch out for over the holidays and the services provided by The Salvation Army.	K. Stokes, K. Hodder	12/31/2023 06:32 AM	029:50

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
-------	-----------------	-------------	-----------	----------

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
	PSA / FILL -- MISC PSA'S	000:30	34
	PSA / FILL -- MISC PSA'S	000:59	1
	PSA/FILL -- BULLYING PREVENTION	000:30	17
	PSA/FILL -- BULLYING PREVENTION	000:30	17
	PSA/FILL -- BULLYING PREVENTION	001:00	116
	PSA/FILL -- CREDIT	000:30	17
	PSA/FILL -- CREDIT	000:30	18
	PSA/FILL -- FIRST RESPONDERS	001:00	2
	PSA/FILL -- HEALTH: ALZHEIMER'S	000:29	18
	PSA/FILL -- SMOKING/LUNG CANCER	001:01	1
	PSA/FILL -- TREES FOR FUTURE	000:29	18
	PSA/FILL -- USO	000:14	35
	PSA/FILL -- USO	000:29	34
	PSA/FILL -- USO	000:59	113
BREAST CANCER RESEARCH FOUNDA	BREAST CANCER RESEARCH FOUNDA	000:30	14
COMMUNITY INVOLVEMENT	SHINE A LIGHT	000:30	16
COMMUNITY INVOLVEMENT	United Way	000:28	90
COMMUNITY INVOLVEMENT	United Way	000:31	26
EDUCATION	AD COUNCIL	000:30	16
EDUCATION	AD COUNCIL	001:00	113
EDUCATION	AD COUNCIL	001:00	115

EDUCATION	United Negro College Fund	000:30	16
EDUCATION	United Negro College Fund	000:30	18
EDUCATION	United Negro College Fund	001:00	115
EDUCATION	United Negro College Fund	001:00	114
ELDERLY	AARP	000:29	17
ELDERLY	AARP	000:29	18
ELDERLY	AARP	000:29	17
ELDERLY	AARP	000:30	18
ELDERLY	AARP	000:30	16
ELDERLY	AARP	000:30	18
ELDERLY	AARP	000:58	127
ELDERLY	AARP	000:59	121
ELDERLY	AARP	000:59	118
ELDERLY	AARP	000:59	120
ELDERLY	AARP	000:59	116
ELDERLY	AARP	001:00	116
Energy Conservation	AD COUNCIL	000:14	38
Energy Conservation	AD COUNCIL	000:14	37
Energy Conservation	AD COUNCIL	000:15	34
Energy Conservation	AD COUNCIL	000:29	20
Energy Conservation	AD COUNCIL	000:30	17
Energy Conservation	AD COUNCIL	000:30	16
Energy Conservation	AD COUNCIL	000:30	16
Energy Conservation	AD COUNCIL	000:59	116
Energy Conservation	AD COUNCIL	001:00	112
Energy Conservation	AD COUNCIL	001:00	118
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:29	24
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:59	115
FINANCIAL COACHING	OPERATION HOPE	000:29	2
Financial Literacy	AD COUNCIL	000:15	35
Financial Literacy	AD COUNCIL	000:30	18
Financial Literacy	AD COUNCIL	000:30	35
Financial Literacy	AD COUNCIL	000:58	122
Financial Literacy	AD COUNCIL	000:59	118
Financial Literacy	AD COUNCIL	001:00	114
Financial Literacy	AD COUNCIL	001:00	113
HEALTH AND FITNESS	AD COUNCIL	000:15	33
HEALTH AND FITNESS	AD COUNCIL	000:30	16
HEALTH AND FITNESS	AD COUNCIL	000:30	17
HEALTH AND FITNESS	AD COUNCIL	000:30	17

HEALTH AND FITNESS	AD COUNCIL	001:00	233
HEALTH AND FITNESS	AD COUNCIL	001:00	112
HEALTH AND FITNESS	American Acad. of Dermatology	000:15	37
HEALTH AND FITNESS	American Acad. of Dermatology	000:30	17
HEALTH AND FITNESS	American Acad. of Dermatology	000:59	112
HEALTH AND FITNESS	AMERICAN CANCER SOCIETY	000:29	18
HEALTH AND FITNESS	AMERICAN DIABETES ASSOCIATION	000:29	18
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	34
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	35
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:29	17
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	15
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:58	118
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:59	117
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	16
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	18
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	16
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	16
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	115
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	116
HEALTH AND FITNESS	Dept. Health & Human Services	000:14	35
HEALTH AND FITNESS	Dept. Health & Human Services	000:29	15
HEALTH AND FITNESS	Dept. Health & Human Services	000:29	16
HEALTH AND FITNESS	Leukemia & Lymphoma Society	000:30	17
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	113
HEALTH AND FITNESS	MennoMedia	000:29	21
HEALTH AND FITNESS	MennoMedia	000:29	18
HEALTH AND FITNESS	MennoMedia	000:29	18
HEALTH AND FITNESS	MennoMedia	000:29	33
HEALTH AND FITNESS	MennoMedia	000:30	170
HEALTH AND FITNESS	MennoMedia	000:30	16
HEALTH AND FITNESS	MennoMedia	001:00	115
HEALTH AND FITNESS	MennoMedia	001:00	114
HEALTH AND FITNESS	Prevent Cancer Foundation	000:29	18
HEALTH AND FITNESS	Prevent Cancer Foundation	001:00	115
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:29	17
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	16
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:59	116
HOMEBASE	HOMEBASE	000:30	13
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:29	4
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:30	9

LOW-INCOME LEGAL SERVICES	MS Center For Legal Services	000:32	32
MENTORSHIP & VOLUNTEERING	BIG BROTHERS BIG SISTERS	000:30	5
MILITARY AND VETERANS	USO	000:29	16
MILITARY AND VETERANS	USO	000:58	127
MILITARY AND VETERANS	WOUNDED WARRIORS	000:29	17
MILITARY AND VETERANS	WOUNDED WARRIORS	000:29	34
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	116
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	230
PUBLIC SAFETY	AD COUNCIL	000:10	283
PUBLIC SAFETY	AD COUNCIL	000:15	37
PUBLIC SAFETY	AD COUNCIL	000:29	20
PUBLIC SAFETY	AD COUNCIL	000:29	18
PUBLIC SAFETY	AD COUNCIL	000:29	17
PUBLIC SAFETY	AD COUNCIL	000:29	17
PUBLIC SAFETY	AD COUNCIL	000:30	17
PUBLIC SAFETY	AD COUNCIL	001:00	115
PUBLIC SAFETY	FEMA	000:15	34
PUBLIC SAFETY	FEMA	000:15	34
PUBLIC SAFETY	FEMA	000:29	19
PUBLIC SAFETY	FEMA	000:30	34
PUBLIC SAFETY	FEMA	000:30	17
PUBLIC SAFETY	FEMA	000:59	114
PUBLIC SAFETY	FEMA	000:59	114
PUBLIC SAFETY	FEMA	001:00	115
PUBLIC SAFETY	FEMA	001:00	116
PUBLIC SAFETY	Homeland Security	000:14	59
PUBLIC SAFETY	Homeland Security	000:30	18
PUBLIC SAFETY	Homeland Security	001:00	111
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	14