



Description of WTVVA programming providing the most significant treatment of community issues.

4th Quarter 2023

WTVVA airs local news programming each week live during the following times on WTVVA 9.1 (NBC) and also simulcast most of these newscasts live during the times noted below on WTVVA 9.2 (ABC).

Monday through Friday 4:30 a.m. to 5 a.m. (NBC)

Monday through Friday 5 a.m. to 7 a.m. (simulcast)

Monday through Friday Noon to 12:30 p.m. (NBC)

Monday through Friday 4 p.m. to 5 p.m. (NBC)

Monday through Friday 5 p.m. to 5:30 p.m. (simulcast)

Monday through Friday 6 p.m. to 6:30 p.m. (NBC)

Monday through Friday 6:30 p.m. to 7 p.m. (ABC)

Monday through Friday 10 p.m. to 10:35 p.m. (simulcast)

Saturday and Sunday 5 a.m. to 7 a.m. (NBC)

Saturday and Sunday 10 p.m. to 10:30 p.m. (simulcast)

Saturday 6 p.m. to 6:30 p.m. (simulcast)

Sunday 5 p.m. to 5:30 p.m. (NBC)

All the above are locally produced news programs presenting a mix of news, weather and sports and other related feature stories and segments that affect Northeast Mississippi and parts of Northwest Alabama.

List of Issues for This Quarter

Drought

Tornado Recovery

Public Safety

Community Infrastructure

Quality of Life

Politics

Education

Job Creation

LOCAL:

ISSUE

Drought

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: The area experienced a significant drought, and the lack of rain led the local governments to issue bans on outdoor burning. The government also came through with funding to help some who took a financial hit because of the dry weather. One state agency explained why it continued burning while the region was so dry.

10/2 Chickasaw and Monroe counties are now under a burn ban due to the dry weather and the threat of easily starting wildfires.

10/3 Pontotoc, Grenada and Lee counties join the list of local counties under a ban on outdoor burning.

10/5 The Small Business Administration is offering loans up to \$2 million for those in Attala and Winston counties who need financial assistance to pay debts, payroll and other bills.

10/6 Clay County is added to the list of local counties where outdoor burning is prohibited during the drought.

10/23 Union County's emergency management director says the dry weather helped spread flames on a fire at Whittington Metal Services Scrap Yard in Poolville four to five faster than if the ground was wet.

10/24 The state of Alabama will not issue outdoor burn permits in local counties because of the dry weather.

10/24 Itawamba County is now among eleven local counties where an outdoor burn ban is in place due to drought conditions.

10/27 A Christmas tree farmer in Pontotoc County says the drought has not affected his crop for the holiday season.

10/27 Monroe County plans to extend its burn ban until December 4.

10/30 The Small Business Administration is offering disaster loans to businesses in several more local counties that suffered losses because of the drought.

11/6 The Mississippi Forestry Commission says it still carries out controlled burns because it is exempt from the burn bans put in place due to the dry conditions.

11/7 Choctaw, Webster, Winston and Tishomingo counties join the other local counties by implementing an outdoor burn ban.

11/9 Rangers on the Natchez Trace Parkway have imposed a burn ban at campgrounds until enough rain falls to take away the wildfire danger.

11/14 Governor Tate Reeves plans to lift the outdoor burn ban he imposed for Central and South Mississippi, but local counties will still remain under burn bans since they were imposed by county supervisors.

11/16 Rainfall earlier this week did not eliminate drought conditions locally, and the latest U.S. Drought Monitor has parts of the area now under severe drought conditions.

12/25 Mississippi's soybean crop was impacted by the drought. Farmers say the drought and hail storms were their biggest problems.

ISSUE

Tornado Recovery

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: A devastating tornado tore through the region three months into the year, but signs of recovery still kept showing up months after the twister. Amory was one of those areas that took a significant hit. Winona also experienced damage and discussed one way to protect people if a tornado comes through again.

10/2 The Amory Municipal Library reopened today after being damaged in a tornado six months ago.

10/5 A public meeting is being held in Amory where the county's long-term recovery director is sharing how people can get help in recovering from the March tornado.

10/26 Demolition started this week on the National Guard Armory in Amory that was severely damaged in the March tornado.

11/6 Montgomery County leaders are discussing the possibility of building a community storm shelter in Winona following the tornado earlier this year that left behind significant damage.

11/9 The Mississippi National Guard says a new armory has been approved for Amory after the March tornado but the \$22 million in funding for the project still must be secured.

11/28 Federal and state emergency management has reimbursed the Amory School District \$1.5 million for spending necessary after the tornado earlier this year.

12/28 WTVA continues to provide our audience with a potentially life-saving measure called WTVA's Weather Nex Gen Weather Call. It's a service that calls viewers when a tornado is threatening. We run this important story regularly in our newscasts. We believed it's saved lives.

12/28 Local groups that helped tornado victims in Amory are now helping tornado victims in Tennessee. Seven tornadoes ripped through Tennessee and Kentucky December 9th.

12/29 MEMA was reimbursed more than two million dollars in federal tornado assistance recovery money. Part of that money will go to assist tornado victims in Amory.

ISSUE

Public Safety

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: One local hospital followed the region's largest hospital in adding an extra layer of security to the only 24/7 opening to the facility. A couple of newly elected sheriffs shared their vision as to what constituents can expect once they take the oath of office for their new jobs. Law enforcement agencies are asking for the community's help in solving violent crime.

10/3 Baptist Memorial Hospital - Golden Triangle in Columbus has installed metal detectors at the entrance of the emergency room nearly three months after a shooting in the hospital parking lot that wounded four people.

10/6 Clay County Sheriff Eddie Scott says parents need to step in to curb juvenile crime because law enforcement cannot do much unless teens commit a violent crime.

11/8 Itawamba County Sheriff-elect Mitch Nabors says he will outfit all deputies with body cameras after he takes the oath of office in late December.

11/20 Winston County Sheriff-elect Mike Perkins says he wants his deputies getting to know the community when he takes over the job in January.

12/27 A ten-year old boy was killed in a shooting in the Mississippi Delta. Communities there are worried about gun violence.

12/27 The small town of Weir reported a murder on Christmas Day. Police are asking for tips from the community. The murder is still unsolved.

12/31 Crime is on the rise in Lowndes County. The sheriff is asking the community to help with the problem. Law enforcement is asking for community tips.

ISSUE

Community Infrastructure

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: Issues with local water systems are a common occurrence. Some of them had to issue precautionary alerts to their customers for them to boil their water for at least one minute before use because of problems that surfaced. The alerts inconvenienced customers who expect what comes out of the tap to be fine.

10/4 Boil water alerts are in effect for some along Cotton Gin Port Road in Amory after a boring crew struck a water main and in Calhoun County for some customers of the Crossroads Water Association.

10/10 A citywide boil water alert has been issued for water customers in Eupora after a recent loss in water pressure.

11/20 Iuka Mayor Joel Robertson says the city experienced a major water leak prompting the issuance of a boil water alert for the next 72 hours.

11/21 All of Nettleton is under a boil water alert after a water main broke early in the morning.

12/28 Union County is spending more than 1.5 million to make site improvements at an industrial park, including building a new water tower.

ISSUE

Quality of Life

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: Two major police departments in the area get money for technology expected to make their cities safer for residents. One county had to address an issue because of someone using a concession stand at a park for another purpose. And progress is being made toward getting a local bridge back into use.

10/4 Repairs will soon start on the Columbus Riverwalk bridge after the city won a lawsuit against the company whose vessel hit the bridge.

10/19 Lowndes County supervisors are working on a policy for the use of park concession stands and restrooms after someone was found sleeping in the concession stand at the Roger Short Soccer Complex.

10/20 Police in Starkville received \$30,000 to buy new license plate readers that will be used to find missing people and to develop leads in solving crimes.

10/27 Architects are working on designs for a new home in Webster County for the sheriff's office, emergency management and justice court, which will be built in Walthall.

11/13 Columbus police officers now have new radars in their vehicle to detect speeding drivers.

11/15 Tupelo will spend \$3 million to build a new Fire Station Number 5 next to the current Fire Station Number 5, and construction is expected to be completed in 2025.

12/28 The city of Fulton continues to do well in its Pennies for Parks campaign. Voters passed the 3% tax on prepared food items to help make quality of life improvements in the city.

12/29 The Mississippi Highway Patrol saturated state highways and interstates for traffic enforcement. The goal is to keep drivers safe.

12/31 MDOT put all state road and highway improvement projects on hold for the holiday weekend. This was to let workers spend time with their families and to avoid major traffic delays.

ISSUE

Politics

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: Mississippi's major elections took place this year, and that included the race for the state's top job in Jackson. Some local communities had to hold special elections because of vacancies in city government. One of those elections involved someone who had resigned from the mayor's job and decided a month later he wanted it back.

10/6 The last day to register in person to vote in Mississippi's November 7 general election is Monday, October 9.

10/11 The lone gubernatorial debate between Gov. Tate Reeves and challenger Brandon Presley is set for November 1 in Jackson and will be televised statewide by Mississippi Public Broadcasting.

10/11 Mike Nesbit and Larry Nowlin advance to an October 31 runoff election after today's special election for mayor of Ecu.

10/13 First District Congressman Trent Kelly says it is time for the U.S. House to elect a speaker so the nation can take care of its business.

10/25 Voters in 13 days will decide between Shank Phelps and John Rice as to who should replace retiring Oktibbeha County Sheriff Steve Gladney.

10/25 Blake McMullan announced a month after his resignation he will run in the special election for Eupora mayor to reclaim his old job.

11/1 Governor Tate Reeves and challenger Brandon Presley traded verbal jabs in their one and only debate prior to the November 7 general election.

11/7 Governor Tate Reeves wins reelection, Oktibbeha County elects Shank Phelps sheriff and Lowndes County voters re-elect Eddie Hawkins as sheriff in the general election.

11/14 Former mayors Blake McMullan and Lamar Dumas advance to a December 5 runoff election in the special election for mayor of Eupora.

12/27 New sheriffs in several local counties were sworn-in at the end of December. WTVA reported on many of the ceremonies.

12/29 A new sheriff was sworn in in Attala County. Curtis Pope replaced outgoing sheriff Tim Nail

ISSUE

Education

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: The area's largest school district reported a couple of positive developments with its efforts to educate students. However, the quarter also included issues with employees accused of criminal wrongdoing in their jobs. Also, one of Mississippi's higher courts weighed in on a lawsuit where a local district was accused of not properly protecting a student.

10/12 The Tupelo Public School District reports chronic absentee numbers by students are down this year compared to 2022.

10/13 Faculty and staff in the Tupelo Public School District attended a celebration at the high school football stadium for the district celebrating two consecutive years of receiving an A rating from the Mississippi Department of Education.

10/18 A former employee at the Head Start in Fulton is taken to jail accused of child molestation.

10/26 New Albany School of Technical and Career Education has been named an Apple Distinguished School along with New Albany Elementary.

11/2 Former Booneville basketball assistant Kenny Geno pleaded guilty to a charge based on accusations he tried to get girls to engage in sexually explicit conduct.

11/2 Okolona High School and the Okolona Career and Technical Center held their first career fair for students since the COVID-19 pandemic.

11/10 Former Water Valley High School teacher Emily Swinkowski is free on bond after her arrest on an accusation she sent inappropriate photos to a 16-year-old student.

11/17 The Mississippi Court of Appeals upheld a lower court ruling that the Tishomingo County School District is not liable for negligent supervision in the injury of a student.

12/26 Librarians across Mississippi held a symposium in Oxford. The sessions were to help librarians better prepare students for college and careers.

12/31 Mississippi lawmakers say they'll make education a top priority in the upcoming legislative session.

12/31 Chick Fil A in Tupelo announced a special partnership with 410 Bridge called Cookies for Kids. Proceeds from chocolate chip cookie sales bought January through March will go to help educate kids living in extreme poverty.

ISSUE

Jobs

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: The quarter starts with a longtime employer in the Golden Triangle announcing plans to shed some jobs. However, multiple businesses either announced plans to expand their efforts and add jobs or decided to locate in the area and create new jobs with their arrival. One of those new businesses to the area is a major player in e-commerce.

10/17 Defense contractor Navistar plans to lay off hundreds of employees from its plant in West Point.

10/23 Ground is broken near Shuqualak on a mill by Huber Engineered Woods that will turn out strand board and create 150 jobs.

10/30 PACCAR plans to spend more than \$200 million to expand its diesel engine plant in Lowndes County, creating 100 new jobs expected to be filled by 2026.

11/6 Superior Catfish in Noxubee County recently cut the ribbon on an expansion that is expected to create 25 jobs.

11/14 Avid Boats is expanding its Amory manufacturing plant from 85,000 square feet to 100,000 square feet and plans to add 50 jobs.

11/28 Amazon plans to build a 50,000 square foot "last mile" facility in Oktibbeha County creating 90 jobs.

12/26 Forestry is one of Mississippi's number one industries. A new report shows the timber industry accounts for more than 65,000 jobs statewide.

12/26 Mississippi truckers kept the local economy moving in 2023. We talked to a trucker and to a trucking company about how important the trucking industry is.

12/27 Union County hopes a new industrial site will one day pay off with new jobs. New money from the state will help with development at the new Martintown North Industrial Park.

Local Public Service Campaigns

ISSUE

Quality of Life

Program Title: MDRS "What's Holding you Back"

Date: 10/1/23 – 10/31/23

Time: ROS

Duration: :30s

Detailed Description: We ran 355 PSA spots to promote the Mississippi Department of Rehabilitation Services and the fact that October was National Disability Employment Awareness Month. The PSA asked employers to explore the opportunity of hiring individuals with disabilities and encouraged them to reach out to MDRS for more information. The spot was supplied by the Mississippi Association of Broadcasters.

ISSUE

Public Safety/Job Creation

Program Title: National Guard "Take Flight"

Date: 10/1/23 – 12/31/23

Time: ROS

Duration: :15s & :30s

Detailed Description: We ran 170 PSA spots to promote the Mississippi National Guard. These PSA spots were teaching viewers about the job and career training you can receive while participating in full or part time work with the Mississippi National Guard. The spot was supplied by the Mississippi Association of Broadcasters.

ISSUE

Politics

Program Title: Mississippi Votes "Stay Vocal, Act Local"

Date: 10/3/23 – 11/7/23

Time: ROS

Duration: :30s

Detailed Description: We ran 513 PSA spots to promote Mississippi Votes. They were encouraging Mississippians to “Stay Vocal, Act Local” and be prepared to vote in the primary election. They were making sure viewers knew deadlines to register to vote and asking them to do their part during the election. The spot was supplied by the Mississippi Association of Broadcasters.

ISSUE

Politics

Program Title: Secretary of State “Voter prep”

Date: 10/1/23 – 11/7/23

Time: ROS

Duration: :30s

Detailed Description: We ran 165 PSA spots to promote messages from the Secretary of State. The PSA taught viewers about absentee voting procedures and discussed the variety of positions that were being elected for this cycle. The spot was supplied by the Mississippi Association of Broadcasters and the Secretary of State.

ISSUE

Quality of Life

Program Title: MDOT “Don’t Trash Mississippi”

Date: 10/1/23 – 11/12/23

Time: ROS

Duration: :30s

Detailed Description: We ran 43 PSA spots to promote the Mississippi Department of Transportation. These PSA spots discussed how much money the state of Mississippi spends on litter pickup each year, and how we could benefit from spending that money on other things, urging people to “Don’t Trash Mississippi.” The spot was supplied by the Mississippi Association of Broadcasters.