



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

4th Quarter 2022

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

The following is a list of the programs of significant treatment of Northeast Mississippi and Northwest Alabama community issues. Local news stories were also posted on our website at wtva.com, on the WTVA 9 News app, on Facebook and on Twitter.

LOCAL:

ISSUE

Weather

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: The threat of severe storms led some of our coverage, but also dominating news coverage was the lack of rain. The area experienced drought conditions throughout the entire quarter. December, however, brought about record-setting cold weather which caused concern over travel in the northern part of the area.

10/4 The city of Starkville has joined eleven counties in Mississippi by issuing a burn ban because of the lack of rain.

10/5 Lee County supervisors meet to consider implementation of a burn ban, which would follow local bans in Guntown, Ackerman, Starkville and Calhoun County.

10/10 Lee County supervisors decide to issue a burn ban out of caution the dry weather could lead to wildfires.

10/12 The WTVA Severe Weather Authority interrupted regular programming at 5:46 pm because of a hail storm that passed through Tupelo and Lee County.

10/13 Chickasaw County joins Lee, Pontotoc, Clay, Chickasaw and Calhoun counties under a burn ban because of the dry conditions.

10/14 Some homes in Lee County experienced damage after a hail storm passed through Tupelo on Wednesday.

10/18 Saltillo's fire chief gives people a reminder on how to safely use space heaters with the fall's first cold weather blast coming through the area.

10/19 The Thorn Volunteer Fire Department in Chickasaw County started site preparation this week to build two public storm shelters at the fire department on Thorn Road.

11/29 Tornadoes touched down in Choctaw County and Lowndes County leaving behind damage to homes. No injuries were reported.

12/2 The Mississippi Emergency Management Agency says the damage from the 11/29 tornadoes includes 6 homes in Choctaw County, 2 homes in Prentiss County, 29 homes in Lowndes County and 1 home in Oktibbeha County.

12/13 The threat of severe storms led the WTVA Severe Weather Authority to interrupt regular programming at 10:41 pm and again the next morning at 12:16 am. No serious damage was reported afterward.

12/22 Wind chills below 0 are expected during the overnight hours, and roads in counties near the Tennessee line are expected to be slick with rain that fell earlier expected to freeze.

12/22 The Salvation Army in Tupelo and the safe room in Oktibbeha County are serving as warming shelters during the bitter cold.

ISSUE

Public Safety

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: The focus of this quarter primarily involved those working in the profession instead of criminal offenses. One local police department dealt with a sudden cut in officers. A former sheriff found himself on the wrong side of the law. And one of the area's largest cities looked elsewhere in Mississippi to find a new police chief.

10/4 Tupelo Police Chief John Quaka says 87 guns have been stolen this year out of vehicles, many of which were left unlocked.

10/4 The search for a new Columbus police chief has been narrowed down from 70 candidates to 8 finalists.

10/4 Sheriff's departments in Lee County and Yalobusha County are looking for people to fill open positions.

10/19 Calhoun City has lost three officers due to resignations cutting the city's police force less than half that is budgeted.

11/2 Columbus has narrowed the list of finalists for police chief to three, but their identities remain a mystery.

11/14 Columbus city leaders have made an offer to someone to become the new police chief, and now, they are waiting for a response.

11/15 Calhoun County Sheriff Greg Pollan tells a legislative committee money is needed to prevent local jails from

11/15 Natchez Police Chief Joseph Daughtry has accepted the same job in Columbus.

11/16 A federal grand jury indicts former Noxubee County Sheriff Terry Grassaree for bribery and lying to an FBI agent.

11/30 New Columbus Police Chief Joseph Daughtry says his goals in the new job include getting the city back to community policing and developing partnerships with churches.

12/14 Pontotoc County Sheriff Leo Mask is warning people after a woman reported an unmarked blue car trying to pull her over but 911 advised her there were no law enforcement officers near her.

12/27 Joseph Daughtry is sworn in as the new police chief in the city of Columbus.

ISSUE

Education

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: One local university looked at a possible name change while another actually went through with it. Security concerns arose in a couple of instances. Also, a local school district with dismal grades got a good reason to celebrate progress made in improving its status.

10/5 Louisville police release video of two expelled students who pull a gun out on campus leading to concerns by parents and arrests of the two.

10/5 Students and teachers at Saltillo Primary School will go back to using regular bathrooms tomorrow after a sewer line problem caused problems with the school's water system.

10/7 West Point schools are now implementing a clear bag policy for games on campus to improve safety.

10/8 Okolona is celebrating the B rating the district received from the state since failing grades led to a state takeover of the district in 2010.

10/19 Chickasaw and Union county school districts will each get nearly a half-million dollars in federal money to improve security, make upgrades to technology and more.

10/25 The Mississippi University for Women is seeking feedback from the public about possibly changing the school's name.

11/2 A survey by the Mississippi Department of Education says a majority of teachers say they feel more appreciated for their work after recent pay raises from the Legislature.

11/4 Blue Mountain College announces it is changing its name to Blue Mountain Christian University.

11/10 Tupelo school leaders say they are looking at joining a handful of other local districts in moving to a year-round school year.

11/17 Mississippi's attorney general is appealing a judge's ruling prohibiting public money from going to private schools.

11/17 Itawamba Community College is grouping all academic majors into individual schools similar to how universities operate.

11/17 Mississippi State University is teaming up with the University of Mississippi Medical Center where students can walk away with two bachelor's degrees at the same time.

12/7 A gun on campus leads to a lockdown at Shannon High School and a delay in students and staff from leaving for the day.

12/7 The Mississippi University for Women will host a Teacher Academy Conference Friday aimed at helping high school students who want to become teachers and help address the state's teacher shortage.

ISSUE

Child care

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: This issue took center stage locally as well as nationally because of what surfaced on social media -- a video that shocked people who viewed it, sent parents searching for justice and stopped some workers from laughing about what happened on camera.

10/6 A daycare in Hamilton fired four employees after a video surfaced showing workers there frightening children in their care.

10/13 A daycare in Hamilton closes while the state investigates the viral video showing employees scaring children.

10/19 Monroe County Sheriff Kevin Crook says five former employees at a Hamilton daycare have been arrested in connection to a recent daycare scare video that went viral.

10/20 Four former daycare workers are now free on bond after their arrests for the viral video where workers are seen scaring children.

ISSUE

Utilities

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: Water concerns continued to be an issue in this quarter, but something different arose with water because of bitter cold weather that pushed into the area in December. That weather also led to a first for those power providers who get electricity from the Tennessee Valley Authority -- something people usually see out in California.

10/7 Saltillo lifts the boil water alert issued earlier in the week for those along Old Highway 45 when a water line started leaking.

10/19 The Simpson Water Association in Weir issued a boil water alert for all customers after a telephone company worker struck a water line.

10/31 The Slate Spring Water Association issued a boil water alert to customers on Highway 9 north of Slate Spring because of a water leak.

11/10 Okolona Electric plans a temporary power outage Friday for parts of Monroe County so workers can repair a broken power line.

11/18 Houston is in the process of starting an upgrade on its wastewater treatment plant, which is 40 years old.

12/5 Starkville Utilities is recommending a base rate change from \$9 to \$12 for water and sewer customers, \$4.50 to \$6 for water only customers to raise money for improvements, operations and maintenance.

12/23 Customers of the Northeast Mississippi Natural Gas District are left without heat when an issue develops in getting natural gas from the main pipeline that provides it.

12/23 Starkville Utilities is one local power provider that institutes rolling blackouts as the Tennessee Valley Authority asks for help in keeping the grid from going down.

12/23 Northeast Mississippi Regional Water Supply District is temporarily changing its disinfectant from chloramines to free chlorine, and that change could affect home dialysis patients.

12/24 The Tennessee Valley Authority asked local power providers to implement rolling blackouts for a second day in a row.

12/25 Workers with the Cason Water District asked for help in finding a water leak that left its customers with little to no water on Christmas.

12/27 City leaders in Louisville say they are dealing with a water crisis because of broken water lines caused by the cold and restoring service will be a slow, strategic and phased process.

12/28 The Tennessee Valley Authority apologized for the rolling blackouts leading up to Christmas and will look into what triggered them to better handle high power demands in the future.

ISSUE

Public Health

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: COVID-19 diminished as an issue for local schools significantly during the period, but a problem that has always shown up in schools returned again as the holidays approached. Problems with hospitals staying afloat financially started getting attention from the public and from politicians who work in Jackson.

10/10 North Mississippi Health Services has dropped the mandatory mask requirement for visitors that took effect during the COVID-19 pandemic.

11/16 Masks are not required at Pierce Street Elementary in Tupelo, but they are coming back because of flu cases being on the rise statewide.

11/21 The head of the Mississippi Hospital Association tells a legislative committee some hospital systems in the state are losing massive amounts of money for the first time, which could lead to closures.

12/8 State health leaders are warning people to stay healthy this winter because hospitals across Mississippi are running out of beds in intensive care units.

ISSUE

Medical Marijuana

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: Mississippi's new medical cannabis program took baby steps to becoming a part of life for people in the area. They got opportunities to see what was coming with the program. Also, some people got two chances to decide whether to overrule their elected officials when it comes to the legality of the program where they live.

10/13 The Mississippi Medical Marijuana Association holds an event in Tupelo giving people an opportunity to find out if they qualify to get access to deal with ailments.

11/29 The Mississippi Cannabis Patients Alliance will hold a seminar in Oxford December 13 to offer information on dispensaries, practitioners and cultivators.

12/13 Voters in Pontotoc County rejected overturning the ban on medical marijuana cultivation and sales imposed by county supervisors.

12/15 Voters in the city of Pontotoc rejected overturning the ban on medical marijuana cultivation and sales imposed by aldermen.

12/26 Mike Alford gives a tour of the marijuana growing operation he has in Tupelo with the hope of opening a medical marijuana dispensary on April 1.

ISSUE

Elections

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: This was not a major year for elections in Mississippi even though the midterms for Congress grabbed most of the attention on politics nationally. Still, voters had to decide who should serve on the bench in the courts. Also, a state leader shocked many with an announcement about his future that left many wondering what's next.

10/25 Gov. Tate Reeves sets a special election for January 10, 2023, to fill the state House District 23 seat that came open when Rep. Jim Beckett resigned to accept another state job.

11/1 Chickasaw County is switching from touchscreen voting to old paper ballots for the upcoming elections after buying 17 new machines to replace aging electronics.

11/8 Voters across the area choose to reelect U.S. Reps. Trent Kelly, Bennie Thompson and Michael Guest to Congress.

11/8 Alabama voters choose Katie Britt to replace U.S. Sen. Richard Shelby in Congress.

11/9 Mississippi House Speaker Philip Gunn says he will not run for reelection to the Legislature but will be ready when the opportunity comes to serve the state.

11/9 Runoffs will be held in three weeks for four local judicial races -- two in Circuit Court, two in County Court.

11/9 At least 150 outstanding ballots will likely be counted next week to decide who will be Noxubee County tax assessor/collector.

11/14 Republican Brian Flowers is challenging his loss to Democratic U.S. Rep. Bennie Thompson in the recent election to represent the 2nd Congressional District.

11/29 Voters settle a handful of runoffs that include two Circuit Court judgeships and two judgeships for newly created County Courts in Lafayette and Oktibbeha counties.

ISSUE

Annexation

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: A handful of municipalities looked to grow by grabbing land from local counties, but one unique idea had two communities side by side look at possibly becoming one.

10/31 The Columbus City Council is considering a proposal that would annex two areas east of the city that would bring in a little more than 2,000 people.

11/10 Calhoun City and Derma leaders are looking at a proposal where Derma would dissolve and become a part of Calhoun City.

ISSUE

Jobs

Program Title: WTVA 9 News

Date: Various

Time: Various

Duration: Various

Detailed Description: There was a stark contrast in this quarter concerning jobs in our area. On one hand was the surprise announcement of what was advertised as the largest economic development project in

Mississippi history. On the other was a surprise announcement overnight of a major furniture manufacturer suddenly deciding to close.

11/1 Gov. Tate Reeves calls a special legislative session to approve funding for a project in the Golden Triangle he says would be the largest economic development project in state history.

11/1 A professor at Mississippi State University says real estate prices could go up with the proposed economic development project for the Golden Triangle but overall sees it as a positive.

11/2 The Legislature approves state funding for Project Triple Crown, which is for Steel Dynamics to build an aluminum plant near the Golden Triangle Regional Airport producing nearly 1,000 jobs.

11/9 The ribbon is cut on a sawmill in Corinth by Mission Forest Products that is expected to create 130 jobs.

11/17 Gov. Tate Reeves signs legislation that provides public money for the new aluminum plant coming to Lowndes County.

11/23 United Furniture surprises employees and vendors by shutting down the company for good.

11/24 Lawsuits are being filed against United Furniture after this week's surprise shutdown, which has left personal belongings and products in limbo.

11/28 An official with the Community Development Foundation says the local economy can easily fill the approximately 1,000 jobs lost with the United Furniture shutdown.

12/7 Homestead Furniture says it will spend more than \$2 million to open a manufacturing plant in New Albany and create 117 jobs.

12/9 American Furniture, Peak Living and Independent Furniture say they have 100 jobs for experienced furniture makers and hope to get some of the United Furniture workers who lost their jobs.

12/9 Golden Triangle Development LINK CEO Joe Max Higgins says construction of the new aluminum plant expected to produce nearly 1,000 jobs will likely start this month and take a couple of years for completion.

Local Public Service Campaigns

Issue: Public Health

Program Title: MAC Center

Date: October 1, 2022 to October 31, 2022

Time: ROS

Duration: :30 second spot

Detailed Description: WTVA ran 71 spots related to public health. The Mississippi Access to Care program details how viewers in Mississippi can obtain help getting access to care and services, and applying for benefits, so they can lead their best quality of life. The Center has specialists in local areas all over the state. Spots were supplied by the Mississippi Association of Broadcasters.

Local Public Service Campaigns (continued)

Issue: Jobs

Program Title: Mississippi Army National Guard

Date: October 1, 2022 to December 24, 2022

Time: ROS

Duration: :15 and :30 second spots

Detailed Description: WTVA ran 166 spots designed to inform viewers about the Mississippi Army National Guard's unique domestic mission. Each spot demonstrates their commitment to community and country, as well as many opportunities the Guard offers to lead, learn and gain in-demand job skills - all while serving part-time, close to home. Spots were supplied by the Mississippi Association of Broadcasters.