

WWKZ
Tupelo, MS
Quarterly Issues/Programs List
Fourth Quarter, 2019
01/08/2020

WWKZ
Quarterly Issues/Programs List

WWKZ 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:

- **CRIME:** The Stone House representative talked about how paroled criminals can reform and contribute to community
- **EDUCATION:** Rep for Association for Excellence in Education spoke on fund-raising activities and initiatives to improve education programs for Tupelo Public Schools and how the public can contribute in various ways
- **ELDERLY HEALTH / SAFETY:** Rep from Three Rivers Agency on Aging spoke on ways to help elderly, from checking on them to helping with new technology explanations
- **FOSTER CARE:** DHS rep spoke on importance of foster parenting and prerequisites to become a foster family. Success stories were also shared.
- **HEALTH:** Rep for North Mississippi Health Services Wellness Center spoke on setting realistic health goals for 2020, clean eating, and making time for exercise
- **HUNGER / POVERTY:** Stone Soup Ministries spokesperson discussed ways homeless/needly can request help and how community can help the ministry.
- **STRAY ANIMALS:** Tupelo/Lee Humane Society rep spoke on overcrowding of shelters, abundance of strays in surrounding area, and the importance of independent rescue groups

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
CRIME	All Stations Pub Ser Program-Community Viewpoint	The Stone House representative talked about how paroled criminals can reform and contribute to community	Amber Beane	10/06/2019 06:03 AM	029:07
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Dr. Dey with Endocrine & Metabolic Disorders Clinic discussed high rates of diabetes in Mississippi and methods of preventing and treating	Dr. Jayant Dey	10/13/2019 06:02 AM	028:58
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Alzheimer's Association rep spoke on early detection of the disease and support for caregivers and families affected	Rachel Corkern	10/20/2019 06:04 AM	029:57
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Local physician, Dr. Phil Jones, spoke on breast cancer risks, options if diagnosed, and tips for early detection	Dr. Phil Jones	10/27/2019 06:01 AM	029:41
CRIME	All Stations Pub Ser Program-Community Viewpoint	Sgt. White from Tupelo Police Department spoke about safety and home security for upcoming holiday season	Katarsha White	11/03/2019 06:02 AM	029:51
HUNGER / POVERTY	All Stations Pub Ser Program-Community Viewpoint	Mjr Morton with Salvation Army spoke on food needs in Mississippi and how families can request help	Whitney Morton	11/10/2019 06:02 AM	029:45
HUNGER / POVERTY	All Stations Pub Ser Program-Community Viewpoint	Stone Soup Ministries spokesperson discussed ways homeless/needy can request help and how community can help the ministry.	Melissa Pounds	11/17/2019 06:02 AM	028:11
ELDERLY HEALTH / SAFETY	All Stations Pub Ser Program-Community Viewpoint	Rep from Three Rivers Agency on Aging spoke on ways to help elderly, from checking on them to helping with new technology explanations	Kathy Ositis	11/24/2019 06:03 AM	027:59
FOSTER CARE	All Stations Pub Ser Program-Community Viewpoint	DHS rep spoke on importance of foster parenting and prerequisites to become a foster family. Success stories were also shared.	Shelia Criddle	12/01/2019 06:02 AM	028:47
STRAY ANIMALS	All Stations Pub Ser Program-Community Viewpoint	Tupelo/Lee Humane Society rep spoke on overcrowding of shelters, abundance of strays in surrounding area, and the importance of independent rescue	Rachel Keith	12/08/2019 06:01 AM	027:57

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
groups					
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Rep for North Mississippi Health Services Wellness Center spoke on setting realistic health goals for 2020, clean eating, and making time for exercise	David Riley	12/15/2019 06:01 AM	029:01
EDUCATION	All Stations Pub Ser Program-Community Viewpoint	Program Director for Families First spoke on the importance of reading to children daily and cost-efficient family activities for the winter break	Sheila Davis	12/22/2019 06:02 AM	028:43
EDUCATION	All Stations Pub Ser Program-Community Viewpoint	Rep for Association for Excellence in Education spoke on fund-raising activities and initiatives to improve education programs for Tupelo Public Schools and how the public can contribute in various ways	Kelly Nance	12/29/2019 06:02 AM	029:32

**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
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**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	008
----	PSA/FILL -- ALZHEIMER'S	000:30	004
----	PSA/FILL -- BREAST CANCER MONTH	000:59	002
----	PSA/FILL -- BULLYING PREVENTION	000:30	015

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
----	PSA/FILL -- BULLYING PREVENTION	001:00	003
----	PSA/FILL -- CREDIT	000:30	004
----	PSA/FILL -- TREES FOR FUTURE	000:30	007
----	PSA/FILL -- US POVERTY Poverty Line	000:30	008
----	PSA/FILL -- US POVERTY Poverty Line	001:00	018
----	PSA/FILL -- USO	000:15	012
----	PSA/FILL -- USO	000:30	003
----	PSA/FILL -- USO	001:00	004
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:33	033
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:35	010
COMMUNITY INVOLVEMENT	United Way	000:28	012
COMMUNITY INVOLVEMENT	United Way	000:32	001
COVENANT HOUSE	COVENANT HOUSE	000:30	045
EDUCATION	AD COUNCIL	001:00	017
EDUCATION	United Negro College Fund	000:30	007
EDUCATION	United Negro College Fund	001:00	014
Energy Conservation	AD COUNCIL	000:15	032
Energy Conservation	AD COUNCIL	000:29	001
Energy Conservation	AD COUNCIL	000:30	009
Energy Conservation	AD COUNCIL	000:59	004
Energy Conservation	AD COUNCIL	001:00	009
ENVIRONMENT	UN GOALS	000:30	098
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:29	005
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	001:00	004
Financial Literacy	AD COUNCIL	000:15	012
Financial Literacy	AD COUNCIL	000:30	014
Financial Literacy	AD COUNCIL	000:59	010
Financial Literacy	AD COUNCIL	001:00	029
HEALTH AND FITNESS	AD COUNCIL	000:15	021

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	AD COUNCIL	000:30	008
HEALTH AND FITNESS	AD COUNCIL	001:00	042
HEALTH AND FITNESS	AFLAC	000:31	005
HEALTH AND FITNESS	American Acad. of Dermatology	000:15	011
HEALTH AND FITNESS	American Acad. of Dermatology	000:30	013
HEALTH AND FITNESS	American Acad. of Dermatology	001:00	008
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	021
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	001
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:59	009
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	001:00	010
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	009
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:31	011
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	024
HEALTH AND FITNESS	Dept. Health & Human Services	000:15	011
HEALTH AND FITNESS	Dept. Health & Human Services	000:30	001
HEALTH AND FITNESS	Leukemia & Lymphoma Society	000:30	004
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	016
HEALTH AND FITNESS	MennoMedia	000:29	004
HEALTH AND FITNESS	MennoMedia	000:30	061
HEALTH AND FITNESS	MennoMedia	001:00	013
HEALTH AND FITNESS	Natl Federation of the Blind	000:28	014
HEALTH AND FITNESS	Natl Federation of the Blind	000:29	001
HEALTH AND FITNESS	Natl Federation of the Blind	000:30	004
HEALTH AND FITNESS	Prevent Cancer Foundation	000:30	002
HEALTH AND FITNESS	Prevent Cancer Foundation	001:00	019
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	010
HEALTH AND FITNESS	US Dept Of Health & Human Ser	001:00	012
LOW-INCOME LEGAL SERVICES	MS Center For Legal Services	000:33	001
MILITARY AND VETERANS	USO	000:30	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	USO	000:59	006
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	005
MILITARY AND VETERANS	WOUNDED WARRIORS	001:00	024
NOAC	PSA/FILL -- AGING	000:15	005
NOAC	PSA/FILL -- AGING	000:30	001
NOAC	PSA/FILL -- AGING	001:00	005
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	011
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	002
PSA	GLAAD	000:30	024
PUBLIC SAFETY	AD COUNCIL	000:10	008
PUBLIC SAFETY	AD COUNCIL	000:15	023
PUBLIC SAFETY	AD COUNCIL	000:30	005
PUBLIC SAFETY	AD COUNCIL	001:00	021
PUBLIC SAFETY	FEMA	000:15	019
PUBLIC SAFETY	FEMA	000:30	022
PUBLIC SAFETY	FEMA	001:00	025
PUBLIC SAFETY	Homeland Security	000:15	005
PUBLIC SAFETY	Homeland Security	000:30	003
PUBLIC SAFETY	Homeland Security	001:00	008