

WWKZ  
Tupelo, MS  
Quarterly Issues/Programs List  
Second Quarter, 2017  
07/06/2017

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:

**Health:** Susan G. Koman Spokesperson - Women's options and resources for health education in the community

**Education:** CASA Spokesperson - Educational opportunities for children during summer months

**Crime:** Tupelo Police Department Spokesperson - Ways to safeguard homes and families in communities

**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
Health	Community Viewpoint	Discussion of women's health options and resources	Cindy Hale	4.2.17	30 minutes
Economy	Community Viewpoint	Discussion of how landscape can improve home value	Margurite Johnson	4.9.17	30 minutes
Education	Community Viewpoint	Discussion of ways to keep students engaged in summer	Linda Daniel	4.16.17	30 minutes
Housing	Community Viewpoint	Discussion of how the poor can own a home	Michelle Whitten	4.23.17	30 minutes

Fostering	Community Viewpoint	Discussed need for foster parents and how to become one	Katherine McKee	4.30.17	30 minutes
Un-employment	Community Viewpoint	Discussed local job fair, and opportunities in N MS	Greg Giampoletti	5.7.17	30 minutes
Health	Community Viewpoint	Opportunities for families affected by Autism	Brittany Simms	5.14.17	30 minutes
Education	Community Viewpoint	Ways to keep at risk children engaged in positive activities in the summer months	Sarah Adams	5.21.17	30 minutes
Education	Community Viewpoint	Getting out from under student loans, finding grants, non-traditional students	Tyler Camp	5.28.17	30 minutes
Crime	Community Viewpoint	Discussed local crimes in N MS, how to safe-guard your home and family	Alan Gilbert	6.4.17	30 minutes
Hunger	Community Viewpoint	Discussed local food banks and ways for families to prepare for the summer	Kathy Ostitis	6.11.17	30 minutes
Economy	Community Viewpoint	Discussion of how families can learn to budget year round w/ free class	Deanna Thacker	6.18.17	30 minutes
Health	Community Viewpoint	Free Clinic opening and services for under-served	Bob Todd	6.25.17	30 minutes

**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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(Insert network and/or syndicator-provided programs lists here.)

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
-----	PSA / FILL -- MISC PSA'S	000:30	003
-----	PSA / FILL -- Rosacea	000:30	002
-----	PSA / FILL -- Rosacea	000:59	005
-----	PSA ERASE MS-BAILEY	000:30	007
-----	PSA/FILL -- ALZHEIMER'S	000:30	005
-----	PSA/FILL -- BULLYING PREVENTION	000:56	008
-----	PSA/FILL -- CREDIT	000:30	006
-----	PSA/FILL -- USO	000:15	001
-----	PSA/FILL -- USO	000:30	002
-----	PSA/FILL -- USO	001:00	006
COMMUNITY INVOLVEMENT	TAKE YOUR KID TO WORK	000:30	007
EDUCATION	AD COUNCIL	000:10	002
EDUCATION	AD COUNCIL	000:15	004
EDUCATION	AD COUNCIL	000:30	002
EDUCATION	AD COUNCIL	001:00	009
EDUCATION	NATIONAL SUMMER LEARNING	000:30	005
EDUCATION	United Negro College Fund	000:30	006
EDUCATION	United Negro College Fund	001:00	009
Energy Conservation	AD COUNCIL	000:15	006
Energy Conservation	AD COUNCIL	000:29	001
Energy Conservation	AD COUNCIL	000:30	007
Energy Conservation	AD COUNCIL	000:59	009
Energy Conservation	AD COUNCIL	001:00	004
Financial Literacy	AD COUNCIL	000:15	002
Financial Literacy	AD COUNCIL	000:30	008
Financial Literacy	AD COUNCIL	000:59	001
Financial Literacy	AD COUNCIL	001:00	011
HEALTH AND FITNESS	AD COUNCIL	000:30	004
HEALTH AND FITNESS	AD COUNCIL	001:00	021

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	AD COUNCIL	001:01	004
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:59	002
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	001:00	005
HEALTH AND FITNESS	ERASE MS	000:30	007
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	002
HEALTH AND FITNESS	MennoMedia	000:30	001
HEALTH AND FITNESS	MennoMedia	001:00	002
HEALTH AND FITNESS	National Alliance..Buprenorph	000:15	001
HEALTH AND FITNESS	National Alliance..Buprenorph	001:00	003
HEALTH AND FITNESS	National Kidney Foundation	000:30	001
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	000:15	001
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	000:30	006
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	001:00	003
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:30	012
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:31	003
HEALTH AND FITNESS	RACE TO ERASE MS	000:30	008
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	003
HEALTH AND FITNESS	US Dept Of Health & Human Ser	001:00	003
LAW ENFORCEMENT OFFICERS	POLICE WEEK	000:30	003
Learning/Attention Disorders	AD COUNCIL	000:30	007
Learning/Attention Disorders	AD COUNCIL	001:00	002
MILITARY AND VETERANS	Disabled American Vererans	000:30	006
MILITARY AND VETERANS	Disabled American Vererans	001:00	006
MILITARY AND VETERANS	Paralyzed Veterans of America	000:15	004
MILITARY AND VETERANS	Paralyzed Veterans of America	000:20	002
MILITARY AND VETERANS	Paralyzed Veterans of America	000:30	010
MILITARY AND VETERANS	Paralyzed Veterans of America	001:00	012
MILITARY AND VETERANS	USO	000:59	004
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	018

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
MILITARY AND VETERANS	WOUNDED WARRIORS	000:57	003
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	006
MILITARY AND VETERANS	WOUNDED WARRIORS	001:00	045
POVERTY	AD COUNCIL	000:30	004
POVERTY	AD COUNCIL	001:00	008
POVERTY	HABITAT FOR HUMANITY	000:31	007
POVERTY	WORLD VISION	001:00	003
PUBLIC SAFETY	AD COUNCIL	000:15	001
PUBLIC SAFETY	AD COUNCIL	000:30	009
PUBLIC SAFETY	AD COUNCIL	001:00	018
PUBLIC SAFETY	Homeland Security	001:00	002
SAFE DRIVING	PROJECT YELLOW LIGHT	000:30	005
SAFE DRIVING	TOGETHER FOR SAFER ROADS	000:30	004
SAFE DRIVING	TOGETHER FOR SAFER ROADS	000:31	002