

WWKZ
Tupelo, MS
Quarterly Issues/Programs List
First Quarter, 2017
04/04/2017

WWKZ
Quarterly Issues/Programs List

This radio station 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:

- **Poverty:** Salvation Army Spokesperson-- Services offered to less fortunate in the community
- **Health & Nutrition:** Pilot Club Spokesperson – Education for children about avoiding head injuries
- **Education:** Association For Excellence In Education Spokesperson – Information and suggestions on how parents can improve children's education.

**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 |
|---------|---------------------|--|-------------------|-----------------|----------|
| POVERTY | Community Viewpoint | Services offered to less fortunate in the community. | Major Jeff Daniel | 1.1.17 06:00 AM | 000:29 |
| HEALTH | Community Viewpoint | Free Healthcare in N MS | Cindy Walters | 1.8.17 06:00AM | 000:29 |
| ELDERLY | Community Viewpoint | Services for caregivers of elderly family members | Ramona Edge | 1.15.17 06:00AM | 000:29 |
| FAMILY | Community Viewpoint | Help and Services offered for free to N MS families | Carla Caldwell | 1.22.17 06:00AM | 000:29 |
| HEALTH | Community Viewpoint | Pilot Club works to educate children about injuries | Dan Walton | 1.30.17 06:00AM | 000:29 |
| FAMILY | Community Viewpoint | New Lebonheur Clinic | Kelly Scott | 2.6.17 06:00AM | 000:29 |
| HEALTH | Community Viewpoint | FREE services offered at Regional Rehab | Robbie Parham | 2.13.17 06:00AM | 000:29 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|------------|---------------------|--|---------------|--------------------|----------|
| EDUCATION | Community Viewpoint | Association to improve Public Education | Kay Mitchell | 2.20.17 06:00AM | 000:29 |
| LEADERSHIP | Community Viewpoint | Building leaders in MS | Dave Bailey | 2.27.17 06:00AM | 000:29 |
| POVERTY | Community Viewpoint | Feeding children in Poverty | Brice Cordell | 3.6.17 06:00AM | 000:29 |
| POVERTY | Community Viewpoint | Food Pantry services | Donna Mason | 3.13.17 06:00AM | 000:29 |
| EDUCATION | Community Viewpoint | Adults mentoring at risk children | Wes Purdon | 3.20.17 06:00AM | 000:29 |
| HEALTH | Community Viewpoint | Free services for families w/ autistic members | Kathy Reardom | 3.27.17 06:00AM | 000:29 |

**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 |
|-------|-----------------|-------------|-----------|----------|
|-------|-----------------|-------------|-----------|----------|

(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.

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|-------|----------------------------------|----------|------|
| ----- | PSA / FILL -- MISC PSA'S | 000:30 | 003 |
| ----- | PSA/FILL -- ALZHEIMER'S | 000:30 | 001 |
| ----- | PSA/FILL -- BULLYING PREVENTION | 000:32 | 001 |
| ----- | PSA/FILL -- BULLYING PREVENTION | 000:56 | 010 |
| ----- | PSA/FILL -- DOCS WITHOUT BORDERS | 001:02 | 002 |
| ----- | PSA/FILL -- USO | 000:15 | 002 |

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|------------------------------|-------------------------------|----------|------|
| ----- | PSA/FILL -- USO | 000:30 | 004 |
| ----- | PSA/FILL -- USO | 001:00 | 004 |
| COMMUNITY INVOLVEMENT | PROJECT YELLOW LIGHT | 000:31 | 008 |
| EDUCATION | AD COUNCIL | 000:10 | 006 |
| EDUCATION | AD COUNCIL | 000:15 | 005 |
| EDUCATION | AD COUNCIL | 000:30 | 002 |
| EDUCATION | AD COUNCIL | 001:00 | 001 |
| EDUCATION | United Negro College Fund | 000:30 | 003 |
| EDUCATION | United Negro College Fund | 001:00 | 005 |
| Financial Literacy | AD COUNCIL | 000:15 | 003 |
| Financial Literacy | AD COUNCIL | 000:30 | 005 |
| Financial Literacy | AD COUNCIL | 000:59 | 006 |
| Financial Literacy | AD COUNCIL | 001:00 | 004 |
| HEALTH AND FITNESS | AD COUNCIL | 000:30 | 001 |
| HEALTH AND FITNESS | AD COUNCIL | 000:31 | 001 |
| HEALTH AND FITNESS | AD COUNCIL | 001:00 | 009 |
| HEALTH AND FITNESS | AD COUNCIL | 001:01 | 015 |
| HEALTH AND FITNESS | AMERICAN HEART ASSOCIATION | 000:59 | 005 |
| HEALTH AND FITNESS | AMERICAN HEART ASSOCIATION | 001:00 | 003 |
| HEALTH AND FITNESS | FRUITS & VEGGIES | 000:30 | 006 |
| HEALTH AND FITNESS | National Alliance..Buprenorph | 000:15 | 005 |
| HEALTH AND FITNESS | National Alliance..Buprenorph | 001:00 | 002 |
| HEALTH AND FITNESS | Natl Assoc Boards of Pharmacy | 000:15 | 005 |
| HEALTH AND FITNESS | Natl Assoc Boards of Pharmacy | 000:30 | 003 |
| HEALTH AND FITNESS | Natl Assoc Boards of Pharmacy | 001:00 | 002 |
| HEALTH AND FITNESS | Sarcoma Foundation of America | 000:30 | 001 |
| HEALTH AND FITNESS | Sarcoma Foundation of America | 001:00 | 007 |
| Learning/Attention Disorders | AD COUNCIL | 000:30 | 004 |
| Learning/Attention Disorders | AD COUNCIL | 001:00 | 002 |

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|-----------------------|-------------------------------|-----------------|-------------|
| MILITARY AND VETERANS | Disabled American Vererans | 000:30 | 005 |
| MILITARY AND VETERANS | Disabled American Vererans | 001:00 | 001 |
| MILITARY AND VETERANS | Paralyzed Veterans of America | 000:15 | 005 |
| MILITARY AND VETERANS | Paralyzed Veterans of America | 000:20 | 002 |
| MILITARY AND VETERANS | Paralyzed Veterans of America | 000:30 | 005 |
| MILITARY AND VETERANS | Paralyzed Veterans of America | 001:00 | 010 |
| MILITARY AND VETERANS | SHOW YOUR STRIPES | 000:30 | 006 |
| MILITARY AND VETERANS | USO | 000:30 | 001 |
| MILITARY AND VETERANS | USO | 000:59 | 002 |
| MILITARY AND VETERANS | WOUNDED WARRIORS | 000:30 | 021 |
| MILITARY AND VETERANS | WOUNDED WARRIORS | 000:57 | 006 |
| MILITARY AND VETERANS | WOUNDED WARRIORS | 000:59 | 011 |
| MILITARY AND VETERANS | WOUNDED WARRIORS | 001:00 | 031 |
| PEACE | PEACE IN THE STREETS | 000:31 | 009 |
| POVERTY | AD COUNCIL | 000:30 | 003 |
| POVERTY | AD COUNCIL | 001:00 | 002 |
| POVERTY | Food For Orphans | 000:31 | 002 |
| POVERTY | Food For Orphans | 001:01 | 007 |
| PUBLIC SAFETY | AD COUNCIL | 000:15 | 001 |
| PUBLIC SAFETY | AD COUNCIL | 000:30 | 005 |
| PUBLIC SAFETY | AD COUNCIL | 001:00 | 011 |
| PUBLIC SAFETY | Homeland Security | 000:15 | 001 |
| SAFE DRIVING | PROJECT YELLOW LIGHT | 000:31 | 006 |