

WWKZ  
Tupelo, MS  
Quarterly Issues/Programs List  
Second Quarter, 2016  
07/06/2016

WWKZ  
Quarterly Issues/Programs List

WWKZ-FM 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:** Children's illnesses and family's inability to afford health care
- **CRIME:** Summer Crime Prevention & self-defense firearm safety
- **Veteran Suicide:** Resources for Veterans in North Mississippi area
- **Childhood Health/Obesity:** Healthy choices for children through the summer months
- **Revitalization of Historic Downtown Tupelo:** Festivals that benefit revitalization

**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	All Stations Pub Ser Program-Community Viewpoint	Children's illnesses and family's inability to afford health care	Kelly Scott	4/03/2016 05:30 AM	030:00
DOWNTOWN REVITALIZATION	All Stations Pub Ser Program-Community Viewpoint	Noleput Festival/Benefits to downtown	Melonie Kight	4/10/2016 05:30 AM	030:00
VETERAN SUICIDES	All Stations Pub Ser Program-Community Viewpoint	Resources for Vets in North MS	Bryan Simmons	4/17/2016 05:30 AM	030:00
CHILDHOOD HEALTH & OBESITY	All Stations Pub Ser Program-Community Viewpoint	Healthy alternatives during summer	Makela Hutchens	4/24/2016 05:30 AM	030:00
HEALTH/CANCER	All Stations Pub	Union County	Evelyn	5/1/2016 05:30	030:00

	Ser Program-Community Viewpoint	Relay For Life information	Mason	AM	
SAFETY/ROAD CONDITIONS	All Stations Pub Ser Program-Community Viewpoint	Options for voting on Major Thouroughfare Program	Jeff Pirkle	5/8/2016 05:30 AM	030:00
EDUCATION	All Stations Pub Ser Program-Community Viewpoint	Projects benefittins IAHS students	Tom Brown	5/15/2016 05:30 AM	030:00
SAFETY/SELF-DEFENSE	All Stations Pub Ser Program-Community Viewpoint	Firearm Safety	Kevin Owen	5/22/2016 05:30 AM	030:00
EDUCATION / ENVIRONMENT	All Stations Pub Ser Program-Community Viewpoint	Master Gardener Classes Offered	Marguerite Johnson	5/29/2016 05:30 AM	030:00
FINANCE/CHARITY FUNDRAISERS	All Stations Pub Ser Program-Community Viewpoint	9/11 Stair Climb Fundraiser	Melinda Morris	6/5/2016 05:30 AM	030:00
CRIME	All Stations Pub Ser Program-Community Viewpoint	Summer Crime Prevention	Katarsha White	6/12/2016 05:30 AM	030:00
COMMUNITY CELEBRATION/ SAFETY	All Stations Pub Ser Program-Community Viewpoint	July 4th events + fireworks safety tips	Denny Waite	6/19/2016 05:30 AM	030:00
FINANCE/SUMMER UTILITY BILLS	All Stations Pub Ser Program-Community Viewpoint	Conserving Energy in Summer	Larry Blake	6/26/2016 05:30 AM	030:00

**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
COMMUNITY INVOLVEMENT	NATIONAL POLICE WEEK	000:30	007
HEALTH AND FITNESS	AD COUNCIL	001:01	003
HEALTH AND FITNESS	AMERICAN DIABETES ASSOCIATION	000:59	005
HEALTH AND FITNESS	PARTNERSHIP FOR HEALTHY CHILD	000:30	003
HEALTH AND FITNESS	PARTNERSHIP FOR HEALTHY CHILD	000:31	003
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:33	024
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	016
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	020
MILITARY AND VETERANS	WOUNDED WARRIORS	000:57	004
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	007
MILITARY AND VETERANS	WOUNDED WARRIORS	001:00	041
POVERTY	AD COUNCIL	000:30	003
POVERTY	AD COUNCIL	001:00	006
PUBLIC SAFETY	AD COUNCIL	000:15	003
PUBLIC SAFETY	AD COUNCIL	000:30	006
PUBLIC SAFETY	AD COUNCIL	001:00	006
SEXUAL ASSAULT	IT'S ON US	000:30	011