

WWKZ
Tupelo, MS
Quarterly Issues/Programs List
Fourth Quarter, 2018
01/09/2019

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:

- **EARLY CHILDHOOD EDUCATION/ASSISTANCE:** Early Years Network helps parents in rural/low-income areas find programs for young children
- **BREAST CANCER PREVENTION/TREATMENT:** Hope Continues offers support to women suffering from breast cancer and their families
- **CRIME:** Tupelo Police Deputy Chief Alan Gilbert advised listeners on how to protect purchases and homes from seasonal intruders

**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
EARLY CHILDHOOD INTERVENTION	COMMUNITY VIEWPOINT - TUPELO	Gena Puckett from Early Years Network spoke on importance of early education programs in rural and low-income areas, and named services available to families in N MS	Gena Puckett	10/07/2018 06:05 AM	028:07
HEALTH	COMMUNITY VIEWPOINT - TUPELO	Abby Farris came to discuss warning signs of breast cancer, treatments, and support for those diagnosed. Also promoted the HOPE CONTINUES walk.	Abby Farris	10/14/2018 06:02 AM	029:58
HEALTH AND FITNESS	COMMUNITY VIEWPOINT - TUPELO	Cindy Clements spoke on early detection of Alzheimer's, support groups for care-givers,	Cindy Clements	10/21/2018 06:02 AM	029:47

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		new treatments and programs for patients. Also promoted the Alzheimer's walk.			
HEALTH AND FITNESS	COMMUNITY VIEWPOINT - TUPELO	Jason talked about the amount of food insecure families in N MS and how the public can get involved by donating or suggesting elderly folks to the program.	Jason Martin	10/28/2018 06:01 AM	029:51
CRIME	COMMUNITY VIEWPOINT - TUPELO	With the holidays approaching, Deputy Chief Alan Gilbert advised us of ways to protect our purchases and homes from seasonal intruders	Alan Gilbert	11/04//2018 06:03 AM	029:41
FAMILY SERVICES	COMMUNITY VIEWPOINT - TUPELO	SAFE advisor spoke on the dangers for families in abusive situations, courses of action for parents and children and financial support available	Alice Colhearn	11/11/2018 06:01 AM	028:35
HUNGER	COMMUNITY VIEWPOINT - TUPELO	The Salvation Army sponsors a Thanksgiving Lunch each year and feed over 4,000 hungry people. they also offer budgeting classes and emergency food boxes and bill pay. Susan talked on vetting processes and gave examples of circumstances in which The Army can help.	Susan Gilbert	11/18/2018 06:03 AM	027:31
ELDERLY ABUSE	COMMUNITY VIEWPOINT - TUPELO	Duggan Centers of N MS specializes in Elderly care and counseling families w/ elderly members. JoAnne Fisk came to talk about ways to involve elderly members in their own care and what to look for if they suspect an elderly person is being abused.	JoAnne Fisk	11/25//2018 06:02 AM	029:59
CRIME	COMMUNITY VIEWPOINT - TUPELO	SGT. Ketarsha White came in to encourage adults to be on the look out for strangers in our neighborhoods and watching our neighborhood children. She talked about ways "Neighborhood Watch" and crimes committed against	Ketarsha White	12/02//2018 06:01 AM	027:57

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		children in N MS			
EDUCATION	COMMUNITY VIEWPOINT - TUPELO	The wholesomeness and abundance of Home School co-ops in N MS are changing the way our children learn. Melanie Jenniings offered opportunities for home school families to join Math and Science groups to better prepare students for college. ALSO, support for parents and students transitioning to Home School programs.	Melanie Jennings	12/09/2018 06:01 AM	029:27
HEALTH	COMMUNITY VIEWPOINT - TUPELO	Kat spoke to us about the dire need for blood in N MS She informed listeners on the ease of donating, and ways they can benefit from donating She also promoted local blodod drives in the area.	Kat Rossim	1216/2018 06:02 AM	27:01
EDUCATION	COMMUNITY VIEWPOINT - TUPELO	Zell from The Boys and Girls Club talked about the importance of support for students education outside the class room and how ballroom dancing has made a difference in the grades of some of the Boys and Girls Club members. She also talked about the summer availabilities and oportunities to keep children's minds engaged.	Zell Long	12/23//2018 06:01 AM	28:41
EDUCATION	COMMUNITY VIEWPOINT- TUPELO	Association for Excellence in Education'S goal is to improve education in the Tupelo Public Schools by funding specific programs and initiatives. Kelly Nance talked about the programs the organizations supports, and how the board decides on each program, plus how the public can contribute money or volunteer hours.	Kelly Nance	12/30/2018 06:02 AM	28:52

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 -- ALZHEIMER'S	000:30	003
----	PSA/FILL -- BREAST CANCER MONTH	000:59	001
----	PSA/FILL -- CREDIT	000:30	002
----	PSA/FILL -- USO	000:15	001
----	PSA/FILL -- USO	000:30	001
BULLYING	CRISIS TEXTLINE	000:30	004
COMMUNITY INVOLVEMENT	CRISIS TEXTLINE	000:30	015
COMMUNITY INVOLVEMENT	GLAAD	000:30	003
COMMUNITY INVOLVEMENT	L'OREAL	000:30	008
COMMUNITY INVOLVEMENT	United Way	000:28	001
COMMUNITY INVOLVEMENT	United Way	000:32	003
DISASTER RELIEF	100 ROOFS	000:30	007
DISASTER RELIEF	AD COUNCIL	000:58	001
DISASTER RELIEF	RED CROSS	000:30	016
EDUCATION	United Negro College Fund	000:30	001
Energy Conservation	AD COUNCIL	000:15	007
Energy Conservation	AD COUNCIL	000:29	001
Energy Conservation	AD COUNCIL	000:30	004
Energy Conservation	AD COUNCIL	000:59	005

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Energy Conservation	AD COUNCIL	001:00	006
Financial Literacy	AD COUNCIL	000:15	002
Financial Literacy	AD COUNCIL	000:30	003
Financial Literacy	AD COUNCIL	001:00	002
HEALTH AND FITNESS	AD COUNCIL	000:30	003
HEALTH AND FITNESS	American Acad. of Dermatology	001:00	002
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	001:00	001
HEALTH AND FITNESS	BrightFocus Foundation	001:00	005
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	001
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:31	002
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	001
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	000:15	006
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	000:30	004
HEALTH AND FITNESS	Natl Hispanic Prenatal Hotlin	000:28	003
HEALTH AND FITNESS	Prevent Cancer Foundation	000:30	001
HEALTH AND FITNESS	RED	000:30	003
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	002
LOW-INCOME LEGAL SERVICES	MS Center For Legal Services	000:33	003
MILITARY AND VETERANS	Disabled American Vererans	000:30	013
MILITARY AND VETERANS	Disabled American Vererans	001:00	012
MILITARY AND VETERANS	Help Heal Veterans	000:30	002
MILITARY AND VETERANS	Help Heal Veterans	001:00	005
MILITARY AND VETERANS	Paralyzed Veterans of America	000:15	002
MILITARY AND VETERANS	Paralyzed Veterans of America	000:20	001
MILITARY AND VETERANS	Paralyzed Veterans of America	000:30	005
MILITARY AND VETERANS	Paralyzed Veterans of America	001:00	017
MILITARY AND VETERANS	USO	000:30	001
MILITARY AND VETERANS	USO	000:59	001
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	004

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	WOUNDED WARRIORS	001:00	009
MOTOR VEHICLE SAFETY	PROJECT YELLOW LIGHT	000:30	007
PUBLIC SAFETY	AD COUNCIL	000:10	002
PUBLIC SAFETY	AD COUNCIL	000:15	008
PUBLIC SAFETY	AD COUNCIL	000:30	001
PUBLIC SAFETY	AD COUNCIL	001:00	009
PUBLIC SAFETY	FEMA	000:15	003
PUBLIC SAFETY	FEMA	000:30	003
PUBLIC SAFETY	FEMA	001:00	025
PUBLIC SAFETY	Homeland Security	000:15	003
PUBLIC SAFETY	US Tire Manufacturers Assoc	000:30	003