

WWKZ
Tupelo, MS
Quarterly Issues/Programs List
Fourth Quarter, 2017
01/08/2018

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Quarterly Issues/Programs List

WTUP-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:

- **HEALTH AND FITNESS:** NMS Med Ctr rep spoke on Breast Cancer Month; services & information available
- **Learning/Attention Disorders:** David Savage explores ways to unlock potential of those struggling with attention disorders
- **POVERTY:** Information on community service program to assist low-income families and homeless,

**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 - TUPELO	Information on community service program to assist low-income families and homeless,	Michelle Shepherd	10/01/2017 11:30 PM	029:01
Learning/Attention Disorders	iHM Understood Long Form PSA	David Savage explores ways to unlock potential of those struggling with attention disorders	UNDERSTOOD.ORG	10/15/2017 11:37 PM	030:00
HEALTH AND	COMMUNITY	Leigh Ann Mattox	Leigh Ann Mattox	10/22/2017	029:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
FITNESS	VIEWPOINT - TUPELO	discusses local events & provides participation information for Special		11:39 PM	
HEALTH AND FITNESS	COMMUNITY VIEWPOINT - TUPELO	NMS Med Ctr rep spoke on Breast Cancer Month; services & information available	Shannon Fryery	10/29/2017 11:27 PM	029:01
ARTS & CULTURE	COMMUNITY VIEWPOINT - TUPELO	Tupelo Azalea Club member spoke about various events they support in community	Charles Grace	11/05/2017 11:35 PM	029:12
EDUCATION	COMMUNITY VIEWPOINT - TUPELO	University of MS Education Trainer spoke about early education opportunities	Gena Puckett	11/12/2017 11:37 PM	029:17
YOUTH	COMMUNITY VIEWPOINT - TUPELO	Boys & Girls Club of N MS volunteer organizer provides upcoming fund-raising opp	Dana Peete	11/19/2017 11:35 PM	028:41
POVERTY	COMMUNITY VIEWPOINT - TUPELO	Salvation Army rep covered options/description of how listeners can help w/ Angel T	Jeff Daniel	11/26/2017 11:35 PM	027:48
ARTS & CULTURE	COMMUNITY VIEWPOINT - TUPELO	Tupelo Park & Rec rep gave information on free Christmas lighting tour in city parks	Leigh Ann Mattox	12/03/2017 11:35 PM	029:07
YOUTH	COMMUNITY VIEWPOINT - TUPELO	Big Brothers & Big Sisters of MS rep explained upcoming opportunities during holi	Jerome Jones	12/10/2017 11:39 PM	029:27
SAFETY	COMMUNITY	Tupelo Fire Dept.	Thomas Walker	12/17/2017	029:26

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	VIEWPOINT - TUPELO	rep spoke about ways to help prevent fires during the holidays a		11:36 PM	
HEALTH AND FITNESS	COMMUNITY VIEWPOINT - TUPELO	NMS Med Ctr rep covered sleep apnea and other sleep disorders and explained options	Gary Bell	12/24/2017 11:35 PM	028:12
SAFETY	COMMUNITY VIEWPOINT - TUPELO	Tupelo Police officer explained how fireworks can cause injury to people, animals and	Kartarsha White	12/31/2017 11:37 PM	026:40

**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.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
----	PSA / FILL -- MISC PSA'S	000:30	003
----	PSA/FILL -- ALZHEIMER'S	000:30	002
----	PSA/FILL -- BREAST CANCER MONTH	000:59	001
----	PSA/FILL -- BULLYING PREVENTION	001:00	008
----	PSA/FILL -- CREDIT	000:30	007

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
-----	PSA/FILL -- USO	000:15	003
-----	PSA/FILL -- USO	000:30	004
-----	PSA/FILL -- USO	001:00	005
COMMUNITY INVOLVEMENT	SMALL BUSINESS SATURDAY	000:30	009
EDUCATION	AD COUNCIL	000:10	001
EDUCATION	AD COUNCIL	000:15	003
EDUCATION	AD COUNCIL	000:30	004
EDUCATION	AD COUNCIL	001:00	007
EDUCATION	United Negro College Fund	000:30	004
EDUCATION	United Negro College Fund	001:00	008
Energy Conservation	AD COUNCIL	000:15	009
Energy Conservation	AD COUNCIL	000:29	001
Energy Conservation	AD COUNCIL	000:30	001
Energy Conservation	AD COUNCIL	000:59	007
Energy Conservation	AD COUNCIL	001:00	015
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	001:00	001
Financial Literacy	AD COUNCIL	000:15	004
Financial Literacy	AD COUNCIL	000:30	007
Financial Literacy	AD COUNCIL	000:59	004
Financial Literacy	AD COUNCIL	001:00	011
HEALTH AND FITNESS	AD COUNCIL	000:30	001
HEALTH AND FITNESS	AD COUNCIL	001:00	013
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:59	004
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	001:00	001
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	002
HEALTH AND FITNESS	MennoMedia	001:00	007
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	000:15	003
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	000:30	006
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	001:00	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	Prevent Cancer Foundation	000:30	002
HEALTH AND FITNESS	Prevent Cancer Foundation	001:00	003
HEALTH AND FITNESS	RED	000:30	023
HEALTH AND FITNESS	SAVE THE MALES	000:30	006
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	005
HEALTH AND FITNESS	US Dept Of Health & Human Ser	001:00	005
MILITARY AND VETERANS	Disabled American Vererans	000:30	017
MILITARY AND VETERANS	Disabled American Vererans	001:00	022
MILITARY AND VETERANS	Help Heal Veterans	000:30	004
MILITARY AND VETERANS	Help Heal Veterans	001:00	012
MILITARY AND VETERANS	Paralyzed Veterans of America	000:15	006
MILITARY AND VETERANS	Paralyzed Veterans of America	000:20	002
MILITARY AND VETERANS	Paralyzed Veterans of America	000:30	006
MILITARY AND VETERANS	Paralyzed Veterans of America	001:00	022
MILITARY AND VETERANS	USO	000:59	004
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	009
MILITARY AND VETERANS	WOUNDED WARRIORS	001:00	026
POVERTY	WORLD VISION	001:00	003
PSA	DEPT OF HOMELAND SECURITY	000:30	014
PSA	DO SOMETHING.ORG/HIDE AND SEE	000:28	003
PSA	JED FOUNDATION	000:30	009
PSA	RED	000:29	016
PSA	SPIRIT DAY	000:30	005
PUBLIC SAFETY	AD COUNCIL	000:15	005
PUBLIC SAFETY	AD COUNCIL	000:30	001
PUBLIC SAFETY	AD COUNCIL	001:00	006
PUBLIC SAFETY	FEMA	000:15	006
PUBLIC SAFETY	FEMA	000:30	011
PUBLIC SAFETY	FEMA	001:00	028

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PUBLIC SAFETY	Homeland Security	000:15	001
PUBLIC SAFETY	Homeland Security	001:00	005