

WWKZ
Tupelo, MS
Quarterly Issues/Programs List
First Quarter, 2024
04/09/2024

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:

- **Addiction:** An interview with the MS Council on Problem & Compulsive Gambling
- **Digital Connectivity:** An interview with the Director of the Office of Broadband Expansion and Accessibility of MS
- **Disabilities:** An interview with the MS Dept of Rehabilitation Services
- **Domestic Violence/Trafficking:** An interview with the MS Coalition Against Domestic Violence
- **EDUCATION:** An interview with the Parents Campaign
- **Equality, Civil Rights:** Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started
- **Government Accountability:** An interview with the State Auditor
- **Health:** An interview with the MIND Center at UMMC
- **Insurance:** An interview with the Commissioner of Insurance
- **Law/Crime:** An interview with the Attorney General of MS about legislative issues
- **Public Safety/Weather:** An interview with the National Weather Service about Spring Storm Season
- **Sports/Tourism:** An interview with the MS Sports Hall of Fame director
- **WILDFIRE PREVENTION:** An interview with the State Forester about Wildfire Prevention

**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
Government Accountability	COMMUNITY HEARTBEAT 1-7-24	An interview with the State Auditor	Shad White	01/07/2024 06:01 AM	029:10

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started	M. King III, A. King	01/14/2024 06:43 AM	029:50
EDUCATION	COMMUNITY HEARTBEAT 1- 21-24	An interview with the Parents Campaign	Nancy Loome	01/21/2024 06:00 AM	029:11
Sports/Tourism	COMMUNITY HEARTBEAT 1- 28-24	An interview with the MS Sports Hall of Fame director	BBlackwell	01/28/2024 06:02 AM	029:13
Health	COMMUNITY HEARTBEAT 2- 4-24	An interview with the MIND Center at UMMC	Dr Kim Tarver	02/04/2024 06:01 AM	029:21
Public Safety/Weather	COMMUNITY HEARTBEAT 2- 11-24	An interview with the National Weather Service about Spring Storm Season	Michael Hill	02/11/2024 06:01 AM	028:51
Addiction	COMMUNITY HEARTBEAT 2- 18-24	An interview with the MS Council on Problem & Compulsive Gambling	Betty Greer	02/18/2024 06:00 AM	029:37
Law/Crime	COMMUNITY HEARTBEAT 2- 25-24	An interview with the Attorney General of MS about legislative issues	Lynn Fitch	02/25/2024 06:02 AM	030:03
Digital Connectivity	COMMUNITY HEARTBEAT 3- 03-24	An interview with the Director of the Office of Broadband Expansion and Accessibility of MS	Sally Doty	03/03/2024 06:01 AM	029:20
WILDFIRE PREVENTION	COMMUNITY HEARTBEAT 3- 10-24	An interview with the State Forester about Wildfire Prevention	Russell Bozeman	03/10/2024 06:00 AM	029:30
Insurance	COMMUNITY HEARTBEAT 3- 17-24	An interview with the Commissioner of Insurance	Mike Chaney	03/17/2024 06:01 AM	029:40

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Disabilities	COMMUNITY HEARTBEAT 3-24-24	An interview with the MS Dept of Rehabilitation Services	Chris Howard	03/24/2024 06:01 AM	029:22
Domestic Violence/Trafficking	COMMUNITY HEARTBEAT 3-31-24	An interview with the MS Coalition Against Domestic Violence	LJackson/LMontgomery	03/31/2024 06:01 AM	029:34

**Section II
PUBLIC SERVICE ANNOUNCEMENTS**

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

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	iHM/PSA	000:30	6
	iHM/PSA	000:30	44
	PSA / FILL -- MISC PSA'S	000:30	3
	PSA/FILL -- BULLYING PREVENTION	000:30	4
	PSA/FILL -- BULLYING PREVENTION	001:00	12
	PSA/FILL -- CREDIT	000:30	1
	PSA/FILL -- CREDIT	000:30	5
	PSA/FILL -- HEALTH: ALZHEIMER'S	000:29	1
	PSA/FILL -- TREES FOR FUTURE	000:29	2
	PSA/FILL -- USO	000:14	4
	PSA/FILL -- USO	000:29	7
	PSA/FILL -- USO	000:59	17
CANCER AWARENESS	THE V FOUNDATION	000:28	3
CANCER AWARENESS	THE V FOUNDATION	000:30	6
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	10
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	4
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	12
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	6
COMMUNITY INVOLVEMENT	UNCF	000:30	12
COMMUNITY INVOLVEMENT	United Way	000:28	9
COMMUNITY INVOLVEMENT	WOMEN HEART	000:29	18
EDUCATION	AD COUNCIL	000:30	2
EDUCATION	AD COUNCIL	001:00	19

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
EDUCATION	AD COUNCIL	001:00	12
EDUCATION	United Negro College Fund	000:30	3
EDUCATION	United Negro College Fund	000:30	4
EDUCATION	United Negro College Fund	001:00	21
EDUCATION	United Negro College Fund	001:00	21
Energy Conservation	AD COUNCIL	000:14	4
Energy Conservation	AD COUNCIL	000:14	6
Energy Conservation	AD COUNCIL	000:15	7
Energy Conservation	AD COUNCIL	000:29	2
Energy Conservation	AD COUNCIL	000:30	3
Energy Conservation	AD COUNCIL	000:30	4
Energy Conservation	AD COUNCIL	000:30	5
Energy Conservation	AD COUNCIL	000:59	21
Energy Conservation	AD COUNCIL	001:00	18
Energy Conservation	AD COUNCIL	001:00	21
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:29	1
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:59	19
FINANCIAL COACHING	OPERATION HOPE	000:29	7
Financial Literacy	AD COUNCIL	000:15	5
Financial Literacy	AD COUNCIL	000:30	5
Financial Literacy	AD COUNCIL	000:58	18
Financial Literacy	AD COUNCIL	000:59	15
Financial Literacy	AD COUNCIL	001:00	19
Financial Literacy	AD COUNCIL	001:00	20
Health	PSA/FILL -- LUNG CANCER SCREENING	000:29	1
HEALTH AND FITNESS	AD COUNCIL	000:15	5
HEALTH AND FITNESS	AD COUNCIL	000:30	1
HEALTH AND FITNESS	AD COUNCIL	000:30	2
HEALTH AND FITNESS	AD COUNCIL	000:30	4
HEALTH AND FITNESS	AD COUNCIL	001:00	35
HEALTH AND FITNESS	AD COUNCIL	001:00	15
HEALTH AND FITNESS	American Acad. of Dermatology	000:15	5
HEALTH AND FITNESS	American Acad. of Dermatology	000:30	5
HEALTH AND FITNESS	American Acad. of Dermatology	000:59	22

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	AMERICAN CANCER SOCIETY	000:29	3
HEALTH AND FITNESS	AMERICAN DIABETES ASSOCIATION	000:29	2
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	4
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	6
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:29	2
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	8
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:58	19
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:59	17
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	2
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	3
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	1
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	1
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	16
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	20
HEALTH AND FITNESS	Dept. Health & Human Services	000:14	4
HEALTH AND FITNESS	Dept. Health & Human Services	000:29	2
HEALTH AND FITNESS	Dept. Health & Human Services	000:29	2
HEALTH AND FITNESS	Leukemia & Lymphoma Society	000:30	6
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	18
HEALTH AND FITNESS	MennoMedia	000:29	3
HEALTH AND FITNESS	MennoMedia	000:29	2
HEALTH AND FITNESS	MennoMedia	000:29	4
HEALTH AND FITNESS	MennoMedia	000:29	6
HEALTH AND FITNESS	MennoMedia	000:30	24
HEALTH AND FITNESS	MennoMedia	000:30	5
HEALTH AND FITNESS	MennoMedia	001:00	16
HEALTH AND FITNESS	MennoMedia	001:00	21
HEALTH AND FITNESS	Prevent Cancer Foundation	001:00	15
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:29	2
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	3
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:59	17
MILITARY AND VETERANS	USO	000:58	17
MILITARY AND VETERANS	WOUNDED WARRIORS	000:29	3
MILITARY AND VETERANS	WOUNDED WARRIORS	000:29	4

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	21
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	27
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	10
PUBLIC SAFETY	AD COUNCIL	000:10	4
PUBLIC SAFETY	AD COUNCIL	000:15	6
PUBLIC SAFETY	AD COUNCIL	000:29	2
PUBLIC SAFETY	AD COUNCIL	000:29	2
PUBLIC SAFETY	AD COUNCIL	000:29	2
PUBLIC SAFETY	AD COUNCIL	000:29	2
PUBLIC SAFETY	AD COUNCIL	000:30	5
PUBLIC SAFETY	AD COUNCIL	001:00	16
PUBLIC SAFETY	FEMA	000:15	6
PUBLIC SAFETY	FEMA	000:15	6
PUBLIC SAFETY	FEMA	000:29	1
PUBLIC SAFETY	FEMA	000:30	7
PUBLIC SAFETY	FEMA	000:30	2
PUBLIC SAFETY	FEMA	000:59	13
PUBLIC SAFETY	FEMA	000:59	16
PUBLIC SAFETY	FEMA	001:00	21
PUBLIC SAFETY	FEMA	001:00	18
PUBLIC SAFETY	Homeland Security	000:14	2
PUBLIC SAFETY	Homeland Security	000:30	1
PUBLIC SAFETY	Homeland Security	001:00	17