

WWKZ
Tupelo, MS
Quarterly Issues/Programs List
Fourth Quarter, 2015
12/31/2015

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:

- **Education:** Oren Dunn Spokesperson - tours offered for educational opportunities
- **Health:** Koman For A Cure Spokesperson - Services offered and success stories dealing with breast cancer
- **Economy/Homeless:** Salvation Army Spokesperson - Soup lines/kitchen meals offered free to public
- **Safety:** Tupelo Police Department Spokesperson - Advice and information for victims of domestic violence
- **Pet Health:** Tupelo/Lee Humane Society Spokesperson - Holiday pet ideas and advice
- **Youth Activities:** Tupelo Community Theatre Spokesperson - Haunted Theatre information and opportunities

QUARTERLY ISSUES/PROGRAMS LIST

There follows a listing of some of the significant issues responded to by station WWKZ, Okolona, Mississippi, along with the most significant programming treatment of those issues for the period October 1, 2015 to December 31, 2015. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Issue	Program/Seg	Date	Time	Duration	Description of Program/Seg
Crime	Crime Stoppers	July 1 – Sept 30	9:00am	10 minutes	Deputy Police Chief Alan Gilbert of the Tupelo Police Dept. arrives every Tuesday morning to ask for help solving a recent crime in N MS. He also gives listeners advice on handling potentially dangerous situations. (Pre-recorded earlier)

COMMUNITY VIEWPOINT—A 30-minute public affairs program airing at 6:00am Sundays on WWKZ-FM, WWZD-FM, WTUP-AM, WKMQ-AM and at 11:30pm on WBVV-FM.

<u>Issue</u>	<u>Date</u>	<u>Guest(s)</u>	<u>Organization</u>	<u>Topic</u>
Health	10/4	Cindy Hale	Koman for a Cure	Breast Cancer prevention
Education	10/11	Rae Mathis	Oren Dunn Museum	County History tours
Community	10//18	Steve Miller	TCT	Haunted Theatre
Health	10/25	Jenny Jones	Komen for a Cure	Breast Cancer survivor perks
Community	11/1	Jessica Tucker	Salvation Army Project	Soup Kitchen
Community	11/8	Mallory Smith	CDF	Services and tourism
Education	11/15	Sgt Katarsha White	TPD	Domestic Violence
Community	11/22	Mjr Jeff Daniel	The Salvation Army	Thanksgiving
Community	11/29	Robin Matkin	United Way	Services and agencies
Community	12/06	Deputy Chief Gilbert	TPD	Christmas dos and don'ts
Community	12/13	Susan Gilbert	Salvation Army	Angel Tree
Community	12/20	Donna Jarrell	Humane Society	Gifting pets and holiday care
Health	12/27	Buddy Long	Samaritan's purse	Gift opportunities

The following section lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

PUBLIC SERVICE ANNOUNCEMENTS

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Community	Salvation Army	:30	121
Community	Booneville Fall Fest	:30	113
Family	Fostering	:30	99
Community	Boy Scout Camp Pop Corn	:30	120
Education	Boy Scout Camp Card	:30	108
Health	Race for the Cure	:30	115
Economics	Salvation Army Budgeting Class	: 30	105
Community	Salvation Army Thanksgiving Feast	:30	125
Safety	Holiday tips from the TPD	:30	103
Community	Humane Society	30	89

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Issue	Program/Seg	Date	Time	Duration	Description of Program/Seg
Crime	Crime Stoppers	Oct 1 – Dec 31	9:00am	10 minutes	Deputy Police Chief Alan Gilbert of the Tupelo Police Dept. arrives every Tuesday morning to ask for help solving a recent crime in N MS. He also gives listeners advice on handling potentially dangerous situations. (Pre-recorded earlier)

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Community	Salvation Army	:30	80
Community	Booneville Fall Fest	:30	91
Family	Fostering	:30	84
Community	Boy Scout Camp Pop Corn	:30	107
Education	Boy Scout Camp Card	:30	108
Health	Race for the Cure	:30	115
Economics	Salvation Army Budgeting Class	: 30	72
Community	Salvation Army Thanksgiving Feast	:30	87
Safety	Holiday tips from the TPD	:30	95
Community	Humane Society	30	99