

WWKZ  
Tupelo, MS  
Quarterly Issues/Programs List  
First Quarter, 2019  
04/09/2019

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:

- **EDUCATION:** Rep from local 4-H discussed opportunities for area youth to learn life skills
- **HEALTH & FITNESS:** Guest discussed Juvenile Diabetes and provided listeners with information and resources for those with diabetic children
- **HEALTH AND FITNESS:** United Blood Services rep urged listeners to give blood and shared what to do if in need
- **LOW-INCOME LEGAL SERVICES:** MCLS advised listeners of issues low income families can have addressed free by MCLS
- **POVERTY:** Kay Collins discusses children's hunger and backpack lunch program
- **PUBLIC SAFETY:** Tupelo Fire Chief talked about preventing house fires with colder weather arriving

---

**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
FINANCIAL HELP	COMMUNITY VIEWPOINT	Dr. Jay Allen provided listeners with assistance programs for student load debt	Jay Allen	01/06/2019 06:00 AM	029:04

---

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		and adult education opportunities			
POVERTY	COMMUNITY VIEWPOINT	Kay Collins discusses children's hunger and backpack lunch program, donations, needs	Helping Hands	01/13/2019 06:00 AM	029:53
HEALTH AND FITNESS	All Stations Pub Ser Program-Community Viewpoint	United Blood Services rep urged listeners to give blood and shared what to do if in need	Jared Luent	01/20/2019 06:01 AM	029:46
PUBLIC SAFETY	All Stations Pub Ser Program-Community Viewpoint	Tupelo Fire Chief talked about preventing house fires with colder weather arriving	Thomas Walker	01/27/2019 06:00 AM	028:23
Youth Community Activities	All Stations Pub Ser Program-Community Viewpoint	Boys & Girls Club director spoke on activities offered & how parents could join a child	Lucia Randall	02/03/2019 06:00 AM	025:02
LOW-INCOME LEGAL SERVICES	COMMUNITY VIEWPOINT - TUPELO	MCLS advised listeners of issues low income families can have addressed free by MCLS	Billy Spiller	02/10/2019 06:01 AM	028:55
Youth Community Activities	All Stations Pub Ser Program-Community Viewpoint	Boys & Girls Club director spoke on activities offered & how parents could have child join	Lucia Randall	02/17/2019 06:00 AM	025:02
EDUCATION	All Stations Pub Ser Program-Community Viewpoint	Rep from local 4-H discussed opportunities for area youth to learn life skills	John Price	02/24/2019 06:01 AM	028:23
LOW-INCOME LEGAL SERVICES	COMMUNITY VIEWPOINT - TUPELO	MCLS advised listeners of issues low income families can have addressed free by MCLS	Billy Spiller	03/03/2019 06:00 AM	028:55
PUBLIC SAFETY	Community Viewpoint	North MS Law Enforcement Academy Traffic Instructor spoke on ways newer	Daniel Phillips	03/10/2019 06:00 AM	028:23

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		vehicle technology can help prevent accidents			
HEALTH & FITNESS	COMMUNITY VIEWPOINT - TUPELO	Guest discussed Juvenile Diabetes and provided listeners with information and resources for those with diabetic children	Anna Diffline	03/17/2019 06:00 AM	028:35
EDUCATION	All Stations Pub Ser Program-Community Viewpoint	Rep from local 4-H discussed oportunites for area youth to learn life skills	John Price	03/24/2019 06:01 AM	028:23
LOW-INCOME LEGAL SERVICES	COMMUNITY VIEWPOINT - TUPELO	MCLS advised listeners of issues low income families can have addressed free by MCLS	Billy Spiller	03/31/2019 06:00 AM	028:55

**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
-------	-----------------	-------------	-----------	----------

**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	006
----	PSA/FILL -- ALZHEIMER'S	000:30	002
----	PSA/FILL -- BULLYING PREVENTION	000:30	003
----	PSA/FILL -- BULLYING PREVENTION	001:00	001
----	PSA/FILL -- CREDIT	000:30	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
----	PSA/FILL -- TREES FOR FUTURE	000:30	001
----	PSA/FILL -- USO	000:15	002
----	PSA/FILL -- USO	000:30	001
----	PSA/FILL -- USO	001:00	001
CHILDREN'S HOSPITAL WEEK	CHILDRENS HOSPITAL WEEK	000:29	008
COMMUNITY INVOLVEMENT	CRISIS TEXTLINE	000:30	011
COMMUNITY INVOLVEMENT	PEACE IN THE STREETS	000:31	010
COMMUNITY INVOLVEMENT	United Way	000:28	006
COMMUNITY INVOLVEMENT	United Way	000:32	001
EDUCATION	AD COUNCIL	000:30	002
EDUCATION	AD COUNCIL	001:00	005
EDUCATION	United Negro College Fund	000:30	007
EDUCATION	United Negro College Fund	001:00	004
Energy Conservation	AD COUNCIL	000:15	007
Energy Conservation	AD COUNCIL	000:29	002
Energy Conservation	AD COUNCIL	000:30	007
Energy Conservation	AD COUNCIL	000:59	006
Energy Conservation	AD COUNCIL	001:00	005
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:29	001
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	001:00	003
Financial Literacy	AD COUNCIL	000:15	001
Financial Literacy	AD COUNCIL	000:30	007
Financial Literacy	AD COUNCIL	000:59	003
Financial Literacy	AD COUNCIL	001:00	007
HEALTH AND FITNESS	AD COUNCIL	000:15	005
HEALTH AND FITNESS	AD COUNCIL	000:30	007
HEALTH AND FITNESS	AD COUNCIL	001:00	006
HEALTH AND FITNESS	American Acad. of Dermatology	000:30	002
HEALTH AND FITNESS	American Acad. of Dermatology	001:00	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	005
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	012
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	001:00	003
HEALTH AND FITNESS	BrightFocus Foundation	001:00	002
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	005
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:31	006
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	002
HEALTH AND FITNESS	Dept. Health & Human Services	000:15	009
HEALTH AND FITNESS	Dept. Health & Human Services	000:30	002
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	002
HEALTH AND FITNESS	MennoMedia	000:30	020
HEALTH AND FITNESS	MennoMedia	001:00	004
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	000:15	005
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	000:30	001
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	001:00	003
HEALTH AND FITNESS	Natl Federation of the Blind	000:28	007
HEALTH AND FITNESS	Natl Federation of the Blind	000:29	002
HEALTH AND FITNESS	Natl Federation of the Blind	000:30	003
HEALTH AND FITNESS	Prevent Cancer Foundation	000:30	001
HEALTH AND FITNESS	Prevent Cancer Foundation	001:00	002
HEALTH AND FITNESS	US Dept Of Health & Human Ser	001:00	004
HEALTH AND FITNESS	WOMEN HEART	000:30	017
HI HOW ARE YOU DAY	HI HOW ARE YOU DAY	000:31	007
MILITARY AND VETERANS	Disabled American Vererans	000:30	005
MILITARY AND VETERANS	Disabled American Vererans	001:00	009
MILITARY AND VETERANS	Paralyzed Veterans of America	000:20	001
MILITARY AND VETERANS	Paralyzed Veterans of America	000:30	001
MILITARY AND VETERANS	Paralyzed Veterans of America	001:00	005
MILITARY AND VETERANS	USO	000:30	002

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	001
MILITARY AND VETERANS	WOUNDED WARRIORS	001:00	009
National Science Foundation	PSA/FILL -- DISCOVERY FILES	001:30	083
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	006
PUBLIC SAFETY	AD COUNCIL	000:10	002
PUBLIC SAFETY	AD COUNCIL	000:15	007
PUBLIC SAFETY	AD COUNCIL	000:30	007
PUBLIC SAFETY	AD COUNCIL	001:00	008
PUBLIC SAFETY	FEMA	000:15	003
PUBLIC SAFETY	FEMA	000:30	009
PUBLIC SAFETY	FEMA	001:00	016
PUBLIC SAFETY	Homeland Security	000:30	001
PUBLIC SAFETY	Homeland Security	001:00	002
PUBLIC SAFETY	US Tire Manufacturers Assoc	000:30	003
SAFE DRIVING	PROJECT YELLOW LIGHT	000:30	012