

WWKZ  
Tupelo, MS  
Quarterly Issues/Programs List  
Second Quarter, 2019  
07/09/2019

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:

- **ANIMAL CARE:** Tupelo/Lee Humane Society rep spoke on urgent need for pet vaccinations, spay and neuter programs, and adoption from shelter
  - **CHILD ABUSE:** Faith Haven Shelter supervisor spoke on the need for mentors and foster homes for abused/neglected area children
  - **EDUCATION:** EXCEL, INC. rep spoke on after school and summer program designed to help w/ life skills and tutoring for under privileged area children
  - **HABITAT FOR HUMANITY:** Discussion on what the organization does, plus how people in need can find out more information
  - **HEALTH:** Women First organization speaker gave details on services offered to women with critical and on-going illnesses
  - **POVERTY:** North MS Hunger Coalition rep spoke on how children out of school can get meals, and how listeners can donate
  - **SPECIAL NEEDS:** Special Education Bowling League founder spoke on program offering those with special needs opportunities to participate in athletic activities
  - **Spousal Abuse:** S.A.F.E. worker spoke on how their organization helps women and children in abusive relationships. Details on how to request help were provided.
- 

**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
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Red Cross rep spoke promoting good hydration practices and fire prevention in the coming hot summer days	James Brandt	04/07/2019 06:00 AM	028:27
HABITAT FOR HUMANITY	All Stations Pub Ser Program-Community Viewpoint	Discussion on what the organization does, plus how people in need can find out more information	Michelle Shepherd	04/14/2019 06:00 AM	028:23
POVERTY	All Stations Pub Ser Program-Community Viewpoint	North MS Hunger Coalition rep spoke on how children out of school can get meals, and how listeners can donate	Jason Martin	04/21/2019 06:01 AM	027:35
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Vitalant rep spoke on the area needs during spring and summer months for donated blood, and listed several upcoming blood drives	Kat Rossim	04/28/2019 06:00 AM	029:05
Spousal Abuse	All Stations Pub Ser Program-Community Viewpoint	S.A.F.E. worker spoke on how their organization helps women and children in abusive relationships. Details on how to request help were provided.	Deborah Yates	05/05/2019 06:00 AM	025:22
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Regional Rehab spokesperson gave details on how listeners can request occupational therapy and auditory therapy without charge through their center.	Robbie Parman	05/12/2019 06:00 AM	027:33
POVERTY	All Stations Pub Ser Program-Community Viewpoint	Fulton Food Pantry rep spoke on how needy families can request food and also monetary help with utility bills during coming summer heat.	Bill Jamieson	05/19/2019 06:01 AM	026:52
EDUCATION	All Stations Pub Ser Program-Community Viewpoint	EXCEL, INC. rep spoke on after school and summer program designed to help w/ life skills and tutoring for under privileged area children	Liz Brown	05/26/2019 06:00 AM	027:46
CHILD ABUSE	All Stations Pub Ser Program-Community Viewpoint	Faith Haven Shelter supervisor spoke on the need for mentors and foster homes for abused/neglected area children	Katheryn McKee	06/02/2019 06:00 AM	029:40
POVERTY	All Stations Pub Ser Program-	Mjr. Daniel of Salvation Army gave Breakdowns of summer	Mjr. Jeff Daniel	06/09/2019 06:00 AM	028:23

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Community Viewpoint	activities for needy children during the summer, along with meal schedules.			
ANIMAL CARE	All Stations Pub Ser Program-Community Viewpoint	Tupelo/Lee Humane Society rep spoke on urgent need for pet vaccinations, spay and neuter programs, and adoption from shelter	Rachel Pierson	06/16/2019 06:00 AM	029:43
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Women First organization speaker gave details on services offered to women with critical and on-going illnesses	Sherry Abraham	06/23/2019 06:01 AM	027:31
SPECIAL NEEDS	All Stations Pub Ser Program-Community Viewpoint	Special Education Bowling League founder spoke on program offering those with special needs opportunities to participate in athletic activities	Kristie Kasimakis	06/30/2019 06:00 AM	026:43

**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	005
----	PSA/FILL -- ALZHEIMER'S	000:30	002
----	PSA/FILL -- BULLYING PREVENTION	000:30	006

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
-----	PSA/FILL -- BULLYING PREVENTION	001:00	002
-----	PSA/FILL -- CREDIT	000:30	005
-----	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	003
COMMUNITY INVOLVEMENT	NO KID HUNGRY	000:30	025
COMMUNITY INVOLVEMENT	TAKE YOUR KID TO WORK	000:31	011
COMMUNITY INVOLVEMENT	United Way	000:28	003
COMMUNITY INVOLVEMENT	United Way	000:32	004
EDUCATION	AD COUNCIL	000:30	003
EDUCATION	AD COUNCIL	001:00	009
EDUCATION	United Negro College Fund	000:30	006
EDUCATION	United Negro College Fund	001:00	009
Energy Conservation	AD COUNCIL	000:15	003
Energy Conservation	AD COUNCIL	000:29	001
Energy Conservation	AD COUNCIL	000:30	003
Energy Conservation	AD COUNCIL	000:59	004
Energy Conservation	AD COUNCIL	001:00	012
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:29	001
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	001:00	002
Financial Literacy	AD COUNCIL	000:30	009
Financial Literacy	AD COUNCIL	000:59	006
Financial Literacy	AD COUNCIL	001:00	016
HABITAT FOR HUMANITY	HABITAT FOR HUMANITY	000:31	004
HEALTH AND FITNESS	AD COUNCIL	000:15	002
HEALTH AND FITNESS	AD COUNCIL	000:30	006
HEALTH AND FITNESS	AD COUNCIL	001:00	015
HEALTH AND FITNESS	American Acad. of Dermatology	000:15	003

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
HEALTH AND FITNESS	American Acad. of Dermatology	000:30	002
HEALTH AND FITNESS	American Acad. of Dermatology	001:00	004
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	001
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	003
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:59	002
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	001:00	005
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	004
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:31	005
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	009
HEALTH AND FITNESS	Dept. Health & Human Services	000:15	004
HEALTH AND FITNESS	Dept. Health & Human Services	000:30	005
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	005
HEALTH AND FITNESS	MennoMedia	000:29	002
HEALTH AND FITNESS	MennoMedia	000:30	033
HEALTH AND FITNESS	MennoMedia	001:00	006
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	000:15	002
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	000:30	005
HEALTH AND FITNESS	Natl Assoc Boards of Pharmacy	001:00	012
HEALTH AND FITNESS	Natl Federation of the Blind	000:28	006
HEALTH AND FITNESS	Natl Federation of the Blind	000:29	002
HEALTH AND FITNESS	Natl Federation of the Blind	000:30	005
HEALTH AND FITNESS	Prevent Cancer Foundation	000:30	003
HEALTH AND FITNESS	Prevent Cancer Foundation	001:00	004
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	004
HEALTH AND FITNESS	US Dept Of Health & Human Ser	001:00	007
LOW-INCOME LEGAL SERVICES	MS Center For Legal Services	000:33	002
MENTAL HEALTH	MENTAL HEALTH	000:33	048
MENTAL HEALTH	MENTAL HEALTH	000:35	025
MILITARY AND VETERANS	USO	000:30	001

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
MILITARY AND VETERANS	USO	000:59	009
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	004
MILITARY AND VETERANS	WOUNDED WARRIORS	001:00	012
PUBLIC SAFETY	AD COUNCIL	000:15	009
PUBLIC SAFETY	AD COUNCIL	000:30	003
PUBLIC SAFETY	AD COUNCIL	001:00	012
PUBLIC SAFETY	FEMA	000:15	005
PUBLIC SAFETY	FEMA	000:30	006
PUBLIC SAFETY	FEMA	001:00	018
PUBLIC SAFETY	Homeland Security	000:15	003
PUBLIC SAFETY	Homeland Security	000:30	005
PUBLIC SAFETY	Homeland Security	001:00	003
PUBLIC SAFETY	US Tire Manufacturers Assoc	000:30	001
WORLD WISH DAY	MAKE A WISH	000:29	007
WORLD WISH DAY	WORLD WISH DAY	000:29	025