

WWKZ  
Tupelo, MS  
Quarterly Issues/Programs List  
Fourth Quarter, 2022  
1/10/2023

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:

**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
HUNGER	COMMUNITY HEARTBEAT 10-2-22	An interview with the MS Food Network	Charles Beady	10/02/2022 06:01 AM	029:07
Agriculture	COMMUNITY HEARTBEAT 10-9-22	An interview with the MS Farm Bureau Federation	Mike McCormick	10/09/2022 06:00 AM	029:18
Public Safety/Weather	COMMUNITY HEARTBEAT 10-16-22	An interview with the National Weather Service	Joanne Culin	10/16/2022 06:00 AM	029:12
Domestic Violence/Trafficking	COMMUNITY HEARTBEAT 10-23-22	An interview with the Center for Violence Prevention	Sandy Middleton	10/23/2022 06:00 AM	029:59
Military/Public safety	COMMUNITY HEARTBEAT 10-30-22	An interview about the MS Cybersecurity Initiative	BC John Nipp	10/30/2022 06:00 AM	029:04
Sports/Tourism	COMMUNITY HEARTBEAT 11-6-22	An interview about the MS Sports Hall of Fame	Bill Blackwell	11/06/2022 06:02 AM	029:35
Technology	COMMUNITY HEARTBEAT 11-13-22	An interview with Broadband Expansion & Accessibility of MS	Sally Doty	11/13/2022 06:01 AM	029:13
Insurance	COMMUNITY HEARTBEAT 11-20-22	An interview about health insurance, Medicare	Mike Chaney	11/20/2022 06:01 AM	029:10

Consumers	COMMUNITY HEARTBEAT 11-27-22	An interview with the Better Business Bureau	John O'Hara	11/27/2022 06:00 AM	029:55
Military/Public safety	COMMUNITY HEARTBEAT 12-04-22	An interview about National Guard deployments including hurricane relief	SJohnston-BHowe	12/04/2022 06:01 AM	028:51
Elections	COMMUNITY HEARTBEAT 12-11-22	An interview with the Secretary of State of MS	Michael Watson	12/11/2022 06:01 AM	029:37
Public Safety/Law Enforcement	COMMUNITY HEARTBEAT 12-18-22	An interview with the Commissioner of Public Safety	Sean Tindell	12/18/2022 06:00 AM	029:47
MILITARY	COMMUNITY HEARTBEAT 12-25-22	An interview with the commander of the MS Air National Guard	MG Barry Blanchard	12/25/2022 06:01 AM	029:39

**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
<b>(Insert network and/or syndicator-provided programs lists here.)</b>				

**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	4
	PSA/FILL -- BULLYING PREVENTION	000:30	4
	PSA/FILL -- BULLYING PREVENTION	000:30	1
	PSA/FILL -- BULLYING PREVENTION	001:00	14
	PSA/FILL -- CREDIT	000:30	2
	PSA/FILL -- CREDIT	000:30	2
	PSA/FILL -- HEALTH: ALZHEIMER'S	000:29	1
	PSA/FILL -- USO	000:14	6
	PSA/FILL -- USO	000:29	4
	PSA/FILL -- USO	000:59	12
BREAST CANCER RESEARCH FOUNDA	BREAST CANCER RESEARCH FOUNDA	000:30	13

COMMUNITY INVOLVEMENT	HISPANIC START	000:30	8
COMMUNITY INVOLVEMENT	NATIONAL FAITH & BLUE WEEKEND	000:30	6
COMMUNITY INVOLVEMENT	United Way	000:28	6
COMMUNITY INVOLVEMENT	United Way	000:31	2
DISASTER RELIEF	AD COUNCIL	000:30	5
EDUCATION	AD COUNCIL	001:00	12
EDUCATION	AD COUNCIL	001:00	20
EDUCATION	United Negro College Fund	000:30	3
EDUCATION	United Negro College Fund	000:30	2
EDUCATION	United Negro College Fund	001:00	13
EDUCATION	United Negro College Fund	001:00	14
Energy Conservation	AD COUNCIL	000:14	2
Energy Conservation	AD COUNCIL	000:14	3
Energy Conservation	AD COUNCIL	000:15	4
Energy Conservation	AD COUNCIL	000:29	1
Energy Conservation	AD COUNCIL	000:30	4
Energy Conservation	AD COUNCIL	000:30	3
Energy Conservation	AD COUNCIL	000:30	3
Energy Conservation	AD COUNCIL	000:59	12
Energy Conservation	AD COUNCIL	001:00	9
Energy Conservation	AD COUNCIL	001:00	13
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:59	17
Financial Literacy	AD COUNCIL	000:15	7
Financial Literacy	AD COUNCIL	000:30	5
Financial Literacy	AD COUNCIL	000:30	4
Financial Literacy	AD COUNCIL	000:58	11
Financial Literacy	AD COUNCIL	000:59	9
Financial Literacy	AD COUNCIL	001:00	14
Financial Literacy	AD COUNCIL	001:00	16
GLAAD	GLAAD	000:29	5
HEALTH AND FITNESS	AD COUNCIL	000:15	3
HEALTH AND FITNESS	AD COUNCIL	000:29	4
HEALTH AND FITNESS	AD COUNCIL	000:30	4
HEALTH AND FITNESS	AD COUNCIL	000:30	4
HEALTH AND FITNESS	AD COUNCIL	000:30	1
HEALTH AND FITNESS	AD COUNCIL	001:00	17
HEALTH AND FITNESS	AD COUNCIL	001:00	10
HEALTH AND FITNESS	American Acad. of Dermatology	000:15	8
HEALTH AND FITNESS	American Acad. of Dermatology	000:30	1
HEALTH AND FITNESS	American Acad. of Dermatology	000:59	19

HEALTH AND FITNESS	AMERICAN CANCER SOCIETY	000:29	3
HEALTH AND FITNESS	AMERICAN DIABETES ASSOCIATION	000:29	3
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	8
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	7
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:29	2
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	2
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:58	10
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:59	5
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	2
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	2
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	2
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	15
HEALTH AND FITNESS	Dept. Health & Human Services	000:14	2
HEALTH AND FITNESS	Dept. Health & Human Services	000:29	5
HEALTH AND FITNESS	Dept. Health & Human Services	000:29	4
HEALTH AND FITNESS	Leukemia & Lymphoma Society	000:30	3
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	14
HEALTH AND FITNESS	MennoMedia	000:29	1
HEALTH AND FITNESS	MennoMedia	000:29	2
HEALTH AND FITNESS	MennoMedia	000:29	2
HEALTH AND FITNESS	MennoMedia	000:29	4
HEALTH AND FITNESS	MennoMedia	000:30	28
HEALTH AND FITNESS	MennoMedia	000:30	2
HEALTH AND FITNESS	MennoMedia	001:00	13
HEALTH AND FITNESS	MennoMedia	001:00	16
HEALTH AND FITNESS	Prevent Cancer Foundation	000:29	1
HEALTH AND FITNESS	Prevent Cancer Foundation	001:00	13
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:29	4
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	1
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:59	11
INSPIRING CHILDREN	INSPIRING CHILDREN	000:29	3
MILITARY AND VETERANS	HOME BASE	000:30	15
MILITARY AND VETERANS	USO	000:58	13
MILITARY AND VETERANS	WOUNDED WARRIORS	000:29	2
MILITARY AND VETERANS	WOUNDED WARRIORS	000:29	4
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	12
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	27
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	9

PUBLIC SAFETY	AD COUNCIL	000:10	5
PUBLIC SAFETY	AD COUNCIL	000:15	3
PUBLIC SAFETY	AD COUNCIL	000:29	2
PUBLIC SAFETY	AD COUNCIL	000:29	1
PUBLIC SAFETY	AD COUNCIL	000:30	3
PUBLIC SAFETY	AD COUNCIL	001:00	19
PUBLIC SAFETY	FEMA	000:15	7
PUBLIC SAFETY	FEMA	000:15	4
PUBLIC SAFETY	FEMA	000:29	4
PUBLIC SAFETY	FEMA	000:30	7
PUBLIC SAFETY	FEMA	000:30	2
PUBLIC SAFETY	FEMA	000:59	15
PUBLIC SAFETY	FEMA	000:59	11
PUBLIC SAFETY	FEMA	001:00	11
PUBLIC SAFETY	FEMA	001:00	12
PUBLIC SAFETY	Homeland Security	000:14	2
PUBLIC SAFETY	Homeland Security	000:30	4
PUBLIC SAFETY	Homeland Security	001:00	12
SHINE A LIGHT	SHINE A LIGHT	000:30	5
SUBSTANCE USE RECOVERY	Partnership Promo Inventory	000:30	5
SUBSTANCE USE RECOVERY	PARTNERSHIP TO END ADDICTION	000:29	10
UNCF	UNCF	000:29	5