

WWKZ
Tupelo, MS
Quarterly Issues/Programs List
Fourth Quarter, 2023
1/8/2024

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:

**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
Agriculture	COMMUNITY HEARTBEAT 10-1-23	An interview with the Agriculture Commissioner	Andy Gipson	10/01/2023 06:00 AM	029:51
State Finances	COMMUNITY HEARTBEAT 10-8-23	An interview with the State Treasurer	David McRae	10/08/2023 06:03 AM	029:41
Public Safety/Weather	COMMUNITY HEARTBEAT 10-15-23	An interview with the National Weather Service on fall storm season.	Michael Hill	10/15/2023 06:01 AM	029:03
Childhood Education	COMMUNITY HEARTBEAT 10-22-23	An interview with Reach Out and Read about an early childhood reading initiative.	Marty Martinez	10/22/2023 06:02 AM	029:32
children's health	COMMUNITY HEARTBEAT 10-29-23	An interview with Make a Wish Mississippi	Allison Tyler	10/29/2023 06:02 AM	029:08
Human Trafficking	COMMUNITY HEARTBEAT 11-5-23	An interview with Mississippians Against Human Trafficking	Heather Bradley	11/05/2023 06:02 AM	029:02
Drug Addiction	COMMUNITY HEARTBEAT 11-12-23	An interview with End It For Good about drug addiction	Christina Dent	11/12/2023 06:01 AM	029:58
Adoption	COMMUNITY HEARTBEAT 11-19-23	An interview about adoptions in MS	SBarr DBarr MDavenport	11/19/2023 06:00 AM	029:48
Suicide Prevention	COMMUNITY HEARTBEAT 11-26-23	An interview with the Suicide Watch and Wellness Foundation NEEDS EDIT	Misha McK	11/26/2023 06:01 AM	029:30

Consumer advice	COMMUNITY HEARTBEAT 12-3-23	Holiday shopping advice from the Better Business Bureau	John O'Hara	12/03/2023 06:00 AM	029:24
Health	COMMUNITY HEARTBEAT 12-10-23	An interview about the UMMC transplant program	CAnderson	12/10/2023 06:02 AM	029:11
Public Safety/Weather	COMMUNITY HEARTBEAT 12-17-23	An interview with the National Weather Service about the winter outlook for MS	Michael Hill	12/17/2023 06:03 AM	029:04
Health	COMMUNITY HEARTBEAT 12-24-23	An interview with the MS Cannabis Patients Alliance	Angie Calhoun	12/24/2023 06:01 AM	029:50
State Government	COMMUNITY HEARTBEAT 12-31-23	An interview with the Lt. Governor about the 2024 Legislature	Delbert Hosemann	12/31/2023 06:02 AM	029:33

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	6
	PSA/FILL -- BULLYING PREVENTION	000:30	2
	PSA/FILL -- BULLYING PREVENTION	000:30	7
	PSA/FILL -- BULLYING PREVENTION	001:00	13
	PSA/FILL -- CREDIT	000:30	2
	PSA/FILL -- CREDIT	000:30	3
	PSA/FILL -- HEALTH: ALZHEIMER'S	000:29	3
	PSA/FILL -- TREES FOR FUTURE	000:29	2
	PSA/FILL -- USO	000:14	2
	PSA/FILL -- USO	000:29	4
	PSA/FILL -- USO	000:59	11
BREAST CANCER RESEARCH FOUNDA	BREAST CANCER RESEARCH FOUNDA	000:30	12
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	3
COMMUNITY INVOLVEMENT	SHINE A LIGHT	000:30	8
COMMUNITY INVOLVEMENT	United Way	000:28	10

COMMUNITY INVOLVEMENT	United Way	000:31	3
EDUCATION	AD COUNCIL	000:30	2
EDUCATION	AD COUNCIL	001:00	10
EDUCATION	AD COUNCIL	001:00	16
EDUCATION	United Negro College Fund	000:30	4
EDUCATION	United Negro College Fund	000:30	1
EDUCATION	United Negro College Fund	001:00	10
EDUCATION	United Negro College Fund	001:00	14
Energy Conservation	AD COUNCIL	000:14	1
Energy Conservation	AD COUNCIL	000:14	2
Energy Conservation	AD COUNCIL	000:15	4
Energy Conservation	AD COUNCIL	000:29	2
Energy Conservation	AD COUNCIL	000:30	2
Energy Conservation	AD COUNCIL	000:30	1
Energy Conservation	AD COUNCIL	000:30	3
Energy Conservation	AD COUNCIL	000:59	15
Energy Conservation	AD COUNCIL	001:00	14
Energy Conservation	AD COUNCIL	001:00	10
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:29	1
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:59	13
FINANCIAL COACHING	OPERATION HOPE	000:29	1
Financial Literacy	AD COUNCIL	000:15	4
Financial Literacy	AD COUNCIL	000:30	1
Financial Literacy	AD COUNCIL	000:30	4
Financial Literacy	AD COUNCIL	000:58	8
Financial Literacy	AD COUNCIL	000:59	14
Financial Literacy	AD COUNCIL	001:00	16
Financial Literacy	AD COUNCIL	001:00	16
HEALTH AND FITNESS	AD COUNCIL	000:15	11
HEALTH AND FITNESS	AD COUNCIL	000:30	3
HEALTH AND FITNESS	AD COUNCIL	000:30	2
HEALTH AND FITNESS	AD COUNCIL	000:30	3
HEALTH AND FITNESS	AD COUNCIL	001:00	22
HEALTH AND FITNESS	AD COUNCIL	001:00	11
HEALTH AND FITNESS	American Acad. of Dermatology	000:15	5
HEALTH AND FITNESS	American Acad. of Dermatology	000:30	1
HEALTH AND FITNESS	American Acad. of Dermatology	000:59	15
HEALTH AND FITNESS	AMERICAN DIABETES ASSOCIATION	000:29	1
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	6
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	8

HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	3
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:58	11
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:59	13
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	1
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	001:00	14
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	14
HEALTH AND FITNESS	Dept. Health & Human Services	000:14	4
HEALTH AND FITNESS	Dept. Health & Human Services	000:29	4
HEALTH AND FITNESS	Dept. Health & Human Services	000:29	1
HEALTH AND FITNESS	Leukemia & Lymphoma Society	000:30	2
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	14
HEALTH AND FITNESS	MennoMedia	000:29	3
HEALTH AND FITNESS	MennoMedia	000:29	1
HEALTH AND FITNESS	MennoMedia	000:29	2
HEALTH AND FITNESS	MennoMedia	000:29	5
HEALTH AND FITNESS	MennoMedia	000:30	14
HEALTH AND FITNESS	MennoMedia	000:30	1
HEALTH AND FITNESS	MennoMedia	001:00	15
HEALTH AND FITNESS	MennoMedia	001:00	13
HEALTH AND FITNESS	Prevent Cancer Foundation	000:29	1
HEALTH AND FITNESS	Prevent Cancer Foundation	001:00	15
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:29	6
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	1
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:59	16
HOMEBASE	HOMEBASE	000:30	16
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:29	10
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:30	5
MENTORSHIP & VOLUNTEERING	BIG BROTHERS BIG SISTERS	000:30	5
MILITARY AND VETERANS	USO	000:29	2
MILITARY AND VETERANS	USO	000:58	10
MILITARY AND VETERANS	WOUNDED WARRIORS	000:29	3
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	8
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	25
PUBLIC SAFETY	AD COUNCIL	000:10	4
PUBLIC SAFETY	AD COUNCIL	000:15	6
PUBLIC SAFETY	AD COUNCIL	000:29	5
PUBLIC SAFETY	AD COUNCIL	000:29	1

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	14
PUBLIC SAFETY	FEMA	000:15	5
PUBLIC SAFETY	FEMA	000:15	4
PUBLIC SAFETY	FEMA	000:29	1
PUBLIC SAFETY	FEMA	000:30	6
PUBLIC SAFETY	FEMA	000:59	16
PUBLIC SAFETY	FEMA	000:59	13
PUBLIC SAFETY	FEMA	001:00	10
PUBLIC SAFETY	FEMA	001:00	10
PUBLIC SAFETY	Homeland Security	000:14	1
PUBLIC SAFETY	Homeland Security	000:30	2
PUBLIC SAFETY	Homeland Security	001:00	16
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	8
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	3