

Wbii- Channel 20

1st Quarter

January 2012 - March 2012

Wbii broadcasts four locally-produced public affairs programs listed below. The half-hour magazine format programs address a wide range of subjects of interest to the community, from hard issues and social service topics to human interest stories and culture and entertainment. The programs are broadcasted on an alternating schedule on Wbii Channel 20 on Sunday mornings at 11:00 and 11:30 am.

Wbii determined that the following issues were issues of concern to community that were given significant treatment on the station:

1. Health
2. Culture
3. Education
4. Civic neighborhood
5. Public safety health and welfare
6. Local History and Preservation
7. Municipal Government

County and City View

Issues and topics concerning the community at-large.
Regular air date - first Sunday of the month, 11:00 am
Among the issues discussed gas prices; City and County topics

Midsouth Crossroads

Issues and topics concerning North Mississippi and the Midsouth. Regular air dates - second, third and forth Sunday of the month, 11:00 am. See what's new in the community in the Midsouth.

Mississippi Visions

Issues and topic concerning the State of Mississippi.
Regular air date fist Sunday of the month. Each program will have views from State Senators and Representatives.

Midsouth Magazine

Issues and topics of the history of the Midsouth. The old and the new. Sports to festivals to fairs and entrainment, Tourism. Wbii will take you across the Midsouth. Regular air dates second, third and fourth Sunday of the Month.

Sports Programs

Wbii local school report from the county and city schools. This program give the schools a spotlight on the football and basket ball and what is going on the local schools. Interviews with the school staff. Regular air date last Friday of each month 9:00 - 10:00 pm.

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- MSU Fruit/Veggie Producer Education Seminar, dates 1/5/12 – 2/8/12, run time = :30, Producer Education Seminar
- Safe Inc, dates 1/19/12 – 2/17/12, run time = 30, 5K Run for domestic violence
- Safe Inc, dates 1/19/12 – 2/6/12, run time = 30, Conference to inform churches on domestic violence
- United Way, dates 1/19/12 – 2/16/12, run time = 30, 2011 Campaign Celebration banquet
- Cancer Society, dates 2/2/12 – 5/3/12, run time = 30, Relay for Life
- LeBonheur Hospital, dates 2/2/12 – 5/14/12, run time = :20, Promote presale of MS/LeBonheur car tag
- New Expectation for Women in MS, dates 2/2/12 – 3/8/12, run time = :30, Women of Distinction Lunch
- Salvation Army Empty Bowls, dates 2/7/12 – 2/28/12, run time = :30, fundraiser for Salvation Army
- GEAR UP Mississippi, dates 2/15/12 – 2/24/12, run time = :30, encourage kids/adults to receive higher education (2 PSA's)
- USS MISSISSIPPI COMMISSIONING, dates 3/29/12 – 6/1/12, run time = :30, fundraiser for new Navy Boat
- MS Children's Home Services, 3/26/12 – 12/31/12, run time = :30 in home care
- MS Children's Home Services, 3/26/12 – 12/31/12, run time = :30 residential care
- MS Children's Home Services, 3/26/12 – 12/31/12, run time = :30 adopt/foster