

WZLD
Laurel, MS
Quarterly Issues/Programs List
Third Quarter, 2015
10/01/2015

WZLD
Quarterly Issues/Programs List

WZLD 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:

- **ACLU OF MS:** Keia Johnson talks about the ACLU Town Hall Meeting in Hattiesburg Sept 12
- **ARTS AND THEATRE:** Dr Haley talks about the free events associated with Universty Fourm 2015
- **Black History / Heritage:** Debra Delgado talks about the Mobile St
- **CHILD ADVOCACY:** De De Ellis talks about Child Advocacy services and what situations require special needs for child
- **CHILDRENS ISSUES:** Dr Linda Southward talks about childhood poverty, foster care and other child data issues.
- **CITY GOVERNMENT:** Mayor Hal Marks talks about economic development in Petal along the Parkway
- **COMMUNITY INVOLVEMENT:** David Walker talks about community outreach of University Baptist church
- **CRIME PREVENTION:** Maxine Coleman talks about Hattiesburg's Night Out Against Crime and activities around the event
- **ECONOMIC DEVELOPMENT:** Gen McDowell talks about small business development in South Mississippi
- **EDUCATION ISSUES:** Dr Matt Dillon with Petal Schools talks about the new school year in our area.
- **EMERGENCY PREPAREDNESS:** John McFarland updates us on the work of the Red Cross and summer hear relief and storm assistance
- **FIRE SAFETY:** Howard Kitchens with LFD talks about fire training in hot weather and summer fire safety tips.
- **GOVERNMENT - STATE LEGISLATUR:** Sen Hudson talks about the recently complete Legislative Session and the new laws that are effectiv

- **HANDICAPPED CITIZENS:** Atty Angela Morris discusses Service Dogs Program for the handicapped and sigh imparired
- **HEALTH AND NUTRITION:** Lacy Saul, Dietician talks about nourishment during hot summer months and health issues that may oc
- **HUNGER AND POVERTY:** Vaness Hinto discusses works of Christian Services and the emphanis on hunger in our local area
- **LOCAL HISTORY:** Kelly Roberts talks about Heritage Fest Marion Cty Historical Sociiety
- **MILITARY AND VETERANS:** NSO Gary Gray talks about the DAV Mobile Srvc, benefits and the stops in our local area
- **PUBLIC EDUCATION:** Kris Thornhill talks about the summer reading and other programs available at the local libraries
- **PUBLIC SAFETY:** Sgt Carahand talks about the Laurel PD Night Out Against Crime and the benefits to safety
- **STATE ECONOMY ISSUES:** Hannah Roberts Miss Mississippi discusses her reign and the platform she has chosen
- **SUICIDE PREVENTION:** (No issue/program description given.)
- **UNITED WAY OF S E MS:** Stacie Cox talks about the Can Payne food drivefrom the United Way
- **VOLUNTEERISM:** Teresa Erickson talks about National Day of Service and the local oportunites for communy volunte

**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 |
|-------------------------------|----------------------|---|----------------------------|---------------------|----------|
| GOVERNMENT - STATE LEGISLATUR | HOTLINE SEG 1 070515 | Sen Hudson talks about the recently complete Legislative Session and the new laws that are effectiv | MS Senator Billy Hudson | 07/05/2015 07:01 AM | 016:59 |
| PUBLIC EDUCATION | HOTLINE SEG 2 | Kris Thornhill talks about the summer | Kris Thornhill - Librarian | 07/05/2015 07:22 AM | 015:04 |

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|----------------------|----------------------------|---|-------------------------------|------------------------|----------|
| | 070515 | reading and other programs available at the local libraries | | | |
| CRIME PREVENTION | HOTLINE SEG 1 071215 | Maxine Coleman talks about Hattiesburg's Night Out Against Crime and activities around the event | Maxine Coleman - City Hatties | 07/12/2015 07:00 AM | 017:06 |
| ECONOMIC DEVELOPMENT | HOTLINE SEG 2 071215 | Gen McDowell talks about small business development in South Mississippi | MITCH MCDOWELL - MS SMALL BUS | 07/12/2015 07:21 AM | 014:39 |
| FIRE SAFETY | HOTLINE SEG 1 071915 | Howard Kitchens with LFD talks about fire training in hot weather and summer fire safety tips. | HOWARD KITCHENS - LFD | 07/19/2015 07:00 AM | 017:38 |
| CHILD ADVOCACY | HOTLINE SEG 2 071915 | De De Ellis talks about Child Advocacy services and what situations require special needs for child | De De Ellis - Kids Hub Advoca | 07/19/2015 07:22 AM | 016:45 |
| CHILDRENS ISSUES | HOTLINE SEG 1 072615 | Dr Linda Southward talks about childhood poverty, foster care and other child data issues. | DR LINDA SOUTHWARD - CHILD PS | 07/26/2015 07:02 AM | 013:12 |
| LOCAL HISTORY | HOTLINE SEG 2 072615 | Kathy Goss talks about local southern history and activities of the genealogy society. | KATHY GOSS SO MS HIST SOC | 07/26/2015 07:20 AM | 017:24 |
| CITY GOVERNMENT | HOTLINE SEG 1 080215 | Mayor Hal Marks talks about economic development in Petal along the Parkway | MAYOR HAL MARKS PETAL MS | 08/02/2015 07:00 AM | 015:14 |
| HEALTH AND NUTRITION | HOTLINE SEG 2 080215 | Lacy Saul, Dietician talks about nourishment during hot summer months and health issues that may oc | Lacey Saul - MS DOH Dietician | 08/02/2015 07:19 AM | 015:16 |
| EDUCATION ISSUES | HOTLINE SEG 1 080915 | Dr Matt Dillon with Petal Schools talks about the new school | Dr Matt Dillon - Petal School | 08/09/2015 07:01 AM | 014:11 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|------------------------|----------------------|---|-------------------------------|---------------------|----------|
| | | year in our area. | | | |
| EMERGENCY PREPAREDNESS | HOTLINE SEG 2 080915 | John McFarland updates us on the work of the Red Cross and summer hear relief and storm assistance | John McFarland - Am Red Cross | 08/09/2015 07:18 AM | 023:19 |
| ARTS AND THEATRE | HOTLINE SEG 1 081615 | Dr Ford discusses the new exhibits shceduled for WCU and planned thearte productions | DR ED FORD WCU ART GALLERY | 08/16/2015 07:00 AM | 010:57 |
| HUNGER AND POVERTY | HOTLINE SEG 2 081615 | Vaness Hinto discusses works of Christian Services and the emphanis on hunger in our local area | VANESSA HENSON - CHRISTIAN SR | 08/16/2015 07:15 AM | 019:40 |
| STATE ECONOMY ISSUES | HOTLINE SEG 1 082315 | Hannah Roberts Miss Mississippi discusses her reign and the platform she has chosen | HANNAH ROBERTS MS MISS | 08/23/2015 07:00 AM | 012:39 |
| HANDICAPPED CITIZENS | HOTLINE SEG 2 082315 | Atty Angela Morris discusses Service Dogs Program for the handicapped and sigh imparired | Atty Angela Davis - Srvc Dogs | 08/23/2015 07:17 AM | 018:42 |
| VOLUNTEERISM | HOTLINE SEG 1 083015 | Teresa Erickson talks about National Day of Service and the local opportunites for communty volunte | T ERICKSON Greater PB Foundat | 08/30/2015 07:02 AM | 016:55 |
| COMMUNITY INVOLVEMENT | HOTLINE SEG 2 083015 | David Walker talks about community outreach of University Baptist church | DAVID WALKER COMMUNITY SRVC | 08/30/2015 07:23 AM | 017:20 |
| UNITED WAY OF S E MS | HOTLINE SEG 1 090615 | Stacie Cox talks about the Can Payne food drivefrom the United Way | STACIE COX - UNITED WAY | 09/06/2015 07:03 AM | 010:54 |
| ACLU OF MS | HOTLINE SEG 2 090615 | Keia Johnson talks about the ACLU Town Hall Meeting in Hattiesburg Sept 12 | Keia Johnson - ACLU MS | 09/06/2015 07:17 AM | 020:53 |
| PUBLIC SAFETY | HOTLINE SEG 1 | Sgt Carahand talks about the Laurel PD | SGT SHARON CARAHAND | 09/13/2015 06:59 AM | 010:21 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|--------------------------|----------------------------|---|-------------------------------|------------------------|----------|
| | 091315 | Night Out Against Crime and the benefits to safety | LRL PD | | |
| MILITARY AND VETERANS | HOTLINE SEG 2 091315 | NSO Gary Gray talks about the DAV Mobile Srvc, benefits and the stops in our local area | NSO GARY GRAY DAV | 09/13/2015 07:13 AM | 021:05 |
| SUICIDE PREVENTION | HOTLINE SEG 1 092015 | Dr Linda Vasquez discusses possible causes and signs of suicide in today's world | Dr. Linda Vasquez DREAM | 09/20/2015 07:01 AM | 009:00 |
| ARTS AND THEATRE | HOTLINE SEG 2 092015 | Dr Haley talks about the free events assoicated with Universty Fourm 2015 | Dr Andrew Haley Univ Forum | 09/20/2015 07:14 AM | 020:05 |
| LOCAL HISTORY | HOTLINE SEG 1 092715 | Kelly Roberts talks about Heritage Fest Marion Cty Historical Sociiety | MARION CTY HISTORICAL SOCIETY | 09/27/2015 07:03 AM | 010:25 |
| Black History / Heritage | HOTLINE SEG 2 092715 | Debra Delgadio talks about the Mobile St | MOBILE ST HERITAGE ASSOC | 09/27/2015 07:18 AM | 022:32 |

**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 |
|---------------|-----------------|------------------|----------------------|----------|
| LOCAL NEWS | RANDY BELL NEWS | MON-FRI 6AM-10AM | 60 MINUTES PER WEEK | |
| LOCAL WEATHER | WX CHANNEL | MON-SUN 6AM-7PM | 72 MINUTEST PER WEEK | |

**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 |
|----------------------------|-------------------------------|-----------------|-------------|
| BULLYING | AD COUNCIL | 000:30 | 001 |
| BULLYING | AD COUNCIL | 001:00 | 001 |
| CHILD SAFETY | NAT HIGHWAY TRAFFIC SAFETY AD | 000:15 | 006 |
| COMMUNITY INVOLVEMENT | 9/11 NATIONAL DAY OF SERVICE | 000:30 | 011 |
| COMMUNITY INVOLVEMENT | RUN TO REMEMBER | 000:31 | 002 |
| EMERGENCY PREPAREDNESS | FEMA | 000:15 | 015 |
| FAMILY | AD COUNCIL | 001:00 | 001 |
| HEALTH AND FITNESS | ANEURYSM OUTREACH | 000:25 | 002 |
| HEALTH AND FITNESS | Greater Than Aids PA | 000:31 | 001 |
| HIGH SCHOOL EDUCATION | MS H S A A | 000:30 | 012 |
| JOB PLACEMENT | gradsoflife.org | 000:15 | 011 |
| LITERACY | AD COUNCIL | 001:00 | 001 |
| MILITARY AND VETERANS | SELECTIVE SERVICE ADMINISTRAT | 000:30 | 002 |
| MILITARY AND VETERANS | SHOW YOUR STRIPES | 000:29 | 013 |
| MILITARY AND VETERANS | SHOW YOUR STRIPES | 000:30 | 024 |
| NATURE AND THE ENVIRONMENT | US FOREST SERVICE | 000:15 | 006 |
| PUBLIC SAFETY | PROPANE EDUCATION RESEARCH CO | 000:30 | 002 |
| TRAVEL SAFETY | AD COUNCIL | 000:30 | 003 |

ALSO ATTACHED ARE COMMUNITY EVENTS THAT WERE ANNOUNCED "LIVE" ON THE DAYS PRECEDING THE DAY/TIME OF THE EVENT.

ON AIR FODDER REVISED 7/9//2015 "FOR MORE, VISIT -----(KEYWORD: 4-1-1)"
****If your school, civic group or non-profit needs publicity- send us the info today!****

EMAIL DETAILS TO: PB411@iheartmedia.com

PSA: (tfn)

The Petal Fire Department is seeking homes that need street numbers. All houses inside the city limits are required and having visible house numbers saves lives in emergencies. For complete info, contact City Hall at 601-545-1776 or No. 1 Fire Station at 601-705-0908.

Friday there's a BBQ fundraiser for Adam Cochran and Kayla Moseley, both suffer from a rare eye disease only treatable in Canada. Tickets for the BBQ plates are just \$10 and can be picked up at Kim's No Bull in Laurel. Tickets are also available at Kim's for a bull riding event Saturday in Laurel that will benefit Adam and Kayla, too

JULY 11

Highland Baptist Church in Laurel will host its 4th annual Summer Jam on Saturday, July 11th from 9-3. Summer Jam is a community-wide Car and Bike Show with live bands, free food, and fun and games for the kids. The event is free. Car entry fee is a donation to the Mississippi Children's Home, this year's charity focus.

(6/1-7/31) SUMMER FOOD PROGRAM

Schools almost over for this year- ~~It's~~ It's time for the Summer Food Service Program partnered through the Mississippi Department of Education - Office of Child Nutrition. Meals will be provided to all children ages 18 and under without charge and are the same for all children. Program is held from June 1, 2015 - July 31st at several area schools.

"Keys for a Cause" to benefit Kids Hub Child Advocacy Center. Three evenings of amazing piano and vocals with Phillip Fortenberry and Rebecca Spencer, at Southern Oaks House and Gardens in Hattiesburg. There will be 3 performances, Friday, July 17th, Saturday, July 18th and Sunday, July 19th. Doors open at 6:30, show at 7pm. Tickets \$35 by visiting kidshubms.com Kids Hub is an advocate for children that have been victims of child abuse.

The Mississippi Run to Remember is a 5K Run/Walk in Downtown Hattiesburg created to honor the fallen officers across Mississippi, and to remember the officers who continue to serve and protect our communities daily. The goal to make sure all money raised goes exactly where it should! This year, funds raised will be split between the Mississippi Law Enforcement Officer's Memorial located in Jackson, Mississippi and the Tate and Deen Memorial Fund set up at The First Bank. To register, visit www.msr2r.com or print out this form and mail it to the address listed on the form.

(JULY 21) Instant Tennis - Adult Beginners' Tennis Clinic

Learn to play tennis in 12 weeks! Marc Lux will be offering Instant Tennis, an adult beginners' tennis clinic, at the Tatum Park Tennis Complex in Hattiesburg. The clinics will be held for twelve consecutive weeks on Tuesdays at 6:00pm beginning Tuesday, July 21st. There will be six weeks of instruction followed by six weeks of supervised match play. contact Greg Butler at greg@pinebelttennis.com or 601-433-4205.

(7/8-10) JCJC cheer camp

JCJC is hosting its annual Bobcat Cheer Camp July 8-10, in the Thoms P.E. Building. Camp cost is \$75 and meals are not included. For more information, contact JCJC cheerleading coach Kayla Hankins at 601-477-4026 or visit www.jcjcathletics.com, go to "For Fans" and click on the Cheerleading page.

ON AIR FODDER REVISED 8-18//2015 "FOR MORE, VISIT -----(KEYWORD: 4-1-1)"

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(AUGUST) \$20 FIX FOR PITS

Do the healthy thing for your pet! Get your Pit Bull or Pit Bull mix fixed for just \$20 this August because unplanned litters create millions of pets with no place to call home. Primp Your Pit! Call Southern Pines Spay & Neuter Clinic at 601-544-5678. Funded by PetSmart Charities. Thanks to the PetSmart Charities grant, Southern Pines Spay & Neuter Clinic will provide 180 "Primp Your Pit" sterilizations for \$20 in August. Please call 601-544-5678 for more information or to schedule an appointment.

(Sat. 8/22) Habitat 10k Drawdown, 5k, poker run and more

Habitat for Humanity is hosting the annual 10-thousand dollar Drawdown this Saturday! The fun starts at 7am with a 5k and Superhero fun run. Each participant gets a ticket for the drawdown!

The Redline Riders Motorcycle Club is hosting a poker run for Habitat. Registration starts at 8am at Hattiesburg Cycles and kickstands up at 9am.

The Family Festival starts at 10am at Walthall Park and goes till 10pm when the winning ticket is drawn.

Tickets are \$20 each or 6 for \$100 and ALL DONATIONS ARE TAX DEDUCTIBLE. 601-582-HOME

(aug. 22) JCJC Bobcat Cheer Camp

The Jones County Junior College cheerleaders will host a "Become a Bobcat Cheerleader" clinic on Aug. 22 in the P.E. Building on the JCJC campus. There will be two clinics available on that day. All of the cheerleader clinic participants will perform the fight song, cheers and chants with the JCJC cheerleaders at 6:30 p.m. on Aug. 29 at Bobcat Stadium/Sim Cooley Field, prior to the Northwest at JCJC football game.

(sat. 8/29) Dog Days 5k and 2 Mile Walk Sat. August 29, at 7:30 am at Kamper Park, Hattiesburg Benefiting Hub City Service Dogs – There will be lots of door prizes, breakfast provided by Topher's, a Run-by Dog pageant (dogs to be identified during the run/walk by participants bib numbers), technical running shirts, 5 year age categories and awards for runners/walkers with dogs AND without dogs.

(SAT. 8/29) Southern Pines Animal Shelter takes part in Squirt, Splash n Dash 5k

Registration starts at 8am in the parking lot of Academy on 98 west. Forms are available at the shelter or online at [facebook.com/squirtndash](https://www.facebook.com/squirtndash)

Night at the Races, a fundraiser for Purposeful Refuge, will be held on Saturday, August 29, at 7 pm at the Hattiesburg Country Club. Purposeful Refuge is a children's therapeutic ranch that provides equestrian therapy in the Pine Belt. Faux horse races will appear on the big screen and you can sponsor and cheer for your own horse. Tickets are \$25 and include admission, hors d'oeuvres, beverages, and a silent auction. For tickets, call 601-818-2460 or visit purposefulrefuge.com.

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The ACLU is hosting a public meeting in Hattiesburg Sept. 10th to address citizen rights as related to police misconduct, inadequate education services, affordable access to health care and many more topics. Please join the American Civil Liberties of Mississippi for a "Civil Rights Community Town Hall Meeting" in Hattiesburg **Thursday, September 10th** at The Jackie Dole Sherill Community Center from 5:30-8pm. Our job is to fight for the rights of all Mississippians! (Refreshments will be provided)

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Hattiesburg, September 16, 2015: Brown Bottling Group is pleased to partner with Muscle Milk to present a \$15,000 check to North Forrest High School's athletic program at the school on Friday, September 18, 2015 at 1:30 in the afternoon. This Mississippi school was one of 19 that was selected to receive funds through the Muscle Milk Recovery Grant. The program received more than 450 essay submissions from high schools in need across the country.

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September 19: Zachary Little Memorial Bike Ride & 5K Run/Walk

Registration begins at 7:00 a.m. on the Long Leaf Trace - starting at the Sumrall Station. Zachary Little was 11 years old when he passed away with Medulloblastoma (brain cancer). This fund benefits St. Jude Children's Hospital, Blair Batson Children's Hospital, Catch-A-Dream Foundation, and a Scholarship program. Proceeds from this race not only honor the memory of this precious child, but also supports other children in need. Click here for the registration form. <http://files.ctctcdn.com/2b13286d001/e18f9ce7-21c3-497c-9a59-bfaa1d31990e.pdf>

(Sat. Oct. 3) The Marion County Historical Society presents the 50th annual Heritage Fest, Sat. October 3rd from 9:00am to 5:00pm at Columbia Friendship Park. The MCHS Heritage Fest is a traditional family festival, hosting a variety of vendors, delicious food, a wonderful array of entertainment and community fellowship.

(Oct. 3-14-17) October is Domestic Violence Awareness Month, and the HPD is hosting some events to raise money for the Domestic Abuse Family Shelter (DAFS). Sat. Oct. 3rd at 8am, there's a 5k and 1 mile fun walk starting at Town Square Park. More info at www.Hattiesburgdst.org Wed. Oct. 14th 6-8:30pm, Domestic Violence Vigil at the Sherrill Center and Sat. Oct. 17th a Women's Awareness and Response course at the Police academy at Chain Airport.

On Saturday, October 10th the Rotary Club of Hattiesburg will host its 3rd Annual BIKE-A-THON to benefit Extra Table. The race will begin and end at the Longleaf Trace Gateway at Southern Miss. There will be 100 and 60-mile rides beginning at 7:30 a.m. and a 30-mile ride beginning at 8:00 a.m. In addition to the ride, a pre-race party is being held in conjunction with the Historic Hattiesburg Downtown and Neighborhood Associations, on Friday, October 9. The event begins at 7pm at Walthall Park and will include live entertainment and food sponsored by The Cadillac Pig.

(10/22) JCJC holds Fall baseball league

Jones County Junior College will hold its annual Fall League Baseball Camp at Community Bank Park. The camp is for players in grades 9-12. Games will be played on Monday, Tuesday and Thursday starting Oct. 26 through Nov. 13. Registration forms are available at www.jcjcathletics.com, go to "Baseball" and click on "Fall League Camp"

(10/3) Laurel recruiting vendors for Loblolly Festival

Laurel Main Street is calling on all organizations and activity, food and crafts vendors interested in a space to register for the 2015 Loblolly Festival taking place Saturday, October 3 in downtown Laurel from 9:00 a.m. until 5:00 p.m. All registration forms, with the price for the corresponding type of booth, can be found on the organization's website at www.LaurelMainStreet.com.

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(Tues-Wed) JCJC hosts blood drive

The Jones County Junior College and United Blood Services Fall Blood Drive is going on through Wednesday, Sept. 30 from 8:30 a.m. - 4 p.m. in the P.E. Building on the JCJC campus. Door prizes will be given out every hour with a grand prize of \$25 at the end of each day. Community members are welcome to join faculty, staff, and students in donating. Appointments can be made at www.bloodhero.com (sponsor code: JCJC).

(Sat. 10/3) Loblolly Festival downtown Laurel

Laurel Main Street presents the 2015 Loblolly Festival this Saturday, October 3 from 9:00 a.m. until 5:00 p.m. This free event highlights Laurel's heritage through regional food, vendors and musical acts unique to the Pine Belt. Many of the streets downtown will close on Saturday, allowing guests to peruse over 75 vendors. The live music will start at 11:00 a.m. with The Strays followed by the Down South Band and Mississippi blues man Tommie "T-Bone" Pruitt plus Magnolia Drive, a southern-style bluegrass band.

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(10/12-17) USM Homecoming week

Southern Miss Homecoming Week starts Oct. 12th. The whole campus and its organizations participate in fun, friendly competitions. For example, on that Monday (Oct. 12th) at 7:00 PM, we have a massive dance competition called Bring it on Eagle Style. Every team has a few weeks to put together a Southern Miss spirit routine and perform it in front of hundreds of people at the Reed Green Coliseum.

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(Flu season is here.) But there's still time to consider getting a flu shot to help reduce your chances of catching this season's flu. According to the U.S. Department of Health & Human Services, the flu shot is the best protection against contracting the flu. The cost of a flu shot is often covered by your health plan. Check your benefits documents and with your health plan and schedule an appointment today by calling your