

WZLD
Laurel, MS
Quarterly Issues/Programs List
Fourth Quarter, 2016
12/31/2016

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:

- **ARTS AND THEATRE:** Shaun Ferrell talks about music appreciation events of the library, history of the Beatles feature
- **Better Business Beau:** October is Cyber Security Month. Methods of securing your cyber identity.
- **Breast Cancer Awareness:** Dir. Breast Center Breast Cancer Awareness Month
- **CHARITABLE DONATIONS:** Setup endowments for favored charities and non-profits.
- **CHILD ADOPTION:** How BCS assist with adoption.
- **CHILDRENS ISSUES:** Funding 19 projects for children in need.
- **Christian Charity Work:** Discussed mission projects of the association in Lamar Co.
- **DIABETES FOUNDATION OF MS:** Information about types, and treatments available.
- **DOMESTIC ABUSE:** Sarah Holifield talked about domestic abuse and how its impact locally - the family shelter
- **DRUG AND ALCOHOL ADDICTION:** Relates the story of losing his son to a drug overdose. Shares advice for parents of addicts.
- **ENVIRONMENTAL ISSUES:** Dr Keiendintz talks about the Paris Accord regarding climate change and articles to the convention
- **FIRE SAFETY:** Battalion Chief Mooney talks about October Fire Safety Month and most common fire causes and prevent
- **HANDICAPPED CITIZENS:** Working with kids and adults with disabilities and their parents.

- **HEALTH AND NUTRITION:** Healthy eating during the holidays.
- **Homelessness:** The Coalitions' programs to help homeless people in the Pine Belt area.
- **HUMAN TRAFFICKING:** How citizens can identify possible victims of human trafficking and what they can do.
- **MENTAL HEALTH ISSUES:** Discussion of holiday stress and depression.
- **MILITARY AND VETERANS:** Jake Sanford with Veterans Outreach talks about purpose of the program and how it benefits veteran
- **Miss. Mississippi:** Her story of becoming Miss Mississippi and competing for Miss America.
- **POVERTY:** Cathy Clem talks about Good Samaritan poverty assistance for the Holidays, homelessness, hunger
- **UNITED WAY OF S E MS:** Needs for the holiday season, and services provided to those in need.
- **Weather Safety:** Mississippi Fall Severe Weather Preparedness Week.

**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
Breast Cancer Awareness	Hotline Seg. 1 100216	Dir. Breast Cancer Center Breast Cancer Awareness Month	Dr. William A. Whitehead	10/02/2016 07:02 AM	016:43
Miss. Mississippi	Hotline Seg. 2 100216	Her story of becoming Miss Mississippi and competing for Miss America.	Laura Leigh Lewis - 2016 MsMS	10/02/2016 07:22 AM	015:00
ENVIRONMENTAL ISSUES	HOTLINE SEG 2 100916	Dr Keiendintz talks about the Paris Accord regarding climate change and articles to the convention	DR MARK KLEINDITNTZ	10/09/2016 07:03 AM	016:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
MILITARY AND VETERANS	HOTLINE SEG 2 100916	Jake Sanford with Veterans Outreach talks about purpose of the program and how it benefits veteran	JAKE SANFORD VET OUTREACH	10/09/2016 07:25 AM	013:32
FIRE SAFETY	HOTLINE SEG 1 101616	Battalion Chief Mooney talks about October Fire Safety Month and most common fire causes and prevent	Steven Mooney - Fire Marshall	10/16/2016 07:04 AM	018:16
DOMESTIC ABUSE	HOTLINE SEG 2 101616	Sarah Holifield talked about domestic abuse and how its impact locally - the family shelter	SARAH HOLIFIELD - DAFS	10/16/2016 07:26 AM	013:40
Better Business Beau	Hotline Seg. 1 102316	October is Cyber Security Month. Methods of securing your cyber identity.	JOHN O HARA BBB of MS	10/23/2016 07:00 AM	021:43
HANDICAPPED CITIZENS	Hotline Seg. 2 102316	Working with kids and adults with disabilities and their parents.	Emily Hodges - ARC of So MS	10/23/2016 07:26 AM	012:17
CHARITABLE DONATIONS	Hotline Seg. 1	Setup endowments for favored charities and non-profits.	TERESA ERICKSON	10/30/2016 07:02 AM	018:00
Weather Safety	Hotline Seg. 2	Mississippi Fall Severe Weather Preparedness Week.	Chad Entremont - NWS	10/30/2016 07:25 AM	015:11
CHILDRENS ISSUES	Hotline Seg. 1 - 110616	Funding 19 projects for children in need.	Summer Eades, Jr. Aux	11/06/2016 07:02 AM	018:26
CHILD ADOPTION	Hotline Seg. 2 - 110616	How BCS assist with adoption.	BETHANY CHRISTIAN SERVICES	11/06/2016 07:26 AM	012:04
DRUG AND ALCOHOL ADDICTION	Hotline Seg. 1	Relates the story of losing his son to a drug overdose. Shares advice for parents of addicts.	James Moore	11/13/2016 07:04 AM	018:39
DIABETES FOUNDATION OF MS	Hotline Seg. 2	Information about types, and treatments available.	Arina McClain	11/13/2016 07:27 AM	013:04

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Christian Charity Work	Hotline Seg. 1 120416	Discussed mission projects of the association in Lamar Co.	Danny Henderson-Lamar Co. Bap	12/04/2016 07:02 AM	013:05
HEALTH AND NUTRITION	Hotline Seg. 2 120416	Healthy eating during the holidays.	Dr. Cara Rouse, PRCC	12/04/2016 07:19 AM	018:06
UNITED WAY OF SEMS	Hotline Seg. 1 - 121116	Needs for the holiday season, and services provided to those in need.	Barbara Johnson United Way	12/11/2016 07:05 AM	015:06
MENTAL HEALTH ISSUES	Hotline Seg. 2 - 121116	Discussion of holiday stress and depression.	SHARON STAHLER MENTAL HEALTH	12/11/2016 07:24 AM	016:16
Homelessness	Hotline Seg. 1 121816	The coalitions' programs to help homeless people in the Pine Belt area.	Amy Ricedorff Homeless Council	12/18/2016 07:02 AM	015:33
HUMAN TRAFFICKING	Hotline Seg. 2 121816	How citizens can identify possible victims of human trafficking and what they can do.	Sharron Robbins - Adv.for Fre	12/18/2016 07:25 AM	013:32
POVERTY	HOTLINE SEG 1 122516	Cathy Clem talks about Good Samaritan poverty assistance for the Holidays, homelessness, hunger	Cathy Clem - Good Samaritan	12/25/2016 07:03 AM	015:22
ARTS AND THEATRE	HOTLINE SEG 2 122516	Shaun Ferrell talks about music appreciation events of the library, history of the Beatles feature	Shaun Ferrell - Library-Hbg.	12/25/2016 07:23 AM	014:20

**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
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ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
LOCAL NEWS 60 MINUTES PER WEEK		RANDY BELL NEWS	MON-FRI 6AM-10AM	
LOCAL WEATHER 72 MINUTEST PER WEEK		WX CHANNEL	MON-SUN 6AM-7PM	

**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
CHILD SAFETY	NAT HIGHWAY TRAFFIC SAFETY AD	000:15	001
COMMUNITY INVOLVEMENT	SMALL BUSINESS SATURDAY	000:30	006
Education	SUMMER LEARNING	000:31	005
HEALTH AND FITNESS	iHEART RED	000:31	003
HIGH SCHOOL EDUCATION	MS H S A A	000:30	001
JOB PLACEMENT	GOVERNOR'S JOB FAIR NETWORK	000:31	001
JOB PLACEMENT	gradsoflife.org	000:15	003
LITERACY	AD COUNCIL	001:00	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	002
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	006
TRAVEL SAFETY	AD COUNCIL	000:30	001
VOTING	ROCK THE VOTE	000:31	006
VOTING	ROCK THE VOTE	000:32	004