

WZLD
Laurel, MS
Quarterly Issues/Programs List
First Quarter, 2016
04/04/2016

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:

- **AREA DEVELOPMENT PARTNERSHIP:** Discussed upcoming Hubfest event in Hattiesburg.
- **Better Business Beau:** Discussed identity theft and prevention.
- **CHILDRENS HEALTH:** Samantha McCain of The Childrens Center for Communication & Development at USM discusses an upcoming
- **CHRISTIAN SERVICES:** Discussed fund-raiser for Meals-on-Wheels and food insecurity program.
- **COMMUNITY INVOLVEMENT:** Erin Napier discusses their part in a new reality TV series on HGTV, Home Town.
- **D'Lo Mayor:** Discussed the upcoming TV pilot episode on UP TV Network.
- **DRUG AND ALCOHOL ADDICTION:** Linda Vosquas with D.R.E.A.M.: Discusses the history and mission of the non-profit organization.
- **ECONOMIC DEVELOPMENT:** Betsy Rowell, Stone County Economic Development, Discussed creative economy workshop for non-manufa
- **EDUCATION ISSUES:** Brad Harris talks about the learning center for seniors, available classes and events
- **ENVIRONMENTAL ISSUES:** Dr Kleindisc talks about sustanablity of earthly resources and how communités can succeed
- **FAMILY:** Discussed the Rise & Shine half marathon and 5K fun run.
- **FARMING AND AGRICULTURE :** Lee Taylor talks about winter agriculture and gardening in our area
- **GIRL SCOUTS OF AMERICA:** Molly Reed, Membership Specialist and Jasmine Madison, Scout? talk about scouting, Girl Scout cooki

- **GOOD SAMARITAN CENTER:** Kathy is the Executive Director, explains how the center helps families in crisis.
- **HABITAT FOR HUMANITY:** Lane Burnette is the Family Support Manager and Volunteer Cordenator. What Habitat is, what it doe
- **INTERNAL REVENUE SERVICE:** Mark Green, Media Relations Specialist with the Internal Revenue Service: Discussed tax season, fo
- **Lauren Rogers Museum of Art:** Discussed Spring Break activities at the museum.
- **Medicare Issues:** Discusses issues with Medicare fraud and scams.
- **MENTAL HEALTH ISSUES:** Dr Beverly Smallwood talks about new years resolutions and why people fail at their goals
- **MILITARY AND VETERANS:** Latoya Norman, General Manager of the African-American Military Museum in Hattiesburg. Discussed u
- **MS Council of the Blind:** Discussed mission to promote welfare of the blind.
- **Red Cross Services:** John McFarland, Executive Director of the South Mississippi Chapter of the American Red Cross, talk
- **Small Business Startup:** Mitch McDowell, Southern Regional Director of the Small Business Development Center: Discusses upco
- **UNITED WAY OF S E MS:** Discussed United Way fund-distribution process.
- **Youth Ministry:** P.J. Weeks, Founder & President of Rain Down Ministries explains this faith-based outdoor ministry

**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
MENTAL HEALTH ISSUES	HOTLINE SEG 1 010316	Dr Beverly Smallwood talks about new years resolutions and why people fail at their goals	Dr Bev Smallwood Psychologis	01/03/2016 07:03 AM	015:41

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
ENVIRONMENTAL ISSUES	HOTLINE SEG 2 010316	Dr Kleindisc talks about sustanability of earthly resources and how communitis can succeed	Dr. Mark Kleindist - Gain Grn	01/03/2016 07:22 AM	015:49
EDUCATION ISSUES	HOTLINE SEG 1 011016	Brad Harris talks about the learning center for seniors, available classes and events	Brad Haris Dir OLLI	01/10/2016 07:01 AM	014:56
FARMING AND AGRICULTURE	HOTLINE SEG 2 011016	Lee Taylor talks about winter agriculture and gardening in our area	LEE TAYLOR - MS COOP EXT SRVC	01/10/2016 07:19 AM	017:39
Red Cross Services	HOTLINE SEG. 1 011716	John McFarland, Executive Director of the South Mississippi Chapter of the American Red Cross, talk	John McFarland	01/17/2016 07:01 AM	017:47
GIRL SCOUTS OF AMERICA	HOTLINE SEG 2 011716	Molly Reed, Membership Specialist and Jasmine Madison, Scout? talk about scouting, Girl Scout cooki	Molly Reed	01/17/2016 07:22 AM	011:33
Small Business Startup	Hotline Seg. 1 012416	Mitch McDowell, Southern Regional Director of the Small Business Development Center: Discusses upco	MITCH MCDOWELL - MS SMALL BUS	01/24/2016 07:01 AM	012:00
COMMUNITY INVOLVEMENT	Hotline Seg. 2 012416	Erin Napier discusses their part in a new reality TV series on HGTV, Home Town.	Erin Napier - HGTV Show Pilot	01/24/2016 07:17 AM	020:28
HABITAT FOR HUMANITY	Hotline Seg. 1 013116	Lane Burnette is the Family Support Manager and Volunteer Cordenator. What Habitat is, what it doe	LANE BURNETT DIR HABITAT FOR	01/31/2016 07:02 AM	014:28
GOOD SAMARITAN CENTER	Hotline Seg. 2 013116	Kathy is the Executive Director, explains how the center helps families in crisis.	Cathy Clem - Good Samaritan	01/31/2016 07:20 AM	015:20
Youth Ministry	Hotline Seg. 1	P.J. Weeks, Founder &	P.J. Weeks	02/07/2016	018:39

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	020716	President of Rain Down Ministries explains this faith-based outdoor ministry		07:00 AM	
CHILDRENS HEALTH	Hotline Seg. 2 020716	Samantha McCain of The Childrens Center for Communication & Development at USM discusses an upcoming	Samantha McCain	02/07/2016 07:23 AM	012:56
MILITARY AND VETERANS	Hotline Seg. 1 - 021416	Latoya Norman, General Manager of the African-American Military Museum in Hattiesburg. Discussed u	Latoya Norman	02/14/2016 07:01 AM	016:07
ECONOMIC DEVELOPMENT	Hotline Seg. 2 - 021416	Betsy Rowell, Stone County Economic Development, Discussed creative economy workshop for non-manufa	BETSY ROWELL STONE CTY ADP	02/14/2016 07:21 AM	015:57
INTERNAL REVENUE SERVICE	Hotline Seg. 1 - 022116	Mark Green, Media Relations Specialist with the Internal Revenue Service: Discussed tax season, fo	MARK GREEN IRS DEP DIR	02/21/2016 07:02 AM	024:16
DRUG AND ALCOHOL ADDICTION	Hotline Seg. 2 - 022116	Linda Vosquas with D.R.E.A.M.: Discusses the history and mission of the non-profit organization.	LINDA VASQUEZ - DIR OF DREAM	02/21/2016 07:30 AM	009:02
CHRISTIAN SERVICES	Hotline Seg. 1 022816	Discussed fund-raiser for Meals-on-Wheels and food insecurity program.	Kathy Jorns Christian Servic	02/28/2016 07:02 AM	011:21
D'Lo Mayor	Hotline Seg. 2 022816	Discussed the upcoming TV pilot episode on UP TV Network.	John Berry	02/28/2016 07:17 AM	019:04
Medicare Issues	Hotline Seg. 1 030616	Discusses issues with Medicare fraud and scams.	Brenda Malara - Senior Medica	03/06/2016 07:02 AM	015:15
Lauren Rogers	Hotline Seg. 2	Discussed Spring	George Bassi	03/06/2016	014:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Museum of Art	030616	Break activities at the museum.	Lauren Rogers Mu	07:21 AM	
Better Business Beau	Hotline Seg. 1 - 031316	Discussed identity theft and prevention.	JOHN O HARA BBB of MS	03/13/2016 07:01 AM	019:15
FAMILY	Hotline Seg. 2 - 031316	Discussed the Rise & Shine half marathon and 5K fun run.	Susan Yarrow - Hbg Clinic	03/13/2016 07:24 AM	010:55
Red Cross Services	Hotline Seg. 1 032016	Discussed Red Cross activities during recent flooding across Mississippi	John Brown, Am. Red Cross	03/20/2016 07:00 AM	018:39
AREA DEVELOPMENT PARTNERSHIP	Hotline Seg. 2 032016	Discussed upcoming Hubfest event in Hattiesburg.	Liz Radley - Area Devel Partn	03/20/2016 07:23 AM	010:54
UNITED WAY OF S E MS	Hotline Seg. 1 032716 Seg 1	Discussed United Way fund-distribution process.	Barbara Johnson United Way	03/27/2016 07:05 AM	012:02
MS Council of the Blind	Hotline Seg. 2 032716	Discussed mission to promote welfare of the blind.	KRIS MCNAIR - LIFE OF MS	03/27/2016 07:21 AM	021:07

**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	
LOCAL TRAFFIC	TOTAL TRAFF NET	MON - FRI 6AM-7PM	43 MINUTES 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
EMPLOYMENT OPPORTUNITIES	MS EMPLOYMENT EXPO	000:30	015
BULLYING	AD COUNCIL	000:30	002
ELDERLY	DO SOMETHING	000:33	005
EMERGENCY PREPAREDNESS	FEMA	000:15	003
EMPLOYMENT OPPORTUNITIES	GOVERNOR'S JOB FAIR NETWORK	000:31	009
FAMILY	AD COUNCIL	001:00	001
HEALTH AND FITNESS	American Heart Association	000:30	007
HIGH SCHOOL EDUCATION	MS H S A A	000:30	004
JOB PLACEMENT	gradsoflife.org	000:15	002
LITERACY	AD COUNCIL	001:00	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	005
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	013
NATURE AND THE ENVIRONMENT	US FOREST SERVICE	000:15	002
PEACE	PEACE IN THE STREETS	000:31	005
PEACE	PEACE IN THE STREETS	000:32	002
TRAVEL SAFETY	AD COUNCIL	000:30	002