

WZLD
Laurel, MS
Quarterly Issues/Programs List
Fourth Quarter, 2017
01/02/2018

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:

- **ANIMAL SHELTER / PET ADOPTION:** Southern Pines Animal Shelter turns 65 years old.
- **ARTS AND THEATRE:** Phantom of the Opera is coming to USM
- **Better Business Beau:** Protect yourself when shopping online during the holiday shopping season.
- **CHARITABLE DONATIONS:** Defined The ARC's mission and upcoming fundraiser.
- **CHRISTIAN SERVICES:** Services offered by Bethany Christian Services, National Adoption Awareness Month.
- **COMMUNITY INVOLVEMENT:** Events for the 20 year anniversary celebration of the Greater Pine Belt Community Foundation.
- **DOMESTIC ABUSE:** Becky Simms talks about the local Domestic Abuse Shelter and what it provides for those in need
- **ECONOMIC DEVELOPMENT:** Discussed the partnership's efforts to bring jobs to Stone County.
- **Education:** Discussion about school policies against bullying.
- **EDUCATION ISSUES:** Dan Kibadeaux talks about the new year with the Hattiesburg Public School Foundation
- **FIRE SAFETY:** Replace batteries in smoke detectors and replace old detectors.
- **HEALTH AND FITNESS:** Eric Williams talks about Diabetes and ways of controlling this disease during the Holidays
- **HIV / AIDS:** Cathy Garner talks about World Aids Day and the progress made with HIV awareness

- **HOMELESSNESS:** Info about and activities of the USM Institute for Disability Studies.
- **HUNGER AND POVERTY:** Demaris Lee talks about the work of Petral Childrens Task Force and their effort to fight hunger
- **Lauren Rogers Museum of Art:** History of the Lauren Rogers Museum of Art and upcoming events.
- **LITERACY:** The public library's digital offerings such as e-books.
- **MENTAL HEALTH ISSUES:** Linda Foley talks about Crisis Intervention Team and the work done for those in psychiatric crisis
- **MS Council of the Blind:** Discussion of the MS Council of the Blind's efforts to coordinate support for the vision impaired.
- **MS STATE EXTENSIONI SERVICE:** Modern role of states County Agents.
- **PUBLIC SAFETY:** Danny Riegel, Sheriff Lamar Cty talks about Holiday Safety and New Years Eve coverage
- **Salvation Army:** Services offered by Salvation Army, foundation, and Fund-raising season.
- **UNITED WAY OF S E MS:** How the United Way supports multiple agencies.

**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
COMMUNITY INVOLVEMENT	Hotline Seg. 1 100117	Events for the 20 year anniversary celebration of the Greater Pine Belt Community Foundation.	Rhonda Hayden - Gr.PB Comm Fd	10/01/2017 07:00 AM	013:56
ECONOMIC DEVELOPMENT	Hotline Seg. 2 100117	Discussed the partnership's efforts to bring jobs to Stone County.	BETSY ROWELL STONE CTY ADP	10/01/2017 07:17 AM	013:04
MS STATE EXTENSIONI SERVICE	Hotline Seg. 1 100817	Modern role of states County Agents.	Ross Overstreet	10/08/2017 07:01 AM	016:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
ANIMAL SHELTER / PET ADOPTION	Hotline Seg. 2 100817	Southern Pines Animal Shelter turns 65 years old.	JENNY SIMS - SPAS SHELTER DIR	10/08/2017 07:21 AM	013:46
Education	Hotline Seg. 1 101517	Discussion about school policies against bullying.	Dr. Andy Schoggin - Petal Sch	10/15/2017 07:03 AM	014:46
ARTS AND THEATRE	Hotline Seg. 2 101517	Phantom of the Opera is coming to USM	Dr Mike Lapinto - Festival So	10/15/2017 07:21 AM	014:40
CHARITABLE DONATIONS	Hotline Seg. 1 102217	Defined The ARC's mission and upcoming fundraiser.	Emily Hodges - ARC of So MS	10/22/2017 07:00 AM	016:53
CHRISTIAN SERVICES	Hotline Seg. 2 102217	Events planned by Christian Services for the upcoming holiday season.	VANESSA HENSON - CHRISTIAN SR	10/22/2017 07:19 AM	012:58
MENTAL HEALTH ISSUES	HOTLINE SEG 1 102917	Linda Foley talks about Crisis Intervention Team and the work done for those in psychiatric crisis	Linda Foley - Crisis Interven	10/29/2017 07:04 AM	015:07
DOMESTIC ABUSE	HOTLINE SEG 2 102917	Becky Simms talks about the local Domestic Abuse Shelter and what it provides for those in need	BECKY SIMMS Dom Ab Fam Shel	10/29/2017 07:21 AM	016:33
Better Business Beau	Hotline Seg. 1 110517	Protect yourself when shopping online during the holiday shopping season.	JOHN O HARA BBB of MS	11/05/2017 07:03 AM	015:37
FIRE SAFETY	Hotline Seg. 2 110517	Replace batteries in smoke detectors and replace old detectors.	Steven Mooney - Fire Marshall	11/05/2017 07:21 AM	019:58
CHRISTIAN SERVICES	Hotline Seg. 1 111217	Services offered by Bethany Christian Services, National Adoption Awareness Month.	Rebecca Heartfield - BCS	11/12/2017 07:03 AM	016:38
Lauren Rogers Museum of Art	Hotline Seg. 2 111217	History of the Lauren Rogers Museum of Art and upcoming events.	Holly Green - Dir of Dev	11/12/2017 07:22 AM	015:50
MENTAL HEALTH ISSUES	Hotline Seg. 1 111917	How to deal with, and avoid, the "holiday	SHARON STAHLER	11/19/2017 06:02 AM	016:15

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		blues."	MENTAL HEALTH		
HOMELESSNESS	Hotline Seg. 2 111917	Info about and activities of the USM Institute for Disability Studies.	Demetra Bates - USM	11/19/2017 06:21 AM	014:54
HUNGER AND POVERTY	HOTLINE SEG 1 112617	Demaris Lee talks about the work of Petral Childrens Task Force and their effort to fight hunger	Demarus Lee Petal Child Task	11/26/2017 07:00 AM	011:50
HEALTH AND FITNESS	HOTLINE SEG 2 112617	Eric Williams talks about Diabetes and ways of controlling this disease during the Holidays	ERIC WILLIAMS - HEALTH COLUMN	11/26/2017 07:14 AM	019:58
HOMELESSNESS	HOTLINE SEG 1 120317	Ann McCullum talks about the Edwards Street Mission and their work for the homeless during the holidays	Anne McCullum Edwards St Miss	12/03/2017 07:03 AM	015:19
HIV / AIDS	HOTLINE SEG 2 120317	Cathy Garner talks about World Aids Day and the progress made with HIV awareness	AIDES COALITION - CATHY GARNER	12/03/2017 07:21 AM	015:39
Salvation Army	Hotline Seg. 1 121017	Services offered by Salvation Army, foundation, and Fund-raising season.	Capt. Stacey Connelly - SA	12/10/2017 07:02 AM	015:53
MS Council of the Blind	Hotline Seg. 2 121017	Discussion of the MS Council of the Blind's efforts to coordinate support for the vision impaired.	KRIS MCNAIR	12/10/2017 07:21 AM	018:09
UNITED WAY OF S E M S	Hotline Seg. 1 121717	How the United Way supports multiple agencies.	Barbara Johnson United Way	12/17/2017 07:01 AM	011:16
FIRE SAFETY	Hotline Seg. 2 121717	Fire safety in the Christmas season.	Steven Mooney - Fire Marshall	12/17/2017 07:14 AM	022:12
HOMELESSNESS	Hotline Seg. 1 122417	Discussed homelessness in the Pine Belt area, and services offered.	Amy Ricedorff Homeless Counc	12/24/2017 07:02 AM	012:49
LITERACY	Hotline Seg. 2 122417	The public library's digital offerings such as	Shaun Ferrell - Library-Hbg.	12/24/2017 07:17 AM	016:19

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
e-books.					
PUBLIC SAFETY	HOTLINE SEG 1 123117	Danny Riegel, Sheriff Lamar Cty talks about Holiday Safety and New Years Eve coverage	Danny Rigal- Lamar Co. Sherrif	12/31/2017 07:02 AM	014:53
EDUCATION ISSUES	HOTLINE SEG 2 123117	Dan Kibadeaux talks about the new year with the Hattiesburg Public School Foundation	Dan Kibadeaux HPS Foundation	12/31/2017 07:19 AM	017:11

**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
SAFE DRIVING	DO SOMETHING	000:28	006
SAFE DRIVING	NAT HIGHWAY TRAVEL SAFETY ASS	000:30	001
AMERICAN CANCER SOCIETY	AMERICAN CANCER SOCIETY	000:40	001
BULLYING	AD COUNCIL	001:00	003
CHILD SAFETY	NAT HIGHWAY TRAFFIC SAFETY AD	000:15	001
CHILDRENS HEALTH	Make a Wish Foundation	000:15	001
COMMUNITY ENGAGEMENT	United Way	001:00	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
COMMUNITY INVOLVEMENT	SMALL BUSINESS SATURDAY	000:30	009
EMERGENCY PREPAREDNESS	FEMA	000:15	007
ENVIRONMENTAL ISSUES	US FOREST SERVICE	000:30	002
FAMILY	AD COUNCIL	001:00	001
HEALTH AND FITNESS	MS DEPT OF HEALTH	000:30	005
HEALTH AND FITNESS	SAVE THE MALES	000:30	005
HIGH SCHOOL EDUCATION	MS H S A A	000:30	005
HIGH SCHOOL EDUCATION	MS H S A A	000:31	002
HOMELESSNESS	FIELDHOUSE FOR HOMELESS	001:05	001
JOB PLACEMENT	GOVERNOR'S JOB FAIR NETWORK	000:29	002
LITERACY	AD COUNCIL	001:00	001
LITERACY	United Way	001:00	002
MILITARY AND VETERANS	Air Force Reserve	001:00	002
MILITARY AND VETERANS	AIR FORCE RESERVE RECRUITMENT	000:15	023
MILITARY AND VETERANS	AIR FORCE RESERVE RECRUITMENT	000:32	005
MILITARY AND VETERANS	SELECTIVE SERVICE ADMINISTRAT	000:29	002
MILITARY AND VETERANS	SELECTIVE SERVICE ADMINISTRAT	000:30	006
MILITARY AND VETERANS	SELECTIVE SERVICE ADMINISTRAT	001:00	001
NATIONAL CRIME PREVENTION COU	GUN SAFETY - AD COUNCIL	000:30	001
NATIONAL CRIME PREVENTION COU	GUN SAFETY - AD COUNCIL	001:00	002
PARENTING	AD COUNCIL	001:00	003
PSA	DEPT OF HOMELAND SECURITY	000:30	014
PSA	JED FOUNDATION	000:30	004
PSA	RED	000:29	017
PSA	RED WORLD AIDS DAY	000:29	024
PUBLIC EDUCATION	MS ASSOC EDUCATORS	000:29	003
PUBLIC EDUCATION	MS ASSOC EDUCATORS	000:30	009

