

WZLD-FM
PETAL, MS
QUARTERLY ISSUES/PROGRAMS LIST
THIRD QUARTER 2012
OCTOBER 10, 2012

WZLD-FM
QUARTERLY ISSUES/PROGRAMS LIST

ISSUES

WZLD-FM 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:

Teenage Suicide - The increase in teen suicide has grown substantially over the past years and we aired a series of 15 second and 30 second announcements urging listeners to recognize the signs of possible suicide in teens. The Trevor Project is a non profit organization that provides a toll free number for teens to talk before they consider suicide.

Cancer Research - American Cancer Society Relay for Life events continued through July in the Pine Belt Area and we aired a series of 15 second and 30 second announcements promoting the local events.

Breast Cancer Awareness - Pink Ribbon Fund is an annual fundraiser for local breast cancer patients. We aired a series of 30 second announcements giving details of the event and ways listeners can donate to the breast cancer research program.

Voter registration - The Laurel NAACP held a voter registration drive in September. We aired a series of 15 second announcements giving details on how citizens who are not registered to vote can find out more information.

Social Security - The concern over continued Social Security is top of mind for many local citizens. We aired a series of 30 second announcements and a 15 minute special program explaining the current state of Social Security in our area.

Wildfires - The Pine Belt suffers hundreds of acres of damage from wildfire each year. With help from the Mississippi Wildlife Federation and National Forrest Service we aired a series of 30 second announcements reminding listeners to use fire carefully when clearing shrubs and debris.

PROGRAMS

SECTION 1

Section 1 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.

SEE ATTACHED

HOTLINE PROGRAMS THIRD QUARTER, 2012, REPORT

Date/Length/Time: July 1, 2012, 7:30 AM 14 minutes.

Program/Issues: Social services provided by Salvation Army.

Guest/Details: Katie Tate of the Hattiesburg Salvation Army talking about that group's varied services.

Date/Length/Time: July 1, 2012, 8 minutes.

Program/Issues: Child medically related expenses grants.

Guest/Details: Interview by Sherri Marengo about these grants directed toward those financially unable to afford these services.

Date/Length/Time: July 1, 2012, 8 minutes.

Program/Issues: Area festivals celebrating local history and agriculture.

Guest/Details: Teresa Stewart talking about the Mize, Mississippi, Watermelon Festival.

Date/Length/Time: July 8, 2012, 7:30 AM 15 minutes.

Program/Issues: Child homelessness.

Guest/Details: Christina Murphy of the Campaign to End Child Homelessness with information about the extent of the problem and what is being, and needs to be, done.

Date/Length/Time: July 8, 2012, 15 minutes.

Program/Issues: Local efforts to combat pet overpopulation.

Guest/Details: Karen Reidenbach of the Southern Pines Animal Shelter talking about that group's effort in this regard.

Date/Length/Time: July 15, 2012, 7:30 AM 15 minutes.

Program/Issues: Public safety.

Guest/Details: Forrest County Sheriff Billy Magee talking about his office, safety at home and highway, common crimes, avoiding becoming a victim, relations with the Sheriff's department.

Date/Length/Time: July 15, 2012, 7 minutes.

Program/Issues: Promoting the local business climate.

Guest/Details: Catherine Lott of the Area Development Partnership talking about that group in general with emphasis on the upcoming "Pine Belt Expo."

Date/Length/Time: July 15, 2012, 8 minutes.

Program/Issues: Need for assistance with local disabled people, particularly children.

Guest/Details: Terri Daniels of the Abby Rogers Civitan Camp, which gives youngsters and adults the camping experience enjoyed by those without their cognitive challenges.

Date/Length/Time: July 22, 2012, 7:30 AM 15 minutes.

Program/Issues: Needs of those in jail, and their families.

Guest/Details: Reverend Mike Farris and volunteer Troy Cobb talking about activities of Restoration Ministries organized to deal with the above issue.

Date/Length/Time: July 22, 2012, 9 minutes.

Program/Issues: Information about local production of drum corps.

Guest/Details: Dr. Michael Lopinto of the University of Southern Mississippi, talking about the upcoming visit and public performance of Drum Corps International, Southern Series Tour, coming to USM.

Date/Length/Time: July 22, 2012, 7 minutes.

Program/Issues: Information about a local university's upcoming athletic year.

Guest/Details: Laurie Benvenuti of the USM Alumni Association talking about the

upcoming "Eagle Fanfare" which focuses on the USM football team, but includes all USM athletic teams.

Date/Length/Time: July 29, 2012, 7:30 AM 10 minutes.

Program/Issues: Neighborhood safety and livability.

Guest/Details: Maxine Coleman of the City of Hattiesburg, talking about the importance of knowing your neighbor and emphasizing the upcoming Night Out Against Crime.

Date/Length/Time: July 29, 2012, 10 minutes.

Program/Issues: Mentoring for the benefit of young people.

Guest/Details: Nancy Hullum of Big Brothers/Big Sisters, talking about that group's successes over the years in the above and the need for volunteers.

Date/Length/Time: July 29, 2012, 10 minutes.

Program/Issues: Athletic activities for the youngsters in the area.

Guest/Details: Volunteer Kris Mangum talking about the upcoming Punt, Pass and Kick competition.

Date/Length/Time: August 5, 2012, 7:30 AM 10 minutes.

Program/Issues: Needy local college students' fundraiser.

Guest/Details: Dr. Scott Hummel of William Carey University talking about that school's upcoming Scholarship Dinner fundraiser featuring Governor Bryant.

Date/Length/Time: August 5, 2012, 12 minutes.

Program/Issues: community needs assessment.

Guest/Details: Valencia Williamson of the Area Development Partnership and Dan Kibedeaux of the local United Way talking about this assessment, with Mr. Kibedeaux talking about the educational needs of children being a big part of the motivation for this assessment.

Date/Length/Time: August 5, 2012, 8 minutes.

Program/Issues: Local theater productions.

Guest/Details: Michael Marks of the Hattiesburg Civic Light Opera talking about the upcoming production of "The Marvelous Wonderettes."

Date/Length/Time: August 12, 2012, 7:30 AM 12 minutes.

Program/Issues: Needs of elderly veterans.

Guest/Details: James Sanford, who has long been involved with the Veterans' Home in Collins, Mississippi, talked about the services offered the elderly veterans at this nursing home and how the community can become involved.

Date/Length/Time: August 12, 2012, 18 minutes.

Program/Issues: Activities of the American Red Cross.

Guest/Details: Bill Powe of this organization talked about the numerous services and activities of this organization, emphasizing a new free software application for hurricane safety downloadable for free by the public.

Date/Length/Time: August 19, 2012, 7:30 AM 16 minutes.

Program/Issues: Health and nutrition information.

Guest/Details: Jodi Ryder, Health Educator at the University of Southern Mississippi, talking about nutrition, exercise, diets (and diet fads), and general healthy lifestyle info.

Date/Length/Time: August 19, 2012, 14 minutes.

Program/Issues: The status of Mississippi children.

Guest/Details: Jann Jackson of the "Kids Count" program, which organization uses sixteen indicators to measure a child's well being in each of the fifty states, told of her findings specifically regarding Mississippi children; Mississippi came in 50th in this survey, for the 14th year in a row, and Ms. Jackson offered suggestions as to how this may be combated.

Date/Length/Time: August 26, 2012, 7:30 AM 9 minutes.

Program/Issues: Need for assistance for local developmentally challenged people.

Guest/Details: Melissa Braxton of ARC, a group set up to assist these people, telling of that group's activities, including their upcoming "golf ball drop" fundraiser.

Date/Length/Time: August 26, 2012, 12 minutes.

Program/Issues: Need for citizen knowledge of emergency procedures and services offered in that regard.

Guest/Details: Charlie Conerly of the Marion County Emergency Management talking about safety in disasters in general and what specifically the MCEM offers.

Date/Length/Time: August 26, 2012, 9 minutes.

Program/Issues: Live local productions.

Guest/Details: Jan Van Nostrand of Just Over the Rainbow Productions talking about that group's upcoming production of "The Odd Couple."

Date/Length/Time: September 2, 2012, 7:30 AM 30 minutes.

Program/Issues: Need for information about cancer and its prevention.

Guest/Details: Airing of "Stand Up to Cancer."

Date/Length/Time: September 9, 2012, 7:30 AM 16 minutes.

Program/Issues: Information about state-wide elected officials and their performance in office.

Guest/Details: Attorney General Jim Hood talking about the nature of that office, and giving tips on the citizens avoiding scams and being good consumers.

Date/Length/Time: September 9, 2012, 7 minutes.

Program/Issues: Unemployment assistance, particularly in light of recent Hurricane Isaac.

Guest/Details: Gwen Moncure of the Mississippi Department of Employment Security talking about that office and of a limited-time program to assist the above hurricane victims.

Date/Length/Time: September 9, 2012, 7 minutes.

Program/Issues: Local festivals.

Guest/Details: Carey Fulmer talking about the upcoming Richton Pecan Festival.

Date/Length/Time: September 16, 2012, 7:30 AM 19 minutes.

Program/Issues: Sexual abuse.

Guest/Details: Beth Taylor, author of "Bless Them Father, For They Have Sinned," which relates her story of sexual abuse at the hands of clergy when she was a child, and offering encouragement to others who may have been through what she relates.

Date/Length/Time: September 16, 2012, 11 minutes.

Program/Issues: Alzheimer's disease.

Guest/Details: Jean Claire Monroe talking about this disease, family relations tolls it takes, and an upcoming "Walk to End Alzheimer's" fundraiser.

Date/Length/Time: September 23, 2012, 7:30 AM 17 minutes.

Program/Issues: Local efforts to combat drug abuse.

Guest/Details: Bettie Ross of DREAM, a local group that publicizes the problem and offers programs to assist in combating this.

Date/Length/Time: September 23, 2012, 8 minutes.

Program/Issues: Local history and genealogy.

Guest/Details: Kathy Goss of the South Mississippi Genealogical and Historical Society and their programs and efforts to assist in family tree research and an appreciation of local

history.

Date/Length/Time: September 30, 2012, 7:30 AM 10 minutes.

Program/Issues: Breast cancer.

Guest/Details: Kerri Mauldin of the American Cancer Society talking about this disease and local efforts to combat it, and also talked about combating cancer in general.

Date/Length/Time: September 30, 2012, 20 minutes.

Program/Issues: Social Security.

Guest/Details: Shawn Mercer of the local Social Security office talking about the various SS programs, the ease of use of the internet to access most of these services, the need for record keeping, and general advice on deciding when to retire.

SECTION II

Section II lists the network provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

Weather Channel Forecast	Mon - Sun	6A-6P	60 minutes / wk
Randy Bell News	Mon-Fri	6A-9A	60 minutes / wk

SECTION III

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues. Plus the attached community events that were announced "live" on the days preceding the date/time of the event.

SEE ATTACHED

**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
Education	Ad Council - College Access	000:29	007
Military	Air Force Reserve	000:30	013
Military	Air Force Reserve	000:59	009
Military	Air Force Reserve	001:00	002
Health	American Heart Association	000:30	002
Health	CHILDHOOD OBESITY PREVENTION	000:15	023
Health	CHILDHOOD OBESITY PREVENTION	000:58	002
Health	CHILDHOOD OBESITY PREVENTION	000:59	013
Organ Transplant	Donate Life . Net	000:59	001
Organ Transplant	Donate Life . Net	001:00	006
Emergency Preparedness	Emergency Preparedness	000:30	001
Emergency Preparedness	Emergency Preparedness	000:31	009
Hunger	Feeding America	000:30	007
Teen Issues	HIGH SCHOOL DROPOUT	000:15	007
Teen Issues	HIGH SCHOOL DROPOUT	000:30	005
Teen Issues	HIGH SCHOOL DROPOUT	000:59	004
Education	National Education Assoc.	000:29	019
Education	National Education Assoc.	000:30	003
Education	National Education Assoc.	001:00	010
Teen Issues	National Runaway Hotline	000:15	015
COMMUNITY INVOLVEMENT	OUR TIME	000:31	014
HEALTH AND FITNESS	AD COUNCIL	000:30	104
HEALTH AND FITNESS	AD COUNCIL	000:31	070
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	028

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Pet Adoption	PSA - ADOPT A SHELTER PET	000:30	001
Military	PSA - ARMY HISTORICAL	000:29	002
Health	PSA - CDC	000:30	007
Teenage Suicide	PSA - TREVOR PROJECT / Suicide Prevention	000:31	001
Veterans Issues	PSA - VIETNAM VETERANS MEMORIAL FUND	000:30	008
Wildfire	PSA - WILDFIRE PREPAREDNESS	000:30	015
Health	PSA -CDC	001:00	015
Community	PSA 15 Better Life - Compassion	000:15	005
Community	PSA 15 Better Life - Courage	000:15	004
Community	PSA 15 Better Life - Helping Others	000:15	005
Community	PSA 15 Better Life - Inspiration	000:15	005
Community	PSA 15 Better Life - Sportsmanship	000:15	010
Military	PSA 30 Verterans of America	000:30	001
Education	PSA 60 College.gov - Ben	000:59	002
Emergency Preparedness	RED CROSS EMERGENCY PREPARED	000:15	010
Emergency Preparedness	RED CROSS EMERGENCY PREPARED	001:00	001
Emergency Preparedness	RED CROSS EMERGENCY PREPARED	001:02	006
Child Issues	SAVE THE CHILDREN	000:59	003
Social Security	SSS.GOV	000:15	001
Military	SUPPORT THE USO	000:15	017
Teenage Suicide	TEEN SUCIDE PREVENTION	000:59	006
Underage Drinking	UNDERAGE DRINKING PREVENTION	000:59	001
Underage Drinking	UNDERAGE DRINKING PREVENTION	001:00	003
COMMUNITY INVOLVEMENT	United Way	001:00	008
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	104
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	028

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
COMMUNITY INVOLVEMENT	OUR TIME	000:30	021
COMMUNITY INVOLVEMENT	OUR TIME	000:31	014
HEALTH AND FITNESS	AD COUNCIL	000:30	104
HEALTH AND FITNESS	AD COUNCIL	000:31	070
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	028

ON AIR FODDER REVISED 7/16/12. [REDACTED].COM- (KEYWORD: 4-1-1)

All summer: Worried about how you're going to feed your kids this summer? Call 1-866-3HUNGER to get locations of USDA Summer Food programs at local schools and churches near you!

(Sat. 7/28) Run/Walk to benefit foreign missions Sat. 7/28)

ONE:27 Summer Run 5k and 1 mile FUNrun, Sat. July 28th at the Longleaf Trace USM Gateway. Race Day Registration begins @ 6:30 am. For more information and registration forms visit www.one27summerrun.blogspot.com or call Christen Bean: 601-325-7240. All proceeds go to fund international adoptions from Columbia and Ethiopia.

(Til July 19) One Harvest discount grocery program

Christian Services of Hattiesburg is a host site for a wonderful new food program called One Harvest Ministries. This program makes it possible for families to buy \$65-\$75 worth of first-quality food for only \$38 a month. Pay with cash, check, or food stamps- The deadline to order is Thursday, July 19. Order online with credit or debit card by going to the One Harvest website at <https://www.oneharvest.com>. For more information, phone 601-582-5683. Otherwise, to place an order, simply visit our 301 East 2nd Street office.

(Fri. 7/20) Ashley furniture charity day for Habitat

Ashley Furniture Homestore is teaming up with the Hattiesburg Area Habitat for Humanity by matching donations to Habitat at the Hattiesburg Ashley Homestore on Friday, July 20 from 10 a.m. to 8 p.m. Guests who choose to donate \$20 or more to the Hattiesburg Area Habitat for Humanity will also receive our largest discount offer of the year on any purchase made that day along with coupons for local restaurants. Each \$20 donation will also be matched by Ashley Furniture Homestore.

(Fri-Sat. 7/20-21) pet photos benefit humane society

Make a dog or cat food donation valued \$15 or more or toys and leashes and get a free 5x7 portrait of your dog by a professional photographer. Appointments are available Friday and Saturday July 20 and 21 in Hattiesburg. All donations benefit the Hub City Humane Society. For complete details- call 601-450-0170.

(Sat. 7/21) St Francis People & Pets ministry garage sale

"Come One, Come All to a Great Garage Sale on Saturday, July 21st from 8 a.m. to 10 a.m. 198 Cole Rd. Hattiesburg, MS. Costume jewelry, books, clothes, household items and more. For info, call Kathy 601.265.9945. Part of the proceeds benefits a disabled veteran and a lady with cancer".

(Sat. 7/21) Jaycees host Zumbathon

The Hattiesburg Jaycees will be hosting "A Back In Time Zumbathon" Sat. July 21, 10am-noon at the N.R. Burger Middle School Transplorium, Tatum Drive. Everyone is encouraged to come dressed in their favorite attire from their favorite decade- all ages are encouraged to participate. Tickets are \$10.00 and all proceeds will be used to purchase much needed supplies for Grace Christian Elementary. Please contact Tameka at (901)490-0764 or email the Hattiesburg Jaycees at hattiesburgjaycees@gmail.com for more information.

(Mon. 7/23) Relay for life- celebrity coaches as waiters

Relay for Life of Smith County will host the "Coaches Joining for a Cause" celebrity waiter event on Monday, July 23 at 6:30 pm at the Smith County Ag-Complex. This special event will feature area football coaches and high school principals as celebrity waiters. Tickets are \$20 per person or \$35 per couple and can be purchased from any of the Smith County coaches or principals. All proceeds will benefit the American Cancer Society. For more information, contact Mary Lou Powell at 601-613-5101 or Stacy Rogers at 601-764-8816. "It's more than a game, let's find a cure!"

(MOVED TO OCTOBER) drawdown for the Hounds benefits humane society

\$100 raffle ticket could win \$10,000- proceeds benefit Hub City Humane Society. 601-299-8420.

(Sat. 8/4) Back to school rally at Christian Services

(Fri. 9/28) "Vines of the World" benefits children's home

Support the South Mississippi Children's Shelter by attending the "Vines of the World Wine Tasting Event" at the Venue in downtown Hattiesburg on Friday Sept 28th at 6PM. Enjoy wines from across the world, great food from local restaurants, live music and a silent auction all benefiting the South Mississippi Children's Shelter, founded to improve the lives of local children and families in need. For tickets and information log on to mchscares.org (M-C-H-S-cares dot org). This message presented as a public service by Clear Channel Media and Entertainment.

(Sat. 9/29) Car-truck-bike 'Show-off' benefits local Red Cross

The 5th Annual September Showoff Car, Truck, & Bike Show is Saturday on Circle J Drive, Laurel. First 150 entries receive dash plaques and goodie bags. There will be door prizes, music, 50/50 cash raffle, food, drinks, children's fun jumps, and face painting. Registration will be held on site from 7am-11:30am with a \$20 entry fee. All proceeds go to the local American Red Cross. For more information call 601-425-0092.

(Tues. 10/2) Planning meeting for HHS class of 72 reunion

"Plans are underway for the 40th Reunion for the Hattiesburg High School Class of 1972. If you would like to join the planning process, please attend the meeting October 2 at 6 p.m. at Trustmark National Bank located at the corner of Hardy and West Pine Street. If you would like to participate in the Reunion and want additional information, please contact Joyce Kelly Humbles at (769) 223- 4159 or Maxine Bennett Coleman at (601) 543-0465."

(10/4) Laurel library after school program

Beginning October 4, Ellisville Public Library will host StoryZone, an afterschool story program, for school age children. Programs will be held on Thursdays at 3:30 pm and will feature themed stories and crafts. Adult supervision is required for all children attending the program. For more information, please call (601) 477-9271 x3.

October 6th, 2012 Purvis Youth Sports will be having their 1st Annual Fall Festival! We will be having the following: Live Music, Vendor Booths, Games For the Children, Fun Jumps, Dunking Booth, Antique Car Show And Motorcycle Show! We have a lot of door prizes to give away! Inbox me if you are interested in setting up a vendor booth or participating in the car show or motorcycle show! Entry fee for car show is \$20 and \$10 for motorcycles! Please come out and support a great cause...our future....our children!

(Sat. 10/6) JCJC homecoming weekend reunion for players and cheerleaders

The Jones County Junior College Alumni Association is hosting a reunion for all former football players and cheerleaders Saturday, October 6, in conjunction with Homecoming festivities. The annual Homecoming Parade steps off in front of the library at 10:30 a.m. and then enjoy tailgating at Sim Cooley Field starting at 11:30 a.m. until the 3 p.m. football game between JCJC and East Central. The registration deadline is Friday, September 28. For more contact JoAnna Newcomb at 601-477-4049

(10/8) Wild Game supper at Hardy Street Church

Wild Game Supper on October 8. The meal is from 4:30-6:30 and is being catered by the Front Porch. The service starts at 7:00. Our speaker is Dr. Archie Mason who is the pastor of Central Baptist in Jonesboro, Arkansas. The tickets are \$15 and include the meal and a t-shirt. We will be giving away a number of Hunting related gifts that night. For ticket info, call 601.544.1794.

(Til Nov. 1) Grimsley's Food Drive for 1-2-1 Haven House

Donate to the 4th Annual Holiday Food Drive to benefit 1-2-1 Haven House. Greatly needed items such as non-perishable foods staples Rice, Beans, Pasta, Flour, Sugar, Cereals as well as any and all types of Canned Foods. All food will be collected starting October 1st and will be delivered on Thursday November 1st. Please contact Gretchen Grimsley at (601) 325-7671 for food pick-up or for directions to deliver to her home. All donations are being collected at her home. There will be trucks available at that location for delivery to 1-2-1 Haven House on November 1st.