

WMSI
 Jackson, MS
 Quarterly Issues/Programs List
 Fourth Quarter, 2020
 12/30/2020

WMSI
 Quarterly Issues/Programs List

WMSI 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:

**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
Health and Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Vladek discussed the present state of COVID-19 in the US andVladek provided perspective on the purpose of our Supreme Court and judicial branch of government. .	REYNOLDS S VLADEK	10/04/2020 11:30 PM	029:31
Health and Voting Laws and Ethics	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Schaffner discussed influenza vaccine coverage data from the 2019-2020 US influenza season and Levinson discussed voting law and ethics in the United States .	S. SHCAFFNER, J LEVINSON	10/11/2020 11:30 PM	034:10
Health and Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Biblowit talked about what makes BCRF unique and the biggest changes in breast cancer research over the last two decades. Zogby discussed the strategies and accuracy of polling in 2020 in both local and national elections and the pandemic's	M Biblowit, J. Zogby	10/18/2020 11:30 PM	033:50

		effect on polling participation			
Health and Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Monroe discussed where are we on the COVID-19 response both in the United States and globally. She talked about holiday gatherings in 2020 and where the greatest needs are for on-the-ground response to COVID-19. Haileytalked about voting trends so far in 2020 and how COVID-19 is impacting our elections. She also discussed how foreign governments can influence an election in the US.	DR J MONROE, A HAILEY	10/25/2020 11:30 PM	029:29
Voting Rights	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Carson talked about the nonpartisan nonprofit that brings together citizens, institutions, brands, and organizations to increase participation in every election. Morial discussed voter suppression and election protection at the polls.	C. CARSON, M. MORIAL	11/01/2020 11:30 PM	037:50
Veteran Affairs and Domestic Violence	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Admiral McCreary talked about the history of Veteran's Day and the struggles different generations of Veterans have had over the years. Randel discussed the role of a	Admiral T. McCreary, J Randel	11/08/2020 11:30 PM	029:29

		social impact advisor on ending domestic violence and sexual assault by increasing awareness, inspiring action and fueling culture change			
Voting and Storm Preparedness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Zelden discussed the presidential transitions both in and out of office before inauguration day. Stagich talked about preparing for a winter of severe weather & weather trends throughout the United States in 2020.	Dr Charles Zelden, Ray Stagich	11/15/2020 11:30 PM	029:37
Poverty, Health and Consumer Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Lewis talked about the need to surround motivated teen parents and their children with the mentors, emotional support, and financial resources that they need to thrive in college and kindergarten, thereby driving a two-generation solution to poverty. Fitzgerald discussed the latest on the rapid increase of COVID-19 cases in the United States and worldwide. Leach talked about how consumers can protect themselves from fraud during the holidays and in 2021.	N Lewis G Fitzgerald J Leach	11/22/2020 11:30 PM	029:22
Health and Preparation	IHEARTRADIO COMMUNITIES: PUBLIC	• Dr. Ali Nouri - President of the Federation of	DR ALI NOURI, J LUKE	11/29/2020 11:30 PM	035:30

	AFFAIRS SPECIAL	American Scientists. Dr Nouri gave us an update on current COVID-19 outbreak and explained metrics including positivity rate, mortality rate, etc. He discussed the potential of a vaccine in the near future and predictions for the holiday season. • Jim Luke, professor of economics at Lansing Community College, discussed the potential of the US returning to hoarding and panic buying during the next wave of the COVID-19 pandemic and throughout the Holiday season. Luke discussed the current strength of our supply chain			
Health, Hunger, Community Support	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Anthony Fauci - Director of the National Institute of Allergy and Infectious Diseases & Head of the Coronavirus Task Force. Dr. Fauci discussed the December potential for a vaccine and the evolution in the fight against COVID. He also talked addressed some minority issues affecting Americans and stressed the importance of remaining diligent with CDC	Dr. A Fauci, K. Fitzgerald, K	12/06/2020 11:30 PM	039:51

		<p>recommendations throughout the holiday season. •</p> <p>Kate Fitzgerald - Executive VP and Chief Operating Officer at Feeding America.</p> <p>Fitzgerald talked about hunger and the need for help across our country throughout the holiday season and beyond. She discussed the impact of COVID on food donations and how people can help. •</p> <p>Commissioner Kenneth Hodder - National Commander of The Salvation Army USA. Hodder discussed the impact the pandemic has had on holiday fundraising across a wide variety of key areas for the salvation army. He discussed what the salvation army is doing to support 1st responders and how people can help both financially and through volunteering.</p>			
Health, Minority Health, Healthcare	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<p>Dr. Jerome - U.S. Surgeon General discussed the 3 W's for the pandemic. He talked about Covid-19 vaccine safety with a special focus on the issues in minority communities. He addressed the uptick in cases</p>	Dr. J, S. Thomas	12/13/2020 11:30 PM	029:50

		<p>following Thanksgiving and recommendations for 2020's December Holidays and celebrations.</p> <ul style="list-style-type: none"> • Sophia L. Thomas, president of the American Association of Nurse Practitioners - Thomas talked about how nurses across the country are dealing with the constant risk of contracting COVID-19 and what a vaccine will mean to first responders. 			
Health, COVID Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> • Stephen Hahn, MD, Commissioner of the Food and Drug Administration discussed this week's FDA authorization of the Pfizer-BioNTech COVID-19 vaccine. He talked about the eligibility and timetable for vaccine distribution and vaccines on the horizon that are pending approval. • Erin Sauber-Schatz, Task Force Lead of the Community Interventions and Critical Populations (CICP) Task Force. Dr. Sauber-Schatz has served in CDC's Emergency Operations Center (EOC) on the COVID-19 response beginning in March 	DR S. HAHN, E.SAUBER-SCHATZ	12/20/2020 11:30 PM	030:01

		2020 and talked about COVID-19 upcoming winter and holiday guidance with vaccines pending. She stressed remaining diligent about COVID safety.			
COVID Health and Senior Citizen Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	<ul style="list-style-type: none"> U.S. Surgeon General Dr. Jerome Adams - Update on the current coronavirus outbreak happening across the country & how to stay safe following holiday gatherings Dr. Jason Wilson, Associate Medical Director of the Emergency Department at Tampa General Hospital - COVID-19 vaccine recipient on what you need to know about the vaccine Dr. Richard Feifer, Chief Medical Officer at Genesis Healthcare - Preparations underway for vaccine arrival at nursing homes and long-term care facilities across the country 	Dr.J.Adams, Dr.J.Wilson, Fei	12/27/2020 11:30 PM	035:49

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
(Insert network and/or syndicator-provided programs lists here.)				

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
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children's health	United Way	000:30	3
PSA DRUNK DRIVING AWARENESS 2	US DEPT OF TRANSPORTATION	000:29	2
PSA - 15 - COMMUNITY ENGAGEMENT - CHEERING SECTION	United Way	000:15	132
PSA - 15 - VETEARN'S AFFAIRS - LOST	V-A	000:14	125
PSA - 15 TEXTING & DRIVING PREVENTION	NHTSA	000:14	7
PSA - 15 WILDFIRE PREVENTION	US FORESTRY SERVICE	000:14	12
PSA - 30 - COMMUNITY ENGAGEMENT - CHEERING SECTION	United Way	000:30	90
PSA - 30 - JUVENILE DIABETES RESEARCH	JUV DIABETES RESEARCH FUND	000:30	3
PSA - 30 - PATHWAYS TO EMPLOYMENT - BEST VS STANDARD	United Way	000:29	74
PSA - 30 - PATHWAYS TO EMPLOYMENT - MEET THE GRAD	PSA - 30 - PATHWAYS TO EMPLOYMENT - MEET THE GRAD	000:29	1
PSA - 30 - PATHWAYS TO EMPLOYMENT - MEET THE GRADS	United Way	000:30	85
PSA - 30 - PATHWAYS TO EMPLOYMENT - SURPRISE YOU	United Way	000:30	88
PSA - 30 - STROKE AWARENESS - PARTY	AMERICAN STROKE ASSOCIATION	000:29	80
PSA - 30 - STROKE AWARENESS - WHO MIGHT YOU SAVE	AMERICAN STROKE ASSOCIATION	000:29	83
PSA - 30 - STROKE AWARENESS - WHO MIGHT YOU SAVE	PSA - 30 - STROKE AWARENESS - WHO MIGHT YOU SAVE	000:29	1
PSA - 30 - VETEARN'S AFFAIRS - LOST	V-A	000:29	83
PSA - 30 TEXTING AND DRIVING PREVENTION 1	NHTSA	000:29	1
PSA - 30 TEXTING AND DRIVING PREVENTION 2	NHTSA	000:29	3
PSA - 30 TEXTING AND DRIVING PREVENTION 3	NHTSA	000:29	1
PSA - 30 TEXTING AND DRIVING PREVENTION 4	NHTSA	000:29	1
PSA - 30 TEXTING AND DRIVING PREVENTION 5	NHTSA	000:29	3
PSA - 30 TEXTING AND DRIVING PREVENTION 6	NHTSA	000:29	6
PSA - 60 - JUVENILE DIABETES RESEARCH	JUV DIABETES RESEARCH FUND	001:00	7
PSA - 60 - STROKE AWARENESS - PARTY	AMERICAN STROKE ASSOCIATION	001:00	143
PSA - 60 - STROKE AWARENESS - PARTY	PSA - 60 - STROKE AWARENESS - PARTY	001:00	1

PSA - 60 - STROKE AWARENESS - WHO MIGHT YOU SAVE	AMERICAN STROKE ASSOCIATION	000:59	127
PSA - 60 - STROKE AWARENESS - WHO MIGHT YOU SAVE	PSA - 60 - STROKE AWARENESS - WHO MIGHT YOU SAVE	001:00	1
PSA - 60 - VETEARNs AFFAIRS - LOST	V-A	000:58	136
PSA - 60 BUZZED DRIVING PREVENTION	NHTSA	001:00	6
PSA AL ANON	AL ANON	000:29	1
PSA-AUTISM	AUTISMSPEAKS.ORG	000:59	1
PSA-DROPOUTS	US Army	000:29	1
PSA-ENERGY	US Dept of Energy	000:59	1
PSA-FITNESS	FITNESS.GOV	000:29	2
PSA-FLOOD INSURANCE	Nat. Flood Insurance Prgm	000:30	4
PSA-GRADS OF LIFE	Grads of Life.org	000:59	1
PSA-HIGH BLOOD PRESSURE	AMERICAN HEART ASSOCIATION	000:58	5
PSA-HOMELAND SECURITY	Dept of Homeland Security	000:29	3
PSA-HUMAN TRAFFICKING	Dept of Homeland Security	000:29	4
PSA-HUNGER	FEEDING AMERICA.ORG	000:30	2
PSA-MARCH OF DIMES	March of Dimes	001:00	3
PSA-NHTSA	NHTSA	000:30	2
PSA-QUIT SMOKING	CDC	001:00	1
PSA-RECYCLING	Keep America Beautiful	000:19	18
PSA/GLOBAL CITIZEN JUST VOTE	GLOBAL CITIZEN	000:30	10
PSA/IHM STATE SPECIFIC VOTING VOICE 1 WITH MUSIC	DEMOCRACY WORKS	000:30	18
PSA/PROJECT YELLOW LIGHT-TELEGRAPHING	PROJECT YELLOW LIGHT	000:29	1
PSA/PROJECT YELLOW LIGHT-YOU CAN WAIT	PROJECT YELLOW LIGHT	000:29	1
PSA/SURGEON GENERAL 3WS COVID/HOLIDAY	DEPT OF HEALTH & HUMAN SERVIC	000:29	7
PSA/SURGEON GENERAL 3WS COVID/HOLIDAY	UNCF	000:29	12
PSA/UN GOALS/FOOD WASTE	UN GOALS	000:30	6
PSA/UN GOALS/GARBAGE	UN GOALS	000:29	5
PSA/UN GOALS/LED LIGHT BULB	UN GOALS	000:30	5
PSA/UNCF-HBCU DONATION	UNCF	000:29	15
STROKE AWARENESS	AMERICAN STROKE ASSOCIATION	000:29	2
STROKE AWARENESS	AMERICAN STROKE ASSOCIATION	000:29	1
STROKE AWARENESS	AMERICAN STROKE ASSOCIATION	000:59	2
STROKE AWARENESS	AMERICAN STROKE ASSOCIATION	001:00	2
VETERANS AFFAIRS	V-A	000:14	1

VETERANS AFFAIRS	V-A	000:29	1
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