

WMSI-FM  
 Jackson, MS  
 Quarterly Issues/Programs List  
 First Quarter, 2012  
 04/05/2012

WMSI-FM  
 Quarterly Issues/Programs List

WMSI-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:

- **PLEASE DON'T DELETE:** Steve Wilkinson, Nat. Weather Service

**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
PLEASE DON'T DELETE	COMMUNITY UPDATE 01-01-12	Joel Waters--Big Bros/Sisters of MS	----	01/01/2012 10:02 PM	029:35
PLEASE DON'T DELETE	COMMUNITY UPDATE 01-08-12	Dr. Nancy New & Zach New, Childrens Advocacy Center	----	01/08/2012 10:02 PM	029:29
PLEASE DON'T DELETE	COMMUNITY UPDATE 01-15-12	Irena McClain, Diabetes Foundation of MS	----	01/15/2012 10:02 PM	029:27
PLEASE DON'T DELETE	COMMUNITY UPDATE 01-22-12	Melinda McGrath, MS Dept of Transportation	----	01/22/2012 09:59 PM	029:48
PLEASE DON'T DELETE	COMMUNITY UPDATE 01-29-12	Robert Latham, MEMA	----	01/29/2012 10:01 PM	029:43
PLEASE DON'T DELETE	COMMUNITY UPDATE 02-05-12	Steve Wilkinson, Nat. Weather Service	----	02/05/2012 10:01 PM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
PLEASE DON'T DELETE	COMMUNITY UPDATE 02-12-12	Dee Stepter, IRS	----	02/12/2012 10:00 PM	029:43
PLEASE DON'T DELETE	COMMUNITY UPDATE 02-26-12	C.Clegg,C.Walters,Sheriffs Lewis, Tucker & Bailey	----	02/26/2012 10:01 PM	029:36
PLEASE DON'T DELETE	COMMUNITY UPDATE 3-4-12	Mike Cashion, MS Hospitality/Restaurant Assn	----	03/04/2012 10:00 PM	029:26
PLEASE DON'T DELETE	COMMUNITY UPDATE 3-11-12	Chuck Stinson, MS Organ Recovery Agency	----	03/11/2012 10:00 PM	029:30
PLEASE DON'T DELETE	COMMUNITY UPDATE 3-18-12	Deirdra Glover, MS Comm.for Volunteer Service	----	03/18/2012 10:00 PM	029:59
PLEASE DON'T DELETE	COMMUNITY UPDATE 3-25-12	Adam Moore, Miss. State Hospital, Joel Ross,FMSH	----	03/25/2012 10:00 PM	029:32

**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
----	AD COUNCIL - GIRLS - 924	000:30	008
----	DRUNK DRIVING 2	000:30	031
----	DRUNK DRIVING 3	000:29	009

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
-----	PSA DRUNK DRIVING 2	000:30	004
-----	PSA EMERGENCY PREPAREDNESS BUS. - DUMPSTER 60	001:00	034
-----	PSA EMERGENCY PREPAREDNESS BUS. - SALVAGE 60	001:00	029
-----	PSA EMERGENCY PREPAREDNESS BUSINESS - PLAN 30	000:30	048
-----	PSA FATHERHOOD INVOLVEMENT - CARTWHEEL 30	000:30	007
-----	PSA FATHERHOOD INVOLVEMENT - CIRCLE OF LIFE 15	000:15	016
-----	PSA FATHERHOOD INVOLVEMENT - CIRCLE OF LIFE 60	001:00	018
-----	PSA FATHERHOOD INVOLVEMENT - PATIENCE 60	001:00	033
-----	PSA FATHERHOOD INVOLVEMENT - PORCH 30	000:30	008
-----	PSA KEEP MISSISSIPPI BEAUTIFUL - DAHLING	000:31	046
-----	PSA KEEP MISSISSIPPI BEAUTIFUL - PSSST	000:30	003
-----	PSA LUPUS AWARENESS - DIARIES 30	000:30	001
-----	PSA LUPUS AWARENESS - EMOTIONS-1 60	001:00	037
-----	PSA LUPUS AWARENESS - WHY 30	000:30	001
-----	PSA PET ADOPTION	000:30	007
-----	PSA RECONNECT KIDS W/ NATURE - BUSY FAMILY 30	000:30	006
-----	PSA RECONNECT KIDS W/ NATURE - BUSY FAMILY 60	000:57	018
-----	PSA RECONNECT KIDS W/ NATURE - DISC FOREST 15	000:15	016
-----	PSA RECONNECT KIDS W/ NATURE - FOREST BRIGADE 60	001:00	037
-----	PSA RECONNECT KIDS W/ NATURE - NEW VOICE 30	000:30	006
-----	PSA RECONNECT KIDS W/ NATURE - NEW VOICE 60	000:59	032
-----	PSA STROKE AWARENESS - CONFUSION 30	000:30	050
-----	PSA STROKE AWARENESS - CONFUSION 60	000:59	034
-----	PSA STROKE AWARENESS - ELELMENTARY	000:59	033
-----	PSA STROKE AWARENESS - EXCUSES 60	001:00	032
-----	PSA STROKE AWARENESS - SECONDS 30	000:30	011
-----	PSA STROKE AWARENESS - SECONDS4444444444	001:00	034
-----	PSA TREATMENT AVAILABLE - GAME SHOW 30	000:30	039

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
-----	PSA TREATMENT AVAILABLE - GAME SHOW 60	001:00	031
-----	PSA TREATMENT AVAILABLE - MOVIE 30	000:30	007
-----	PSA TREATMENT AVAILABLE - MOVIE 60	001:00	018
-----	PSA TREATMENT AVAILABLE - USED CAR 30	000:30	006
-----	PSA TREATMENT AVAILABLE - USED CAR 60	001:00	016
-----	PSA WILDFIRE PREVENTION - BACKYARD REVISED 30	000:29	003
-----	PSA WILDFIRE PREVENTION - BACKYARD REVISED 60	000:57	019
-----	PSA WILDFIRE PREVENTION - BONFIRE REVISED 30	000:29	003
-----	PSA WILDFIRE PREVENTION - BONFIRE REVISED 60	000:59	035
-----	PSA WILDFIRE PREVENTION - CIGARETTE REVISED 30	000:29	005
-----	PSA WILDFIRE PREVENTION - CIGARETTE REVISED 60	000:59	034
-----	PSA WILDFIRE PREVENTION - DOORBELL 30	000:30	008
-----	PSA WILDFIRE PREVENTION - DOORBELL 60	000:57	020
-----	PSA WILDFIRE PREVENTION - STEP IN REVISED 15	000:13	022
-----	PSA - HIGH SCHOOL FOREIGN EXCHANGE STUDENT	000:29	001
-----	PSA - MADD - DAMAGES	001:00	001
-----	PSA - MISSISSIPPI VIETNAM VETS	000:29	021
-----	PSA - PRIMARY IMMUNODEFICIENCY - AWARENESS 15	000:15	010
-----	PSA - PRIMARY IMMUNODEFICIENCY - BASEBALL 30	000:30	001
-----	PSA - PRIMARY IMMUNODEFICIENCY - FIREMAN 30	000:30	003
-----	PSA - PRIMARY IMMUNODEFICIENCY - ROCKSTAR 30	000:30	002
-----	PSA /GOOD NUTRITION :15	000:15	001
-----	PSA /LIVE UNITED :15	000:15	001
-----	PSA ADOPTION	000:30	001
-----	PSA AL ANON	000:29	011
-----	PSA AMERICAN LEGION	000:59	001
-----	PSA BIG BROTHERS	000:59	003
-----	PSA FORECLOSURE	001:00	001
-----	PSA MARINES	001:00	005

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
-----	PSA VIETNAM MEMORIAL EDUCATION :60	000:59	008
-----	PSA WOUNDED WARRIORS	000:59	020
-----	PSA-ADOPTION	000:15	001
-----	PSA-COLLEGE PREP	001:00	006
-----	PSA-DROPOUT PREVENTION	001:00	027
-----	PSA-FEEDING AMERICA	001:00	009
-----	PSA-FORECLOSURE	001:00	035
-----	PSA-FOREST SERVICE	000:29	001
-----	PSA-FOREST SERVICE	000:59	016
-----	PSA-FOREST SERVICE	001:00	004
-----	PSA-HEAD INJURY	000:59	001
-----	PSA-LETS MOVE	000:30	001
-----	PSA-LETS MOVE	001:00	001
-----	PSA-MISSISSIPPI VIETNAM VETS	000:58	011
-----	PSA-PET ADOPTION	000:30	020
-----	PSA-UNCF	001:00	004
-----	Q1 2012 COMMUNITY ENGAGEMENT/DONORSCHOOSE.ORG	000:32	001
BULLYING	DONORSCHOOSE.ORG	000:30	031
BULLYING	DONORSCHOOSE.ORG	000:31	040
BULLYING	DONORSCHOOSE.ORG	000:32	004
LITERACY	DONORSCHOOSE.ORG	000:30	079
MUSIC	DONORSCHOOSE.ORG	000:32	183
PLEASE DON'T DELETE	EAS INTRO	000:07	007
POVERTY	DONORSCHOOSE.ORG	000:31	002
POVERTY	DONORSCHOOSE.ORG	000:33	003
SELF ESTEEM	DONORSCHOOSE.ORG	000:31	048