



Description of WLOV programming providing the most significant treatment of community issues.

1st Quarter 2022

WLOV airs local news programming each week live during the following times on WLOV 27.1 (FOX).

Monday through Friday 6:00 a.m. to 7:00 a.m. (simulcast with WTVA 9.1 (NBC) and WTVA 9.2 (ABC))

Monday through Friday 7:00 a.m. to 8:00 a.m.

Monday through Friday 8:00 a.m. to 9:00 a.m.

Monday through Friday 9:00 p.m. to 10:00 p.m.

Saturday and Sunday 9:00 p.m. to 9:30 p.m.

All the above are locally produced news programs presenting a mix of news, weather and sports and other related feature stories and segments that affect Northeast Mississippi and parts of Northwest Alabama.

List of Issues for This Quarter

The following is a list of the programs of significant treatment of Northeast Mississippi and Northwest Alabama community issues. Local news stories were also posted on our website at wtva.com, on the WTVA 9 News app, on Facebook and on Twitter.

Crime

Severe Weather

COVID-19

Internet Accessibility

Alcohol Sales

Teacher Pay

Medical Marijuana

Elections

Inflation/Gas Prices

LOCAL:

ISSUE

Crime

Program Title: WTVA 9 News on WLOV (This program is produced for WLOV by WTVA under a JSSA)

Date: Various

Time: Various

Duration: Various

Detailed Description: The focus concerning crime this quarter involves the ongoing efforts in Columbus to reduce crime in that city, especially violent crime, and a rise in the thefts of catalytic converters from vehicles. The sampling below does not cover every single crime we reported, but it does give you a sense of the significance of the overriding themes concerning this issue from the first three months of the year.

- 1/3 Columbus Mayor Keith Gaskin says he wants the city to create better relationships with young people in hopes of reducing the amount of violent crime in the city.
- 1/3 Tupelo police are asking for help in solving the recent thefts of four catalytic converters from trucks at Flowers Bakery.
- 2/1 Columbus Mayor Keith Gaskin wants to add a city marshal to the payroll after a recent spike in crime, but that person would only report to him, not to the City Council.
- 2/3 A state senator introduced a bill aimed at curbing catalytic converter thefts by requiring anyone selling one to provide the VIN from the vehicle that had it.
- 2/4 The surge in catalytic converter thefts continues with two men stealing them from underneath a truck at a business in Houston.
- 2/16 Oxford police is teaming up with a local business to engrave identifying markers on catalytic converters at no charge in hopes of preventing future thefts.
- 2/17 The Columbus Police Department has launched a crime prevention unit with four officers who will only respond to crime-related calls allowing other officers to handle other calls.
- 3/25 The Flowers Bakery in Tupelo is again the victim of a catalytic converter theft nearly 90 days following four such thefts at the business.

ISSUE

Severe Weather

Program Title: WTVA 9 News on WLOV (This program is produced for WLOV by WTVA under a JSSA)

Date: Various

Time: Various

Duration: Various

Detailed Description: The WTVA Severe Weather Authority alerted viewers to a variety of severe weather during the quarter: wintry precipitation, strong winds and tornadoes. The alerts also included interruptions of regular programming on February 17, February 22, March 22 and March 30. The news department's coverage also included the preparation for those efforts and the response afterward.

1/4 People in Bruce are expected to attend a community meeting to discuss the damage caused by last week's flooding and look for answers to prevent it from happening again.

1/6 The Mississippi Highway Patrol is warning drivers to be careful on the road with the threat of winter weather looming.

1/14 The Mississippi Department of Transportation says it will have crews in multiple counties ready to go if wintry precipitation causes slippery roads tomorrow.

2/15 Algoma leaders are looking at spending \$25,000 to \$35,000 for a tornado siren.

2/15 The Mississippi Forestry Commission is encouraging everyone to avoid burning outside because conditions are favorable for wildfires to start.

2/22 Almost the entire area went under a tornado watch until midnight, but no twisters touched down during that period.

3/11 Snow fell during the night across parts of the area leaving some roads slippery to travel on the following morning, mainly from Lee County to the north.

3/22 An EF-1 tornado touched down in Clay and Monroe counties leaving behind damage to homes, businesses, primarily in the West Point area.

3/23 Mississippi State University cleaned up damage near the Chapel of Memories caused by Tuesday's severe weather.

3/28 Clay County Emergency Management is starting to accept donations for tornado victims today and start accepting applications for those needing help.

3/30 A possible tornado damaged homes, trees and power poles along Highway 9 in the Sarepta area while a tornado left behind some damage later that night in Noxubee County.

3/31 The Mississippi Emergency Management Agency reports additional damage in Lafayette, Oktibbeha and Yalobusha counties from Wednesday's severe storms.

ISSUE

COVID-19

Program Title: WTVA 9 News on WLOV (This program is produced for WLOV by WTVA under a JSSA)

Date: Various

Time: Various

Duration: Various

Detailed Description: The pandemic dragged into the start of the new year. However, while the quarter had a surge in coronavirus cases in the beginning, it ended with a dramatic drop in those cases. That led to an easing of restrictions with mask mandates at the area's universities. The quarter ended with a call from the president to have Congress provide more funding to deal with the virus.

1/4 State Health Officer Dr. Thomas Dobbs says omicron in Mississippi is causing hospitalizations to skyrocket even though the severity of the illness is not as bad as previous variants.

1/4 Winona schools will require students, employees and visitors to wear masks until at least January 18.

1/5 The Mississippi University for Women will push back the start of the spring semester from January 6 to January 18 because of a spike in COVID cases.

1/5 A rise in coronavirus cases prompted North Mississippi Health Services to reopen its COVID testing center at the Mall at Barnes Crossing

1/6 The University of Mississippi Medical Center says the number of its COVID patients jumped in the past two weeks from 23 to 98.

1/10 Okolona schools will have students start virtual learning tomorrow through Tuesday in response to the rise in the number of COVID-19 cases.

1/11 Mississippi State University announced a mask mandate for basketball games at Humphrey Coliseum until February 1.

1/11 The University of Mississippi Medical Center says omicron cases are overwhelming its hospital system.

1/11 Columbus City Hall is temporarily closed because one of the city employees who works there tested positive for the coronavirus.

1/13 Grenada schools are teaming up with the state health department to offer COVID testing for students.

1/14 Union County schools are dealing with a teacher shortage thanks in part to the coronavirus.

1/17 Ole Miss Chancellor Glenn Boyce is telling students returning from the winter break the mask requirement for public indoor spaces remains in effect.

- 1/18 Mississippi State University has set up a drive-through COVID testing site for students and faculty with no symptoms.
- 1/19 Lee County Sheriff Jim Johnson temporarily cancelled in-person family visits due to the recent COVID-19 surge.
- 1/21 Some parents in Oxford started gathering signatures on a petition to make masks mandatory in the schools.
- 1/27 The Yalobusha County Sheriff's Office closed its front office temporarily because of a rise in COVID cases.
- 1/29 North Mississippi Health Services is closing its drive-through COVID testing site at the Mall at Barnes Crossing on Monday because not many people are showing up to get tested.
- 2/1 Mississippi State University has extended its mask mandate in all university buildings with no end date.
- 2/1 Mississippi has its eleventh pediatric death from COVID-19.
- 2/11 Mississippi State University announced masks are still mandatory for classrooms, labs, studios and the student health center but optional at other indoor locations.
- 2/16 The Tupelo Furniture Market is back after a two-year hiatus because of the COVID-19 pandemic.
- 2/17 Ole Miss lifted the mask mandate for dining areas, dorms and gyms but still requires them for classrooms and medical areas.
- 2/18 U.S. Senator Roger Wicker tested positive for COVID-19 for the second time during the pandemic.
- 2/23 North Mississippi Health Services reports omicron case numbers are going down, but doctors are still encouraging people to use caution.
- 2/25 Mississippi State University will allow masks to be optional starting Monday in classrooms and labs but still require them on buses and the student health center.
- 3/3 North Mississippi Health Services says it will lift most of its visitation restrictions starting Monday with the number of new COVID-19 cases dropping.
- 3/4 Mississippi University for Women announced this week masks are no longer required on campus.
- 3/18 North Mississippi Medical Center in Tupelo is shutting down its COVID unit since the number of new cases is significantly lower than what doctors saw weeks ago.
- 3/24 Oxford says the hospital is without a COVID-19 patient for the first time since March 18, 2020.
- 3/29 Mississippi is among 21 states filing a lawsuit to force the federal government to get rid of its mask mandate on public transportation.

ISSUE

Internet Accessibility

Program Title: WTVA 9 News on WLOV (This program is produced for WLOV by WTVA under a JSSA)

Date: Various

Time: Various

Duration: Various

Detailed Description: Progress continues to be made on getting more homes in rural parts of the area improved internet service. Electric power associations made progress in their efforts to roll out coverage across Northeast Mississippi. News coverage during this period also included one utility regulator making a move to ensure people are not being scammed as they seek to gain access to better broadband.

1/7 AT&T and Cricket Wireless opened enrollment for the federal program that aims to help more people access broadband internet for work and school.

1/25 State Public Service Commissioner Brandon Presley sent a letter to the FCC asking for a cease-and-desist letter to be sent to Surge Wireless to stop offering internet service because of concerns over how it is asking for personal information locally.

1/25 Tippah Electric Power Association celebrated connecting its first 2,500 customers to its new broadband internet service.

1/28 People in Okolona are waiting to see if the Legislature will clear the way for the city's power provider to offer broadband internet service like it did for electric power cooperatives.

2/28 A community meeting is held in Una with hopes of prompting 4-County Electric Power Association to bring internet services sooner than next year.

3/10 Natchez Trace Electric Power Association celebrated providing broadband internet to its 2,000th customer.

ISSUE

Alcohol Sales

Program Title: WTVA 9 News on WLOV (This program is produced for WLOV by WTVA under a JSSA)

Date: Various

Time: Various

Duration: Various

Detailed Description: People in another local community decided they wanted to join other cities across the area in allowing the sales of alcohol. Another city expanded sales hours for a major event. And

sellers of spirits faced a problem many other businesses experienced during this time – difficulty getting product on store shelves with the coronavirus possibly playing a role in that.

1/7 Aldermen in Oxford voted to extend hours on Super Bowl Sunday for businesses on the Square to sell alcohol.

1/18 A state representative filed a bill that would get the state out of the liquor and wine distribution business and lower the excise tax on wine and spirits from 27.5 percent to 18 percent.

2/1 Local liquor stores say they are low on supplies, and they say supply chain issues because of COVID-19 may be to blame.

3/15 Voters in Bruce decided to allow alcohol sales of beer and light wine in the city after a petition drive forced a public vote.

ISSUE

Teacher Pay

Program Title: WTVA 9 News on WLOV (This program is produced for WLOV by WTVA under a JSSA)

Date: Various

Time: Various

Duration: Various

Detailed Description: Mississippi's governor said prior to the start of the 2022 legislative session that he wanted public schoolteachers across the Magnolia State to see more money in their paychecks. Legislative leaders agreed with him, but it took some work to come together on a pay plan. Lawmakers spent most of their 90-day session in Jackson to tackle the subject, but they eventually reached agreement on a pay raise eventually signed off on by the governor.

1/10 Lt. Gov. Delbert Hosemann proposes giving public schoolteachers an average \$4700 raise over two years.

1/12 The Mississippi House passed its own teacher pay raise plan that would give most public schoolteachers a \$6,000 raise.

3/16 Senators proposed a \$5100 average increase in pay for teachers, a few hundred dollars higher than what representatives offered last week.

3/31 Governor Tate Reeves signed into law a teacher pay raise that will give teachers on average a \$5,140 raise and assistant teachers a \$2,000 raise.

ISSUE

Medical Marijuana

Program Title: WTVA 9 News on WLOV (This program is produced for WLOV by WTVA under a JSSA)

Date: Various

Time: Various

Duration: Various

Detailed Description: There had been discussion prior to this quarter of the Mississippi Legislature going into a special session to tackle this subject. While that did not happen, there was enough work done prior to the start of the 2022 session where they and the governor quickly addressed getting a medical marijuana program back on track. Afterward, the focus shifted toward local communities deciding on whether to allow medical marijuana dispensaries.

1/13 The Mississippi Senate approved a bill that would revive the state's medical marijuana program that the Mississippi Supreme Court killed last year.

1/26 The Mississippi Legislature sent Governor Tate Reeves a bill for him to sign that could create the state's first medical marijuana program.

2/2 Governor Tate Reeves announced he will allow the bill to create a medical marijuana program to become a law.

2/7 The Tennessee Valley Authority is indicating it may not provide power to businesses in Mississippi that grow or distribute medical marijuana.

2/16 The owner of Hempsters Dispensary and Smoke Shop is ready to start making investments in his business to sell medical marijuana but cannot until he hears if Tupelo leaders will allow such sales.

2/18 The Mississippi Medical Marijuana Association will host its first medical marijuana convention May 5 in Flowood hosting experts from around the country.

2/28 Lafayette County supervisors will hold a public hearing Monday on whether the county wants to opt out of allowing medical marijuana dispensaries to operate there.

3/14 Leaders in Blue Springs voted to allow medical marijuana dispensaries.

3/18 Tupelo leaders will hold public meetings next week to come up with regulations for medical marijuana dispensaries to operate in the city.

ISSUE

Elections

Program Title: WTVA 9 News on WLOV (This program is produced for WLOV by WTVA under a JSSA)

Date: Various

Time: Various

Duration: Various

Detailed Description: Judicial races are the focus this year in Mississippi, but one local city had to open the new year by holding a repeat election to decide who should be the new mayor. That gave way to a couple of local referendums on financial matters – one that went down to defeat, another that proved to be successful for one of the area’s largest school districts.

1/18 Voters in Nettleton elect Phillip Baulch as mayor over incumbent Mem Riley after a judge tossed the outcome of the April 6 municipal primary.

1/20 Qualifying has begun for new county courts created in Lafayette and Oktibbeha counties with the deadline set for February 1.

1/26 Next Tuesday is the qualifying deadline for all judicial races in Mississippi.

3/8 A majority of voters in Water Valley voted in favor of implementing a two percent tourism tax on restaurant meals, but it still failed to pass because it did not have 60 percent of voters in favor of it.

3/8 Voters in Lee County on Tuesday gave the green light for the county school district to borrow \$8 million for improvements to school facilities for extracurricular activities.

3/9 Lee County is moving the Saltillo voting precinct at the Birmingham Ridge Fire Department to a church and the one at the American Legion post to the Bel Air Center.

ISSUE

Inflation/Gas Prices

Program Title: WTVA 9 News on WLOV (This program is produced for WLOV by WTVA under a JSSA)

Date: Various

Time: Various

Duration: Various

Detailed Description: While COVID-19 started to subside, the rising cost of products garnered more attention as we progressed through the first months of 2022. News coverage not only included an explanation of what is causing the spike in prices. It also included coverage of government efforts to get those prices down. That included the price of gasoline, which climbed to highs many had not seen since Hurricane Katrina.

2/11 An economics professor at Mississippi State University says there are multiple reasons for the rapid rise in inflation: manufacturing slowed down as did the transportation of goods combined with a demand for goods boosted by government stimulus checks.

2/14 The owner of Phyfer’s restaurant in Tupelo encourages customers to be patient because inflation caused a 30 percent increase in food costs for his restaurant.

2/25 An economics professor at Mississippi State University says the war in Ukraine could cause prices for gas and wheat to rise.

3/8 People locally are paying more for gas with the average price per gallon in Mississippi jumping 50 cents in the past week.

3/10 The price for regular unleaded at the Marathon gas station in the Cotton District of Starkville has climbed higher than four dollars a gallon.

3/14 Lieutenant Governor Delbert Hosemann proposed suspending the state gas tax, which would save drivers 19 cents for a gallon.

3/16 The American Automobile Association reports the average price for gas in Winston County to be four dollars 21 cents, but it can be found at some gas station there below four dollars a gallon.

3/17 The manager at the Clay County Co-Op says fertilizer is more expensive than ever, which is adding to the higher fuel costs farmers are dealing with now.

National:

ISSUE

Inflation/Gas Prices

Program Title: State of The Union Address

Date: March 1

Time: 8 pm

Duration: 1 hour, 48 minutes

Detailed Description: Addressing a concerned nation and anxious world, President Joe Biden vowed in his first State of the Union address to check Russian aggression in Ukraine, tame soaring U.S. inflation and deal with the fading but still dangerous coronavirus. Biden outlined plans to address inflation by reinvesting in American manufacturing capacity, speeding supply chains and reducing the burden of childcare and eldercare on workers.

Local Public Service Campaigns

Program Title: Mississippi Army National Guard

Date: January 1, 2022, to March 31, 2022

Time: ROS

Duration: :15 and :30 second spots

Detailed Description: WLOV ran 172 spots designed to inform viewers about the Mississippi Army National Guard's unique domestic mission. Each spot demonstrates their commitment to community and country, as well as the many opportunities the Guard offers to lead, learn, and gain in-demand job skills – all while serving part-time, close to home. Spots were supplied by the Mississippi Association Of Broadcasters.

Program Title: "Trusted Voices: MSU Extension Public Service Announcement

Date: January 1, 2022, to February 15, 2022

Time: ROS

Duration: 1:00 spots

Detailed Description: "Trusted Voices", including staff and a student from Mississippi State University, talk about facts related to vaccination against the corona virus. The PSA encourages all viewers to get vaccinated. WLOV aired 550 of these spots that were supplied by the Mississippi Association Of Broadcasters.

Program Title: Prevention Access

Date: March 1, 2022, to March 31, 2022

Time: ROS

Duration: :30 second spot

Detailed Description: WLOV aired 348 spots from Prevention Access.org designed to disseminate the revolutionary but relatively unknown fact to viewers that people carrying undetectable viral loads of the HIV virus cannot transmit the disease. The spots were supplied by the Mississippi Association Of Broadcasters.