

WTUP
Tupelo, MS
Quarterly Issues/Programs List
Fourth Quarter, 2019
01/08/2020

WTUP
Quarterly Issues/Programs List

WTUP 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:

- **CRIME:** The Stone House representative talked about how paroled criminals can reform and contribute to community
- **EDUCATION:** Rep for Association for Excellence in Education spoke on fund-raising activities and initiatives to improve education programs for Tupelo Public Schools and how the public can contribute in various ways
- **ELDERLY HEALTH / SAFETY:** Rep from Three Rivers Agency on Aging spoke on ways to help elderly, from checking on them to helping with new technology explanations
- **FOSTER CARE:** DHS rep spoke on importance of foster parenting and prerequisites to become a foster family. Success stories were also shared.
- **HEALTH:** Rep for North Mississippi Health Services Wellness Center spoke on setting realistic health goals for 2020, clean eating, and making time for exercise
- **HUNGER / POVERTY:** Stone Soup Ministries spokesperson discussed ways homeless/needily can request help and how community can help the ministry.
- **STRAY ANIMALS:** Tupelo/Lee Humane Society rep spoke on overcrowding of shelters, abundance of strays in surrounding area, and the importance of independent rescue groups

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
CRIME	All Stations Pub Ser Program-Community Viewpoint	The Stone House representative talked about how paroled criminals can reform and contribute to community	Amber Beane	10/06/2019 06:01 AM	029:07
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Dr. Dey with Endocrine & Metabolic Disorders Clinic discussed high rates of diabetes in Mississippi and methods of preventing and treating	Dr. Jayant Dey	10/13/2019 06:00 AM	028:58
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Alzheimer's Association rep spoke on early detection of the disease and support for caregivers and families affected	Rachel Corkern	10/20/2019 06:00 AM	029:57
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Local physician, Dr. Phil Jones, spoke on breast cancer risks, options if diagnosed, and tips for early detection	Dr. Phil Jones	10/27/2019 06:01 AM	029:41
CRIME	All Stations Pub Ser Program-Community Viewpoint	Sgt. White from Tupelo Police Department spoke about safety and home security for upcoming holiday season	Katarsha White	11/03/2019 06:00 AM	029:51
HUNGER / POVERTY	All Stations Pub Ser Program-Community Viewpoint	Mjr Morton with Salvation Army spoke on food needs in Mississippi and how families can request help	Whitney Morton	11/10/2019 06:02 AM	029:45
HUNGER / POVERTY	All Stations Pub Ser Program-Community Viewpoint	Stone Soup Ministries spokesperson discussed ways homeless/needy can request help and how community can help the ministry.	Melissa Pounds	11/17/2019 06:00 AM	028:11
ELDERLY HEALTH / SAFETY	All Stations Pub Ser Program-Community Viewpoint	Rep from Three Rivers Agency on Aging spoke on ways to help elderly, from checking on them to helping with new technology explanations	Kathy Ositis	11/24/2019 06:00 AM	027:59
FOSTER CARE	All Stations Pub Ser Program-Community Viewpoint	DHS rep spoke on importance of foster parenting and prerequisites to become a foster family. Success stories were also shared.	Shelia Criddle	12/01/2019 06:01 AM	028:47
STRAY ANIMALS	All Stations Pub Ser Program-Community Viewpoint	Tupelo/Lee Humane Society rep spoke on overcrowding of shelters, abundance of strays in surrounding area, and the importance of independent rescue	Rachel Keith	12/08/2019 06:00 AM	027:57

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
groups					
HEALTH	All Stations Pub Ser Program-Community Viewpoint	Rep for North Mississippi Health Services Wellness Center spoke on setting realistic health goals for 2020, clean eating, and making time for exercise	David Riley	12/15/2019 06:01 AM	029:01
EDUCATION	All Stations Pub Ser Program-Community Viewpoint	Program Director for Families First spoke on the importance of reading to children daily and cost-efficient family activities for the winter break	Sheila Davis	12/22/2019 06:02 AM	028:43
EDUCATION	All Stations Pub Ser Program-Community Viewpoint	Rep for Association for Excellence in Education spoke on fund-raising activities and initiatives to improve education programs for Tupelo Public Schools and how the public can contribute in various ways	Kelly Nance	12/29/2019 06:00 AM	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
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**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
----	PSA / FILL -- MISC PSA'S	000:30	002
----	PSA/FILL -- ALZHEIMER'S	000:30	004
----	PSA/FILL -- BREAST CANCER MONTH	000:59	015

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
-----	PSA/FILL -- BULLYING PREVENTION	000:30	002
-----	PSA/FILL -- BULLYING PREVENTION	001:00	035
-----	PSA/FILL -- CREDIT	000:30	002
-----	PSA/FILL -- TREES FOR FUTURE	000:30	001
-----	PSA/FILL -- US POVERTY Poverty Line	000:30	004
-----	PSA/FILL -- US POVERTY Poverty Line	001:00	040
-----	PSA/FILL -- USO	000:30	005
-----	PSA/FILL -- USO	001:00	033
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:30	031
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:31	026
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:33	028
COMMUNITY INVOLVEMENT	United Way	000:28	004
COMMUNITY INVOLVEMENT	United Way	000:32	001
COVENANT HOUSE	COVENANT HOUSE	000:30	112
EDUCATION	AD COUNCIL	001:00	103
EDUCATION	United Negro College Fund	000:30	019
EDUCATION	United Negro College Fund	001:00	098
ELDERLY	AARP	000:30	008
ELDERLY	AARP	000:31	008
ELDERLY	AARP	000:58	033
ELDERLY	AARP	000:59	026
ELDERLY	AARP	001:00	130
Energy Conservation	AD COUNCIL	000:29	002
Energy Conservation	AD COUNCIL	000:30	009
Energy Conservation	AD COUNCIL	000:59	057
Energy Conservation	AD COUNCIL	001:00	067
ENVIRONMENT	UN GOALS	000:30	189
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:29	001
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	001:00	032

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Financial Literacy	AD COUNCIL	000:30	015
Financial Literacy	AD COUNCIL	000:59	058
Financial Literacy	AD COUNCIL	001:00	158
HEALTH AND FITNESS	AD COUNCIL	000:30	007
HEALTH AND FITNESS	AD COUNCIL	001:00	158
HEALTH AND FITNESS	AFLAC	000:31	026
HEALTH AND FITNESS	American Acad. of Dermatology	000:30	001
HEALTH AND FITNESS	American Acad. of Dermatology	001:00	054
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	001
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:59	050
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	001:00	048
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	008
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:31	008
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	128
HEALTH AND FITNESS	Dept. Health & Human Services	000:30	006
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	025
HEALTH AND FITNESS	MennoMedia	000:29	001
HEALTH AND FITNESS	MennoMedia	000:30	021
HEALTH AND FITNESS	MennoMedia	001:00	096
HEALTH AND FITNESS	Natl Federation of the Blind	000:28	007
HEALTH AND FITNESS	Natl Federation of the Blind	000:30	004
HEALTH AND FITNESS	Prevent Cancer Foundation	001:00	041
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	005
HEALTH AND FITNESS	US Dept Of Health & Human Ser	001:00	054
LOW-INCOME LEGAL SERVICES	MS Center For Legal Services	000:33	004
MILITARY AND VETERANS	USO	000:30	003
MILITARY AND VETERANS	USO	000:59	054
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	007
MILITARY AND VETERANS	WOUNDED WARRIORS	001:00	174

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
NOAC	PSA/FILL -- AGING	001:00	026
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	012
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	012
PUBLIC SAFETY	AD COUNCIL	000:30	008
PUBLIC SAFETY	AD COUNCIL	001:00	104
PUBLIC SAFETY	FEMA	000:30	016
PUBLIC SAFETY	FEMA	001:00	171
PUBLIC SAFETY	Homeland Security	000:30	001
PUBLIC SAFETY	Homeland Security	001:00	035
UN GOALS	UN GOALS	000:30	047