

QUARTERLY ISSUES/PROGRAMS LIST

There follows a listing of some of the significant issues responded to by station WTUP-AM, Tupelo, Mississippi, along with the most significant programming treatment of those issues for the period July 1, 2016 to September 30, 2016. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

WTUP-AM
Tupelo, MS
Quarterly Issues/Programs List
Third Quarter, 2016
10/01/2016

WTUP-AM

Quarterly Issues/Programs List

WWKZ 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:

- **Community Unity:** 9/11 Memorial Climb Organization Spokesperson - Funding and needs of community civil servants discussed
- **Health & Nutrition:** Regional Extension Service Spokesperson - Nutrition options to fight obesity for school children
- **Economy/Financial Education:** Salvation Army Spokesperson - Information and discussion about financial education classes offered to public.
- **Safety:** Tupelo Police Department Spokesperson - Advice and information during back to school months for individuals with children returning to school
- **Health & Education:** MegMed Health Spokesperson - Discussion of immunizations for children returning to school

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/Seg	Date	Time	Duration	Description of Program/Seg
Crime	Crime Stoppers	July 1 – Sep 30	9:00am	10 minutes	Sgt Katarsha White of the Tupelo Police Dept. arrives every Tuesday morning to ask for help solving a recent crime in N MS. He also gives listeners advice on handling potentially

					dangerous situations. (Pre-recorded earlier in the morning)
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<u>Issue</u>	<u>Program/Title</u>	<u>Date/Time</u>	<u>Guest(s)</u>	<u>Organization</u>	<u>Topic</u>
Health/Finance/Charity	All Stations Pub Ser Program- Community Viewpoint	7/3/2016 05:30AM	Robin Matkin	United Way of N E MS	Ways donated money is used
Public Servant & Community Unity	All Stations Pub Ser Program- Community Viewpoint	7/10/2016 05:30AM	Emily Word	911 Memorial climb	Funding for civil servants and info
Local Area Business Support	All Stations Pub Ser Program- Community Viewpoint	7/17/2016 05:30AM	Liz Tollison	D.M.S.A.	Opportunities in Downtown
Finance	All Stations Pub Ser Program- Community Viewpoint	7/24/2016 05:30AM	Susan Gilbert	The Salvation Army	Finance class and other info
Community Intermingle Opportunities	All Stations Pub Ser Program- Community Viewpoint	7/31/2016 05:30AM	Sean Johnson	New Albany Main Street	Summer Concert series
Health	All Stations Pub Ser Program- Community Viewpoint	8/7/2016 05:30AM	Blakely Young	Sanctuary Hospice	Fundraiser and general Hospice info
Community Intermingle Opportunities	All Stations Pub Ser Program- Community	8/14/2016 05:30AM	Shantae Jones	Tupelo Parks & Recreation	Upcoming events

	Viewpoint				
Education	All Stations Pub Ser Program- Community Viewpoint	8/21/2016 05:30AM	Carrie Channing	Family Resource	Back to school
Nutrition/Education	All Stations Pub Ser Program- Community Viewpoint	8/28/2016 05:30AM	Dr Carla Stanford	Extension	Back to school nutrition
Education/Health	All Stations Pub Ser Program- Community Viewpoint	9/4/2016 06:00AM	Megan Hooker	Megmed Health	Immunizations for back to schoolers
Crime/Safety	All Stations Pub Ser Program- Community Viewpoint	9/11/2016 06:00AM	Dept Chief Alan Gilbert	Tupelo Police Department	Home Safety
Pet Health	All Stations Pub Ser Program- Community Viewpoint	9/18/2016 06:00AM	Dr Gretchen Ganas	Animal care center	Pet health and human condition
Community Intermingle Opportunities	All Stations Pub Ser Program- Community Viewpoint	9/25/2016 06:00AM	Lee Anne Mattox	Tupelo Parks & Recreation	Family camp- out

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.

NONE

The following section lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

PUBLIC SERVICE ANNOUNCEMENTS/LOCAL

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Finance	Salvation Army finance class	:30	43
Finance	United Way	:30	34
Family	Tupelo Park and Rec	:30	52
Education	Family Resource	:30	38
Education	4H	:30	40
Pet Health	Pets in the Park	: 30	55
Public Serv	9-11 Memorial Climb	:30	47
Safety	Home Safety	:30	42
Nutrition	Back to school nutrition	30	51

PUBLIC SERVICE ANNOUNCEMENTS/NATIONAL

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
EDUCATION	SUMMER LEARNING	000:31	014
ELDERLY	AARP	000:30	008
ELDERLY	AARP	000:31	001
ELDERLY	AARP	000:58	051
ELDERLY	AARP	000:59	032
ELDERLY	AARP	001:00	099
HEALTH AND FITNESS	AD COUNCIL	001:01	032
HEALTH AND FITNESS	AMERICAN DIABETES ASSOCIATION	000:30	001
HEALTH AND FITNESS	AMERICAN DIABETES ASSOCIATION	000:59	021
HEALTH AND FITNESS	PARTNERSHIP FOR HEALTHY CHILD	000:30	006
HEALTH AND FITNESS	PARTNERSHIP FOR HEALTHY CHILD	000:31	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	001
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	016
MILITARY AND VETERANS	WOUNDED WARRIORS	000:57	056
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	032

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	WOUNDED WARRIORS	001:00	132
POVERTY	AD COUNCIL	000:30	001
POVERTY	AD COUNCIL	001:00	020
PUBLIC SAFETY	AD COUNCIL	000:15	008
PUBLIC SAFETY	AD COUNCIL	000:30	003
PUBLIC SAFETY	AD COUNCIL	001:00	045