

WMAG-FM WMKS-FM WPTI-FM WTQR-FM WVBZ-FM
Greensboro, NC
Quarterly Issues/Programs List
Third Quarter, 2012
10/05/2012

WMAG-FM WMKS-FM WPTI-FM WTQR-FM WVBZ-FM
Quarterly Issues/Programs List

WMAG-WMKS-WPTI-WTQR-WVBZ 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:

- **Autism-Children's Health - Autism Speaks:** Facts about Autism and fund raising events " Why is it that the rate of children with autism is on the rise? How is it diagnosed? What are the different types of autism? Does it affect boys or girls more? How can parents help their kids with autism? What type of events do you have coming up? How much money do you need to raise from the events? How can people get more info how to help with your events?
- **Preventing Crime - Better Business Bureau of Central NC:** the latest scams and ways to protect yourself. - What are the latest internet scams that people need to be on the lookout for? How can you make sure you are not taken in by one? What do you need to ask when people come to your home offering to do work on your house? How can you verify whether a business is legitimate or not? What recourse do you have is someone scams you?
- **Disabled children-Bounce Out the Stigma Project:** Helping kids with disabilities through basketball. How long have you been putting on this workshop for kids with disabilities? How does basketball help disabled kids? How did you get Wake Forest to agree to let you use their facilities for this project? Your program is full for this year, but how can kids be a part of the program next year?
- **Health - Cancer:** FisherHouse 4th of July special
- **Birth Defects - Cystic Fibrosis Foundation :** What is Cystic Fibrosis & Upcoming fund raising events. Explain what Cystic Fibrosis actually does to children? Have there been any medical breakthroughs in treating this disease? What types of therapy do you have to use on your kids to help them breathe?
- **Dental Health - Guilford County Dep Of Public Health:** How often should you brush? Is there really any difference in toothbrushes? How often should you visit a dentist?
- **Back to school - Guilford County Dept. of Public Health:** Preparing for Back to school " inoculations, paperwork, etc. " it (tm)s almost time for getting back to school. What do parents need to do right now to make sure their kids are ready for the first day? What type of

innoculations are needed by kids starting school for the first time? What about the shots needed by kids entering middle school? How can they get the shots they need if the parents cannot afford to pay for them?

- **Safety in the Home - Better health - Household cleaning & Improving memory for all ages:** What are some safe alternatives for cleaning products used around the house? How should you store cleaning products to keep them safe from children? What does the Extension office offer in the way of training to make and keep safe cleaning supplies? Is loss of memory a sign of coming problems or illness? What types of activities can people undertake to combat memory loss? Is memory loss just a problem for older people?
- **Hunger in the community:** Why are you having trouble meeting the demand for food? Are donations down or is the need greater? How large of an area do you service? Where do your donations come from? Has hunger really increased in the area?
- **Nutrition - N.C. Cooperative Extension Office:** Nutritional facts, eating healthier and garden care " What are the most nutritious foods we can eat? What is wrong with the southern way of cooking? What are good tips on better buying groceries for the family? What types of vegetables are best to grow in this area? How can we make sure we have a garden that produces a lot of veggies?
- **Blood Donations - Public Safety - Need for blood, Heatwave safety tips, Hurricane Pr:** Why are we experiencing such a severe shortage of blood in this are right now? What can be done to solve it?
- **Red Cross Blood Services:** Why are we experiencing such a severe shortage of blood in this are right now? What can be done to solve it?
- **Red Cross Services:** Discussed the new platelets donation service in Greensboro. How to become a red cross volunteer. The classes that are offered to everyone in the community and for every age group. What the red cross offers in case of home or apartment fires
- **Military - USO of North Carolina:** What type of services are offered to soldiers around the world? How can people donate to keep the USO in operation?

**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
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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Need for blood, Heatwave safety tips, Hurricane Pr	Triad Viewpoints #1	Why are we experiencing such a severe shortage of blood in this are right now? What can be done to solve it?	Melanie McDonough, American Red Cross	07/01/2012 07:02 AM	013:11
Need for blood, Heatwave safety tips, Hurricane Pr	Triad Viewpoints #2	What does the red cross recommend to combat the severe heat we are having this summer? What type of safety precautions do you suggest? How can we prepare for hurricane season?	Melanie McDonough, American Red Cross	07/01/2012 07:20 AM	013:26
Cancer	Triad Viewpoints #1	Fisher House 4th of July special	Fisher House	07/08/2012 06:59 AM	028:00
Household cleaning & Improving memory for all ages	Triad Viewpoints #1	What are some safe alternatives for cleaning products used around the house? How should you store cleaning products to keep them safe from children? What does the Extension office offer in the way of training to make and keep safe cleaning supplies? Is loss of memory a sign of coming problems or illness? What types of activities can people undertake to combat memory loss? Is memory loss just a problem for older people?	Barbara Strong, Shelia Dalcoe	07/15/2012 07:00 AM	028:15
Bounce Out the Stigma Project	Triad Viewpoints #1	Helping kids with disabilities through basketball. How long have you been putting on this workshop for kids with disabilities? How does basketball help disabled kids? How did you get Wake Forest to agree to let you use their facilities for this project? Your program is full for this year, but how can kids be a part of the program next year?	Mike Simmel-Bounce Out the Stigma Project	07/22/2012 07:03 AM	028:18
Cystic Fibrosis Foundation	Triad Viewpoints #1	What is Cystic Fibrosis & Upcoming fund raising events. Explain what Cystic Fibrosis actually does to children? Have there been any medical	Mark Hanson & Gary Thompson	07/29/2012 06:59 AM	013:11

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		breakthroughs in treating this disease? What types of therapy do you have to use on your kids to help them breathe?			
Cystic Fibrosis Foundation	Triad Viewpoints #2	What are the fund raising events you have coming up this year? How much do you hope to raise? What are the funds used for?	Mark Hanson & Gary Thompson	07/29/2012 07:15 AM	013:26
Guilford County Dept. of Public Health	Triad Viewpoints	Preparing for Back to school " inoculations, paperwork, etc. " it (tm)s almost time for getting back to school. What do parents need to do right now to make sure their kids are ready for the first day? What type of innoculations are needed by kids starting school for the first time? What about the shots needed by kids entering middle school? How can they get the shots they need if the parents cannot afford to pay for them?	Avis Carter	08/05/2012 07:02 AM	028:27
N.C. Cooperative Extension Office	Triad Viewpoints	Nutritional facts, eating healthier and garden care " What are the most nutritious foods we can eat? What is wrong with the southern way of cooking? What are good tips on better buying groceries for the family? What types of vegetables are best to grow in this area? How can we make sure we have a garden that produces a lot of veggies?	Geissler Baker, Linda Brandon	08/12/2012 07:00 AM	028:56
Autism Speaks	Triad Viewpoints #1	Facts about Autism and fund raising events " Why is it that the rate of children with autism is on the rise? How is it diagnosed? What are the different types of autism? Does it affect boys or girls more? How can parents help their kids with autism?	Kelli Embler	08/19/2012 07:02 AM	013:27
Autism Speaks	Triad Viewpoints	Facts about Autism and fund raising events " Why is it that	Kelli Embler	08/19/2012 07:20 AM	013:15

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	#2	the rate of children with autism is on the rise? How is it diagnosed? What are the different types of autism? Does it affect boys or girls more? How can parents help their kids with autism? What type of events do you have coming up? How much money do you need to raise from the events? How can people get more info how to help with your events?			
Better Business Bureau of Central NC	Triad Viewpoints	the latest scams and ways to protect yourself. - What are the latest internet scams that people need to be on the lookout for? How can you make sure you are not taken in by one? What do you need to ask when people come to your home offering to do work on your house? How can you verify whether a business is legitimate or not? What recourse do you have is someone scams you?	Joan Stanley & Kevin Hinterberger	08/26/2012 06:59 AM	028:56
USO of North Carolina	Triad Viewpoints #1	What the USO does for military personnel and events " How long has the uso been around? Is it more than just an entertainment show? Is the USO a private organization or a government entity?	Shelia & Tom Wasko	09/02/2012 07:00 AM	012:18
USO of North Carolina	Triad Viewpoints #2	What type of services are offered to soldiers around the world? How can people donate to keep the USO in operation?	Shelia & Tom Wasko	09/02/2012 07:17 AM	017:53
N.C. Cooperative Extension Office	Triad Viewpoints	Lawn care for the fall and gardening in the fall " what do you need to do to prepare your lawns for the fall and winter. Why is a soil test so important? Why does NC offer free soil testing? What types of veggies can you grow in the fall? How have community gardens helped	Geissler Baker Nutrition Educator and Karen Neill	09/09/2012 07:02 AM	028:56

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		feed the hungry in this area? Who can be a part of a community garden?			
Guilford County Dept. of Public Health	Triad Viewpoints	: Dental health for the entire family " At what age should you take your children to the dentist? What types of toothpaste are best to buy? How can people overcome their fear of dentists?	Dr. Connie Lawson	09/16/2012 07:02 AM	028:39
Guilford County Dep Of Public Health	Triad Viewpoints #2	How often should you brush? Is there really any difference in toothbrushes? How often should you visit a dentist?	Dr. Connie Lawson	09/16/2012 07:22 AM	013:22
Hunger in the community	Triad Viewpoints #1	Why are you having trouble meeting the demand for food? Are donations down or is the need greater? How large of an area do you service? Where do your donations come from? Has hunger really increased in the area?	Clyde Fitzgerald 2nd Harvest Food Bank	09/23/2012 07:00 AM	014:06
Hunger in the community	Triad Viewpoints #2	Has hunger really increased in the area? What ages of the population are hardest hit? How do you go about raising money for your programs? How many people seek donations each month?	Mike Aiken - Greensboro Urban Ministry	09/23/2012 07:19 AM	014:12
Red Cross Blood Services	Triad Viewpoints #1	Why are we experiencing such a severe shortage of blood in this are right now? What can be done to solve it?	Melanie Mcdonough - Red Cross Communications Direc	09/30/2012 07:01 AM	014:04
Red Cross Services	Triad Viewpoints #2	Discussed the new platelets donation service in Greensboro. How to become a red cross volunteer. The classes that are offered to everyone in the community and for every age group. What the red cross offers in case of home or apartment fires	Melanie Mcdonough - Red Cross Communications Direc	09/30/2012 07:19 AM	014:14

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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
Concussions	American Academy of Neurology	000:30	088
Concussions	American Academy of Neurology	000:31	089
Concussions	American Academy of Neurology	001:00	109
Lung Cancer	American Lung Assoc :60 cut 2	001:00	037
Public Safety	Homeland Security Drop Off	000:31	060
United Way	NOW PSA FILLER - UNITED WAY	000:15	033
Dental Health	PSA - Give Kids A Smile	000:30	045
Mens Health	PSA - Men's Preventive Health	000:15	025
Military	PSA - Navy	000:30	048
United way	PSA - United Way/30	000:30	085
Community involment	PSA Rambling Rose	000:31	109
Skin cancer	PSA Skin Cancer 60	001:00	074
Money for the arts	United Arts Council	000:31	001
Community involment	VERA BRADLEY GOLF TOURNAMENT PSA	000:16	014
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	102
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	028
HEALTH AND FITNESS	AD COUNCIL	000:30	106
HEALTH AND FITNESS	AD COUNCIL	000:31	070
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	028
United Arts Council	United Arts Council	000:31	054

WMKS
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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
Concussions	American Academy of Neurology	000:31	001
Concussions	American Academy of Neurology	001:00	014
Lung Cancer	American Lung Assoc :60 cut 2	001:00	004
United Way	NOW PSA FILLER - UNITED WAY	000:15	001
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	103
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	028
COMMUNITY INVOLVEMENT	OUR TIME	000:30	021
COMMUNITY INVOLVEMENT	OUR TIME	000:31	014
HEALTH AND FITNESS	AD COUNCIL	000:30	103
HEALTH AND FITNESS	AD COUNCIL	000:31	070
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	029
United Arts Council	United Arts Council	000:31	054

WPTI
Greensboro, NC
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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
----		000:30	111
Concussions	American Academy of Neurology	000:30	116
Concussions	American Academy of Neurology	000:31	158
Concussions	American Academy of Neurology	001:00	155
Lung Cancer	American Lung Assoc :60	001:00	087
Lung Cancer	American Lung Assoc :60 cut 2	001:00	028
Public Safety	Homeland Security Drop Off	000:31	104
Bullies	PSA Bullies 60	000:59	092
Bullies	PSA Bullies 60 cut 2	001:00	085
Drowning Prevention	PSA Drowning Prevention 60	001:00	081
Exchange Students	PSA Exchange Students	000:31	114
Military Families	PSA Military Familied United :60	000:59	086
Military Families	PSA Military Familied United :60 cut 2	000:59	093
Smoking	PSA Smoking	001:00	043
Pets	PSA - AKC Willie Nelson	001:01	044
Dental Health	PSA - Give Kids A Smile	000:30	068
Mens health	PSA - Men's Preventive Health	000:15	092
Military	PSA - Navy	000:30	064
United Way	PSA - United Way/30	000:30	136
Proper values	PSA - Values "Edison"	000:30	115

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Adopt a pet	PSA -Adolt A Pet 30	000:30	061
Bullies	PSA -Bullies :30	000:29	062
Bullies	PSA -Bullies :30 cut 2	000:30	062
Child safety	PSA -Car seats :30	000:30	064
Money	PSA -Foreclosure Prevention 30	000:30	058
Stop smoking	PSA -Smoking :30	000:29	013
Stop smoking	PSA -Smoking :30 cut 2	000:30	010
Crime	PSA Crimestoppers Golf Tournament	000:32	073
Military families	PSA Military Families United 30	000:30	119
Military families	PSA Military Families United 30 cut 2	000:29	135
Skin cancer	PSA Skin Cancer 60	001:00	067
Cancer in children	St. Judes Ride Smokin HD	000:30	061
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	102
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	027
HEALTH AND FITNESS	AD COUNCIL	000:30	104
HEALTH AND FITNESS	AD COUNCIL	000:31	070
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	029
United Arts Council	United Arts Council	000:31	040

WTQR
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PUBLIC SERVICE ANNOUNCEMENTS**

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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
-----		000:30	115
Concussions	American Academy of Neurology	000:31	186
Concussions	American Academy of Neurology	001:00	121
Lung cancer	American Lung Assoc :60 cut 2	001:00	072
Public safety	Homeland Security Drop Off	000:31	120
United way	NOW PSA FILLER - UNITED WAY	000:15	084
Charity donations	POWER 2 GIVE	000:31	015
Dental health	PSA - Give Kids A Smile	000:30	070
Mens health	PSA - Men's Preventive Health	000:15	044
military	PSA - Navy	000:30	070
United way	PSA - United Way/30	000:30	141
Skin cancer	PSA Skin Cancer 60	001:00	148
Saving money	PSA-" Feed The Pig"	001:00	001
Childrens cancer	St. Judes Ride Smokin HD	000:30	027
Raising money for charity	VERA BRADLEY GOLF TOURNAMENT PSA	000:16	018
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	103
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	028
HEALTH AND FITNESS	AD COUNCIL	000:30	104
HEALTH AND FITNESS	AD COUNCIL	000:31	068
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	029

WVBZ
Greensboro, NC
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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
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	101
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	028
COMMUNITY INVOLVEMENT	OUR TIME	000:30	021
COMMUNITY INVOLVEMENT	OUR TIME	000:31	014
HEALTH AND FITNESS	AD COUNCIL	000:30	105
HEALTH AND FITNESS	AD COUNCIL	000:31	069
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	029
United Arts Council	United Arts Council	000:31	054

WMAG-FM Weather and Traffic

Weather - WMAG runs weather forecasts at least once an hour, 24 hours a day, 7 days a week.

2 forecasts in morning drive and 2 forecasts in afternoon drive are produced by WGHP Fox 8.

The forecasts last approximately 30 seconds .

At least 12 min/day

Public Safety - Traffic - WMAG runs traffic weekdays in morning and afternoon drive.

There are 12 reports a day and each report lasts approximately 30 seconds.

Weekdays 6:00, 6:106:30, 6:407:10, 7:307:40, 7:55 a.m. 4:25, 4:55, 5:305:55 p.m.at least 6 min/day

WMKS ISSUES PROGRAMMING

WMKS News

WMKS Runs local, state and national news during morning drive, at the top and bottom of the hour, Monday through Friday.

Each newscast contains approximately 90 seconds of content.

Weekdays

6:00, 6:30

7:00, 7:30

8:00 a.m.

at least 7 min/day

Weather morning host runs one brief weather overview each morning

Traffic – WMKS runs traffic weekdays in morning and afternoon drive.

There are 12 reports a day with each report lasting approximately 30 seconds

6:13am – 6:45am – 7:13am – 7:45am – 8:13am – 8:45am – 4:25am – 4:55pm – 5:25pm – 5:55pm

WPTI-News Weather and Traffic Times

<u>TRAFFIC</u>	<u>WEATHER (all reports :30 sec)</u>	<u>NEWS TOH</u>	<u>NEWS BOH</u>
6:00am (:30 seconds)	midnight & 12:30am	midnight (5 minutes)	12:30am (1 minute)
6:15am (:30 seconds)	1:00am & 1:30am	1:00am (5 minutes)	1:30am (1 minute)
6:30am (:30 seconds)	2:00am & 2:30am	2:00am (5 minutes)	2:30am (1 minute)
6:45am (:30 seconds)	3:00am & 3:30am	3:00am (5 minutes)	3:30am (1 minute)
7:00am (:30 seconds)	4:00am & 4:30am	4:00am (5 minutes)	4:30am (1 minute)
7:15am (:30 seconds)	5:00am, 5:30am, 5:45am	5:00am (5 minutes)	5:30am (1 minute)
7:30am (:30 seconds)	6a, 6:15a, 6:30a, 6:45a	6:00am (6 minutes)	6:30am (6 minutes)
7:45am (:30 seconds)	7a, 7:15a, 7:30a, 7:45a	7:00am (6 minutes)	7:30am (6 minutes)
8:00am (:30 seconds)	8a, 8:15a, 8:30a, 8:45a	8:00am (6 minutes)	8:30am (6 minutes)
8:15am (:30 seconds)	9:00am & 9:30am	9:00am (5 minutes)	9:30am (2:30 min)
8:30am (:30 seconds)	10:00am & 10:30am	10:00am (5 minutes)	10:30am (2:30 min)
8:45am (:30 seconds)	11:00am & 11:30am	11:00am (5 minutes)	11:30am (2:30 min)
3:30pm (:30 seconds)	noon & 12:30pm	noon (5 minutes)	12:30pm (2:30 min)
3:45pm (:15 seconds)	1:00pm & 1:30pm	1:00pm (5 minutes)	1:30pm (2:30 min)
4:00pm (:30 seconds)	2:00pm & 2:30pm	2:00pm (5 minutes)	2:30pm (2:30 min)
4:15pm (:15 seconds)	3:00pm & 3:30pm	3:00pm (5 minutes)	3:30pm (2:30 min)
4:30pm (:30 seconds)	4:00pm & 4:30pm	4:00pm (5 minutes)	4:30pm (2:30 min)
4:45pm (:15 seconds)	5:00pm & 5:30pm	5:00pm (5 minutes)	5:30pm (2:30 min)
5:00pm (:30 seconds)	6:00pm & 6:30pm	6:00pm (5 minutes)	6:30pm (1 minute)
5:15pm (:15 seconds)	7:00pm & 7:30pm	7:00pm (5 minutes)	7:30pm (1 minute)
5:30pm (:30 seconds)	8:00pm & 8:30pm	8:00pm (5 minutes)	8:30pm (1 minute)
5:45pm (:15 seconds)	9:00pm & 9:30pm	9:00pm (5 minutes)	9:30pm (1 minute)
6:00pm (:30 seconds)	10:00pm & 10:30pm	10:00pm (5 minutes)	10:30pm (1 minute)
	11:00pm & 11:30pm	11:00pm (5 minutes)	11:30pm (1 minute)

WTQR News runs local, state and national news during morning drive, there is a 90 second news at 5:10, 6:10, 7:10 and 8:10am. total of 6 minutes per day, 30 minutes per week.

ACTUAL TIMES 5A, 5:30A, 6A, 6:30A & 7A.

WTQR runs traffic weekdays in morning and afternoon drive. There are 18 reports a day and each report lasts approximately 30 seconds.
at least 9 min/day

Actual Times

5:55a

6:12a

6:26a

6:45a

7:03a

7:27a

7:55a

8:13a

8:35a

3:53p

4:27p

4:53p

5:27p

5:53p

6:27p

WVBZ ISSUES PROGRAMMING

Issue	Program	Description	Date/Time/Length
Various	News	WVBZ News runs local, state and national news, produced by our news department during morning drive, at the top and bottom of the hour, Monday through Friday. Each newscast contains approximately one minute of content.	Weekdays 6:00, 6:30 7:00, 7:30 8:00, 8:30 a.m. at least 6 min/day
Public Safety	Weather	WVBZ runs weather forecasts at least once an hour, 24 hours a day, 7 days a week. The forecasts are locally generated and last approximately 30 to 45 seconds.	At least 12 min/day
Public Safety	Traffic	WVBZ runs traffic, which is gathered and produced by our own staff, weekdays in morning and afternoon drive. There are 14 reports a day and each report lasts approximately 30 seconds.	Weekdays 6:30, 6:40 6:50, 7:04 7:30, 7:50 8:04, 8:15 8:50, 3:55 4:25, 4:50 5:25, 5:55 p.m. at least 7 min/day