

WTQR
Greensboro, NC
Quarterly Issues/Programs List
Fourth Quarter, 2014
01/08/2015

WTQR
Quarterly Issues/Programs List

WTQR 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:

- **Animal Rescue Network:** Ma Cares was running a relief effort for the Red Dog Farm Animal Rescue Network. Red Dog finds animals that need to be rescued and then place those animals into a foster home setting where the animal can be brought back to good health. Funding for the network helps to provide food and Vet care for the animal. Once the animal is out of danger and in good health, the Red Dog network seeks permanent adoptive families for the animals. We talked about the many animals from our local area that were rescued from dire circumstances and brought back to good health before being placed with adoptive families. Foster families are needed to help with the rescues and more funds are needed to provide the care for the animals.
- **Community Blood Center Of The Carolinas:** The new community blood center of the Carolinas is now open in Greensboro. This center will supply blood for most of the area hospitals and at a lower cost. The center operates on donations and has special programs targeting the needs of the local hospitals. The blood center can also take donations of platelets.
- **Dating and Domestic Violence:** Domestic violence does not always just occur within the setting of marriage and couple that lives together. It can also happen with couples dating and unfortunately this is not always recognized as a form of domestic violence. We discussed the resources available for young girls and young guys if they find themselves in a domestic violence situation while dating.
- **Economic & Health benefits of buying local foods:** Geissler Baker is a nutrition educator with the NC Cooperative Extension Service. She discussed the importance of eating and buying locally grown foods. The nutritional value of locally grown foods is higher than foods brought in from long distances. Plus they are better tasting. Buying locally grown foods also helps the local economy by keeping local farmers in business.
- **Food Deserts in the Triad:** Food deserts are residential areas around the Triad which do not have easy access to stores or farmers markets where residents can buy fresh fruits and vegetables. The county health department is going into these areas with mobile vehicles stocked with fresh fruits and vegetables to allow the residents of these areas to

buy them. The cooperative extension service is also working with local neighborhoods to help develop neighborhood gardens where the people can grow their own fruits and vegetables.

- **Forest and Farmland Preservation:** NC CO-OP EXT agen John Ivey talked about an initiative in the county to help preserve farmland and forested areas from development. Owners of the land can have the land designated as an agricultural area or a forest preserve. If they meet certain guidelines and follow good land practices they can prevent development from encroachment on or near their land
- **Greenway Construction:** Laura is the executive director of the Bicycling In Greensboro organization and we talked about the new greenway project in Greensboro to connect the city wide greensboro greenway. The new project will take over former railroad right of way running through the center of Greensboro and connect to existing greenways. This will help to alleviate bike commuting traffic on city streets. Funds are still being raised to help finish the greenway.
- **Homelessness and Hunger in The Triad:** GSO Urban Ministry executive director Mike Atkins talked about the efforts of GSO Urban Ministry to help the homeless in the triad during the winter months. He talked about the programs they have to house the homeless and feed them during this time of year. He also talked about their fund raising program of selling christmas cards to fund their programs.
- **Keeping families safe:** Shay Harger from Family Services of Piedmont talked about the problem of Domestic Violence in our community. She discussed how domestic violence can mean more than actual physical attacks on another individual. It can also mean verbal and psychological abuse of someone. And it does not have to occur only in situations where both individuals are married or living together. It can also happen with couples that are only dating and can involve young teenagers also. She discussed the avenues of help that Piedmont Family Services can provide and how law enforcement has adopted new ways of dealing with domestic abuse and violence.
- **NC Cooperative Extension Service:** NC Co-Operative extension horticulturalist Karen Neil talked about the 100th anniversary of the Extension service and how the extension service has changed over the years. The extension service was originally started because of the environmental damage being done to our farm land in the US and in NC. Good farming practices taught by the extension service helped to preserve the environment and also helped to increase the food supply through more efficient farming practices. Today the extension service is still helping local farmers and local residents in a more urbanized county to practice methods of farming and gardening that do not harm our soil, water and air.
- **Nutritional Education:** Geissler Baker is a nutrition educator with the NC Cooperative Extension Service. She discussed the importance of eating and buying locally grown foods. The nutritional value of locally grown foods is higher than foods brought in from long distances. Plus they are better tasting. Buying locally grown foods also helps the local economy by keeping local farmers in business.

- **Program to provide fresh foods to all local areas:** Janet Mayer from the Guilford County Department of Public Health talked about Food Deserts in Guilford County. Food Deserts are areas where there is no source for buying fresh fruits or vegetables. There are 21 such areas in Guilford County where residents cannot find easy to get to stores so they can buy fresh and fruits and vegetables. To alleviate this problem0 the GCDPH has started a mobile market that will travel into these areas and offer the residents fresh fruits and vegetables that they can buy with cash, credit/debit cards or using foodstamps or other forms of public assistance.
- **Public Transportation and Bicycling in Greensboro:** Laura Peoples the Executive Director of Bicycling In Greensboro talked about the state of public transportation in Greensboro and how bicycling fits into the total picture. We discussed how the city is building bike lanes on public roads to help facilitate more bike commuting. We also discussed the paving of more Greenways in Greensboro and specifically the railroad right of way that is being converted to greenways for bicycling and walking around the Greensboro area.
- **Safe bicycling in Greensboro:** BIG - Bicycling in Greensboro is an advocacy organization dedicated to promoting bicycling as an alternative form of transportation and to help promote safe bicycling in Greensboro. We discussed the partnership with the city that BIG has to help promote more marked bike lanes on city streets. Also talked about the addition of a new section of the city wide greenway that is provided for cyclists to be able to travel anywhere within the city without having to get on city streets.
- **The Environment:** NC Co-Operative extension horticulturalist Karen Neil talked about the 100th anniversary of the Extension service and how the extension service has changed over the years. The extension service was originally started because of the environmental damage being done to our farm land in the US and in NC. Good farming practices taught by the extension service helped to preserve the environment and also helped to increase the food supply through more efficient farming practices. Today the extension service is still helping local farmers and local residents in a more urbanized county to practice methods of farming and gardening that do not harm our soil, water and air.
- **The Great American Milk Drive:** 2nd Harvest Food Bank and Jenny Moore talked about how As Americans continue to give thanks around bountiful holiday tables this season, food banks across the country " including those in Greensboro " are stretched thin as they try to provide for families in need. Milk is one of the most requested items by food bank clients, yet there is a nationwide shortage in food banks because it is rarely donated. This year, Greensboro residents can help give the gift of highly-desired, nutrient-rich milk to the 354,000+ people in the area that are food insecure, and America's dairy farmers and milk companies will match their donation to make milk multiply in local food banks.
- **Toys for children in poverty:** USMC Staff Sgt Paul Remington is this years Toys For Tots Campaign Chairman. Toys For Tots started in 1947 and is dedicated to helping provide toys for children for Christmas who might not otherwise be able to receive toys. We talked about how people

can help provide the toys for this years drive or help to make donations for the USMC to go out and buy toys. Also talked about the process for parents or organizations to submit the names of children who are in need of help this year.

- **United Way of Winston Salem:** We discussed the goals of the Winston Salem United way for this year and how they hope to reach them. Also talked about how the United Way helps the people of the community by helping to fund local organizations. Talked about some of the groups that receive funding and what they can do with the funds that are raised.

**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
Nutritional Education	Triad Viewpoints #1	Geissler Baker is a nutrition educator with the NC Cooperative Extension Service. She discussed the importance of eating and buying locally grown foods. The nutritional value of locally grown foods is higher than foods brought in from long distances. Plus they are better tasting. Buying locally grown foods also helps the local economy by keeping local farmers in business.	Giessler Baker	10/05/2014 06:58 AM	014:56
The Environment	Triad Viewpoints #2	NC Co-Operative extension horticulturalist Karen Neil talked about the 100th anniversary of the Extension service and how the extension service has changed over the years. The extension service was originally started because of the environmental damage being done to our farm land in the US and in NC. Good farming practices taught by the extension service helped to preserve the environment and also helped to increase the food	Karen Neill	10/05/2014 07:16 AM	015:04

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		supply through more efficient farming practices. Today the extension service is still helping local farmers and local residents in a more urbanized county to practice methods of farming and gardening that do not harm our soil, water and air.			
Program to provide fresh foods to all local areas	Triad Viewpoints #1	Janet Mayer from the Guilford County Department of Public Health talked about Food Deserts in Guilford County. Food Deserts are areas where there is no source for buying fresh fruits or vegetables. There are 21 such areas in Guilford County where residents cannot find easy to get to stores so they can buy fresh and fruits and vegetables. To alleviate this problem0 the GCDPH has started a mobile market that will travel into these areas and offer the residents fresh fruits and vegetables that they can buy with cash, credit/debit cards or using foodstamps or other forms of public assistance.	Janet Mayer	10/12/2014 07:00 AM	015:01
Keeping families safe	Triad Viewpoints #2	Shay Harger from Family Services of Piedmont talked about the problem of Domestic Violence in our community. She discussed how domestic violence can mean more than actual physical attacks on another individual. It can also mean verbal and psychological abuse of someone. And it does not have to occur only in situations where both individuals are married or living together. It can also happen with couples that are only dating and can involve young teenagers also. She discussed the avenues of help that Piedmont Family Services can provide and how law enforcement has adopted new	Shay Harger	10/12/2014 07:20 AM	014:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		ways of dealing with domestic abuse and violence.			
Toys for children in poverty	Triad Viewpoints #1	USMC Staff Sgt Paul Remington is this years Toys For Tots Campaign Chairman. Toys For Tots started in 1947 and is dedicated to helping provide toys for children for Christmas who might not otherwise be able to receive toys. We talked about how people can help provide the toys for this years drive or help to make donations for the USMC to go out and buy toys. Also talked about the process for parents or organizations to submit the names of children who are in need of help this year.	Sgt Paul Remington	10/19/2014 07:01 AM	015:13
Safe bicycling in Greensboro	Triad Viewpoints #2	BIG - Bicycling in Greensboro is an advocacy organization dedicated to promoting bicycling as an alternative form of transportation and to help promote safe bicycling in Greensboro. We discussed the partnership with the city that BIG has to help promote more marked bike lanes on city streets. Also talked about the addition of a new section of the city wide greenway that is provided for cyclists to be able to travel anywhere within the city without having to get on city streets.	Laura Peoples	10/19/2014 07:21 AM	014:46
United Way of Winston Salem	Triad Viewpoints #1	We discussed the goals of the Winston Salem United way for this year and how they hope to reach them. Also talked about how the United Way helps the people of the community by helping to fund local organizations. Talked about some of the groups that receive funding and what they can do with the funds that are raised.	Frank McCain	10/26/2014 07:00 AM	015:09

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Dating and Domestic Violence	Triad Viewpoints #2	Domestic violence does not always just occur within the setting of marriage and couple that lives together. It can also happen with couples dating and unfortunately this is not always recognized as a form of domestic violence. We discussed the resources available for young girls and young guys if they find themselves in a domestic violence situation while dating.	Shay Harger	10/26/2014 07:18 AM	014:50
Animal Rescue Network	Triad Viewpoints #1	Ma Cares was running a relief effort for the Red Dog Farm Animal Rescue Network. Red Dog finds animals that need to be rescued and then place those animals into a foster home setting where the animal can be brought back to good health. Funding for the network helps to provide food and Vet care for the animal. Once the animal is out of danger and in good health, the Red Dog network seeks permanant adoptive families for the animals. We talked about the many animals from our local area that were rescued from dire circumstances and brought back to good health before being placed with adoptive families. Foster families are needed to help with the rescues and more funds are needed to provide the care for the animals.	Katie Taylor-Lauren Riehle-Gigi Gaines	11/02/2014 06:59 AM	015:00
Public Transportation and Bicycling in Greensboro	Triad Viewpoints #2	Laura Peoples the Executive Director of Bicycling In Greensboro talked about the state of public transportation in Greensboro and how bicycling fits into the total picture. We discussed how the city is building bike lanes on public roads to help facilitate more bike commuting. We also discussed the paving of more Greenways in Greensboro and	Laura Peoples	11/02/2014 07:17 AM	014:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		specifically the railroad right of way that is being converted to greenways for bicycling and walking around the Greensboro area.			
Food Deserts in the Triad	Triad Viewpoints #1	Food deserts are residential areas around the Triad which do not have easy access to stores or farmers markets where residents can buy fresh fruits and vegetables. The county health department is going into these areas with mobile vehicles stocked with fresh fruits and vegetables to allow the residents of these areas to buy them. The cooperative extension service is also working with local neighborhoods to help develop neighborhood gardens where the people can grow their own fruits and vegetables.	John Ivey	11/09/2014 07:02 AM	014:12
Forest and Farmland Preservation	Triad Viewpoints #2	NC CO-OP EXT agen John Ivey talked about an initiative in the county to help preserve farmland and forested areas from development. Owners of the land can have the land designated as an agricultural area or a forest preserve. If they meet certain guidelines and follow good land practices they can prevent development from encroachment on or near their land	John Ivey	11/09/2014 07:21 AM	015:48
Animal Rescue Network	Triad Viewpoints #1	Ma Cares was running a relief effort for the Red Dog Farm Animal Rescue Network. Red Dog finds animals that need to be rescued and then place those animals into a foster home setting where the animal can be brought back to good health. Funding for the network helps to provide food and Vet care for the animal. Once the animal is out of danger and in good health, the Red Dog network	Lauren Riehle-Gigi Gaines and Katie Taylor	11/16/2014 06:59 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>seeks permanant adoptive families for the animals. We talked about the many animals from our local area that were rescued from dire circumstances and brought back to good health before being placed with adoptive families. Foster families are needed to help with the rescues and more funds are needed to provide the care for the animals.</p>			
Greenway Construction	Triad Viewpoints #2	<p>Laura is the executive director of the Bicycling In Greensboro organization and we talked about the new greenway project in Greensoro to connect the city wide greensboro greenway. The new project will take over former railroad right of way running through he center of Greensboro and connect to existing greenways. This will help to alleviate bike commuting traffic on city streets. Funds are still being raised to help finish the greenway.</p>	Laura Peoples	11/16/2014 07:17 AM	014:46
Community Blood Center Of The Carolinas	Triad Viewpoints #1	<p>The new community blood center of the carolinas is now open in Greensboro. This center will supply blood for most of the area hospitals and at a lower cost. The center operates on donations and has special programs targeting the needs of the local hospitals. The blood center can also take donations of platelets.</p>	Martin Grable	11/23/2014 06:58 AM	014:54
Community Blood Center Of The Carolinas	Triad Viewpoints #2	<p>The new community blood center of the carolinas is now open in Greensboro. This center will supply blood for most of the area hospitals and at a lower cost. The center operates on donations and has special programs targeting the needs of the local hospitals. The blood</p>	Martin Grable	11/23/2014 07:17 AM	014:53

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		center can also take donations of platelets.			
Economic & Health benefits of buying local foods	Triad Viewpoints #1	Geissler Baker is a nutrition educator with the NC Cooperative Extension Service. She discussed the importance of eating and buying locally grown foods. The nutritional value of locally grown foods is higher than foods brought in from long distances. Plus they are better tasting. Buying locally grown foods also helps the local economy by keeping local farmers in business.	Geissler Baker	12/07/2014 07:01 AM	014:56
NC Cooperative Extension Service	Triad Viewpoints #2	NC Co-Operative extension horticulturalist Karen Neil talked about the 100th anniversary of the Extension service and how the extension service has changed over the years. The extension service was originally started because of the environmental damage being done to our farm land in the US and in NC. Good farming practices taught by the extension service helped to preserve the environment and also helped to increase the food supply through more efficient farming practices. Today the extension service is still helping local farmers and local residents in a more urbanized county to practice methods of farming and gardening that do not harm our soil, water and air.	Karen Neill	12/07/2014 07:22 AM	015:13
Homelessness and Hunger in The Triad	Triad Viewpoints #1	GSO Urban Ministry executive director Mike Atkins talked about the efforts of GSO Urban Ministry to help the homeless in the triad during the winter months. He talked about the programs they have to house the homeless and feed them during this time of year. He also talked about their fund raising program of selling	Mike Atkins	12/14/2014 07:01 AM	014:52

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		christmas cards to fund their programs.			
The Great American Milk Drive	Triad Viewpoints #2	2nd Harvest Food Bank and Jenny Moore talked about how As Americans continue to give thanks around bountiful holiday tables this season, food banks across the country " including those in Greensboro " are stretched thin as they try to provide for families in need. Milk is one of the most requested items by food bank clients, yet there is a nationwide shortage in food banks because it is rarely donated. This year, Greensboro residents can help give the gift of highly-desired, nutrient-rich milk to the 354,000+ people in the area that are food insecure, and America's dairy farmers and milk companies will match their donation to make milk multiply in local food banks.	Jenny Moore	12/14/2014 07:20 AM	015:12
Community Blood Center Of The Carolinas	Triad Viewpoints #1	The new community blood center of the carolinas is now open in Greensboro. This center will supply blood for most of the area hospitals and at a lower cost. The center operates on donations and has special programs targeting the needs of the local hospitals. The blood center can also take donations of platelets.	Martin Grable	12/28/2014 06:57 AM	014:54
Community Blood Center Of The Carolinas	Triad Viewpoints #2	The new community blood center of the carolinas is now open in Greensboro. This center will supply blood for most of the area hospitals and at a lower cost. The center operates on donations and has special programs targeting the needs of the local hospitals. The blood center can also take donations of platelets.	Martin Grable	12/28/2014 07:16 AM	014:53

**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
Health	PSA American Heart Assn.	001:00	062
Bullying	PSA Bully	000:30	001
Health	PSA CDC High Blood Pressure	001:00	054
Health	PSA CDC Physical Activities	000:59	057
Health	PSA Dr Ebola	001:00	010
Helth	PSA Drs Without Borders	001:00	049
Health	PSA Flu	001:00	083
Health	PSA Lung Cancer	001:00	038
Mental Health	PSA Mental Health	001:00	022
Employment	PSA Pathway To Employment	001:00	075
Wildfires	PSA Wildfire	001:00	049
Wildfires	PSA Wildfire 1	001:00	026
Wildfires	PSA Wildfire 2	001:00	026
Wildlife	PSA Wildlife Prep	001:00	051
YMCA	PSA YMCA	000:59	028
Foster care	PSA Foster Care	001:00	026
Education	PSA Teacher Recruit	001:00	004
Veterans	PSA Veteran Affairs	001:00	040
Health	PSA - ALS	000:30	005
Education	PSA - Teachers	000:30	001
Education	PSA - Teachers 1	000:30	002
Education	PSA - Teachers 2	000:30	003
MILITARY AND VETERANS	CONCERT FOR VALOR	000:30	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	016
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	019

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
SEXUAL ASSAULT	IT'S ON US	000:30	004
