

WTQR  
Greensboro, NC  
Quarterly Issues/Programs List  
Fourth Quarter, 2017  
01/05/2018

WTQR  
Quarterly Issues/Programs List

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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:

- **Agriculture and Livestock Farming in NC:** Ben Chase Area Livestock Extension Agent. Ben talked about the status of the livestock industry in Guilford County and the state of North Carolina.
- **Better Nutrition:** Vincent Webb is the Family and Consumer Science Assistant Agent with the NC Cooperative Extension Service. He talks about some great ideas for fall cooking and eating like Butternut Squash, Spaghetti Squash, Pumpkins and Acorn Squash. Also talks about the canning class for apples coming up
- **Breast Cancer:** Brook Eagle, Associate Editor, Forsyth Woman Magazine talked about the Pink Heals event to raise awareness and funds for breast cancer.
- **Children with Learning Disabilities:** The Piedmont School was founded in 1982 by educator and parent, Pat McDonald Shahrokhi at St. Mary's Episcopal Church in High Point, North Carolina. The school's founding purpose was to provide intense, proven educational support for struggling ADHD/LD students. While the original mission has changed very little over the past three decades; enrollment, faculty, and programming have grown and expanded steadily to better serve our population of students throughout the Piedmont Triad region
- **Consumer Finances:** Shameca Battle is the Family and Consumer Sciences Extension Agent with the NC Cooperative Extension Service. She talks about how to shop wisely this holiday season. How to shop for children and when to get started. Is it better to shop using cash or credit?
- **Environmentally Friendly yards and gardens:** Karen talked about the tasks people should be working on in the yard right now. What is the best solution for all of the leaves you find in your yard? Getting ready for cold weather and thinking about the planting and planning for planting you can do after the holidays.
- **Family Money Management:** Shameca Battle is the Family and Consumer Sciences Extension Agent with the NC Cooperative Extension Service. She talks about how to shop wisely this holiday season. How to shop for children and when to get started. Is it better to shop using cash or

credit?

- **Hospice Care:** Jan Knox of hospice of davidson county talked about the importance of hospice care. How it takes a burden from the family and improves the quality of life for hospice patients.
- **Infant Mortality:** Guilford County lost 46 babies in 2015 " that (tm)s close to one baby every week. While we have reduced the infant mortality rate from 13.4 in 1988 to 7.5 in 2015, one baby (tm)s death is too many. Charmaine Purdum, Guilford County Coalition on Infant Mortality Coordinator discusses what is being done to fight infant mortality.
- **Jobs and Employment Training:** Goodwill Industries of Central North Carolina is a 501(c)3 nonprofit charity that has been serving the community since 1963. At Triad Goodwill, we believe that all people, regardless of situation, should have access to meaningful employment. Through workforce development programs, we help individuals develop the skills they need for today (tm)s job market. 85 of every dollar earned in our stores supports Triad Goodwill (tm)s mission of providing career development services and work opportunities for people in our community.
- **Learning Issues in Children:** Our goal is to help the millions of parents whose children, ages 3 "20, are struggling with learning and attention issues. We want to empower them to understand their children (tm)s issues and relate to their experiences. With this knowledge, parents can make effective choices that propel their children from simply coping to truly thriving. This journey can pose challenges, though. That (tm)s where Understood comes in. Understood aims to give parents a direct path to the support they need most to make them feel more confident and capable, less frustrated and alone.
- **Master Gardening Program:** How did the master gardener program get started? How many master gardeners are there now? The training involved and what they can offer the ocommunity once the training is finished.
- **Opportunities for young people in the 4-H program:** 4-H events coming up in Guilford County and stringing tobacco while wearing a black dress and pearls.
- **Saving abandoned pets:** Humane Society of Davie County (HSDC) is working in partnership with Davie County Animal Services (DCAS) at the Eaton Road building to save more lives of abandoned cats and dogs. The two organizations focus on the same goals: reduction in the number of pets surrendered and reduction in the numbers of pets euthanized by DCAS. HSDC now manages all pet adoptions through the building; HSDC staff also handles pet marketing. HSDC continues to offer access to spay/neuter clinic transport monthly.
- **SECU Family House:** The SECU Family House on the Richard J. Reynolds, III & Marie M. Reynolds Campus provides affordable lodging and support services in a caring environment for referred adult patients and/or their caregivers who travel to Winston-Salem, N.C., for medical

treatment.

- **Staying healthy in cold weather:** Vincent talks about maintaining a healthy fitness routine during the cold weather. How to properly warm up to prevent injuries and then how to eat healthy after your workout.
- **Toys For Tots Campaign:** Sgt James Copeland of the US Marine Corp is the local Coordinator of Toys for Tots Greensboro, which serves the communities of Guilford, Alamance, Person and Caswell Counties. In the 2014 Campaign we had the honor of being the Top District for our Region. During the 2016 Campaign, our community came together to support 12,082 children in need. All of our success is all thanks to our community.
- **Veteran Care:** Hosted by Bobby Bones and iHeartRadio (tm)s Sharon Reid, the show tells the story of Musicians On Call, who brings musicians into hospitals, nursing homes and hospice centers to perform bedside and lift the spirits of those who have served our country. Guests include: Michael Solomon, Co-Founder of Musicians On Call Pete Griffin, President of Musicians On Call Artists Rodney Atkins and Brantley Gilbert Charles Esten, actor from CMT (tm)s Nashville Rebecca Vodrey, licensed music therapist The show highlights The Long Road Home on National Geographic Channel, which chronicles the events of April 4th, 2004, when a platoon was ambushed in Sadr City, Baghdad, in an attack that came to be known as "Black Sunday."

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**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
Breast Cancer	Triad Viewpoints	Brook Eagle, Associate Editor, Forsyth Woman Magazine talked about the Pink Heals event to raise awareness and funds for breast cancer.	Brook Eagle	10/01/2017 06:00 AM	014:37
Infant Mortality	Triad Viewpoints	Guilford County lost 46 babies in 2015 " that (tm)s close to one baby every week. While we have reduced the infant mortality rate from 13.4 in 1988 to 7.5 in 2015, one baby (tm)s death is too	Charmaine Purdum	10/01/2017 06:15 AM	014:45

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		<p>many. Charmaine Purdum, Guilford County Coalition on Infant Mortality Coordinator discusses what is being done to fight infant mortality.</p>			
Better Nutrition	Triad Viewpoints	<p>Vincent Webb is the Family and Consumer Science Assistant Agent with the NC Cooperative Extension Service. He talks about some great ideas for fall cooking and eating like Butternut Squash, Spaghetti Squash, Pumpkins and Acorn Squash. Also talks about the canning class for apples coming up</p>	Vincent Webb	10/08/2017 06:00 AM	015:02
Consumer Finances	Triad Viewpoints	<p>Shameca Battle is the Family and Consumer Sciences Extension Agent with the NC Cooperative Extension Service. She talks about how to shop wisely this holiday season. How to shop for children and when to get started. Is it better to shop using cash or credit?</p>	Shameca Battle	10/08/2017 06:16 AM	014:27
Learning Issues in Children	Triad Viewpoints	<p>Our goal is to help the millions of parents whose children, ages 3 "20, are struggling with learning and attention issues. We want to empower them to understand their children (tm)s issues and relate to their experiences. With this knowledge, parents can make effective choices that propel their children from simply coping to truly thriving. This journey can pose challenges, though. That (tm)s where Understood comes in. Understood</p>	Understood.org	10/15/2017 06:00 AM	030:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>aims to give parents a direct path to the support they need most to make them feel more confident and capable, less frustrated and alone.</p>			
<p>Children with Learning Disabilities</p>	<p>Triad Viewpoints</p>	<p>The Piedmont School was founded in 1982 by educator and parent, Pat McDonald Shahrokhi at St. Mary's Episcopal Church in High Point, North Carolina. The school's founding purpose was to provide intense, proven educational support for struggling ADHD/LD students. While the original mission has changed very little over the past three decades; enrollment, faculty, and programming have grown and expanded steadily to better serve our population of students throughout the Piedmont Triad region</p>	<p>Tim Montgomery</p>	<p>10/22/2017 06:00 AM</p>	<p>029:45</p>
<p>Jobs and Employment Training</p>	<p>Triad Viewpoints</p>	<p>Goodwill Industries of Central North Carolina is a 501(c)3 nonprofit charity that has been serving the community since 1963. At Triad Goodwill, we believe that all people, regardless of situation, should have access to meaningful employment. Through workforce development programs, we help individuals develop the skills they need for today (tm)s job market. 85 of every dollar earned in our stores supports Triad Goodwill (tm)s mission of providing career development services and</p>	<p>Gail Ketteler</p>	<p>10/29/2017 06:00 AM</p>	<p>029:53</p>

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		work opportunities for people in our community.			
Agriculture and Livestock Farming in NC	Triad Viewpoints	Ben Chase Area Livestock Extension Agent. Ben talked about the status of the livestock industry in Guilford County and the state of North Carolina.	Ben Chase	11/05/2017 06:00 AM	014:28
Opportunities for young people in the 4-H program	Triad Viewpoints	4-H events coming up in Guilford County and stringing tobacco while wearing a black dress and pearls.	Peggie Joyce and Erin Dillon	11/05/2017 06:17 AM	014:39
Veteran Care	Triad Viewpoints	Hosted by Bobby Bones and iHeartRadio (tm)s Sharon Reid, the show tells the story of Musicians On Call, who brings musicians into hospitals, nursing homes and hospice centers to perform bedside and lift the spirits of those who have served our country. Guests include: Michael Solomon, Co-Founder of Musicians On Call Pete Griffin, President of Musicians On Call Artists Rodney Atkins and Brantley Gilbert Charles Esten, actor from CMT (tm)s Nashville Rebecca Vodrey, licensed music therapist The show highlights The Long Road Home on National Geographic Channel, which chronicles the events of April 4th, 2004, when a platoon was ambushed in Sadr City, Baghdad, in an attack that came to be known as "Black Sunday."	Bobby Bones	11/12/2017 06:00 AM	030:00
Saving abandoned pets	Triad Viewpoints	Humane Society of Davie County (HSDC) is working in partnership	Carrie Dupre	11/19/2017 06:00 AM	012:25

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>with Davie County Animal Services (DCAS) at the Eaton Road building to save more lives of abandoned cats and dogs. The two organizations focus on the same goals: reduction in the number of pets surrendered and reduction in the numbers of pets euthanized by DCAS. HSDC now manages all pet adoptions through the building; HSDC staff also handles pet marketing. HSDC continues to offer access to spay/neuter clinic transport monthly.</p>			
Toys For Tots Campaign	Triad Viewpoints	<p>Sgt James Copeland of the US Marine Corp is the local Coordinator of Toys for Tots Greensboro, which serves the communities of Guilford, Alamance, Person and Caswell Counties. In the 2014 Campaign we had the honor of being the Top District for our Region. During the 2016 Campaign, our community came together to support 12,082 children in need. All of our success is all thanks to our community.</p>	Sgt James Copeland	11/19/2017 06:15 AM	013:24
Family Money Management	Triad Viewpoints	<p>Shameca Battle is the Family and Consumer Sciences Extension Agent with the NC Cooperative Extension Service. She talks about how to shop wisely this holiday season. How to shop for children and when to get started. Is it better to shop using cash or credit?</p>	Shameca Battle	11/26/2017 06:00 AM	014:27

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Hospice Care	Triad Viewpoints	Jan Knox of hospice of davidson county talked about the importance of hospice care. How it takes a burden from the family and improves the quality of life for hospice patients.	Jan Knox	11/26/2017 06:15 PM	014:37
Jobs and Employment Training	Triad Viewpoints	Goodwill Industries of Central North Carolina is a 501(c)3 nonprofit charity that has been serving the community since 1963. At Triad Goodwill, we believe that all people, regardless of situation, should have access to meaningful employment. Through workforce development programs, we help individuals develop the skills they need for today (tm)s job market. 85 of every dollar earned in our stores supports Triad Goodwill (tm)s mission of providing career development services and work opportunities for people in our community.	Gail Ketteler	12/03/2017 06:00 AM	029:53
Environmentally Friendly yards and gardens	Triad Viewpoints	Karen talked about the tasks people should be working on in the yard right now. What is the best solution for all of the leaves you find in your yard? Getting ready for cold weather and thinking about the planting and planning for planting you can do after the holidays.	Karen Neill	12/10/2017 06:00 AM	013:29
Staying healthy in cold weather	Triad Viewpoints	Vincent talks about maintaining a healthy fitness routine during the cold weather. How to properly warm up to prevent injuries and then	Vincent Webb	12/10/2017 06:14 AM	013:33



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		how to eat healthy after your workout.			
Saving Abandoned Pets	Triad Viewpoints	<p>Humane Society of Davie County (HSDC) is working in partnership with Davie County Animal Services (DCAS) at the Eaton Road building to save more lives of abandoned cats and dogs. The two organizations focus on the same goals: reduction in the number of pets surrendered and reduction in the numbers of pets euthanized by DCAS. HSDC now manages all pet adoptions through the building; HSDC staff also handles pet marketing. HSDC continues to offer access to spay/neuter clinic transport monthly.</p>	Carrie Dupree	12/17/2017 06:00 AM	012:25
Toys for Tots Campaign	Triad Viewpoints	<p>Sgt James Copeland of the US Marine Corp is the local Coordinator of Toys for Tots Greensboro, which serves the communities of Guilford, Alamance, Person and Caswell Counties. In the 2014 Campaign we had the honor of being the Top District for our Region. During the 2016 Campaign, our community came together to support 12,082 children in need. All of our success is all thanks to our community.</p>	Sgt James Copeland	12/17/2017 06:15 AM	013:24
Master Gardening Program	Triad Viewpoints	<p>How did the master gardener program get started? How many master gardeners are there now? The training involved and what they can offer the community</p>	Crystal Mercer	12/24/2017 06:00 AM	014:37

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		once the training is finished.			
SECU Family House	Triad Viewpoints	The SECU Family House on the Richard J. Reynolds, III & Marie M. Reynolds Campus provides affordable lodging and support services in a caring environment for referred adult patients and/or their caregivers who travel to Winston-Salem, N.C., for medical treatment.	Kathy Carr	12/24/2017 06:15 AM	014:37
Children with Learning Disabilities	Triad Viewpoints	The Piedmont School was founded in 1982 by educator and parent, Pat McDonald Shahrokhi at St. Mary's Episcopal Church in High Point, North Carolina. The school's founding purpose was to provide intense, proven educational support for struggling ADHD/LD students. While the original mission has changed very little over the past three decades; enrollment, faculty, and programming have grown and expanded steadily to better serve our population of students throughout the Piedmont Triad region	Tim Montgomery	12/31/2017 06:00 AM	029:45

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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
DRUG SAFETY	PSA Drug Labels	000:30	027
KINDNESS	PSA Kindness 1	000:32	003
PUBLIC SAFETY	PSA Homeland Security (60)	001:00	070
HEALTH	PSA migraine 60	001:00	072
PUBLIC SAFETY	PSA Act Safety	000:30	018
MILITARY	PSA Air Force	000:29	003
ELDERLY	PSA Caregiver Assistance aarp	001:00	004
MILITARY	PSA Marines	000:30	016
ORGAN DONATION	PSA Matching Donor 2	000:30	024
HEALTH	PSA Project HOPE 60	001:00	048
RED CROSS	PSA Red Cross Give Blood	000:58	046
TOYS FOR TOTS	PSA toys for tots	000:30	012
TOYS FOR TOTS	PSA Toys For Tots	001:00	035
MILITARY	PSA Wounded Warriors	000:59	072
COMMUNITY INVOLVEMENT	SMALL BUSINESS SATURDAY	000:30	004
DISTRACTED DRIVING	PROJECT YELLOW LIGHT	000:30	002
HEALTH AND FITNESS	SAVE THE MALES	000:30	005
PUBLIC SAFETY	DEPT OF HOMELAND SECURITY	000:30	005
RED	RED	000:29	009
RED	RED WORLD AIDS DAY	000:30	014
RONALDMCDONALD HOUSE	McDonalds	000:15	154
RONALDMCDONALD HOUSE	McDonalds	000:27	155