

WTQR
Greensboro, NC
Quarterly Issues/Programs List
Second Quarter, 2018
07/06/2018

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:

- **Achieving Financial Literacy:** Shameca Battle is the Family and Consumer Sciences Agent from the North Carolina Cooperative Extension Service in Guilford County. She talked about how families and individuals could work at reaching financial literacy and learn to save money and create and follow budgets.
- **Better Nutrition:** Vincent Webb from the NC Cooperative Extension Service in Guilford County talks about canning and preserving all of those veggies you get from your garden or buy at the Farmers Market
- **Better nutrition for children:** Sadie Payne is the 4-H Youth Development agent with the Guilford County Cooperative Extension Service and Imani Lane is with FoodCorp. They talk about the local FoodCorp initiative in the Guilford County Schools. Beginning in 1997, North Carolina was one of the first states to incorporate a statewide farm to school initiative that sources NC-grown produce for school meals. Today, the NCDA Farm to School Program reaches over 1 million children across the entire state, serving over a million pounds of locally grown produce each year.
- **Chef school for kids and summer interns:** Cooking With Chef Geoff is the name of the program and Peggie Lewis Joyce, 4H Agent, tells us all about it. We also talk with a summer intern from NCSU, Amie Mabe about her experiences at the NC Cooperative Extension Service in Guilford County.
- **Childrens programs in 4H:** Peggie Lewis Joyce, 4-H Agent with the NC Cooperative Exchange in Guilford County talks about the summer programs, the internship programs, Dairy Days and more
- **Eating Healthy:** What is this? It is a Mediterranean style eating pattern incorporates the basics of healthy eating that are traditionally practiced in countries that border the Mediterranean Sea. The research has shown that the diet decreases the risk for chronic diseases such as hypertension, high cholesterol, diabetes, and obesity
- **Education:** Melanie Buckingham from the Greensboro Public Library updates us on all of the summer activities being offered for adults and

children from the library.

- **Environmental Education:** Earth day is April 14th and the Kathleen Clay Public Library will be holding a special earth day event and the public is invited. There will be hands on nature and eco exhibits, STEM activities, solar and tech displays and lots more. The event is free.
- **Expanded Food and Nutrition Program:** Justina Vaughn is the (EFNEP) Adult Educator for the city of Greensboro, NC. She talks with limited resource parent/caregivers who have youth in their home about the Expanded Food and Nutrition Education Programs and classes that focus on increasing fruit and vegetable intake, choosing better drinks, saving money while grocery shopping, and food safety
- **Heart Health and the AHA:** Sarah Fedele, the Director Of Communications and Marketing for the American Heart Association of the Triad talked with us about the advances made in combating heart disease and stroke. What used to be a death sentence is now treatable due to the research funded by the American Heart Association. Sarah also talked about the Heart Walk on May 19th
- **Hunger and Homelessness:** Lane is the Director of Development and Communications with Greensboro Urban Ministry (GUM). She talked about the history and mission of GUM, how they are helping victims of the recent Tornado in Greensboro, the Serving Greensboro Together dining out event and the GUM's 50th anniversary.
- **Hurricane and storm preparedness:** How to prepare for storm damage from Hurricanes and strong summer storms to your trees and foliage
- **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.
- **Intern Program and Training:** Guilford County Extension 4-H will be offering leadership opportunities for high school and college age youth to be Interns with our 4-H Summer program. To be considered an intern, you must be a high school or college student with reliable transportation and be a responsible and positive role model. Guilford County 4-H is an approved organization through Guilford County Schools, so you can get volunteer credit hours
- **Job 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.

- **Livestock Economics in NC:** Ben talked about the importance of the livestock industry to the economy of Guilford County and North Carolina. Livestock is the number one agricultural industry in NC and in Guilford County. There are 14,000 head of cattle in Guilford County and there are 800,000 head in North Carolina. Guilford county is the number two county in North Carolina in the number and economic value of horses.
- **Local Extension Programs:** Karen Neill the director of extension programs in Guilford county talked about the importance of extension programs to the county citizens. How the extension programs came about and how they have changed with the times.
- **Public Health:** Part 2. Joe Johnson the Water Quality/Vector Control Manager for the Environmental Health Section of the Guilford County Department of Public Health talks about fleas, ticks and mosquitoes. How to repel them, how to remove them from your skin and all of the diseases they can cause. What are the symptoms of Lyme Disease and Rocky Mountain Spotted Fever?
- **Services for the elderly:** Cassie talked about the importance of helping seniors in Forsyth County to continue living at home. They have a help line for seniors and an adult day center. They also have an extensive meals on wheels program to make sure that seniors get the food and meals they need during the day and to make sure that the seniors are checked on everyday to make sure they are OK.
- **Special Education:** 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
- **Strawberry Season:** Anna Beth Williams, an Agriculture Agent in Guilford County talks about strawberries. Lots of places to go in Guilford County to pick your own strawberries. She also talks about how to pick, serve and keep your strawberries.
- **Summer programs for kids in Guilford County:** Peggie Lewis Joyce, 4-H Agent with the NC Cooperative Exchange in Guilford County talks about the summer programs, the internship programs, Dairy Days and more
- **Training in Leadership for High School Students:** FirstGen 4-H Leaders-in-Training is an exciting leadership opportunity for teens from families that are new to 4-H who would like to make a difference in the 4-H program and their communities. The role of this training is to be a bridge between being a 4-H member and being a 4-H leader in a club and the community. Participants will experience the beautiful farm and campus of NC A&T State University, including living in the dorms and the dining facilities. 2 scholarships per participating county

- Training young people to be new leaders:** FirstGen 4-H Leaders-in-Training is an exciting leadership opportunity for teens from families that are new to 4-H who would like to make a difference in the 4-H program and their communities. The role of this training is to be a bridge between being a 4-H member and being a 4-H leader in a club and the community. Participants will experience the beautiful farm and campus of NC A&T State University, including living in the dorms and the dining facilities. 2 scholarships per participating county

**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
Environmental Education	Triad Viewpoints	Earth day is April 14th and the Kathleen Clay Public Library will be holding a special earth day event and the public is invited. There will be hands on nature and eco exhibits, STEM activities, solar and tech displays and lots more. The event is free.	Melanie Buckingham	04/01/2018 06:00 AM	000:29
Training in Leadership for High School Students	Triad Viewpoints	FirstGen 4-H Leaders-in-Training is an exciting leadership opportunity for teens from families that are new to 4-H who would like to make a difference in the 4-H program and their communities. The role of this training is to be a bridge between being a 4-H member and being a 4-H leader in a club and the community. Participants will experience the beautiful farm and campus of NC A&T State University, including living in the dorms and the dining facilities. 2 scholarships per participating county	Sadie Payne	04/08/2018 06:00 AM	012:54
Intern Program and Training	Triad Viewpoints	Guilford County Extension 4-H will be offering leadership opportunities for high school	Sadie Payne	04/08/2018 06:16 AM	014:40

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>and college age youth to be Interns with our 4-H Summer program. To be considered an intern, you must be a high school or college student with reliable transportation and be a responsible and positive role model. Guilford County 4-H is an approved organization through Guilford County Schools, so you can get volunteer credit hours</p>			
Job Training	Triad Viewpoints	<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 work opportunities for people in our community.</p>	Gail Ketteler	04/15/2018 06:00 AM	014:45
Special Education	Triad Viewpoints	<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</p>	Tim Montgomery	04/15/2018 06:15 AM	015:17

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		students throughout the Piedmont Triad region			
Hunger and Homelessness	Triad Viewpoints	Lane is the Director of Development and Communications with Greensboro Urban Ministry (GUM). She talked about the history and mission of GUM, how they are helping victims of the recent Tornado in Greensboro, the Serving Greensboro Together dining out event and the GUM's 50th anniversary.	Lane Brown	04/22/2018 06:00 AM	014:40
Eating Healthy	Triad Viewpoints	What is this? It is a Mediterranean style eating pattern incorporates the basics of healthy eating that are traditionally practiced in countries that border the Mediterranean Sea. The research has shown that the diet decreases the risk for chronic diseases such as hypertension, high cholesterol, diabetes, and obesity	Vincent Webb	04/22/2018 06:16 AM	014:35
Better nutrition for children	Triad Viewpoints	Sadie Payne is the 4-H Youth Development agent with the Guilford County Cooperative Extension Service and Imani Lane is with FoodCorp. They talk about the local FoodCorp initiative in the Guilford County Schools. Beginning in 1997, North Carolina was one of the first states to incorporate a statewide farm to school initiative that sources NC-grown produce for school meals. Today, the NCDA Farm to School Program reaches over 1 million children across the entire state, serving over a million pounds of locally grown produce each year.	Sadie Payne/Imani Lane	04/29/2018 06:00 AM	014:31
Childrens programs in 4H	Triad Viewpoints	Peggie Lewis Joyce, 4-H Agent with the NC	Peggie Lewis Joyce	04/29/2018 06:19 AM	015:10

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Cooperative Exchange in Guilford County talks about the summer programs, the internship programs, Dairy Days and more			
Summer programs for kids in Guilford County	Triad Viewpoints	Peggie Lewis Joyce, 4-H Agent with the NC Cooperative Exchange in Guilford County talks about the summer programs, the internship programs, Dairy Days and more	Peggie Joyce	05/06/2018 06:00 AM	015:15
Strawberry Season	Triad Viewpoints	Anna Beth Williams, an Agriculture Agent in Guilford County talks about strawberries. Lots of places to go in Guilford County to pick your own strawberries. She also talks about how to pick, serve and keep your strawberries.	Anna Beth Williams	05/06/2018 06:17 AM	013:50
Heart Health and the AHA	Triad Viewpoints	Sarah Fedele, the Director Of Communications and Marketing for the American Heart Association of the Triad talked with us about the advances made in combating heart disease and stroke. What used to be a death sentence is now treatable due to the research funded by the American Heart Association. Sarah also talked about the Heart Walk on May 19th	Sarah Fedele	05/13/2018 06:00 AM	015:15
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 many. Charmaine Purdum, Guilford County Coalition on Infant Mortality Coordinator discusses what is being done to fight infant mortality.	Charmaine Purdum	05/13/2018 06:17 AM	012:57
Public Health	Triad Viewpoints	Part 1. Joe Johnson the Water Quality/Vector Control	Joe Johnson	05/20/2018 06:00 AM	014:10

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>Manager for the Environmental Health Section of the Guilford County Department of Public Health talks about fleas, ticks and mosquitoes. How to repel them, how to remove them from your skin and all of the diseases they can cause. What are the symptoms of Lyme Disease and Rocky Mountain Spotted Fever?</p>			
Public Health	Triad Viewpoints	<p>Part 2. Joe Johnson the Water Quality/Vector Control Manager for the Environmental Health Section of the Guilford County Department of Public Health talks about fleas, ticks and mosquitoes. How to repel them, how to remove them from your skin and all of the diseases they can cause. What are the symptoms of Lyme Disease and Rocky Mountain Spotted Fever?</p>	Joe Johnson	05/20/2018 06:17 AM	014:29
Livestock Economics in NC	Triad Viewpoints	<p>Ben talked about the importance of the livestock industry to the economy of Guilford County and North Carolina. Livestock is the number one agricultural industry in NC and in Guilford County. There are 14,000 head of cattle in Guilford County and there are 800,000 head in North Carolina. Guilford county is the number two county in North Carolina in the number and economic value of horses.</p>	Ben Chase	05/27/2018 06:00 AM	014:36
Services for the elderly	Triad Viewpoints	<p>Cassie talked about the importance of helping seniors in Forsyth County to continue living at home. They have a help line for seniors and and adult day center. They also have an extensive meals on wheels program to make sure</p>	Cassie Hammonds	05/27/2018 06:19 AM	011:02

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		that seniors get the food and meals they need during the day and to make sure that the seniors are checked on everyday to make sure they are OK.			
Achieving Financial Literacy	Triad Viewpoints	Shameca Battle is the Family and Consumer Sciences Agent from the North Carolina Cooperative Extension Service in Guilford County. She talked about how families and individuals could work at reaching financial literacy and learn to save money and create and follow budgets.	Shameca Battle	06/03/2018 06:00 AM	014:23
Chef school for kids and summer interns	Triad Viewpoints	Cooking With Chef Geoff is the name of the program and Peggie Lewis Joyce, 4H Agent, tells us all about it. We also talk with a summer intern from NCSU, Amie Mabe about her experiences at the NC Cooperative Extension Service in Guilford County.	Ami Mabe and Peggie Joyce	06/03/2018 06:17 AM	015:31
Education	Triad Viewpoints	Melanie Buckingham from the Greensboro Public Library updates us on all of the summer activities being offered for adults and children from the library.	Melanie Buckingham	06/10/2018 06:00 AM	013:48
Hurricane and storm preparedness	Triad Viewpoints	How to prepare for storm damage from Hurricanes and strong summer storms to your trees and foliage	Hanna Smith	06/10/2018 06:16 AM	015:03
Better Nutrition	Triad Viewpoints	Vincent Webb from the NC Cooperative Extension Service in Guilford County talks about canning and preserving all of those veggies you get from your garden or buy at the Farmers Market	Vincent Webb	06/17/2018 06:00 AM	015:03
Training young people to be new leaders	Triad Viewpoints	FirstGen 4-H Leaders-in-Training is an exciting leadership opportunity for	Sadie Payne	06/17/2018 06:17 AM	014:15

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>teens from families that are new to 4-H who would like to make a difference in the 4-H program and their communities. The role of this training is to be a bridge between being a 4-H member and being a 4-H leader in a club and the community. Participants will experience the beautiful farm and campus of NC A&T State University, including living in the dorms and the dining facilities. 2 scholarships per participating county</p>			
Expanded Food and Nutrition Program	Triad Viewpoints	<p>Justina Vaughn is the (EFNEP) Adult Educator for the city of Greensboro, NC. She talks with limited resource parent/caregivers who have youth in their home about the Expanded Food and Nutrition Education Programs and classes that focus on increasing fruit and vegetable intake, choosing better drinks, saving money while grocery shopping, and food safety</p>	Justina Vaughn	06/24/2018 06:00 AM	011:11
Local Extension Programs	Triad Viewpoints	<p>Karen Neill the director of extension programs in Guilford county talked about the importance of extension programs to the county citizens. How the extension programs came about and how they have changed with the times.</p>	Karen Neill	06/24/2018 06:17 AM	014:30

WTQR
Greensboro, NC
Quarterly Issues/Programs List
Second Quarter, 2018
07/02/2018

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	Half Baked	000:30	051
Health	PSA migraine 60	001:00	026
Veterans Health	PSA VA	000:59	082
Public safety	PSA Act Safety	000:30	029
Senior health	PSA Caregiver Assistance aarp	001:00	070
Mental health	PSA Depression	000:30	002
Safe driving	PSA Don't Text and Drive	000:30	001
Health care	PSA Mercy Ships	000:58	035
Red cross	PSA Red Cross Give Blood	000:58	057
Cancer screening	PSA Stand Up To Cancer	000:30	037
Military	PSA USMC	000:59	014
COMMUNITY INVOLVEMENT	FARMERS INSURANCE	000:30	026
COMMUNITY INVOLVEMENT	GLOBAL CITIZEN FESTIVAL	000:30	013
COMMUNITY INVOLVEMENT	NO KID HUNGY CAMPAIGN	000:30	013
COMMUNITY INVOLVEMENT	PEACE IN THE STREETS	000:31	001
COMMUNITY INVOLVEMENT	PROSTATE CANCER FOUNDATION	000:30	013
HABITAT FOR HUMANITY	HABITAT FOR HUMANITY	000:31	014
TAKE OUR SONS & DAUGHTERS TO	TAKE YOUR KID TO WORK	000:30	011