

The stations at Clear Channel Radio Greensboro, WTQR, WMAG, WMKS, WPTI and WVBZ, feel the following issues are important to the community in the Triad and surrounding area.

1: Safety:

- Undercover drug sting in Surry County - law enforcement takes dozens of dealers off the street
- Guilford Co Emergency Services looks to hire as call volumes continue to increase
- Triple-A of Winston Salem explained why it's safer to drive with your hands at "8 and 4" rather than "10 and 2"
- Another victim came forward in the alleged sexual abuse case involving a middle school teacher from Clayton
- Former Mocksville police officer sued the town saying they were fired for speaking out against corrupt practices within the department by the police chief
- Highway Patrol conducted the "Drive to Live" initiative aimed at reducing the number of collisions & traffic deaths involving teenagers with increased enforcement around schools
- A Greensboro man is fighting juvenile delinquency with a proposed city curfew
- Highway Patrol conducted Operation Slow Down to try and reduce the number of traffic collisions and fatalities
- Wake Baptist Medical locked down for hours after reports of a man with a gun
- Chapel Hill became the first city in the nation to completely ban all phone use while driving
- Above normal temps, dry fuels, and breezy southwest wind prompted a warning for increased fire danger
- Warning for drivers, someone throwing large rocks from overpasses onto vehicles below on Highway-311 and Highway-52
- Man posing as a police officer arrested after stealing from an elderly woman in Gastonia
- Triple-A of the Carolina's hoping to revamp drivers training programs because North Carolina is the 2<sup>nd</sup> in the nation for most driving deaths among 16 & 17 year olds
- State Highway Patrol looking to hire for 170 positions kicked off a recruiting blitz in May
- Weather emergency info, amber alerts, and Presidential messages will soon be sent to your smart phone automatically with a new partnership between wireless providers, federal agencies and the National Weather Service – Guilford County already has a similar system in place
- Harris Teeter stores changing hours and offering a reward, along with Crime Stoppers, to find who's behind a string of robberies
- NC law enforcement officers launched the annual click it or ticket campaign, encouraging drivers to buckle-up, running from May through June
- 150 police officers from Greensboro are in training to provide security detail at this fall's DNC in Charlotte
- Greensboro firefighters getting hands-on training, burning down 3 vacant homes
- 392 million-dollar Winston Salem budget approved, included funding cuts to the police departments recruiting program

## 2: Health:

- April was 'Month of the Military Child' – events held for kids with active-duty parents to help children cope with the stress of having a parent deployed in combat zones
- A new report reveals counties in our state with high physical activity & low obesity also have more people that are better off financially
- NC State professor talked about ways to prevent getting salmonella when it comes to your Easter egg hunt
- Dole Food Company recalled more than 750 cases of bagged salad in NC because they could be contaminated with salmonella
- New data from the NC Institute of Medicine showed an increase in the number of people without health insurance in our state
- Guilford County Dept of Public Health held special Tdap vaccination clinics for rising 6<sup>th</sup> graders after recent outbreaks of whooping cough
- Diamond Pet Foods recalling dry dog food produced at a South Carolina plant and distributed to North Carolina
- New study from Duke University says by 2030, 42% of the population will be obese. Obesity epidemic is fueling diabetes, heart disease, and other ailments
- A new UNC study found that minors can easily purchase alcohol from online retailers and shipping companies
- Survey presented the NC State Department of Health & Human Services says the percentage of NC teens who smoke has hit an all time low
- NC's Medicaid office said a new software program designed to look for potential fraud, yielded questionable billing by more than 200 outpatient behavioral health care providers  
Novant Health announced layoffs of nearly 300 jobs, more than half of those cuts coming from Forsyth Medical Center
- Homeowners and Soybean growers in NC stay there is a continuing invasion of Kudzu Bugs which can cause skin irritation
- Burlington City Council soon expanding where smoking is NOT allowed
- A new food pantry opened in Greensboro, providing food assistance to the needy
- Finishing touches put on a measure that ensures services to more than 300,000 people with mental illness, substance abuse problems and developmental disabilities
- The wholesale price of cigarettes jumped between 6 and 8 cents a pack
- A Winston Salem woman recovering from the removal of a flesh-eating bacteria
- Recent outbreaks of whooping cough across the state have renewed calls from health officials for North Carolinians to be immunized
- An 820,000 grant helps Wake Forest Baptist Medical Center expand it's project aimed at helping homeless people with behavioral health issues
- Red Cross says blood supplies are dangerously low – looking for donations for any blood type
- Residents of the Triad warned about high ozone levels... and due to heat, urged to stay in the air conditioning & stay hydrated

- Winston Salem/Forsyth County schools giving out free meals to kids in need this summer

### 3: Education:

- State Board of Education meeting held to talk about effects of reduced education funding & how schools will cope with further cuts expected
- Guilford County school system released 626-million dollar budget plan for next school year – with 23 teaching positions and several central office jobs eliminated
- UNC Chapel Hill had an applicant pool of nearly 30-thousand students, an increase of 24% over last year
- Patrice Faison of Oak Hill Elementary School was named State Principal of the Year
- 4 schools in our state competed in the Green Ribbon Schools award – as a way to improve education facilities & build energy savings while fostering productivity, achievement, and health
- Students at Guilford College voluntarily sought an increase in activity fees to help cover cuts to financial aid
- Students in Forsyth County no longer \*have\* to pledge allegiance to the flag
- Senate Republicans propose annual contracts for veteran teachers, development of merit pay systems by each of the 115 school districts by fall 2013 and focused reading programs for kindergarten through 2<sup>nd</sup> grade.
- UNCG says the school may eliminate more than 40 academic programs as a part of a review designed to free up resources

### 4: Community:

- Hydro-demolition project on Greensboro roads
- State Agriculture Dept set traps for gypsy moths to protect trees
- Warm spring weather affecting the states apple crops
- Larger recycling carts in Winston-Salem allows the city to scale back recycling pickups to every other week
- The Winston Salem Dash stepped up efforts to be more social online
- Volunteers at the Durham Rescue Mission served food and gave Easter baskets for those in need on Easter weekend
- Money left over from a playground built to honor Zahra Baker, went to fund a scholarship available for disabled high school seniors who want to go onto higher education
- A black cultural center in Asheville facing hard times with low membership and a significant debt burden
- An emissions inspector admitted he falsely passed several hundred vehicles that should have failed emissions tests
- Guilford County Board of Elections mailed out notices to registered voters about changes in their districts
- A man responsible for nearly 40 cases of stealing copper from air conditioners was arrested and charged

- A man was arrested for posing as a state DMV employee, offering Latinos driver's licenses for 1500 dollars, then disappearing
- New noise ordinance passed in Greensboro allowing downtown businesses to be louder
- President Obama spoke at UNC Chapel Hill about the importance of higher education and keeping student loan interest rates from going up this summer
- NAACP and other groups touring North Carolina's poverty-stricken areas, starting in Guilford County. More than 17% of NC's population is living in poverty.
- Police Officers from across the state headed to Raleigh for the inaugural Motor Officer Skills Competition, with proceeds to benefit the special Olympics
- After Primary election – the state constitution will be amended to define marriage as between one man & one woman – the “We Do” Campaign for Southern Equality kicked off around the state with same-sex couples continuing to apply for marriage licenses
- Senator Hagan hosted a ceremony recognizing military spouses who have made outstanding contributions to their communities
- Forsyth County chapter of the Audubon Society asked owners of tall buildings to turn off the lights at night to keep migrating birds from crashing in to them
- Budget cuts hit Greensboro & Guilford County library services
- For the first time in nearly 2 years, our state is drought free
- A new food pantry opened in Greensboro, providing food assistance to the needy
- The Parks & Rec Dept in Forsyth County opened the newly renovated Tanglewood Aquatic Center
- A Guilford County shelter for homeless youth, Act Together Crisis Care, lost a quarter of a million dollars in social services funding

#### 5: Economy:

- A new report reveals counties in our state with high physical activity & low obesity also have more people that are better off financially
- New bill, proposed by Senator Hagan, will make it easier for small businesses to apply for federal assistance
- The nation's largest private fuel cell will be built in our state by Apple
- About 2 dozen positions were made available when hosiery apparel company “Royce Too” announced they were moving from New York to Winston-Salem
- Homeowners in Guilford County to see a property tax increase this year
- Greensboro City Council approved rate hikes for the Water Department improvements to pipes & treatment facilities
- Progress Energy & Duke Energy agreed NOT to ask customers to pay two-hundred-thirty million dollars when they merge
- NC based Progress Energy & NC based Duke Energy have until next month to complete a merger that would create the countries largest electric utility
- A House committee met to discuss whether people who operate energy units (like solar panels) can sell the electricity they generate
- Home foreclosures surged in North Carolina
- The state's 60<sup>th</sup> microbrewery will open in Greensboro

- Winston Salem based Reynolds American announced first-quarter profit fell 29%
- State Highway Patrol looking to hire for 170 positions kicked off a recruiting blitz in May
- The agency that promotes North Carolina to film, TV, and commercial productions announced that the industry will spend at least \$275 mil statewide this year and employ more than 10-thousand people
- Forsyth County approved a 10% increase in water and sewer rates
- A company that handles debt-collection phone calls looking at the Piedmont as a possible location for a new call center, this would create 2,000 new jobs
- Budget cuts hit Greensboro & Guilford County library services
- Novant Health announced layoffs of nearly 300 jobs, more than half of those cuts coming from Forsyth Medical Center
- Gas prices continue to drop leading up to the Memorial Day holiday weekend
- Property taxes in Winston-Salem could soon be increasing 9%
- The most affordable place in the entire US to live & do business is Winston Salem, according to a ranking by financial adviser, Mercer.
- Ralph Lauren announced it will be adding 500 jobs, over the next 4 years, to it's location in High Point
- Piedmont Triad International Airport looking to expand – with an estimated \$350-million dollar list of upgrades
- The wholesale price of cigarettes jumped between 6 and 8 cents a pack
- A nationwide small business tour held in Greensboro provided tools to help small business owners in the tough economy
- Forsyth County commissioners approved more than \$700,000 in incentives for Pepsi to bring more jobs to Winston Salem and invest more than \$80 million in the area

## WMAG ISSUES PROGRAMMING

Issue	Program	Description	Date/Time/Length
Various	News	WMAG News 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
Public Safety	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 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, 6:10 6:30, 6:40 7:10, 7:30 7:40, 7:55 a.m. 4:25, 4:55, 5:30 5:55 p.m. at least 6 min/day

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

# WMAG-FM

## 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
-----		000:30	011
Concussions-	American Academy of Neurology	000:30	164
Concussions-	American Academy of Neurology	000:31	051
Concussions-	American Academy of Neurology	001:00	155
Smoking and health	American Lung Assoc :60 cut 2	001:00	065
Food	appetizers	000:30	047
Cancer Research	City Of Hope Radiothon	001:00	012
Cancer Research	City Of Hope Radiothon	001:01	011
Cancer Research	City Of Hope Radiothon	001:02	001
Fathers	Fathers Day 1	000:10	004
Fathers	Fathers Day 2	000:09	003
Fathers	Fathers Day 3	000:11	003
Fathers	Fathers Day 4	000:11	003
Safety	Homeland Security Drop Off	000:30	014
Safety	Homeland Security Drop Off	000:31	038
United Way	NOW PSA FILLER - UNITED WAY	000:15	031
Breast Cancer	PSA - KOMAN RACE FOR THE CURE	000:29	010
Breast Cancer	PSA - KOMAN RACE FOR THE CURE (WMAG)	000:29	058
Skin cancer	PSA Skin Cancer 60	001:00	013
Autisim	PSA- Autism Awareness (Jamie McMurray)	000:59	052
Autisim	PSA- Autism Awareness (Kurt Schilling)	001:00	048
Autisim	PSA- Autism Awareness (Kurt Schilling) 30	000:30	040
Saving Money	PSA-" Feed The Pig"	001:00	068
BULLYING	DONORSCHOSE.ORG	000:30	013
BULLYING	DONORSCHOSE.ORG	000:32	014

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	AD COUNCIL	000:29	073
HEALTH AND FITNESS	AD COUNCIL	000:30	124
HEALTH AND FITNESS	AD COUNCIL	000:31	138
HEALTH AND FITNESS	CITY OF HOPE	000:30	004
HEALTH AND FITNESS	CITY OF HOPE	000:31	024
LITERACY	DONORSCHOSE.ORG	000:30	014
MUSIC	DONORSCHOSE.ORG	000:32	014
POVERTY	DONORSCHOSE.ORG	000:31	027
SELF ESTEEM	DONORSCHOSE.ORG	000:31	014
United Arts Council	United Arts Council	000:31	293

# WPTI - FM

## 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
-----		000:30	025
Concussions	American Academy of Neurology	000:30	257
Concussions	American Academy of Neurology	000:31	098
Concussions	American Academy of Neurology	001:00	090
Smoking and health	American Lung Assoc :60	001:00	052
Smoking and health	American Lung Assoc :60 cut 2	001:00	030
Food	appetizers	000:30	103
Exchange students	Exchange Students PSA	000:31	031
Safety	Homeland Security Drop Off	000:30	016
safety	Homeland Security Drop Off	000:31	066
bullying	PSA Bullies 60	000:59	022
bullying	PSA Bullies 60 cut 2	001:00	017
drowning	PSA Drowning Prevention 60	001:00	019
Exchange students	PSA Exchange Students	000:31	021
Military families	PSA Military Familied United :60	000:59	019
Military families	PSA Military Familied United :60 cut 2	000:59	021
smoking	PSA Smoking	001:00	016
American kennel club	PSA - AKC Willie Nelson	001:01	049
Safe driving	PSA - Don't Text While Driving	001:00	058
Breast cancer	PSA - KOMAN RACE FOR THE CURE	000:29	139
Breast cancer	PSA - KOMAN RACE FOR THE CURE (for WPTI only)	000:30	008
military	PSA - Marines :60	001:00	036
taxes	PSA IRS Free File	000:59	010
taxes	PSA IRS tax time	001:00	029
Military families	PSA Military Families United 30	000:30	025
Military families	PSA Military Families United 30 cut 2	000:29	030

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Skin cancer	PSA Skin Cancer 60	001:00	015
Autisim	PSA- Autism Awareness (Jamie McMurray)	000:59	028
Autisim	PSA- Autism Awareness (Kurt Schilling)	001:00	026
Autisim	PSA- Autism Awareness (Kurt Schilling) 30	000:30	063
Saving money	PSA-" Feed The Pig"	001:00	046
CITY OF HOPE	CITY OF HOPE	001:00	024
HEALTH AND FITNESS	AD COUNCIL	000:29	077
HEALTH AND FITNESS	AD COUNCIL	000:30	123
HEALTH AND FITNESS	AD COUNCIL	000:31	144
HEALTH AND FITNESS	CITY OF HOPE	000:30	064
HEALTH AND FITNESS	CITY OF HOPE	000:31	015
HEALTH AND FITNESS	CITY OF HOPE	000:32	005
United Arts Council	United Arts Council	000:31	082

# WTQR-FM

## 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
-----		000:30	020
Autisim	American Academy of Neurology	000:30	149
Autisim	American Academy of Neurology	000:31	112
Autisim	American Academy of Neurology	001:00	375
Smoking	American Lung Assoc :60 cut 2	001:00	142
Food	appetizers	000:30	080
Military	CMS - LET THE TROOPS RACE	000:30	095
Safety	Homeland Security Drop Off	000:30	021
Safety	Homeland Security Drop Off	000:31	085
United way	NOW PSA FILLER - UNITED WAY	000:15	030
Hunger	OUTNUMBER HUNGER - BAND PERRY 1	000:30	007
Hunger	OUTNUMBER HUNGER - BAND PERRY 2	000:30	009
Hunger	OUTNUMBER HUNGER - BAND PERRY 3	000:30	009
Hunger	OUTNUMBER HUNGER - MARTINA MCBRIDE 1	000:30	009
Hunger	OUTNUMBER HUNGER - MARTINA MCBRIDE 2	000:29	008
Hunger	OUTNUMBER HUNGER - RASCALL FLATTS 1	000:30	008
Hunger	OUTNUMBER HUNGER - RASCALL FLATTS 2	000:29	009
Hunger	OUTNUMBER HUNGER - RASCALL FLATTS 3	000:30	008
Giving donations	POWER 2 GIVE	000:31	111
Exercise	PSA - 5K GET YOUR REAR IN GEAR RUN	000:30	001
Safe driving	PSA - Don't Text While Driving	001:00	029
Skin cancer	PSA Skin Cancer 60	001:00	028
Autisim	PSA- Autism Awareness (Jamie McMurray)	000:59	112
Autisim	PSA- Autism Awareness (Kurt Schilling)	001:00	113
autisim	PSA- Autism Awareness (Kurt Schilling) 30	000:30	057
Saving money	PSA-" Feed The Pig"	001:00	138

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 1	001:00	001
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 10	001:00	001
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 11	001:01	001
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 2	001:00	001
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 3	001:00	001
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 4	001:00	001
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 5	001:00	001
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 6	001:00	001
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 7	001:00	001
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 8	001:00	001
Cancer research	Q 104-1 - CITY OF HOPE - VIGNETTE - 9	001:01	001
BULLYING	DONORSCHOSE.ORG	000:30	015
HEALTH AND FITNESS	AD COUNCIL	000:29	080
HEALTH AND FITNESS	AD COUNCIL	000:30	122
HEALTH AND FITNESS	AD COUNCIL	000:31	146
HEALTH AND FITNESS	CITY OF HOPE	000:30	004
HEALTH AND FITNESS	CITY OF HOPE	000:31	025
LITERACY	DONORSCHOSE.ORG	000:30	032
MUSIC	DONORSCHOSE.ORG	000:32	015
POVERTY	DONORSCHOSE.ORG	000:31	015
SELF ESTEEM	DONORSCHOSE.ORG	000:31	015

# WVBZ-FM

## 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
Breast cancer	PSA - KOMAN RACE FOR THE CURE	000:29	066
Vietnam vets	PSA - NCAB & NC Vietnam Veterans	000:31	001
BULLYING	DONORSCHOSE.ORG	000:30	014
BULLYING	DONORSCHOSE.ORG	000:31	014
BULLYING	DONORSCHOSE.ORG	000:32	014
HEALTH AND FITNESS	AD COUNCIL	000:29	079
HEALTH AND FITNESS	AD COUNCIL	000:30	124
HEALTH AND FITNESS	AD COUNCIL	000:31	145
HEALTH AND FITNESS	CITY OF HOPE	000:29	007
HEALTH AND FITNESS	CITY OF HOPE	000:30	007
HEALTH AND FITNESS	CITY OF HOPE	000:31	007
LITERACY	DONORSCHOSE.ORG	000:30	014
MUSIC	DONORSCHOSE.ORG	000:29	014
POVERTY	DONORSCHOSE.ORG	000:31	014
SELF ESTEEM	DONORSCHOSE.ORG	000:31	013
United Arts Council	United Arts Council	000:31	303



## **Triad Viewpoints Report for 2st Quarter 2012**

Apr – June. 2012/WTQR, WMAG, WVBZ, WMKS, WPTI

### **Guest: Mark Hanson & Gary Thompson, Cystic Fibrosis Foundation**

Topic: What is Cystic Fibrosis & CF Foundation Great Strides Walk. How many children are affected by Cystic Fibrosis? What advances have been made in medicine for Cystic Fibrosis? What do you do for your children each night to help them with their Cystic Fibrosis?

Date & Time Aired: 4/1, 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

### **Guest: Tamika Songster & Lynn Beck; Guilford Cty. Dept. of Public Health**

Topic: Public Health Month, clinics the GCDPH is offering. How long has the Public health department been established? Why was it created? What is the mission of the department? What types of clinics are offered to the citizens? Is there a cost for the clinics? How has it improved health in the community?

Aired: 4/8, 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 minutes**

### **Guest: Brandy Quinn, David Cantra, Terry White; Carolina Patriot Rovers**

Topic: Helping returning dramatized military personnel by pairing them with trained dogs. How do you train the dogs? How did you get started doing this? How many local soldiers have been helped so far? How long is the process of pairing a soldier and a dog? What type of success stories do you have since you started?

Date & Time Aired 4/15, 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

**Guest: Shelia Wasko & Tom Wasko; USO of NC**

Topic: What the USO provides military personnel and upcoming events. How did the USO become established? How does it help soldiers and their families? How do you raise your funds for doing this? Is there any government involvement in the USO? How large is your organization and in how many countries do you operate?

Date & Time Aired: 4/22, 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

**Guest: Chuck Harmon, Food Drive/Salvage Operations Manager, 2<sup>nd</sup> Harvest Food Bank**

Topic: : Feeding families in the community and the need for food donations. How many families in our area need your help? How much food do you go through in a week? What kind of a shortfall have you experienced in your donations? What is needed to get the donations necessary to help everyone that needs help?

Date & Time Aired: 4/29, 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

**Guest: Guilford County Sheriff BJ Barnes**

Topic: Local law enforcement issues, building of new jail, Sheriff Dept budget issues. How far along is the new jail construction? What is left before your opening date? How will the new jail benefit the community? How will the opening of this jail facility impact the High Point jail complex? How much of a change is this new facility from the old one? Will you have to hire new personelle to run the jail? How long before overcrowding once again becomes a problem? How much safer is the new jail?

Date & Time Aired: 5/6 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

**Guest: Judy Southern & Jean Workman; Guilford Cty  
Dept. of Public Health**

Topic: National Women's Health Week; Teen Health & Pregnancy prevention. What are the major issues facing women and their health? Where can women get info on how to live healthier lives? What are the major issues that women need to be on the lookout for? What kind of a teen pregnancy problem do we have in our community compared to national? What can be done to prevent teen pregnancy? What are the major health issues facing teens?

Date & Time Aired: 5/13 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

**Guest: Janet Mayer & Karen Neill, NC Cooperative  
Extensive Service**

Topic: Growing your own garden and eating healthier. How easy is it for people to grow their own gardens? Do you need a lot of empty land? How can you grow your own veggies if you live in a condo or an apartment? What is community gardening? What are the benefits of eating more vegetables? Is it healthier to grow your own food?

Date & Time Aired: 5/20 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

**Guest: Fisher House Foundation**

Topic: Helping wounded warriors in different ways

Date & Time Aired: 5/27 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

**Guest: Joan Stanley & Kevin Hinterberger; Better Business Bureau of Central NC**

Topic: the latest business scams and ways to protect yourself. What are the latest scams people need to be on the lookout for? How can people know if a local business is trustworthy? What are the questions a consumer should ask businesses? What type of internet scams are going on right now?

Date & Time Aired: 6/3, 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

**Guest: Tammy Kirkley, RN, Community Health Response Program**

Topic: In home care services for the elderly, physically disabled and those with health issues. How can you know when it is still OK for an elderly person to stay at home or if they need to be placed in a nursing facility? What types of in home services are offered to help people remain in their homes? Does the health of the elderly usually stay better if they stay at home as opposed to being moved into a nursing facility? Who is eligible for the services?

Date & Time Aired: 6/10, 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

**Guest: Dr Ward Robinson, Medical Director Guilford Cty Dept of Public Health**

Topic: Men's health, issues affecting men in general and programs @ GCDPH. What types of health issues are most important for men? Why do men generally avoid seeking out medical care? What types of programs are available for men from the Guilford County Department of Public Health? Are their costs for these services?

Date & Time Aired: 6/17, 7am WVBZ, WTQR, WMKS, WMAG, WPTI

**Duration: 30 min.**

## **Guest: Dr. William Wicliffe, NC Cooperative Extensive Service**

Topic: providing education on growing maintaining your own garden and the 10% campaign (buying local foods). What is the 10% campaign? How do you go about achieving the goal of having the local population buy 10% of their food from local and North Carolina growers and farmers? What is the advantage of buying locally produced foods? How can you know if the food you are buying is really grown and produced locally? How easy is it to grow your own fruits and vegetables? What kind of assistance is available from the local Cooperative Extension service to help people create their own gardens?

Date & Time Aired: 6/24, 7am WVBZ, WTQR, WMKS, WMAG

**Duration: 30 minutes**