

WVBZ-WMKS-WTQR-WPTI-WMAG
Greensboro, NC
Quarterly Issues/Programs List
First Quarter, 2013

WVBZ-WMKS-WTQR-WPTI-WMAG 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:

- **Adult Learning:** Talked about how reading connections can help adults in our community learn to read. This is a hidden problem since most adults who do not know how to read usually hide this from others They also help adults get their GED and go on to a more fulfilling life in their community.
- **Cancer :** How goes the fight against cancer? What advances have we made in fighting cancer? What are the fundraising events we have coming up in this area?
- **Childrens cancer treatment:** Emily's Kids Fund for Brenners Children's Hospital - Who was Emily and how did the fund get started. What is the money raised used for? How can people contribute and help out in other ways? When will the license tags be offered for sale? What is the deadline?
- **Food and Community Gardening:** How big is community gardening becoming in our area? What does it take to participate? How important is increasing the amount of organic vegetables in our diets? How are the schools involved now in teaching gardening to children?
- **Food Deserts and healthy eating:** Karen Neill discussed food deserts in our community. These are areas of the community which lack grocery stores within easy walking or driving distance from the residents. This results in a lack of proper nutrition since the residents of these usually poorer areas are unable to find a source of good fresh vegetables. Also talked about how community gardens can help alleviate those problems somewhat
- **Limiting use of pesticides and herbicides:** What are the natural ways for us to limit the amount of pesticides and herbicides in our gardening? Can you still grow healthy vegetables without them? How does it help the environment to limit their use?
- **Mental Health treatment:** Sanctuary house offers treatment for people in the triad community who suffer from mental illness. We talked about how mental illness is misunderstood and often misdiagnosed. People who suffer from mental illness are just like those who suffer from a physical illness and should not be ostracized in the community. We also discussed the upcoming fundraising event hosted by Fox 8 news anchor Cindy Farmer. Sanctuary House also has a bakery to help their clients

develop the skills they need to find jobs in the community.

- **Nutrition and local food distribution:** Talked about the 10% plan for Guilford county and the triad. This is the plan to get triad area residents to purchase 10% of their food from local farmers. This helps to ensure that local farmers are able to keep planting and expand their offerings. Buying local foods is healthier since most local
- **Public Safety:** Discussed the opening of the new jail. The crackdown on sweepstakes machines at local businesses in the community. Also talked about how the county commissioners shot down the idea of Segway machines in the schools for public safety officers
- **Public Safety and funding:** Sheriff Barnes talked about law enforcement issues in our community. He also discussed his relationship with the county commissioners and difficulties in getting funding for some of his projects. Also discussed how his department is able to use drug forfeiture money for buying equipment for the sheriffs department.
- **TEDX Talks in Greensboro:** What is Ted X? How did we manage to get the Ted X feed in our community? What does it take to participate?
- **Winter Gardening:** What plants can you actually start planting now? How do you prepare for spring planting now?

WMAG-FM Weather and Traffic

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

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

The forecasts last approximately 30 seconds .

At least 12 min/day

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

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

Weekdays 6:00, 6:10:30, 6:40:10, 7:30:40, 7:55 a.m. 4:25, 4:55, 5:30:55 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
Greensboro, NC
Quarterly Issues/Programs List
First Quarter, 2013
04/04/2013

WMAG

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Concussions	American Academy of Neurology	000:29	022
Concussions	American Academy of Neurology	000:30	002
Concussions	American Academy of Neurology	000:31	023
Concussions	American Academy of Neurology	000:59	058
Concussions	American Academy of Neurology	001:00	190
Public Safety	Homeland Security Drop Off	000:31	020
United Way	NOW PSA FILLER - UNITED WAY	000:15	023
Legal help	PSA - Ask A Lawyer Day	000:30	003
Child Safety	PSA - Car Seats:30	000:30	050
Healthy eating	PSA - Don't Get Fat :30	000:30	049
Militaryfamilies	PSA - Fisher House 30	000:30	029
Girl scouts	PSA - Girl Scout Cookies :30	000:30	020
Winter storm warnings	PSA - Iheart radio winter storm	000:30	027
Dental health	PSA - Give Kids A Smile	000:30	016
Public safety	PSA - Homeland Security :30	000:30	052
Mens health	PSA - Men's Preventive Health	000:15	049
Military	PSA - Navy	000:30	056
United way	PSA - United Way/30	000:30	111
Adoption	American Academy of Neurology	001:00	002
ARTS	SMITHSONIAN	000:31	036

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
BULLYING	AD COUNCIL	000:30	055
Child Safety	Ad Council	000:30	001
Child Safety	WMAG	000:30	001
Children dental health	Ad Council	000:30	001
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:31	034
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:32	007
Concussion	American Academy of Neurology	000:31	001
Concussion	American Academy of Neurology	000:59	001
Concussion	American Academy of Neurology	001:00	001
Concussions	American Academy of Neurology	001:00	001
Famalies	WMAG	001:00	003
Family Life	WMAG	001:00	001
Flu Shot	American Academy of Neurology	000:29	001
Flu shots	American Academy of Neurology	000:59	002
Health	American Academy of Neurology	001:00	004
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	069
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:31	060
Healthy eating	WMAG	000:30	001
Homeland security	Homeland security	000:30	001
Marriage	cut 4	001:00	001
Mens health	Ad Council	000:15	001
Mens health	WMAG	000:15	001
Military Service	Navy	000:30	001
Navy	Navy	000:30	001
Public Health	Ad Council	000:30	001
Public safety	Homeland security	000:30	001
Public Safety	Homeland Security	000:30	001
Public Safety	WMAG	000:30	001
Safety in sports	American Academy of Neurology	001:00	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
United Way	United Way	000:30	002

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WPTI

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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Concussions	American Academy of Neurology	000:29	085
Concussions	American Academy of Neurology	000:30	102
Concussions	American Academy of Neurology	000:31	121
Concussions	American Academy of Neurology	000:59	156
Concussions	American Academy of Neurology	001:00	549
Public safety	Homeland Security Drop Off	000:31	059
Legal help	PSA - Ask A Lawyer Day	000:30	016
Child safety	PSA - Car Seats:30	000:30	167
Healthy eating	PSA - Don't Get Fat :30	000:30	160
Military families	PSA - Fisher House 30	000:30	108
Military families	PSA - Fisher House 30	000:31	116
Girl scouts	PSA - Girl Scout Cookies :30	000:30	054
Public safety	PSA - Iheart radio winter storm	000:30	068
Dental health	PSA - Give Kids A Smile	000:30	054
Public safety	PSA - Homeland Security :30	000:30	170
Mens health	PSA - Men's Preventive Health	000:15	229
military	PSA - Navy	000:30	163
United way	PSA - United Way/30	000:30	320
ARTS	SMITHSONIAN	000:31	035
BULLYING	AD COUNCIL	000:30	058

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:31	031
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:32	007
HEALTH AND FITNESS	AMERICAN STROKE ASSOCIATION	000:30	041
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:31	059

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WTQR

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Concussions	American Academy of Neurology	000:29	023
Concussions	American Academy of Neurology	000:30	002
Concussions	American Academy of Neurology	000:31	034
Concussions	American Academy of Neurology	000:59	069
Concussions	American Academy of Neurology	001:00	309
Public safety	Homeland Security Drop Off	000:31	018
Alzheimers	KENNY CHESNEY ALSHEIMER'S PSA	000:28	092
United way	NOW PSA FILLER - UNITED WAY	000:15	010
Legal help	PSA - Ask A Lawyer Day	000:30	007
Child safety	PSA - Car Seats:30	000:30	067
Healthy eating	PSA - Don't Get Fat :30	000:30	066
Military families	PSA - Fisher House 30	000:30	056
Military families	PSA - Fisher House 30	000:31	054
Girl scouts	PSA - Girl Scout Cookies :30	000:30	026
Public safety	PSA - Iheart radio winter storm	000:30	033
Dental health	PSA - Give Kids A Smile	000:30	025
Public safety	PSA - Homeland Security :30	000:30	067
Mens health	PSA - Men's Preventive Health	000:15	038
Military	PSA - Navy	000:30	068
United way	PSA - United Way/30	000:30	141

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ARTS	SMITHSONIAN	000:31	037
BULLYING	AD COUNCIL	000:30	056
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:31	034
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:32	007
HEALTH AND FITNESS	AMERICAN STROKE ASSOCIATION	000:30	042
HEALTH AND FITNESS	MUSIC AND MEMORIES	000:28	028
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:31	060

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concussions	American Academy of Neurology	000:31	001
Public safety	Homeland Security Drop Off	000:31	001
Legal help	PSA - Ask A Lawyer Day	000:30	001
Public safety	PSA - Homeland Security :30	000:30	001
Mens health	PSA - Men's Preventive Health	000:15	003
military	PSA - Navy	000:30	001
United way	PSA - United Way/30	000:30	001
ARTS	SMITHSONIAN	000:31	036
BULLYING	AD COUNCIL	000:30	056
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:31	032
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:32	007
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:31	060

Greensboro, NC
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WVBZ-WMAG-WTQR-WPTI-WMKS
 Quarterly Issues/Programs List

**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
Winter Gardening	Triad Viewpoints #1	What plants can you actually start planting now? How do you prepare for spring planting now?	NC Co-Opt Extension office of Guilford Cty - Karen Neill	01/06/2013 07:02 AM	014:10
-----	Triad Viewpoints #2	Information not available	Linda Brandon	01/06/2013 07:17 AM	013:36
Childrens cancer treatment	Triad Viewpoints #1	Who was Emily and how did the fund get started. What is the money raised used for? How can people contribute and help out in other ways? When will the license tags be offered for sale? What is the deadline?	Emily's Kids Fund for Brenners Children's Hospital - Craig Field & Nicole Whitten	01/20/2013 07:00 AM	014:02
Childrens cancer treatment	Triad Viewpoints #2	Who was Emily and how did the fund get started. What is the money raised used for? How can people contribute and help out in other ways? When will the license tags be offered for sale? What is the deadline?	Emily's Kids Fund for Brenners Children's Hospital - Craig Field & Nicole Whitten	01/20/2013 07:17 AM	013:21

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Cancer	Triad Viewpoints #1	How goes the fight against cancer? What advances have we made in fighting cancer? What are the fundraising events we have coming up in this area?	Lisa Bottemly American Cancer Society	01/27/2013 07:00 AM	013:40
Cancer	Triad Viewpoints #2	How goes the fight against cancer? What advances have we made in fighting cancer? What are the fundraising events we have coming up in this area?	Lisa Bottemly American Cancer Society	01/27/2013 07:16 AM	013:55
Public Safety	Triad Viewpoints #1	Discussed the opening of the new jail. The crackdown on sweepstakes machines at local businesses in the community. Also talked about how the county commissioners shot down the idea of Segway machines in the schools for public safety officers	Guilford County Sheriff BJ Barnes	02/03/2013 07:00 AM	013:45
Public Safety	Triad Viewpoints #2	Discussed the opening of the new jail. The crackdown on sweepstakes machines at local businesses in the community. Also talked about how the county commissioners shot down the idea of Segway machines in the schools for public safety officers	Guilford County Sheriff BJ Barnes	02/03/2013 07:18 AM	014:04
Food and Community Gardening	Triad Viewpoints #1	How big is community gardening becoming in our area? What does it take to participate? How important is increasing the amount of organic vegetables in our diets? How are the schools involved now in teaching gardening to children?	NC Co-Opt Extension office of Guilford Cty - Karen Neill	02/10/2013 07:03 AM	013:37
Food and Community Gardening	Triad Viewpoints #2	How big is community gardening becoming in our area? What does it take to participate? How important is increasing the amount of organic vegetables in our diets? How are the schools involved now in teaching gardening to children?	NC Co-Opt Extension office of Guilford Cty - Karen Neill	02/10/2013 07:19 AM	014:06

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
TEDX in Greensboro	Triad Viewpoints #1	What is Ted X? How did we manage to get the Ted X feed in our community? What does it take to participate?	Skip Moore The weaver foundation	02/17/2013 07:02 AM	014:08
Limiting use of pesticides and herbicides	Triad Viewpoints #2	What are the natural ways for us to limit the amount of pesticides and herbicides in our gardening? Can you still grow healthy vegetables without them? How does it help the environment to limit their use?	Karen Neil	02/17/2013 07:19 AM	013:25
Mental health treatment	Triad Viewpoints #1	Sanctuary house offers treatment for people in the triad community who suffer from mental illness. We talked about how mental illness is misunderstood and often misdiagnosed. People who suffer from mental illness are just like those who suffer from a physical illness and should not be ostracized in the community. We also discussed the upcoming fundraising event hosted by Fox 8 news anchor Cindy Farmer. Sanctuary House also has a bakery to help their clients develop the skills they need to find jobs in the community.	Sanctuary House - Jody Lorenzo Shibley & Maya Alyff	02/24/2013 07:02 AM	014:01
Mental health treatment	Triad Viewpoints #2	Sanctuary house offers treatment for people in the triad community who suffer from mental illness. We talked about how mental illness is misunderstood and often misdiagnosed. People who suffer from mental illness are just like those who suffer from a physical illness and should not be ostracized in the community. We also discussed the upcoming fundraising event hosted by Fox 8 news anchor Cindy Farmer. Sanctuary House also has a bakery to help their	- Sanctuary House - Jody Lorenzo Shibley & Maya Alyff	02/24/2013 07:20 AM	014:06

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		clients develop the skills they need to find jobs in the community.			
Public safety and funding	Triad Viewpoints #1	Sheriff Barnes talked about law enforcement issues in our community. He also discussed his relationship with the county commissioners and difficulties in getting funding for some of his projects. Also discussed how his department is able to use drug forfeiture money for buying equipment for the sheriffs department.	Guilford County Sheriff BJ Barnes	03/03/2013 07:02 AM	013:45
Public Safety and funding	Triad Viewpoints #2	Sheriff Barnes talked about law enforcement issues in our community. He also discussed his relationship with the county commissioners and difficulties in getting funding for some of his projects. Also discussed how his department is able to use drug forfeiture money for buying equipment for the sheriffs department.	Guilford County Sheriff BJ Barnes	03/03/2013 07:20 AM	014:04
Food Deserts healthy eating	Triad Viewpoints #1	Karen Neill discussed food deserts in our community. These are areas of the community which lack grocery stores within easy walking or driving distance from the residents. This results in a lack of proper nutrition since the residents of these usually poorer areas are unable to find a source of good fresh vegetables. Also talked about how community gardens can help alleviate those problems somewhat	NC Co-Opt Extension office of Guilford Cty - Karen Neill	03/10/2013 07:03 AM	013:25
Food Deserts healthy eating	Triad Viewpoints #2	Karen Neill discussed food deserts in our community. These are areas of the community which lack grocery stores within easy walking or driving distance from the residents. This results in a lack of proper nutrition since the residents of	NC Co-Opt Extension office of Guilford Cty - Karen Neill	03/10/2013 07:20 AM	013:25

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		these usually poorer areas are unable to find a source of good fresh vegetables. Also talked about how community gardens can help alleviate those problems somewhat			
-----	Triad Viewpoints #1	Information not available	-----	03/17/2013 07:00 AM	013:50
-----	Triad Viewpoints #2	Information not available	-----	03/17/2013 07:17 AM	014:06
Adult learning	Triad Viewpoints #1	Talked about how reading connections can help adults in our community learn to read. This is a hidden problem since most adults who do not know how to read usually hide this from others. They also help adults get their GED and go on to a more fulfilling life in their community.	Reading Connections - Jenny Gore, Micah Gwyndon, Brandy Matthews	03/24/2013 07:00 AM	013:49
Adult learning	Triad Viewpoints #2	Talked about how reading connections can help adults in our community learn to read. This is a hidden problem since most adults who do not know how to read usually hide this from others They also help adults get their GED and go on to a more fulfilling life in their community.	Reading Connections - Jenny Gore, Micah Gwyndon, Brandy Matthews	03/24/2013 07:17 AM	014:03
Nutrition and local food distribution	Triad Viewpoints #1	Talked about the 10% plan for Guilford county and the triad. This is the plan to get triad area residents to purchase 10% of their food from local farmers. This helps to ensure that local farmers are able to keep planting and expand their offerings. Buying local foods is healthier since most local farmers are not using large amounts of chemicals on their crops. The food is also fresher and better for you resulting in better nutrition. Community gardens are getting started to	NC Co-Opt Extension office of Guilford Cty - Karen Neill	03/31/2013 07:02 AM	013:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>allow local residents to have fresh home grown vegetables even if they live in an apartment or condo or do not have space for their own garden.</p>			
<p>Nutrition and local food distribution</p>	<p>Triad Viewpoints #2</p>	<p>Talked about the 10% plan for Guilford county and the triad. This is the plan to get triad area residents to purchase 10% of their food from local farmers. This helps to ensure that local farmers are able to keep planting and expand their offerings. Buying local foods is healthier since most local farmers are not using large amounts of chemicals on their crops. The food is also fresher and better for you resulting in better nutrition. Community gardens are getting started to allow local residents to have fresh home grown vegetables even if they live in an apartment or condo or do not have space for their own garden.</p>	<p>NC Co-Opt Extension office of Guilford Cty - Karen Neill</p>	<p>03/31/2013 07:20 AM</p>	<p>014:06</p>