

WMKS  
Greensboro, NC  
Quarterly Issues/Programs List  
Second Quarter, 2017  
07/07/2017

WMKS  
Quarterly Issues/Programs List

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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:

- **Developing character in children:** Boys and Girls Clubs: How did the Salvation Army get involved with the Boy's and Girls Clubs? How many children do you serve? Is this a year round program? How does your after school program differ from the summer program?
- **Environmental Stewardship with gardening:** Gardening is considered our nation's most popular pastime, yielding fresh fruits and vegetables for the dinner table, a cleaner environment and aesthetically pleasing landscapes. North Carolina Cooperative Extension helps gardeners learn more about new plants, native plants and environmental stewardship. Extension-trained Master Gardener volunteers are instrumental in these efforts, sharing their knowledge of plant selection, cultural practices and pest management with fellow gardeners, school students and others
- **Environmentally Friendly Lawn Care:** How can you get a free soil test done for your home landscaping? What kind of information will the test provide? How can you help your lawn and shrubs and still not harm the environment? What kinds of products are the best to buy for your lawn? How can you take care of lawn pests such as moles or voles? how can you tell if you have a problem with them?
- **Family Gardening Day:** Hannah Smith - Family Gardening Day. The Guilford County Cooperative Extension invites all families to explore the world of gardening at our 4th annual Family Gardening Day. The event is held in our Demonstration Garden and will feature events and activities for experienced and future gardeners of all ages.
- **Fostering children:** Holly May - Foster the Love - Fostering children program. Holly discusses the myths and fallacies of the foster child program in NC. Who can be a foster parent and where the children come from.
- **Healthy Meals on a Budget:** Kitchen Connects Greensboro will kick off its program with free consumer classes, taught by the Guilford County Cooperative Extension and hosted at the Greensboro Farmers Curb Market. Family and Consumer Science agents, Vincent Webb and Shameca Battle, will be leading shop and cook on how to use fresh, local market ingredients to create healthy meals on a budget. Sessions are first come, first serve opportunities for market customers. Sessions will

include: May 3, 9am-10am: farmers market tour and shopping seasonal produce options plus quick, healthy cooking meals demonstration in the Harvest Cafe May 17, 9am-10am: meal planning for better healthy

- **Hospice care:** Hospice is a specialized type of health care that is delivered by physicians, nurses, Hospice aides and social workers. Many patients and families also choose to include additional team members such as a spiritual counselor, grief counselor, and a volunteer. When you or a loved one are faced with end-of-life care stemming from an illness or injury, look to Hospice of Davidson County for the care and comfort you need. Our main focus is to help our patients manage pain and symptoms, and provide spiritual and emotional support for patients and their caregivers in order to have the best quality of life possible.
- **How to be a foster parent:** Holly May - Foster the Love - Fostering children program. So many children in our area need a loving home. If you would like to find out more about fostering or adoption in your county, please contact these wonderful DSS workers Alamance County - 336-570-6532 Davidson County - 336-242-2500 Davie County - 336-753-6250 Forsyth County - Sharon Porter - 336-703-3677 Interest Meetings are held every 1st & 3rd, Thursday of each month @ FCDSS ( 741 Highland Ave, Winston Salem) from 6 - 7 pm Guilford County - 336-641-KIDS Randolph County - Tanya Sheek (336) 683-8038 Stokes County - Kim Clayton - 336-593-2861 ext. 1154 Yadkin County - 336-679-4210
- **Living with an illness:** Managing the symptoms of a serious illness can be overwhelming. Whether you (tm)ve received a new diagnosis or you (tm)ve had an illness for some time, you are probably experiencing a range of emotions and feelings about your illness and your care. Learning more about the symptoms, understanding the emotions and making decisions will help you enhance your quality of life. Your symptoms may vary based on your diagnosis. Managing them well can greatly improve your quality of life. The following are common symptoms many of our patients experience and ways to manage them to remain comfortable. Be sure to speak with your care provider about symptoms you (tm)re having.
- **Local Foods program:** Guilford countys second annual local foods week is coming again in September. This program helps to show how important local foods are to the economy of Guilford and the surrounding counties. The program will showcase local farmers and farmers markets and demonstrate how families can incorporate local foods into their diets.
- **Local Strawberry Crop:** Thanks to a warm February, many growers were picking at least two weeks ahead of schedule. Then the state had freezing temperatures in March, which put production on hold. It takes 30 days or more for a blossom to turn into a berry. Now that we are past the last freeze, more strawberries are about ready for picking, and consumers should expect a strong crop through the end of May.
- **Master Gardeners:** Our volunteer Master Gardeners and Interns will offer hands-on learning stations to demonstrate techniques for preparing soil, growing vegetables and herbs, composting, pruning and tool sharpening, growing roses, raising backyard chickens, and more.

- **Nutrition Education Programs** : Arnicia Gudger - local food programs for low income families. Arnicia talked about the Expanded Food and Nutrition Education Program (EFNEP) for limited resource adults, pregnant & parenting teens, and youth.
- **Providing foster children with school supplies**: Most kids in foster care don't have the supplies they need to start off right. You can help them focus on learning by providing essential school supplies. We have set up generic Amazon Wish List. When you purchase items from this list, they will be mailed to the WXLV ABC 45 offices and then distributed amongst the participating DSS offices to be given to the children. If you would like to purchase an item on Amazon that you don't see on the wish list, you can simply purchase it and have it shipped to our offices; 3500 Myer Lee Dr, Winston Salem, NC 27101
- **Reducing your household debt**: Looking for a free easy way to lower your debt? If so, PowerPay may be a great resource. PowerPay is a computer program that provides a debt reduction plan. It shows a person what to pay monthly until all the debts are paid. It is easy to use, easy to understand, easy to do, easy to follow and private.
- **Ride for Angels for Hospice Care**: Come support services that provide compassionate patient care and encouragement for their families. Ride departs at 11 a.m. Saturday, July 15 from Denton FarmPark and returns for a hot dog lunch from Noon to 2 p.m. Riders are invited to remember a loved one by placing a memento or note on our Memorial Wall located at the ride. Drawings for special prizes after the ride.
- **Showing your children you care**: Parents are very busy, but they should take the time to show their children they care. For example, while cooking breakfast for your child a loving look into his eyes a soft squeeze of his hand yelling your child good morning letting him know you are glad to see him can turn the ordinary activity of making breakfast into a together moment with your child.
- **Summer Camps available for youth**: Now Registering for 2017 4-H Summer Adventures! Solve a murder mystery, learn the basics of sewing, take a mystery tour, or build a marshmallow launcher! For the ultimate fun, come to residential camp at Betsy-Jeff Penn 4-H Educational Center. Make new friends while learning archery, horseback riding, canoeing, and more!
- **Summer Intern Training**: Attend Summer Intern training and orientation for 4H programs. Be a POSITIVE role model for all youth at all times. Take pride in everything you do Assist 4-H Professionals and workshop presenters with necessary duties. Lead games/songs/activities with 4-H Summer Adventures participants. Arrive 30 minutes prior to and stay 30 minutes after summer workshop. Help clean-up after workshop and prepare for next day (tm)s activities. Supervisors:Peggie Lewis Joyce and Sadie Payne, Guilford County 4-H Agents North Carolina Cooperative Extension, Guilford County CenterGuilford County 4-H Noah McDonald and Quina Weber-Shirk, FoodCorps Service Members
- **Taste Of The Market**: participants will learn how to build meal plans as they purchase items from the farmers market and pair them with items

from the grocery store. They will gain knowledge about portion control and how it sets you up for better healthy. It is not only for the betterment of your health, but portion control can help with saving money in the long run.

- **Teaching tolerance to youth:** ANYTOWN , is a week-long residential summer program conducted at Blowing Rock Conference Center in the beautiful North Carolina mountains. Not your typical summer camp, ANYTOWN provides Guilford County students with a unique opportunity to live and interact with a diverse group of students who come together to build a community based on inclusivity, respect and understanding. The days are full of engaging workshops and intense discussion groups along with fun games and electives.
- **Trips for Cancer Patients:** Memory Foundation - Devon Hodges & Ariel Bolens sending sick kids on vacations. How did the organization get started? How do you get your funding? What is the process for someone to apply for a trip for their child or family?

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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
Nutrition Education Programs	Triad Viewpoints #1	Arnicia Gudger - local food programs for low income families. Arnicia talked about the Expanded Food and Nutrition Education Program (EFNEP) for limited resource adults, pregnant & parenting teens, and youth.	Arnicia Gudger	04/02/2017 06:59 AM	014:37
Environmental Stewardship with gardening	Triad Viewpoints #2	Gardening is considered our nation's most popular pastime, yielding fresh fruits and vegetables for the dinner table, a cleaner environment and aesthetically pleasing landscapes. North Carolina Cooperative Extension helps gardeners learn more about new plants, native plants and environmental stewardship. Extension-trained Master Gardener volunteers are	Hannah Pettus	04/02/2017 07:20 AM	014:31

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		instrumental in these efforts, sharing their knowledge of plant selection, cultural practices and pest management with fellow gardeners, school students and others			
Family Gardening Day	Triad Viewpoints #1	Hannah Smith - Family Gardening Day. The Guilford County Cooperative Extension invites all families to explore the world of gardening at our 4th annual Family Gardening Day. The event is held in our Demonstration Garden and will feature events and activities for experienced and future gardeners of all ages.	Hannah Smith	04/09/2017 06:58 AM	014:16
Reducing your household debt	Traid Viewpoints #2	Looking for a free easy way to lower your debt? If so, PowerPay may be a great resource. PowerPay is a computer program that provides a debt reduction plan. It shows a person what to pay monthly until all the debts are paid. It is easy to use, easy to understand, easy to do, easy to follow and private.	Shemeca Battle	04/09/2017 07:18 AM	014:11
Family Gardening Day	Triad Viewpoints #1	Hannah Smith - Family Gardening Day	Hannah Smith	04/16/2017 06:58 AM	014:16
Taste Of The Market	Traid Viewpoints #2	participants will learn how to build meal plans as they purchase items from the farmers market and pair them with items from the grocery store. They will gain knowledge about portion control and how it sets you up for better healthy. It is not only for the betterment of your health, but portion control can help with saving money in the long run.	Vincent Webb	04/16/2017 07:18 AM	014:23
Master Gardeners	Triad Viewpoints #1	Our volunteer Master Gardeners and Interns will offer hands-on learning stations to demonstrate techniques for preparing soil, growing vegetables and herbs, composting, pruning and tool sharpening, growing roses,	Hannah Smith	04/23/2017 06:58 AM	014:35

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		raising backyard chickens, and more.			
Summer Camps available for youth	Triad Viewpoints #2	Now Registering for 2017 4-H Summer Adventures! Solve a murder mystery, learn the basics of sewing, take a mystery tour, or build a marshmallow launcher! For the ultimate fun, come to residential camp at Betsy-Jeff Penn 4-H Educational Center. Make new friends while learning archery, horseback riding, canoeing, and more!	Sadie Payne	04/23/2017 07:18 AM	014:15
Trips for Cancer Patients	Triad Viewpoints #1	Memory Foundation - Devon Hodges & Ariel Bolens sending sick kids on vacations. How did the organization get started? How do you get your funding? What is the process for someone to apply for a trip for their child or family?	Devon Hodges	04/30/2017 06:59 AM	014:08
Healthy Meals on a Budget	Triad Viewpoints #2	Kitchen Connects Greensboro will kick off its program with free consumer classes, taught by the Guilford County Cooperative Extension and hosted at the Greensboro Farmers Curb Market. Family and Consumer Science agents, Vincent Webb and Shameca Battle, will be leading shop and cook on how to use fresh, local market ingredients to create healthy meals on a budget. Sessions are first come, first serve opportunities for market customers. Sessions will include: May 3, 9am-10am: farmers market tour and shopping seasonal produce options plus quick, healthy cooking meals demonstration in the Harvest Cafe May 17, 9am-10am: meal planning for better healthy	Shemeca Battle	04/30/2017 07:19 AM	014:11
Local Strawberry Crop	Triad Viewpoints #1	Thanks to a warm February, many growers were picking at least two weeks ahead of schedule. Then the state had freezing temperatures in March,	John Ivey	05/07/2017 06:59 AM	014:12

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>which put production on hold. It takes 30 days or more for a blossom to turn into a berry. Now that we are past the last freeze, more strawberries are about ready for picking, and consumers should expect a strong crop through the end of May.</p>			
Summer Intern Training	Triad Viewpoints #2	<p>Attend Summer Intern training and orientation for 4H programs. Be a POSITIVE role model for all youth at all times. Take pride in everything you do Assist 4-H Professionals and workshop presenters with necessary duties. Lead games/songs/activities with 4-H Summer Adventures participants. Arrive 30 minutes prior to and stay 30 minutes after summer workshop. Help clean-up after workshop and prepare for next day (tm)s activities. Supervisors:Peggie Lewis Joyce and Sadie Payne, Guilford County 4-H Agents North Carolina Cooperative Extension, Guilford County CenterGuilford County 4-H Noah McDonald and Quina Weber-Shirk, FoodCorps Service Members</p>	Sadie Payne	05/07/2017 07:20 AM	014:34
Fostering children	Triad Viewpoints #1	<p>Holly May - Foster the Love - Fostering children program. Holly discusses the myths and fallacies of the foster child program in NC. Who can be a foster parent and where the children come from.</p>	Holly May	05/14/2017 06:58 AM	014:37
Fostering children	Triad Viewpoints #2	<p>Holly May - Foster the Love - Fostering children program. Holly discusses the myths and fallacies of the foster child program in NC. Who can be a foster parent and where the children come from.</p>	Holly May	05/14/2017 07:19 AM	014:32
Providing foster children with school supplies	Triad Viewpoints #1	<p>Most kids in foster care don't have the supplies they need to start off right. You can help them focus on learning by</p>	Holly May	05/21/2017 07:00 AM	013:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>providing essential school supplies. We have set up generic Amazon Wish List. When you purchase items from this list, they will be mailed to the WXLV ABC 45 offices and then distributed amongst the participating DSS offices to be given to the children. If you would like to purchase an item on Amazon that you don't see on the wish list, you can simply purchase it and have it shipped to our offices; 3500 Myer Lee Dr, Winston Salem, NC 27101</p>			
<p>Environmentally Friendly Lawn Care</p>	<p>Triad Viewpoints #2</p>	<p>How can you get a free soil test done for your home landscaping? What kind of information will the test provide? How can you help your lawn and shrubs and still not harm the environment? What kinds of products are the best to buy for your lawn? How can you take care of lawn pests such as moles or voles? how can you tell if you have a problem with them?</p>	<p>Crystal Mercer</p>	<p>05/21/2017 07:22 AM</p>	<p>014:33</p>
<p>How to be a foster parent</p>	<p>Triad Viewpoints #1</p>	<p>Holly May - Foster the Love - Fostering children program. So many children in our area need a loving home. If you would like to find out more about fostering or adoption in your county, please contact these wonderful DSS workers Alamance County - 336-570-6532 Davidson County - 336-242-2500 Davie County - 336-753-6250 Forsyth County - Sharon Porter - 336-703-3677 Interest Meetings are held every 1st &amp; 3rd, Thursday of each month @ FCDSS ( 741 Highland Ave, Winston Salem) from 6 - 7 pm Guilford County - 336-641-KIDS Randolph County - Tanya Sheek (336) 683-8038 Stokes County - Kim Clayton - 336-593-2861 ext.</p>	<p>Holly May</p>	<p>05/28/2017 07:00 AM</p>	<p>014:09</p>



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		1154 Yadkin County - 336-679-4210			
Trips for Cancer Patients	Triad Viewpoints #2	Memory Foundation - Devon Hodges & Ariel Bolens sending sick kids on vacations. How did the organization get started? How do you get your funding? What is the process for someone to apply for a trip for their child or family?	Devon Hodges	05/28/2017 07:20 AM	014:08
Developing character in children	Triad Viewpoints #1	Boys and Girls Clubs: How did the Salvation Army get involved with the Boy's and Girls Clubs? How many children do you serve? Is this a year round program? How does your after school program differ from the summer program?	Bobby Jackson	06/04/2017 07:00 AM	029:15
Showing your children you care	Triad Viewpoints #1	Parents are very busy, but they should take the time to show their children they care. For example, while cooking breakfast for your child a loving look into his eyes a soft squeeze of his hand yelling your child good morning letting him know you are glad to see him can turn the ordinary activity of making breakfast into a together moment with your child.	Barbara Strong	06/11/2017 06:59 AM	014:17
Local Foods program	Triad Viewpoints #2	Guilford countys second annual local foods week is coming again in September. This program helps to show how important local foods are to the economy of Guilford and the surrounding counties. The program will showcase local farmers and farmers markets and demonstrate how families can incorporate local foods into their diets.	John Ivey	06/11/2017 07:19 AM	014:31
Ride for Angels for Hospice Care	Triad Viewpoints #1	Come support services that provide compassionate patient care and encouragement for their families. Ride departs at 11 a.m. Saturday, July 15 from Denton FarmPark and returns for a hot	Jan Knox	06/18/2017 06:59 AM	014:05

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		<p>dog lunch from Noon to 2 p.m. Riders are invited to remember a loved one by placing a memento or note on our Memorial Wall located at the ride. Drawings for special prizes after the ride.</p>			
Hospice care	Triad Viewpoints #2	<p>Hospice is a specialized type of health care that is delivered by physicians, nurses, Hospice aides and social workers. Many patients and families also choose to include additional team members such as a spiritual counselor, grief counselor, and a volunteer. When you or a loved one are faced with end-of-life care stemming from an illness or injury, look to Hospice of Davidson County for the care and comfort you need. Our main focus is to help our patients manage pain and symptoms, and provide spiritual and emotional support for patients and their caregivers in order to have the best quality of life possible.</p>	Jan Knox	06/18/2017 07:20 AM	014:08
Teaching tolerance to youth	Triad Viewpoints #1	<p>ANYTOWN , is a week-long residential summer program conducted at Blowing Rock Conference Center in the beautiful North Carolina mountains. Not your typical summer camp, ANYTOWN provides Guilford County students with a unique opportunity to live and interact with a diverse group of students who come together to build a community based on inclusivity, respect and understanding. The days are full of engaging workshops and intense discussion groups along with fun games and electives.</p>	Ivan Canada	06/25/2017 06:59 AM	014:25
Living with an illness	Triad Viewpoints #2	<p>Managing the symptoms of a serious illness can be overwhelming. Whether you (tm)ve received a new diagnosis or you (tm)ve had an illness for</p>	Jan Knox	06/25/2017 07:20 AM	014:21

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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some time, you are probably experiencing a range of emotions and feelings about your illness and your care. Learning more about the symptoms, understanding the emotions and making decisions will help you enhance your quality of life. Your symptoms may vary based on your diagnosis. Managing them well can greatly improve your quality of life. The following are common symptoms many of our patients experience and ways to manage them to remain comfortable. Be sure to speak with your care provider about symptoms you (tm)re having.

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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.

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
FOSTER CHILDREN	LOCAL PROMO INVENTORY/PSA/FOSTER THE LOVE	000:30	014
COMMUNITY INVOLVEMENT	TAKE YOUR KID TO WORK	000:30	004
Education	NATIONAL SUMMER LEARNING	000:30	005
FOSTER THE LOVE	DSS	000:15	077
FOSTER THE LOVE	DSS	000:30	078
GREATER GUILFORD WALK	AMERICAN HEART ASSOCIATION	000:15	018
GREATER GUILFORD WALK	AMERICAN HEART ASSOCIATION	000:29	023
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:30	012
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:31	003
HEALTH AND FITNESS	RACE TO ERASE MS	000:30	008
LAW ENFORCEMENT OFFICERS	POLICE WEEK	000:30	003
MERLEFEST	WILKES COMMUNITY COLLEGE	000:15	005
POVERTY	HABITAT FOR HUMANITY	000:31	006
RONALDMCDONALD HOUSE	McDonalds	000:15	091
RONALDMCDONALD HOUSE	McDonalds	000:27	104
SAFE DRIVING	PROJECT YELLOW LIGHT	000:30	005
SAFE DRIVING	TOGETHER FOR SAFER ROADS	000:30	003
SAFE DRIVING	TOGETHER FOR SAFER ROADS	000:31	002