

WMKS
Greensboro, NC
Quarterly Issues/Programs List
Fourth Quarter, 2019
01/03/2020

WMKS
Quarterly Issues/Programs List

WMKS 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:

- **Alzheimers:** Scott Herrick - North Carolina Director of Public Policy, Alzheimer's Association and Steve Dozier - Co-Chair of Walk to End Alzheimer's, Guilford County. Scott and Steve talk to us about the current status of Alzheimer's today. How this disease affects individuals and families and what kind of medical advances are being made to fight this disease.
- **Autism:** David is the Communications Director for the Autism Society of North Carolina. David talked about the different types of Autism, some of the facts and myths of Autism and how the Autism Society helps local families in The Triad who have family members with Autism.
- **Being a community volunteer:** Changes in the Master Gardener training are making it easier for people to be a part of this volunteer program
- **Childhood Cancer:** Mandie (tm)s Miles is a Nonprofit created by Michelle Manriquez in honor of her daughter Mandie. She passed away June 7th 2018 with brain cancer while she was a senior in High School. Mandie's Miles is an advocate for the Brenner Children (tm)s Pediatric Brain Tumor Program, the region (tm)s only dedicated program, offering experts devoted to treating children and adolescents with brain and spinal cord tumors, a patient-centered and collaborative approach, access to the latest treatments, and cutting-edge research. . With great determination and collaboration, we as a community, can create awareness for children, along with their families, in finding knowledge, strength, and hope. Passionate to a cause that may not soon disappear, we are taking Mandie's dreams and giving them wings to research the opportunity to simply live. <https://mandiesmiles.org/>
- **Community and School Gardens:** Community Gardens seek to bring together people in the community to grow fruits, vegetables, flowers and herbs on common ground. A school garden is an outdoor classroom: a living laboratory where gardeners of all ages learn by observing and doing. There are currently over 140 community gardens in Guilford County.
- **Culture and History:** Teresa Loflin tells us about some of the history of High Point and some of the events and exhibits available at the High Point Museum

- **Diabetes: Genetics and Prevention** : iHeartRadio (tm)s A Look Into Diabetes: Genetics and Prevention takes a closer look at what it means to live with diabetes, the risk factors of prediabetes and the role genetics play in preventing and understanding the disease better. <
- **Financial Literacy:** Shameca Battle is the Family and Consumer Sciences Agent with the North Carolina Cooperative Extension Service in Guilford County and she tells us how to save some money over the holidays.
- **Food Safety:** Raven Tuffin is the Expanded Food and Nutrition Education Program Assistant with the North Carolina Cooperative Extension Service in Guilford County and she updates us on the latest science of cooking meats and how we should not wash meats before cooking them to prevent spreading germs around the kitchen.
- **Health care for people with limited incomes:** Helping people help others is the motto of The Grownups Benefit, an organization providing hope, love, and funds for families in our own community that are experiencing financial hardship brought on by a health crisis. We also provide Scholarships to deserving seniors from area high schools and fund Play it Forward, a program that provides sporting equipment and covers various fees for those families in which this would prove to be a hardship
- **Helping men and women just out of prison:** The program is set up to assist formerly incarcerated individuals in starting their own business and engaging in entrepreneurship by providing resources, mentorship and hope. Our vision: To reduce the rate of recidivism by providing an alternative path to financial stability and success.
- **Helping Senior Citizens in our community:** Senior services of forsyth county has numerous programs to help the elderly in our community. We discussed meals on wheels and other types of programs that can help senior citizens in the area to maintain good health get help.
- **Holiday Toys for needy children:** Twin City Santa's "Miracle on 5th Street" Christmas Party serves to collect holiday toys for distribution through the Salvation Army's annual toy drive. Twin City Santa is a 501(c)(3) charitable organization.
- **Kick off for Toys For Tots:** We discussed the kickoff for the Toys For Tots 2019 campaign that is coming up this week at the Field Of Heros in Kernersville. We also talked about the upcoming toy drive and how much money they hope to raise to buy toys for local kids for this Christmas.
- **Livestock Farming Training:** Cole discussed programs to train local people to farm livestock. The cooperative extension service has a program where local people who would like to learn to become livestock farmers can take free courses to learn how to get into the business. This benefits the local economy by providing jobs for local people interested in farming.
- **Local Food Festival and good nutrition:** Anna Beth Williams is an extension agent with the Guilford County cooperative extension service and she talked about the local foods festival and the importance of

buying locally sourced food for your family.

- **Lupus:** We discussed what Lupus is and how it can affect the individual and their families. What treatments are available and where research in curing lupus is headed. We also talked about the support groups that are available to help with families impacted by Lupus.
- **Marines Toys For Tots Campaign:** Marine Staff Sergeant Elliott Shaffer and First Sergeant Ryan Lowe talked with us about the origins of the US Marines Toys For Tots campaign. They also told us about this years campaign and how local residents can help contribute money and toys for local children at this years holiday season.
- **Nutrition and eating the Mediterranean way:** Did you know you can still enjoy all of your favorite holiday foods but still eat healthy? Vincent Webb gives us some easy tips on eating Mediterranean style for the holidays
- **Preventing suicide among military vets:** Operation North State (ONS) is a 501 c3 non-profit (ALL VOLUNTEER) organization which currently offers eighteen (38) unique military support services programs for North Carolina's deployed troops and veterans-in-need. There is a second number related to the horrific stat of 20 veterans take their lives daily; and, we should all find this stat very troubling: Fourteen of these 20 veterans aren't even in the VA's system /on their radar. WHY? We need to get these guys and gals on everyones radar - especially the VA's - support services are available and working.
- **Red Cross Blood Services:** Maya told us about the role the Red Cross plays in assuring our local communities have a safe and plentiful blood supply for our local hospitals. We also talked about how people can donate blood and the process of donating.
- **Share the Harvest Program:** Quina told us about programs where local people growing year around vegetable gardens can donate their extra produce to local food banks and people who may not have access to fresh local produce.
- **Vaccinations and Healthcare:** We discussed the importance of getting vaccinations in increase herd immunity from diseases such as measles, mumps and other childhood maladies. We also talked about the emergence of anti vax movements in the US and around the world and the danger they pose to society.

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 |
|--|------------------|--|-------------------------------|------------------------|----------|
| Autism | Triad Viewpoints | David is the Communications Director for the Autism Society of North Carolina. David talked about the different types of Autism, some of the facts and myths of Autism and how the Autism Society helps local families in The Triad who have family members with Autism. | David Laxton | 10/06/2019 07:00 AM | 017:00 |
| Local Food Festival and good nutrition | Triad Viewpoints | Anna Beth Williams is an extension agent with the Guilford County cooperative extension service and she talked about the local foods festival and the importance of buying locally sourced food for your family. | Anna Beth Williams | 10/06/2019 07:18 AM | 013:00 |
| Marines Toys For Tots Campaign | Triad Viewpoints | Marine Staff Sergeant Elliott Shaffer and First Sergeant Ryan Lowe talked with us about the origins of the US Marines Toys For Tots campaign. They also told us about this years campaign and how local residents can help contribute money and toys for local children at this years holiday season. | Elliott Shaffer and Ryan Lowe | 10/13/2019 07:00 AM | 014:00 |
| Community and School Gardens | Triad Viewpoints | Community Gardens seek to bring together people in the community to grow fruits, vegetables, flowers and herbs on common ground. A school garden is an outdoor classroom: a living laboratory where gardeners of all ages learn by observing and doing. There are currently over 140 community gardens in Guilford County. | Quina Weber Shirk | 10/13/2019 07:15 AM | 016:00 |
| Livestock Farming Training | Triad Viewpoints | Cole discussed programs to train local people to farm livestock. The cooperative extension service has a program where local people who would like to learn to become livestock farmers can take free courses to learn how to get into the business. This benefits the local economy by providing jobs for local people interested in farming. | Cole Manness | 10/20/2019 07:00 AM | 011:00 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|--|------------------|---|-------------------------------|---------------------|----------|
| Share the Harvest Program | Triad Viewpoints | Quina told us about programs where local people growing year around vegetable gardens can donate their extra produce to local food banks and people who may not have access to fresh local produce. | Quina Weber Shirk | 10/20/2019 07:11 AM | 004:00 |
| Helping Senior Citizens in our community | Triad Viewpoints | Senior services of forsyth county has numerous programs to help the elderly in our community. We discussed meals on wheels and other types of programs that can help senior citizens in the area to maintain good health get help. | Joel McIver | 10/20/2019 07:15 AM | 015:00 |
| Kick off for Toys For Tots | Triad Viewpoints | We discussed the kickoff for the Toys For Tots 2019 campaign that is coming up this week at the Field Of Heros in Kernersville. We also talked about the upcoming toy drive and how much money they hope to raise to buy toys for local kids for this Christmas. | Elliott Shaffer and Ryan Lowe | 10/27/2019 07:00 AM | 015:00 |
| Preventing suicide among military vets | Triad Viewpoints | Operation North State (ONS) is a 501 c3 non-profit (ALL VOLUNTEER) organization which currently offers eighteen (38) unique military support services programs for North Carolina's deployed troops and veterans-in-need. There is a second number related to the horrific stat of 20 veterans take their lives daily; and, we should all find this stat very troubling: Fourteen of these 20 veterans aren't even in the VA's system /on their radar. WHY? We need to get these guys and gals on everyones radar - especially the VA's - support services are available and working. | Terry Snyder | 10/27/2019 07:17 AM | 015:00 |
| Diabetes: Genetics and Prevention | Triad Viewpoints | iHeartRadio (tm)s A Look Into Diabetes: Genetics and Prevention takes a closer look at what it means to live with diabetes, the risk factors of | Shelli Sonstein | 11/03/2019 07:00 AM | 026:46 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|--|------------------|---|--------------------|------------------------|----------|
| | | prediabetes and the role genetics play in preventing and understanding the disease better. < | | | |
| Being a community volunteer | Triad Viewpoints | Changes in the Master Gardener training are making it easier for people to be a part of this volunteer program | Crystal Mercer | 11/10/2019 07:00 AM | 015:00 |
| Nutrition and eating the Mediterranean way | Triad Viewpoints | Did you know you can still enjoy all of your favorite holiday foods but still eat healthy? Vincent Webb gives us some easy tips on eating Mediterranean style for the holidays | Vincent Webb | 11/10/2019 07:18 AM | 015:00 |
| Holiday Toys for needy children | Triad Viewpoints | Twin City Santa's "Miracle on 5th Street" Christmas Party serves to collect holiday toys for distribution through the Salvation Army's annual toy drive. Twin City Santa is a 501(c)(3) charitable organization. | Malorie Helgert | 11/17/2019 07:00 AM | 015:00 |
| Culture and History | Triad Viewpoints | Teresa Loflin tells us about some of the history of High Point and some of the events and exhibits available at the High Point Museum | Teresa Loflin | 11/17/2019 07:18 AM | 015:00 |
| Lupus | Triad Viewpoints | We discussed what Lupus is and how it can affect the individual and their families. What treatments are available and where research in curing lupus is headed. We also talked about the support groups that are available to help with families impacted by Lupus. | Ally Hunter | 11/24/2019 07:00 AM | 015:00 |
| Red Cross Blood Services | Triad Viewpoints | Maya told us about the role the Red Cross plays in assuring our local communities have a safe and plentiful blood supply for our local hospitals. We also talked about how people can donate blood and the process of donating. | Maya Franklin | 11/24/2019 07:19 AM | 015:00 |
| Childhood Cancer | Triad Viewpoints | Mandie (tm)s Miles is a Nonprofit created by Michelle | Michelle Manriquez | 12/01/2019 07:00 AM | 030:00 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|-----------------------------|------------------|---|-------------------------------|------------------------|----------|
| | | <p>Manriquez in honor of her daughter Mandie. She passed away June 7th 2018 with brain cancer while she was a senior in High School. Mandie's Miles is an advocate for the Brenner Children (tm)s Pediatric Brain Tumor Program, the region (tm)s only dedicated program, offering experts devoted to treating children and adolescents with brain and spinal cord tumors, a patient-centered and collaborative approach, access to the latest treatments, and cutting-edge research. . With great determination and collaboration, we as a community, can create awareness for children, along with their families, in finding knowledge, strength, and hope. Passionate to a cause that may not soon disappear, we are taking Mandie's dreams and giving them wings to research the opportunity to simply live. https://mandiesmiles.org/</p> | and Christy Hayes | | |
| Financial Literacy | Triad Viewpoints | <p>Shameca Battle is the Family and Consumer Sciences Agent with the North Carolina Cooperative Extension Service in Guilford County and she tells us how to save some money over the holidays.</p> | Shameca Battle | 12/08/2019 07:00 AM | 015:00 |
| Food Safety | Triad Viewpoints | <p>Raven Tuffin is the Expanded Food and Nutrition Education Program Assistant with the North Carolina Cooperative Extension Service in Guilford County and she updates us on the latest science of cooking meats and how we should not wash meats before cooking them to prevent spreading germs around the kitchen.</p> | Raven Tuffin | 12/08/2019 07:19 AM | 015:00 |
| Vaccinations and Healthcare | Triad Viewpoints | <p>We discussed the importance of getting vaccinations in increase herd immunity from diseases such as measles, mumps and</p> | Dr Julia Vann and Vonda Pabon | 12/15/2019 07:00 AM | 030:00 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|---|------------------|--|----------------|------------------------|----------|
| | | other childhood maladies. We also talked about the emergence of anti vax movements in the US and around the world and the danger they pose to society. | | | |
| Health care for people with limited incomes | Triad Viewpoints | Helping people help others is the motto of The Grownups Benefit, an organization providing hope, love, and funds for families in our own community that are experiencing financial hardship brought on by a health crisis. We also provide Scholarships to deserving seniors from area high schools and fund Play it Forward, a program that provides sporting equipment and covers various fees for those families in which this would prove to be a hardship | Joey Hilburn | 12/22/2019 07:00 AM | 015:00 |
| Helping men and women just out of prison | Triad Viewpoints | The program is set up to assist formerly incarcerated individuals in starting their own business and engaging in entrepreneurship by providing resources, mentorship and hope. Our vision: To reduce the rate of recidivism by providing an alternative path to financial stability and success. | Brian Hamilton | 12/22/2019 07:17 AM | 015:00 |
| Alzheimers | Triad Viewpoints | Scott Herrick - North Carolina Director of Public Policy, Alzheimer's Association and Steve Dozier - Co-Chair of Walk to End Alzheimer's, Guilford County. Scott and Steve talk to us about the current status of Alzheimer's today. How this disease affects individuals and families and what kind of medical advances are being made to fight this disease. | Scott Herrick | 12/29/2019 07:00 AM | 030:00 |

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PUBLIC SERVICE ANNOUNCEMENTS

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

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|----------------------|-----------------------|----------|------|
| CHILD MIND INSTITUTE | CHILD MIND INSTITUTE | 000:33 | 009 |
| CHILD MIND INSTITUTE | CHILD MIND INSTITUTE | 000:35 | 005 |
| COVENANT HOUSE | COVENANT HOUSE | 000:30 | 020 |
| ENVIRONMENT | UN GOALS | 000:30 | 023 |
| HEALTH AND FITNESS | AFLAC | 000:31 | 004 |
| PROJECT YELLOW LIGHT | PROJECT YELLOW LIGHT | 000:29 | 004 |
| PSA | GLAAD | 000:30 | 005 |