

Greensboro, NC
Quarterly Issues/Programs List
Third Quarter, 2016
10/07/2016

WMAG-WMKS-WPTI-WTQR-WVBZ
Quarterly Issues/Programs List

WMAG-WMKS-WPTI-WTQR-WVBZ 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:

- **American Cancer Society:** Tracey Smith of American Cancer Society talked about the upcoming events to raise money for the American Cancer society in North Carolina.
- **Danger of the Zika Virus:** Mosquitoes & the Zika Virus. How to prevent infection. What are the consequences if you contract the virus. What to do of you are traveling overseas into a Zika virus area.
- **EFNAP program for teaching nutrition:** EFNAP Food Program. How to buy store and prepare healthy and nutritious food for your family.
- **Fall Gardening:** Fall vegetables can be grown by direct seed into the garden, by transplants (broccoli, brussel sprouts), or by starts (onions). Vegetables that are easy to grow from seed include beets, carrots, collards, kale, kohlrabi, lettuce, mustard, radish, spinach and turnips. Seeds should be planted deeper in the fall, when moisture level is lower in the soil. Planting depth may be one-and-a-half or two times as deep as for spring planting the same crop. Make sure the seeds you purchase were produced for the current gardening year; the seed packet is stamped with the year it was packaged. Old seeds bought at bargain prices or left over from previous years can be problematic. In many cases, only a few of the seeds will germinate and emerge through the soil and the seedlings may be weak and grow slowly.
- **Family programs offered by the American Cancer Soc:** American Cancer Society. Programs offered by the ACS for individuals and family members affected by cancer
- **Fighting hunger in NW North Carolina:** Second Harvest Food Bank of Northwest NC is a proud member of Feeding America, the nation's largest domestic hunger-relief charity comprised of more than 200 member food banks. Together, we provide critical food assistance to more than 46 million Americans each year - or 1 in 7 Americans - including 12 million children and 7 million seniors.
- **Food and nutrition education:** Since we were kids, we (tm)ve been told breakfast is the most important meal of the day. But, do you know why? Our bodies fast each night as we sleep. By morning, our blood glucose levels have been exhausted and need replenishing. Glucose gives our

bodies fuel to function both physically and mentally. Breakfast provides that fuel.

- **History of the American Cancer Society:** Tracey Smith of American Cancer Society. What is the history of the American Cancer Society? How did it get started? How do you raise money? What are the funds used for? What are some of the advancements in cancer cures?
- **Kids programs in 4H:** Through 4-H, hundreds of thousands of North Carolina (tm)s young people learn new skills and serve their communities each year. 4-H offers clubs, special interest programs, summer camps, school enrichment and after-school child care. Guided by North Carolina Cooperative Extension educators and adult and teen volunteers, 4-H (tm)ers gain knowledge, skills and experience that help them become responsible citizens and leaders.
- **Master Gardening Program:** The Extension Master Gardener (EMGV) program is a not-for-profit educational program designed to enhance public education in consumer horticulture through the development and use of a trained and supervised volunteer staff. In essence, EMGVs are volunteer educators.
- **Memory Bound trips for cancer patients:** Memory Bound Foundation Devon Hodges talked about how they raise money to provide the trips for cancer patients and what criteria they use to choose the patients and the families.
- **OPIOID AWARENESS WEEK:** Special program from iHeartMedia corporate
- **Origins of the Master Gardener program:** Crystal Mercer - Master Gardening Program. The Extension Master Gardener Volunteer (EMGV) Program was established in the 1980 (tm)s and is taught annually by the North Carolina Cooperative Extension Service in Guilford County. This educational and service program is designed to enhance public education in consumer horticulture through outreach programs such as: Horticulture Infoline Gardening Gala and Seminar Speaker (tm)s Bureau Demonstration Garden Community Garden Youth Outreach Public Events
- **Programs at Ext office:** Programs offered by Guilford Cty Co-Op Ext office. Programs are offered for both individuals and groups. Farming, home landscaping, cooking, childhood education, proper nutrition and horticulture.
- **Self Control for kids:** Developing Self Control in Children. Teaching children the proper way to act in both the home and out in public.
- **Smart Girls Life Skills Program:** Smart Girls Life Skills Training (r) Parts I and II are eight to 10 week teen pregnancy prevention programs implemented for girls ages 11 through 16 years of age. The mission of the Smart Girls Life Skills Training (r) is to provide young girls with the information and skills necessary for them to become empowered young women who are ultimately happy, healthy and successful in life! Smart Girls Believe | We need to be happy with who we are. This requires daily exercise. Important decisions are made every day. We must stop and think about tomorrow. We must plan for our future, a never ending

process. We must maintain healthy family connections. The Mission of the Smart Girls Life Skills Training (r) To provide young girls with the information and skills necessary for them to become empowered young women who are ultimately happy, healthy and successful in life! Smart Girls Life Skills Training (r)Components Enhance Self Esteem Sharpen Decision Making Skills Set Goals For the Future Strengthen Family Connections

- **Statistics on Preventing Teen Pregnancy:** Guilford County has celebrated a gradual decline in the number of teen pregnancies since 1989. In 2007, Guilford County (tm)s teen pregnancy rate for ages 10-19 years of age was 31.7 per 1,000 females, down from 66.6 per 1,000 in 1989. A total of 1,036 teens between the ages of 10-19 became pregnant in 2007.
- **Tattoos and your health:** The Guilford County Environmental Health Division enforces the North Carolina State Rules Governing Tattooing. The regulations require that all practicing tattoo artists, this includes permanent make-up artists, in Guilford County complete an application, pay an annual fee of \$500.00 and pass an inspection prior to a permit issuance. Anyone interested in receiving a tattoo should verify that the artist has a current permit posted in their place of business. Artists are encouraged to have a current Blood Borne Pathogen Certificate. Body piercers in Guilford County are required to complete an application with the Environmental Health Department, adhere to The Guilford County Board of Health Body Piercing Regulations, and post required signage.
- **Trips for Cancer Patients:** Devon Hodges Memory Bound Foundation provides life changing and memorable trips and events for cancer patients and their families. The trips and events help the cancer patients and families forget their problems for just a little while. It also helps the cancer patients to be able to be inspired which can help them in their treatment.
- **Youth programs available:** 4H programs. There are over 54,000 school age youth in Guilford County. Youth in Guilford County need opportunities that will help them grow into responsible citizens. Family, schools and community all play a role in providing those opportunities. The Guilford County 4-H program can provide learning experiences which positively impact the lives of children.

**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
American Cancer Society	Triad Viewpoints	Tracey Smith of American Cancer Society talked about the upcoming events to raise money for the American Cancer society in North Carolina.	Tracey Smith	07/03/2016 07:00 AM	029:00
Self Control for kids	Triad Viewpoints #1	Developing Self Control in Children. Teaching children the proper way to act in both the home and out in public.	Barbara Strong	07/10/2016 05:58 AM	013:58
Programs at Ext office	Triad Viewpoints #2	Programs offered by Guilford Cty Co-Op Ext office. Programs are offered for both individuals and groups. Farming, home landscaping, cooking, childhood education, proper nutrition and horticulture.	Karen Neill	07/10/2016 06:18 AM	014:25
EFNAP program for teaching nutrition	Triad Viewpoints #1	EFNAP Food Program. How to buy store and prepare healthy and nutritious food for your family.	Arnecia Gudger	07/17/2016 05:58 AM	014:58
History of the American Cancer Society	Triad Viewpoints #2	Tracey Smith of American Cancer Society. What is the history of the american cancer society? How did it get started? How do you raise money? What are the funds used for? What are some of the advancements in cancer cures?	Tracey Smith	07/17/2016 06:17 AM	014:01
Family programs offered by the American Cancer Soc	Traid Viewpoints #2	American Cancer Society. Programs offered by the ACS for individuals and family members affected by cancer	Tracey Smith	07/24/2016 06:20 AM	014:19
Kids programs in 4H	Triad Viewpoints #1	Through 4-H, hundreds of thousands of North Carolina (tm)s young people learn new skills and serve their communities each year. 4-H offers clubs, special interest programs, summer camps, school enrichment and after-school child care. Guided by North Carolina Cooperative Extension educators and adult	Peggy Lewis Joyce	07/31/2016 06:00 AM	013:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		and teen volunteers, 4-H (tm)ers gain knowledge, skills and experience that help them become responsible citizens and leaders.			
Fighting hunger in NW North Carolina	Triad Viewpoints #2	Second Harvest Food Bank of Northwest NC is a proud member of Feeding America, the nation's largest domestic hunger-relief charity comprised of more than 200 member food banks. Together, we provide critical food assistance to more than 46 million Americans each year - or 1 in 7 Americans - including 12 million children and 7 million seniors.	Chuck Harmon	07/31/2016 06:19 AM	014:47
Master Gardening Program	Traid Viewpoints #1	The Extension Master Gardener (EMGV) program is a not-for-profit educational program designed to enhance public education in consumer horticulture through the development and use of a trained and supervised volunteer staff. In essence, EMGVs are volunteer educators.	Crystal Mercer	08/07/2016 06:01 AM	014:51
Trips for Cancer Patients	Traid Viewpoints #2	Devon Hodges Memory Bound Foundation provides life changing and memorable trips and events for cancer patients and their families. The trips and events help the cancer patients and families forget their problems for just a little while. It also helps the cancer patients to be able to be inspired which can help them in their treatment.	Devon Hodges	08/07/2016 06:22 AM	014:52
Food and nutrition education	Triad Viewpoints	Since we were kids, we (tm)ve been told breakfast is the most important meal of the day. But, do you know why? Our bodies fast each night as we sleep. By morning, our blood glucose levels have been exhausted	Medina Jolly- EFNEP Program Assistant	08/14/2016 07:00 AM	029:37

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		and need replenishing. Glucose gives our bodies fuel to function both physically and mentally. Breakfast provides that fuel.			
Memory Bound trips for cancer patients	Triad Viewpoints 1	Memory Bound Foundation Devon Hodges talked about how they raise money to provide the trips for cancer patients and what criteria they use to choose the patients and the families.	Devon Hodges	08/21/2016 05:59 AM	014:23
Origins of the Master Gardner program	Triad Viewpoints 2	Crystal Mercer - Master Gardening Program. The Extension Master Gardener Volunteer (EMGV) Program was established in the 1980 (tm)s and is taught annually by the North Carolina Cooperative Extension Service in Guilford County. This educational and service program is designed to enhance public education in consumer horticulture through outreach programs such as: Horticulture Infoline Gardening Gala and Seminar Speaker (tm)s Bureau Demonstration Garden Community Garden Youth Outreach Public Events	Crystal Mercer	08/21/2016 06:21 AM	014:46
Danger of the Zika Virus	Triad Viewpoints	Mosquitoes & the Zika Virus. How to prevent infection. What are the consequences if you contract the virus. What to do of you are traveling overseas into a Zika virus area.	Lisa Koonce	08/28/2016 07:00 AM	015:00
Youth programs available	Triad Viewpoints	4H programs. There are over 54,000 school age youth in Guilford County. Youth in Guilford County need opportunities that will help them grow into responsible citizens. Family, schools and community all play a role in providing those opportunities. The Guilford County 4-H	Peggy Joyce	08/28/2016 07:16 AM	014:07

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>program can provide learning experiences which positively impact the lives of children.</p>			
Smart Girls Life Skills Program	Triad Viewpoints	<p>Smart Girls Life Skills Training (r) Parts I and II are eight to 10 week teen pregnancy prevention programs implemented for girls ages 11 through 16 years of age. The mission of the Smart Girls Life Skills Training (r) is to provide young girls with the information and skills necessary for them to become empowered young women who are ultimately happy, healthy and successful in life! Smart Girls Believe ! We need to be happy with who we are. This requires daily exercise. Important decisions are made every day. We must stop and think about tomorrow. We must plan for our future, a never ending process. We must maintain healthy family connections. The Mission of the Smart Girls Life Skills Training (r) To provide young girls with the information and skills necessary for them to become empowered young women who are ultimately happy, healthy and successful in life! Smart Girls Life Skills Training (r)Components Enhance Self Esteem Sharpen Decision Making Skills Set Goals For the Future Strengthen Family Connections</p>	Judy Southern	09/04/2016 07:00 AM	029:33
Tattoos and your health	Triad Viewpoints #1	<p>The Guilford County Environmental Health Division enforces the North Carolina State Rules Governing Tattooing. The regulations require that all practicing tattoo artists, this includes permanent make-up</p>	Christopher Lott	09/11/2016 05:59 AM	014:48

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>artists, in Guilford County complete an application, pay an annual fee of \$500.00 and pass an inspection prior to a permit issuance. Anyone interested in receiving a tattoo should verify that the artist has a current permit posted in their place of business. Artists are encouraged to have a current Blood Borne Pathogen Certificate. Body piercers in Guilford County are required to complete an application with the Environmental Health Department, adhere to The Guilford County Board of Health Body Piercing Regulations, and post required signage.</p>			
<p>Statistics on Preventing Teen Pregnancy</p>	<p>Triad Viewpoints #2</p>	<p>Guilford County has celebrated a gradual decline in the number of teen pregnancies since 1989. In 2007, Guilford County (tm)s teen pregnancy rate for ages 10-19 years of age was 31.7 per 1,000 females, down from 66.6 per 1,000 in 1989. A total of 1,036 teens between the ages of 10-19 became pregnant in 2007.</p>	<p>Judy Southern</p>	<p>09/11/2016 06:20 AM</p>	<p>014:42</p>
<p>Fall Gardening</p>	<p>Triad Viewpoints</p>	<p>Fall vegetables can be grown by direct seed into the garden, by transplants (broccoli, brussel sprouts), or by starts (onions). Vegetables that are easy to grow from seed include beets, carrots, collards, kale, kohlrabi, lettuce, mustard, radish, spinach and turnips. Seeds should be planted deeper in the fall, when moisture level is lower in the soil. Planting depth may be one-and-a-half or two times as deep as for spring planting the same crop. Make sure the seeds you purchase were produced for</p>	<p>Hanna Pettus</p>	<p>09/18/2016 07:00 AM</p>	<p>029:42</p>

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>the current gardening year; the seed packet is stamped with the year it was packaged. Old seeds bought at bargain prices or left over from previous years can be problematic. In many cases, only a few of the seeds will germinate and emerge through the soil and the seedlings may be weak and grow slowly.</p>			
<p>OPIOD AWARENESS WEEK</p>	<p>Triad Viewpoints</p>	<p>Special program from iHeartMedia corporate</p>	<p>Various</p>	<p>09/25/2016 06:06 AM</p>	<p>027:28</p>

WMKS
Greensboro, NC

WMKS

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
CANCER	LOCAL PROMO INVENTORY/PSA/LILLIE'S FRIENDS	000:16	030
Education	GLOBAL CITIZEN FESTIVAL	000:31	002
Education	SUMMER LEARNING	000:31	024
GENDER EQUITY	GLOBAL CITIZEN FESTIVAL	000:32	002
HEART DISEASE	Am. Heart Assoc. Heart Walk	000:30	045
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	013
POVERTY	GLOBAL CITIZEN FESTIVAL	000:28	002