

WMKS  
Greensboro, NC  
Quarterly Issues/Programs List  
Fourth Quarter, 2018  
01/08/2019

WMKS  
Quarterly Issues/Programs List

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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. We (tm)ll also talk about the upcoming Walks to end Alzheimer's in both Guilford and Forsyth counties,
- **Community Gardens:** Today's program features Quina Weber Shirk. Quina is a county Extension Agent in charge of community and school gardens She also brought with her today Synclaire Kenner a new intern at the North Carolina Cooperative Extension agency in Guilford county.
- **Community Service:** Do you have what it takes to be a Master Gardener? Learn to be a Master Gardener and find out how you can help out people all over the Triad. Classes begin soon and you need to sign up. Crystal Mercer with the Guilford
- **Crime and Reducing Recidivism:** Our mission: 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.
- **Eating Healthy:** Mediterranean style eating pattern incorporates the basics of healthy eating that are traditionally practiced in countries that border the Mediterranean Sea. The research has shown that the diet decreases the risk for chronic diseases such as hypertension, high cholesterol, diabetes, and obesity
- **Financial Literacy:** Shameca Battle with the NC Cooperative Extension service has some great tips on how to save money and still get all of those school supplies that your children need
- **Heart Disease:** Sarah Fedele, the Director Of Communications and Marketing for the American Heart Association of the Triad talked with us about the advances made in combating heart disease and stroke. What used to be a death sentence is now treatable due to the research funded

by the American Heart Association.

- **Job Training:** Goodwill Industries of Central North Carolina is a 501(c)3 nonprofit charity that has been serving the community since 1963. At Triad Goodwill, we believe that all people, regardless of situation, should have access to meaningful employment. Through workforce development programs, we help individuals develop the skills they need for today (tm)s job market. 85 of every dollar earned in our stores supports Triad Goodwill (tm)s mission of providing career development services and work opportunities for people in our community.
- **Living with diabetes:** iHeartRadio (tm)s Living with Diabetes takes a closer look at what it means to have diabetes and provides information, tools and resources to help manage and or reduce an individual (tm)s risk of developing the disease.
- **Local Foods Week:** Today's program features Anna Beth Williams, an Ag agent with the North Carolina Cooperative Extension Agency in Guilford county. Anna Beth Williams is here to talk with us about the Local Foods week taking place in this area. Also here to talk with us is Quina Weber Shirk. Quina is a county Extension Agent in charge of community and school gardens
- **Lung Cancer:** Emily Parks, Board Member and Event Chairperson for the Triad Lunge Forward event and Di Ann Smith, lung cancer survivor talk about lung cancer and the Lung Cancer Initiative Group.
- **Master Gardener Program:** Hanna Smith from the North Carolina Cooperative Extension Service talks about some big changes coming in the Master Gardener Program in Guilford County
- **Nutrition:** Vincent Webb from the NC Cooperative Extension Service in Guilford County talks about canning and preserving all of those veggies you get from your garden or buy at the Farmers Market
- **Nutritional and Financial Literacy:** Jordan James from the NC Cooperative Extension Service tells us about the EFNEP program and how it can help out young people in the area
- **PGA Reach Program:** PGA REACH is the charitable 501(c)(3) arm of the PGA of America. The program has been instilled in each of the 41 sections, to continue the impact at a section level. The Carolinas PGA is the largest of the 41 sections and had our own Foundation, PGA REACH Carolinas. Mirroring national, PGA REACH Carolinas has three pillars of focus: youth, military, and diversity & inclusion.

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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
Heart Disease	Triad Viewpoints	Sarah Fedele, the Director Of Communications and Marketing for the American Heart Association of the Triad talked with us about the advances made in combating heart disease and stroke. What used to be a death sentence is now treatable due to the research funded by the American Heart Association.	Sarah Fedele	10/07/2018 06:00 AM	015:15
Financial Literacy	Triad Viewpoints	Shameca Battle with the NC Cooperative Extension service has some great tips on how to save money and still get all of those school supplies that your children need	Shameca Battle	10/07/2018 06:19 AM	012:25
Community Service	Triad Viewpoints	Do you have what it takes to be a Master Gardener? Learn to be a Master Gardener and find out how you can help out people all over the Triad. Classes begin soon and you need to sign up. Crystal Mercer with the Guilford	Crystal Mercer	10/14/2018 06:00 AM	014:15
Eating Healthy	Triad Viewpoints	Mediterranean style eating pattern incorporates the basics of healthy eating that are traditionally practiced in countries that border the Mediterranean Sea. The research has shown that the diet decreases the risk for chronic diseases such as hypertension, high cholesterol, diabetes, and obesity	Vincent Webb	10/14/2018 06:17 AM	014:35
PGA Reach Program	Triad Viewpoints	PGA REACH is the charitable 501(c)(3) arm of the PGA of America. The program has been instilled in each of the 41 sections, to continue the impact at a section level. The Carolinas PGA is the largest of the 41 sections and had our own Foundation, PGA REACH Carolinas. Mirroring national, PGA REACH Carolinas has three pillars of focus: youth, military, and diversity & inclusion.	Sally Morgan	10/21/2018 06:00 AM	014:22

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Crime and Reducing Recidivism	Triad Viewpoints	Inmates to Entrepreneurs: Our mission: 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	10/21/2018 06:18 AM	015:03
Nutrition	Triad Viewpoints	Vincent Webb from the NC Cooperative Extension Service in Guilford County talks about canning and preserving all of those veggies you get from your garden or buy at the Farmers Market	Vincent Webb	10/28/2018 06:00 AM	015:00
Master Gardener Program	Triad Viewpoints	Hanna Smith from the North Carolina Cooperative Extension Service talks about some big changes coming in the Master Gardener Program in Guilford County	Hannah Smith	10/28/2018 06:16 AM	014:05
Living with diabetes	Living With Diabetes	iHeartRadio (tm)s Living with Diabetes takes a closer look at what it means to have diabetes and provides information, tools and resources to help manage and or reduce an individual (tm)s risk of developing the disease.	Dave Savage	11/04/2018 06:00 AM	030:00
Nutritional and Financial Literacy	Triad Viewpoints	Jordan James from the NC Cooperative Extension Service tells us about the EFNEP program and how it can help out young people in the area	Jordan James	11/11/2018 06:00 AM	011:34
Master Gardener Program	Triad Viewpoints	Hanna Smith from the North Carolina Cooperative Extension Service talks about some big changes coming in the Master Gardener Program in Guilford County	Hannah Smith	11/11/2018 06:19 AM	014:44
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.	Scott Herrick	11/18/2018 06:00 AM	029:35

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		How this disease affects individuals and families and what kind of medical advances are being made to fight this disease. We (tm)ll also talk about the upcoming Walks to end Alzheimer's in both Guilford and Forsyth counties,			
Lung Cancer	Triad Viewpoints	Emily Parks, Board Member and Event Chairperson for the Triad Lunge Forward event and Di Ann Smith, lung cancer survivor talk about lung cancer and the Lung Cancer Initiative Group.	Emily Parks	11/25/2018 06:00 AM	015:21
Crime and Reducing Recidivism	Triad Viewpoints	Our mission: 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	11/25/2018 06:17 AM	015:07
Community Gardens	Triad Viewpoints	Today's program features Quina Weber Shirk. Quina is a county Extension Agent in charge of community and school gardens She also brought with her today Synclaire Kenner a new intern at the North Carolina Cooperative Extension agency in Guilford county.	Quina Weber Shirk	12/02/2018 06:00 AM	014:10
Local Foods Week	Triad Viewpoints	Today's program features Anna Beth Williams, an Ag agent with the North Carolina Cooperative Extension Agency in Guilford county. Anna Beth Williams is here to talk with us about the Local Foods week taking place in this area. Also here to talk with us is Quina Weber Shirk. Quina is a county Extension Agent in charge of community and school gardens	Anna Beth Williams	12/02/2018 06:16 AM	013:32
Job Training	Triad Viewpoints	Goodwill Industries of Central North Carolina is a 501(c)3 nonprofit charity that has been serving the community since 1963. At Triad Goodwill, we believe that all people, regardless of situation,	Gail Ketteler	12/09/2018 06:00 AM	029:35

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		<p>should have access to meaningful employment. Through workforce development programs, we help individuals develop the skills they need for today (tm)s job market. 85 of every dollar earned in our stores supports Triad Goodwill (tm)s mission of providing career development services and work opportunities for people in our community.</p>			
PGA Reach Program	Triad Viewpoints	<p>PGA REACH is the charitable 501(c)(3) arm of the PGA of America. The program has been instilled in each of the 41 sections, to continue the impact at a section level. The Carolinas PGA is the largest of the 41 sections and had our own Foundation, PGA REACH Carolinas. Mirroring national, PGA REACH Carolinas has three pillars of focus: youth, military, and diversity &amp; inclusion.</p>	Sally Morgan	12/16/2018 06:00 AM	014:29
Crime and Reducing Recidivism	Triad Viewpoints	<p>Our mission: 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.</p>	Brian Hamilton	12/16/2018 06:16 AM	015:07
Financial Literacy	Triad Viewpoints	<p>Shameca Battle with the NC Cooperative Extension service has some great tips on how to save money and still get all of those school supplies that your children need</p>	Shameca Battle	12/23/2018 06:00 AM	012:25
Community Service	Triad Viewpoints	<p>Do you have what it takes to be a Master Gardener? Learn to be a Master Gardener and find out how you can help out people all over the Triad. Classes begin soon and you need to sign up. Crystal Mercer with the Guilford</p>	Crystal Mercer	12/23/2018 06:16 AM	012:15
Alzheimers	Triad Viewpoints	<p>Scott Herrick - North Carolina Director of Public Policy, Alzheimer's Association and Steve</p>	Scott Herrick	12/30/2018 06:00 AM	029:35

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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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. We (tm)ll also talk about the upcoming Walks to end Alzheimer's in both Guilford and Forsyth counties,

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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>
Diabetes	Living With Diabetes Longform PSA	029:01	001
BULLYING	CRISIS TEXTLINE	000:30	004
COMMUNITY INVOLVEMENT	CRISIS TEXTLINE	000:30	015
COMMUNITY INVOLVEMENT	GLAAD	000:30	003
COMMUNITY INVOLVEMENT	L'OREAL	000:30	009
DISASTER RELIEF	100 ROOFS	000:30	015
DISASTER RELIEF	RED CROSS	000:30	016
HEALTH AND FITNESS	RED	000:30	016
MOTOR VEHICLE SAFETY	PROJECT YELLOW LIGHT	000:30	008