

Greensboro, NC  
Quarterly Issues/Programs List  
First Quarter, 2016  
04/08/2016

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

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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:

- **4H activities in 2016:** All 4-H club officers and teens are encouraged to be a part of county council. 4-H is committed to building outstanding leaders with marketable skills to succeed in today (tm)s global society. The focus of the 4-H County Council is to build our youth into citizen leaders by having the 4-H (tm)ers target a need in the county, make an action plan and set goals to achieve positive results toward the targeted need that will impact the communities of Guilford County
- **4H Summer Camp at Betsy Jeff Penn:** The Betsy-Jeff Penn 4-H Educational Center is a summer camp near Guilford County NC for children ages 8-14 offering campers a wide variety of exciting activities to choose from. Betsy-Jeff Penn's residential summer camp near Guilford County North Carolina has swimming, canoeing, arts&crafts, high ropes, cookouts, campfires, horseback riding, and much much more! Betsy-Jeff Penn stands by the 4-H motto of "learning by doing" in every activity and residential summer camp program! Allow your child to have a summer filled with personal growth, new friendships, new experiences and FUN at Betsy-Jeff Penn 4-H Educational Center near Guilford NC residential summer camp!
- **Backyard Gardening:** North Carolina Cooperative Extension would like to see more backyard gardens being planted. These are a great way for you and your family to get some exercise, eat healthier and save money. To help you get started we have free Lettuce Seed Starting Kits available at the Extension Office for you to come pick up until they run out.
- **Chance Walters:** Life-controlling problems of teens are not limited to drugs or alcohol. Many of them struggle with the debris of divorce, have experienced traumas like sexual assault or violence, bullying, peer pressure, and awkwardness that accompanies the challenges of growing up. Through the structure, accountability, and camaraderie set in a Christian environment, Teen Challenge offers adolescents and their families constructive time and space to regroup and rediscover life, health, and well-being.
- **Checking Smoke Detector:** Smoke alarms should be tested weekly and batteries changed twice a year. Residents should have an alarm on every level of the home and outside every bedroom. If you would like to have

your smoke alarm checked or would like one installed and you live inside the Greensboro city limits, call our Community Affairs office at 336-574-4088

- **Community Arts:** David Briggs is the manager of the High Point Theatre and he talked about how the arts contribute to the local economy and the overall cultural atmosphere in our community. Having a vibrant arts community will attract more jobs and industry to area.
- **Earth Day:** Spend a day caring for and celebrating our planet. This event follows Greensboro Beautiful's Great American Cleanup. Begin the day there and then come to the library for the celebration, exhibits and entertainment. Activities are sponsored by the City's Parks and Recreation and Field Operations departments, Greensboro Public Library, and Friends of the Greensboro Public Library.
- **Farming programs:** Farming Programs for Piedmont area are available through the NC Cooperative Extension Service. The service can help local farmers plan and execute a program that will make them money and help to contribute to the community with jobs and fresh vegetables, milk and meat.
- **Food programs :** Nutrition Program for Adults Come learn lifelong habits to help you eat healthy and be physically active! Program Benefits Sample healthy foods A cookbook, water bottle, and spice jar for you to keep Information to help you control sodium, fat, and added sugar. 6 engaging and interactive sessions Start Date (Days): Wednesdays March 2 " April 6, 2016 Time: 10:45am-11:45am Cost: FREE, incentives and food samples included! Location: Mount Zion Baptist Church, Inc. in the fellowship hall 1301 Alamance Church Road, Greensboro
- **Free services offered through NC Extension:** The NC Cooperative extension service in Guilford county offers programs on food preparation, gardening, landscaping and more free to the public. They also available for consultation to farmers and homeowners and families on a variety of topics.
- **Gardening this Spring:** Hanna offered ideas for helping local residents create their own local food gardens. You don't need a large plot of land. You can actually grow your own food just on a patio.
- **Hunger among children:** Don Milholin is director of Out of the Garden, an organization helping to fight the problem of children and families not having enough to eat. They provide food for children during the summer months when children are out of school and on the weekends when children cannot attend school to get a good meal.
- **Improving your families health:** At home, you and your family can try out small changes to find what works for you like adding more veggies to favorite dishes, planning meals and cooking at home, and incorporating physical activity into time with family or friends. Schools can improve the selection of healthy food choices in cafeterias and vending machines, provide nutrition education programs and school gardens, increase school-based physical activity, and encourage parents

and caregivers to promote healthy changes at home.

- **Job training:** Jenny Moore is with 2nd Harvest Food Bank and she talked about the program they have started to train people to work in the food service industry in the local area. They accept people who cannot otherwise afford to learn the trade and give them a free education in learning to be a chef and operate their own restaurant or catering facility.
- **Local Foods:** North Carolina Cooperative Extension and many organizations and stakeholders are working with our communities to develop and expand local food systems across the state. Local Foods is a collaborative Flagship Program for the Cooperative Extension Program of NC A&T State University and the North Carolina Cooperative Extension Service of NC State University. A new Local Food web portal at [localfood.ces.ncsu.edu](http://localfood.ces.ncsu.edu) provides information and links to resources from Cooperative Extension and other NC local food partners.
- **Master Gardening Prog:** 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
- **NC CoOp Ext service:** Programs offered @ NC Co Op Ext office. The NC Cooperative extension service is one of the oldest in the US and helps out both urban and rural citizens in North Carolina and Guilford County.
- **New Dietary Guidelines:** New Dietary guidelines from Govt have just become available and details can be found through the NC CoOp Ext service website and their representative.
- **Nutrition Education:** Eating healthier is not only better for you, it is also easy to do with help from the new guidelines from the US government.
- **Protecting your home from Radon:** January is National Radon Action Month. Each year upwards to 22,000 people die from radon-induced lung cancer. Roughly 54 percent of those diagnosed with early-stage lung cancer are expected to live no more than five years after diagnosis. Radon is the odorless, colorless gas that is the second leading cause of lung cancer in the United States. The effects upon the families it touches can be just as devastating as lung cancer caused by smoking tobacco. The North Carolina Radon Program of the North Carolina Department of Health and Human Services educates families and homeowners about radon gas, how to test for radon gas and how to lower the radon levels within a home. Lowering the radon levels in a home lowers the risk of lung cancer.
- **Radon in homes:** Testing your home for Radon. Radon is one of the leading causes of lung cancer and can exist in any home. Free testing

kits are available from the Guilford County health department.

- **Sexually Transmitted Disease:** STIs present significant issues for the health of residents of Guilford County. Rates of chlamydia, gonorrhea, syphilis and HIV disease are consistently higher in Guilford County than in the state as a whole and the nation. Large racial disparities exist for STIs, with African Americans experiencing rates as much as ten times that among whites. The problem of STIs is also concentrated among teens and young adults.
- **Syphilis outbreak in south:** Syphillis in the Triad is exploding. Most people think that with antibiotics, syphillis is no longer a problem, but they are wrong. It is very difficult to spot the symptoms and people can harbor the disease for years without knowing it. Persons at risk should get checked to see if they are infected.
- **Training for Master Gardener Program Guilford CO.:** To become an Extension Master Gardener volunteer in Guilford County you must submit an application and be accepted into the training program. You can request an application on-line or by phone, 336-375-5876. Applications are accepted all year, but the formal acceptance process, which includes an interview, begins in the fall and the training classes are taught during the winter. Upon acceptance into the program you will be required to complete a 15-week classroom training program (10 weeks during the winter and 5 in the fall).
- **Zika Virus:** The Guilford County Department of Health and Human Services, Division of Public Health wants residents to be aware of Zika virus and measures to prevent the spread of Zika virus. Although there have been no cases of Zika virus in Guilford County or even in the state of North Carolina, Zika virus has been around since 1947 and has recently been associated with travel outside of the United States. Brazil has had a significant rise in Zika cases in 2015. The possibility of local exposure to the Zika virus is low. Public Health (tm)s purpose is to educate the county (tm)s residents so that they can minimize their risk of Zika exposure when traveling this year, especially pregnant women

**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
4H activities in 2016	Triad Viewpoints #1	All 4-H club officers and teens are encouraged to be a part of county council. 4-H is committed	Peggy Lewis	01/03/2016 06:57 AM	013:53

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>to building outstanding leaders with marketable skills to succeed in today (tm)s global society. The focus of the 4-H County Council is to build our youth into citizen leaders by having the 4-H (tm)ers target a need in the county, make an action plan and set goals to achieve positive results toward the targeted need that will impact the communities of Guilford County</p>			
Sexually Transmitted Disease	Triad Viewpoints #1	<p>STIs present significant issues for the health of residents of Guilford County. Rates of chlamydia, gonorrhea, syphilis and HIV disease are consistently higher in Guilford County than in the state as a whole and the nation. Large racial disparities exist for STIs, with African Americans experiencing rates as much as ten times that among whites. The problem of STIs is also concentrated among teens and young adults.</p>	Dr Laura Bachman	01/10/2016 07:01 AM	014:57
Protecting your home from Radon	Triad Viewpoints #2	<p>January is National Radon Action Month. Each year upwards to 22,000 people die from radon-induced lung cancer. Roughly 54 percent of those diagnosed with early-stage lung cancer are expected to live no more than five years after diagnosis. Radon is the odorless, colorless gas that is the second leading cause of lung cancer in the United States. The effects upon the families it touches can be just as devastating as lung cancer caused by smoking tobacco. The North Carolina Radon Program of the North Carolina Department of Health and Human Services educates families and homeowners about radon gas, how to test for radon gas and how to lower the radon levels within a home. Lowering</p>	Paula Walker	01/10/2016 07:16 AM	014:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		the radon levels in a home lowers the risk of lung cancer.			
Nutrition Education	Triad Viewpoints #1	Eating healthier is not only better for you, it is also easy to do with help from the new guidelines from the US government.	Geissler Baker	01/17/2016 06:59 AM	014:15
Free services offered through NC Extension	Triad Viewpoints #2	The NC Cooperative extension service in Guilford county offers programs on food preparation, gardening, landscaping and more free to the public. They also available for consultation to farmers and homeowners and families on a variety of topics.	Karen Neill	01/17/2016 07:18 AM	014:27
New Dietary Guidelines	Triad Viewpoints #1	New Dietary guidelines from Govt have just become available and details can be found through the NC CoOp Ext service website and their representative.	Geissler Baker	01/24/2016 07:01 AM	014:52
NC CoOp Ext service	Triad Viewpoints #2	Programs offered @ NC Co Op Ext office. The NC Cooperative extension service is one of the oldest in the US and helps out both urban and rural citizens in North Carolina and Guilford County.	Karen Neill	01/24/2016 07:20 AM	014:40
Syphilis outbreak in south	Triad Viewpoints #1	Syphilis in the Triad is exploding. Most people think that with antibiotics, syphilis is no longer a problem, but they are wrong. It is very difficult to spot the symptoms and people can harbor the disease for years without knowing it. Persons at risk should get checked to see if they are infected.	Dr Laura Bachman	01/31/2016 07:00 AM	014:57
Radon in homes	Triad Viewpoints #2	Testing your home for Radon. Radon is one of the leading causes of lung cancer and can exist in any home. Free testing kits are available from the Guilford County health department.	Paula Walker	01/31/2016 07:19 AM	014:16
Training for Master Gardener	Triad Viewpoints #1	To become an Extension Master Gardener volunteer in Guilford County you must submit an	Crystal Mercer	02/07/2016 07:00 AM	014:45

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Program Guilford CO.		application and be accepted into the training program. You can request an application on-line or by phone, 336-375-5876. Applications are accepted all year, but the formal acceptance process, which includes an interview, begins in the fall and the training classes are taught during the winter. Upon acceptance into the program you will be required to complete a 15-week classroom training program (10 weeks during the winter and 5 in the fall).			
Checking Smoke Detector	Triad Viewpoints #2	Smoke alarms should be tested weekly and batteries changed twice a year. Residents should have an alarm on every level of the home and outside every bedroom. If you would like to have your smoke alarm checked or would like one installed and you live inside the Greensboro city limits, call our Community Affairs office at 336-574-4088	Barbara Strong	02/07/2016 07:20 AM	014:31
Farming programs	Triad Viewpoints #1	Farming Programs for Piedmont area are available through the NC Cooperative Extension Service. The service can help local farmers plan and execute a program that will make them money and help to contribute to the community with jobs and fresh vegetables, milk and meat.	John Ivey	02/14/2016 06:58 AM	014:23
Master Gardening Prog	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 instrumental in these efforts, sharing their knowledge of plant	Crystal Mercer	02/14/2016 07:16 AM	014:10

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		selection, cultural practices and pest management with fellow gardeners, school students and others			
Zika Virus	Triad Viewpoints #1	The Guilford County Department of Health and Human Services, Division of Public Health wants residents to be aware of Zika virus and measures to prevent the spread of Zika virus. Although there have been no cases of Zika virus in Guilford County or even in the state of North Carolina, Zika virus has been around since 1947 and has recently been associated with travel outside of the United States. Brazil has had a significant rise in Zika cases in 2015. The possibility of local exposure to the Zika virus is low. Public Health (tm)s purpose is to educate the county (tm)s residents so that they can minimize their risk of Zika exposure when traveling this year, especially pregnant women	Lisa Koonce	02/21/2016 06:58 AM	014:37
Community Arts	Triad Viewpoints #2	David Briggs is the manager of the High Point Theatre and he talked about how the arts contribute to the local economy and the overall cultural atmosphere in our community. Having a vibrant arts community will attract more jobs and industry to area.	David Briggs	02/21/2016 07:18 AM	014:27
Hunger among children	Triad Viewpoints #1	Don Milholin is director of Out of the Garden, an organization helping to fight the problem of children and families not having enough to eat. They provide food for children during the summer months when children are out of school and on the weekends when children cannot attend school to get a good meal.	Dan Milholin	02/28/2016 06:59 AM	014:39
Chance Walters	Triad Viewpoints #2	Life-controlling problems of teens are not limited to drugs or alcohol. Many of them struggle with the debris of divorce, have	Drug Rehab	02/28/2016 07:19 AM	014:32



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>experienced traumas like sexual assault or violence, bullying, peer pressure, and awkwardness that accompanies the challenges of growing up. Through the structure, accountability, and camaraderie set in a Christian environment, Teen Challenge offers adolescents and their families constructive time and space to regroup and rediscover life, health, and well-being.</p>			
<p>Improving your families health</p>	<p>Triad Viewpoints #1</p>	<p>At home, you and your family can try out small changes to find what works for you like adding more veggies to favorite dishes, planning meals and cooking at home, and incorporating physical activity into time with family or friends. Schools can improve the selection of healthy food choices in cafeterias and vending machines, provide nutrition education programs and school gardens, increase school-based physical activity, and encourage parents and caregivers to promote healthy changes at home.</p>	<p>Arnicia Guddger</p>	<p>03/06/2016 06:59 AM</p>	<p>014:37</p>
<p>Gardening this Spring</p>	<p>Triad Viewpoints #2</p>	<p>Hanna offered ideas for helping local residents create their own local food gardens. You don't need a large plot of land. You can actually grow your own food just on a patio.</p>	<p>Hannah Pettus</p>	<p>03/06/2016 07:19 AM</p>	<p>014:51</p>
<p>Food programs</p>	<p>Triad Viewpoints #1</p>	<p>Nutrition Program for Adults Come learn lifelong habits to help you eat healthy and be physically active! Program Benefits Sample healthy foods A cookbook, water bottle, and spice jar for you to keep Information to help you control sodium, fat, and added sugar. 6 engaging and interactive sessions Start Date (Days): Wednesdays March 2 " April 6, 2016 Time: 10:45am-11:45am Cost: FREE, incentives and food samples included!</p>	<p>Arnicia Guddger</p>	<p>03/13/2016 07:01 AM</p>	<p>014:19</p>

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Location: Mount Zion Baptist Church, Inc. in the fellowship hall 1301 Alamance Church Road, Greensboro			
4H Summer Camp at Betsy Jeff Penn	Triad Viewpoints #2	The Betsy-Jeff Penn 4-H Educational Center is a summer camp near Guilford County NC for children ages 8-14 offering campers a wide variety of exciting activities to choose from. Betsy-Jeff Penn's residential summer camp near Guilford County North Carolina has swimming, canoeing, arts&crafts, high ropes, cookouts, campfires, horseback riding, and much much more! Betsy-Jeff Penn stands by the 4-H motto of "learning by doing" in every activity and residential summer camp program! Allow your child to have a summer filled with personal growth, new friendships, new experiences and FUN at Betsy-Jeff Penn 4-H Educational Center near Guilford NC residential summer camp!	Peggy Lewis	03/13/2016 07:20 AM	014:30
Job training	Triad Viewpoints #1	Jenny Moore is with 2nd Harvest Food Bank and she talked about the program they have started to train people to work in the food service industry in the local area. They accept people who cannot otherwise afford to learn the trade and give them a free education in learning to be a chef and operate their own restaurant or catering facility.	Jenny Moore	03/20/2016 07:02 AM	014:57
Backyard Gardening	Triad Viewpoints #2	North Carolina Cooperative Extension would like to see more backyard gardens being planted. These are a great way for you and your family to get some exercise, eat healthier and save money. To help you get started we have free Lettuce Seed Starting Kits available at the Extension Office for you to come pick up until they run out.	Hannah Pettus	03/20/2016 07:23 AM	014:51

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Earth Day	Triad Viewpoints #1	Spend a day caring for and celebrating our planet. This event follows Greensboro Beautiful's Great American Cleanup. Begin the day there and then come to the library for the celebration, exhibits and entertainment. Activities are sponsored by the City's Parks and Recreation and Field Operations departments, Greensboro Public Library, and Friends of the Greensboro Public Library.	Melanie Buckingham	03/27/2016 07:00 AM	014:49
Local Foods	Triad Viewpoints #2	North Carolina Cooperative Extension and many organizations and stakeholders are working with our communities to develop and expand local food systems across the state. Local Foods is a collaborative Flagship Program for the Cooperative Extension Program of NC A&T State University and the North Carolina Cooperative Extension Service of NC State University. A new Local Food web portal at <a href="http://localfood.ces.ncsu.edu">localfood.ces.ncsu.edu</a> provides information and links to resources from Cooperative Extension and other NC local food partners.	Hannah Pettus	03/27/2016 07:19 AM	014:31

WMKS  
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04/05/2016

WMKS  
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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>
ELDERLY	DO SOMETHING	000:29	005
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	007
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	014
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	001
PEACE	PEACE IN THE STREETS	000:31	003
PEACE	PEACE IN THE STREETS	000:32	006
SENIOR WHEELS	SENIOR RESOURCES GUIL COUNTY	000:16	038