

WMKS  
Greensboro, NC  
Quarterly Issues/Programs List  
First Quarter, 2019  
04/05/2019

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:

- **Activities for kids and young adults in 4-H:** There is a lot of new information about upcoming 4-H programs and Peggie Lewis Joyce has all of the details. Upcoming summer camps, opportunities for young adults to intern and lots more
- **Alzheimer's:** 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.
- **Blood Donations:** Maya Franklin, the External Communications Manager with the American Red Cross Blood Services talks about the current emergency shortage of blood and how you can help.
- **Community and School 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 Volunteer Work:** EMFV program is delivered through North Carolina Cooperative Extension. This is a great learning opportunity, as well as a way to deepen your involvement with your community. Program requirements are: 30 hours of training in the EMFV curriculum, 30 hours of shadowing the agent who the volunteer will support, 20 hours of volunteer service per year, and 10 hours of continuing education per year. So in a nutshell, you will be trained, and then you will go out and share what you (tm)ve learned with Guilford County residents.
- **Crime and inmate 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.

- **Earth Day:** Melanie Buckingham tells us about this unique branch of the Library system and the big Earth Day celebration for 2019. Plus the Great American Clean-Up
- **Eating Healthy:** Vincent Webb is from the North Carolina Cooperative Extension service. Vincent is going to talk with us today about Apples. The health benefits of apples, the many ways you can prepare them and lots more facts about apples.
- **Employment/Jobs:** Sarah Lanse, Marketing Specialist with Goodwill Industries of Central North Carolina talks about the mission of Triad Goodwill and they help people with job training and placement
- **Financial Hardship:** Joey Hilburn is the President and Founder of The Grown Ups Benefit, an organization that raises money to help people with financial hardship brought on by a health crisis.
- **Financial Literacy:** Shameca Battle is the Family and Consumer Sciences Agent from the North Carolina Cooperative Extension Service in Guilford County. She talked with us about her free classes she offers to young people to help them learn how to handle and budget money and to achieve financial literacy when they are working and trying to live on their own
- **Good Nutrition:** 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 and school gardens help to provide fresh produce to areas that are designated as food deserts, or areas where residents find it difficult to find fresh foods
- **Heart Disease:** February is American Heart Month. Jennifer tells us about the origin and mission of the AHA and some of the strides made in heart health due to the research dollars raised by the AHA. She also talks about some the events coming up in February for Heart Month.
- **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.
- **Public Service:** Crystal talks about how local citizens can help give back to the community by becoming a master gardner. Once they complete their training they volunteer to off their expertise in gardening to people all around the community.

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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
Employment/Jobs	Triad Viewpoints	Sarah Lanse, Marketing Specialist with Goodwill Industries of Central North Carolina talks about the mission of Triad Goodwill and they help people with job training and placement	Sarah Lanse	01/06/2019 06:00 AM	016:00
Crime and inmate 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	01/06/2019 06:17 AM	015:00
Alzheimer's	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	01/13/2019 06:00 AM	029:00
Blood Donations	Triad Viewpoints	Maya Franklin, the External Communications Manager with the American Red Cross Blood Services talks about the current emergency shortage of blood and how you can help.	Maya Franklin	01/20/2019 06:00 AM	013:00
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	Emily Parks	01/20/2019 06:15 AM	015:20

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		cancer and the Lung Cancer Initiative Group.			
Community and School 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	01/27/2019 06:00 AM	014:00
Financial Hardship	Triad Viewpoints	Joey Hilburn is the President and Founder of The Grown Ups Benefit, an organization that raises money to help people with financial hardship brought on by a health crisis.	Joey Hilburn	01/27/2019 06:15 AM	016:00
Heart Disease	Triad Viewpoints	February is American Heart Month. Jennifer tells us about the origin and mission of the AHA and some of the strides made in heart health due to the research dollars raised by the AHA. She also talks about some the events coming up in February for Heart Month.	Jennifer Lawson	02/03/2019 06:00 AM	015:00
Eating Healthy	Triad Viewpoints	Vincent Webb is from the North Carolina Cooperative Extension service. Vincent is going to talk with us today about Apples. The health benefits of apples, the many ways you can prepare them and lots more facts about apples.	Vincent Webb	02/03/2019 06:16 AM	013:00
Financial Hardship	Triad Viewpoints	Joey Hilburn is the President and Founder of The Grown Ups Benefit, an organization that raises money to help people with financial hardship brought on by a health crisis.	Joey Hilburn	02/10/2019 06:00 AM	016:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Blood Donations	Triad Viewpoints	Maya Franklin, the External Communications Manager with the American Red Cross Blood Services talks about the current emergency shortage of blood and how you can help.	Maya Franklin	02/10/2019 06:16 AM	013:00
Community Volunteer Work	Triad Viewpoints	EMFV program is delivered through North Carolina Cooperative Extension. This is a great learning opportunity, as well as a way to deepen your involvement with your community. Program requirements are: 30 hours of training in the EMFV curriculum, 30 hours of shadowing the agent who the volunteer will support, 20 hours of volunteer service per year, and 10 hours of continuing education per year. So in a nutshell, you will be trained, and then you will go out and share what you (tm)ve learned with Guilford County residents.	Vincent Webb	02/17/2019 06:00 AM	015:00
Community Volunteer Work	Triad Viewpoints	EMFV program is delivered through North Carolina Cooperative Extension. This is a great learning opportunity, as well as a way to deepen your involvement with your community. Program requirements are: 30 hours of training in the EMFV curriculum, 30 hours of shadowing the agent who the volunteer will support, 20 hours of volunteer service per year, and 10 hours of continuing education per year. So in a nutshell, you will be trained, and then you will go out and share what you	Crystal Mercer	02/17/2019 06:16 AM	014:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		(tm)ve learned with Guilford County residents.			
Alzheimer's	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 & Steve Dozier	02/24/2019 06:00 AM	030:00
Crime and inmate recidivism	Triad Viewpoints	Inmates to Entrepreneurs is a program 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	03/03/2019 06:00 AM	015:00
Employment/Jobs	Triad Viewpoints	Sarah Lanse, Marketing Specialist with Goodwill Industries of Central North Carolina talks about the mission of Triad Goodwill and they help people with job training and placement	Sarah Lanse	03/03/2019 06:16 AM	016:00
Activities for kids and young adults in 4-H	Triad Viewpoints	There is a lot of new information about upcoming 4-H programs and Peggie Lewis Joyce has all of the details. Upcoming summer camps, opportunities for young adults to intern and lots more	Peggie Lewis Joyce	03/10/2019 06:00 AM	030:00
Earth Day	Triad Viewpoints	Melanie Buckingham tells us about this unique branch	Melanie Buckingham	03/17/2019 06:00 AM	013:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		of the Library system and the big Earth Day celebration for 2019. Plus the Great American Clean-Up			
Financial Literacy	Triad Viewpoints	Shameca Battle is the Family and Consumer Sciences Agent from the North Carolina Cooperative Extension Service in Guilford County. She talked with us about her free classes she offers to young people to help them learn how to handle and budget money and to achieve financial literacy when they are working and trying to live on their own	Shameca Battle	03/17/2019 06:15 AM	015:00
Good Nutrition	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 Synlaire Kenner a new intern at the North Carolina Cooperative Extension agency in Guilford county. Community and school gardens help to provide fresh produce to areas that are designated as food deserts, or areas where residents find it difficult to find fresh foods	Quina Weber Shirk	03/24/2019 06:00 AM	014:00
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 & Di Ann Smith	03/24/2019 06:16 AM	015:00
Public Service	Triad Viewpoints	Crystal talks about how local citizens can help give back to the community by becoming a master gardner.	Crystal Mercer	03/31/2019 06:00 AM	014:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Once they complete their training they volunteer to off their expertise in gardening to people all around the community.			
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 to learn how to handle money.	Jordan James	03/31/2019 06:15 AM	01:00



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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.

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
CHILDREN'S HOSPITAL WEEK	CHILDRENS HOSPITAL WEEK	000:29	006
COMMUNITY INVOLVEMENT	CRISIS TEXTLINE	000:30	016
COMMUNITY INVOLVEMENT	PEACE IN THE STREETS	000:31	010
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	009
HEALTH AND FITNESS	WOMEN HEART	000:30	016
HI HOW ARE YOU DAY	HI HOW ARE YOU DAY	000:31	006
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	009
SAFE DRIVING	PROJECT YELLOW LIGHT	000:30	011