

WMKS
Greensboro, NC
Quarterly Issues/Programs List
First Quarter, 2015
04/06/2015

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:

- **4H Plant Sale:** The 4H Plant Sale helps to raise money for 4H programs in the triad. The March 5th date for the plant sale is available only if you register by Tuesday February 24th. They will have Raspberries, blueberries, blackberries, muscadines and figs in one gallon containers and are well adapted to the piedmont growing conditions. The cost for plants is \$10 each.
- **4H Programs for youth:** 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.
- **Avoiding being scammed:** How to Spot a Government Imposter Scam: In general, it's best not to click on links that come in unsolicited emails. Here are some more ways to spot someone posing as a government agency. Don't trust a name or number. Con artists use official-sounding names or mask their area codes to make you trust them. Don't fall for it. Be wary if you are being asked to act immediately: Scammers typically try to push you into action before you have had time to think. Always be wary of emails urging you to act immediately or face a consequence. Don't wire money or use a prepaid debit card: Scammers often pressure people into wiring money or putting cash on a prepaid debit card. Why? It's like sending cash: once it's gone, you can't trace it or get it back. But government agencies do not typically ask for money using these forms of payment, so consider that a "red flag." Watch for typos, strange phrasing and bad grammar. Scammers can easily copy a government seal, but awkward wording and poor grammar are typically a give away that the message is a scam. When in doubt, contact the agency yourself. If you're not sure whether an email is real, you can always look up a phone number yourself and contact the court or government agency the email claims to be from.
- **Better environmental soil maintenance:** Karen Neil provided tips on better maintaining your soil and not overloading the soil with too much fertilizer. The state of NC will do a free soil test so you can see

what kind of nutrients you need to provide if any.

- **Bicycling In Greensboro:** Bicycling In Greensboro (BIG) is a volunteer-run, grassroots advocacy organization, focused on improving conditions for, and awareness of, bicycling throughout the Greater Greensboro area. BIG carries out its mission through Advocacy, Alliances, Education, Events, and Service, with the ultimate goals of safe and convenient bicycling for transportation, recreation, health, environmental quality, and energy independence.
- **Childhood Cancer-Lillies Friends:** Lillie (tm)s Friends passionately provides families with real hope by raising neuroblastoma awareness, funding innovative research toward a cure, and supporting families experiencing the ~crisis of belief (tm) that accompanies their child (tm)s neuroblastoma diagnosis. Lillie's Friends strives to be a positive impact and source of hope for families fighting cancer. Neuroblastoma is a rare cancer of the sympathetic nervous system - a nerve network that carries messages from the brain throughout the body. Each year there are about 700 new cases in the United States. It is usually found in young children under the age of five, though it may rarely occur in older children and adults. These solid tumors - which take the form of a lump or mass - may begin in nerve tissues in the neck, chest, abdomen, pelvis, or, most commonly, in the adrenal gland. They may also spread to other areas of the body, including bone and bone marrow.
- **Community Policing:** The Kernersville Police Department Crime Prevention Unit offers a variety of resources to educate citizens and keep your homes, businesses and families safe and free from crime. If you are a member of a community watch group or are interested in launching one contact us for more information and register your group.
- **Conserving Energy:** Barbara Strong is the Family Education Program Associate for Parenting, Energy Conservation, Home Care and Maintenance Programs, Mold & Mildew Calls, and Household Pest Calls. She talked about how to conserve energy by changing out your light bulbs in your home with energy smart fluorescent bulbs.
- **Crime Prevention:** Many programs are available for your next civic meeting or community watch program. Schedule your next event with our Crime Prevention Unit. Have an officer conduct a security assessment of your residence and provide recommendations for ways you can reduce your risk of becoming a victim. The homeowner must be present for the assessment.
- **Family Gardening Festival:** Join us for the Family Gardening Festival and Accept the Challengardenge! Saturday, April 25, 2015 10:00am " 2:00pm Demonstration Garden, NC Cooperative Extension3309 Burlington Road, Greensboro Learning Stations Include: Proper pruning and care of pruning equipment.images (2) Square foot gardening. Composting and vermicomposting. Plants that attract pollinators and work well in container plantings. Accept the Challenge! The Cooperative Extension is seeking at least 50 families to accept the challenge of growing their own vegetables. The first 50 participating families will receive a free starter plant to take home for their new garden! Great hands-on fun for kids: * Face painting.images (4) * Seed-starting. * Butterfly-themed

crafts. * See worms in action through vermicomposting!

- **Food Summit:** The Greater High Point Food Alliance (GHPFA) will host a Food Summit in order to help end hunger by building relationships of mutual trust and respect throughout the community. The Summit will be held at the old JCPenney at the Oak Hollow Mall March 20 and 21. Food Summits are an opportunity for people experiencing hunger, people working to alleviate hunger and people who want to get involved to break out our silos, community across agencies, share best practices, better coordinate services and create strategic plans to improve access to good food in our community.
- **Free Energy Conservation Workshop:** On March 5th there will be a free energy conservation workshop where you can learn about energy efficient strategies to reduce your power bills in any season. You can help reduce utility costs, improve the health and comfort of your home and decrease your overall impact on the environment.
- **Got Friends Event for Lillies Friends:** Join us on Saturday, March 28, 2015! The 7th Annual Lillie's Friends "Got Friends?" chip-timed 5K Run/Walk will be held in the heart of downtown Winston Salem, NC. Starting and finishing at BB&T Ballpark, the course will run through historic downtown Winston Salem. BB&T Ballpark is conveniently located off of Business 40 on the corner of First Street & Peters Creek Parkway. Your registration includes professionally timed course and long sleeve Champion "vapor-cotton" shirt.
- **Health and Nutrition:** Making healthy choices isn't always easy. North Carolina Cooperative Extension's educators help people sort fact from fad, providing research-based programs that promote a lifetime of good health. Programs cover a broad spectrum, from pesticide safety to indoor air quality, from childhood nutrition and physical activity to heart-healthy eating and food safety.
- **Homelessness:** Homelessness is a costly societal problem, which is likely to persist if families are not able to maintain their housing. With the assistance of the Beyond GUM Program individuals no longer need to bounce from one shelter to another, families can stay together, children can remain in school, and destructive cycles of homelessness can be broken. The resulting benefits to the community are equally encouraging as it is more cost effective to rapidly re-house a family than it is to provide shelter care. The cost of just one month's shelter care can re-house and stabilize a family. This stabilization leads to productive citizens who contribute to the community instead of continually consuming services.
- **How the BBB works:** All BBB (Better Business Bureau) accredited businesses have agreed to live up to our Standards for Trust, a comprehensive set of best practices for how businesses should treat the public in a fair and honest manner. To review our Standards for Trust, click [here](#). BBB does not compare businesses against each other but rather evaluates businesses against our standards " and our standards clearly speak to the character and competence of an organization. BBB is the resource to turn to for objective, unbiased information on businesses. Our network of BBBs allows us to monitor and take action on thousands of business issues affecting consumers at any given time. BBB

is your key adviser, most reliable evaluator and most objective expert on the topic of trust in the marketplace.

- **Local grown foods:** Eating more local grown foods can provide better nutrition and better health at a lower cost. It also helps to provide a boost to the local economy by putting more money into the pockets of local farmers.
- **Providing better nutrition for families:** Nutritionist Geissler Baker talked about how families can prepare healthier meals at a lower cost. Try to purchase locally grown fruits and vegetables. Then prepare them in a more healthful way. Geissler provided info on healthy cooking tips, economical meal ideas, weight loss strategies that work, nutrition information and long term weight maintenance.
- **Providing for Homeless Children:** Backpack Beginnings is a 501(c)3 nonprofit whose mission is to provide children in need with nutritious food, comfort items, or certain basic necessities through the use of backpacks and other efficient means of distribution. We have partnered with this great organization to provide comfort backpacks to homeless children. Backpack reducedThese age and gender specific backpacks include a stuffed animal, blanket, book, toy, socks, school supplies, and hygiene products. Through this program we hope to provide comfort and items to call their own to children who (tm)re struggling to adjust to unfamiliar surroundings.
- **Scams on the elderly:** Dan Wemyss from the Kernersville Police department talked about some of the most common scams targeted towards the elderly. Discussed how they can avoid be taken advantage of and how to spot a potential scam.
- **Transportation for low income individuals:** Wheels4Hope www.wheels4hope.org is a great organization that provides the crucial link of affordable, reliable transportation to low income families in our community. Without a car, imagine how difficult it would be to get to work, stay in school and take care of family obligations. Think of Wheels4Hope as a "Habitat for Humanity on Wheels!"
- **Triad American Heart Association:** Heart diseases and stroke are the #1 cause of death in our state. We're building healthier lives where you live and work and making your community healthier by advocating for key health issues. We train millions of Americans each year in CPR and first aid, and educating healthcare providers every day. Find out more through our online tools, including Go Red For Women, Power to End Stroke, My Heart. My Life, our Youth Programs, and the Heart Hub, our online patient portal for information, tools and resources.
- **Weight Loss and good nutrition:** Geissler Baker talked about how to achieve weight loss after the holidays. Starting out in the new year with a weight loss program is easy but keeping it up and maintaining it is more difficult. She told us you should avoid trying to set too difficult of a goal and instead concentrate on just doing a little bit each week so you can have smaller goals to achieve,.

**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
Transportation for low income individuals	Triad Viewpoints #1	<p>Wheels4Hope www.wheels4hope.org is a great organization that provides the crucial link of affordable, reliable transportation to low income families in our community. Without a car, imagine how difficult it would be to get to work, stay in school and take care of family obligations. Think of Wheels4Hope as a "Habitat for Humanity on Wheels!"</p>	Deborah Bryant-External Relations Coordinator	01/04/2015 06:54 AM	014:59
Transportation for low income individuals	Triad Viewpoints #2	<p>Here are some highlights about how Wheels4Hope works: Donated cars are repaired and recycled back into the community Volunteers provide much of the labor Community agencies refer clients who need a car Individuals/families getting a car pay \$500 (not a give-away program) Cars come with a 6 month warranty Congregations help by getting the word out and sponsoring car blessings Our partner agencies include Partners include Baptist Children (tm)s Home of North Carolina, Family Services of the Piedmont, Greensboro Housing Authority, Greensboro Urban Ministry- Partner Village, Malachi House II, Mary (tm)s House, North Carolina African Services Coalition, Open Door Ministries of High Point, StepUp Ministry, The</p>	Deborah Bryant-External Relations Coordinator	01/04/2015 07:12 AM	014:53

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Barnabas Network and The Servant Center.			
Local grown foods	Triad Viewpoints #1	Eating more local grown foods can provide better nutrition and better health at a lower cost. It also helps to provide a boost to the local economy by putting more money into the pockets of local farmers.	Karen Neill Horticulturist	01/11/2015 06:55 AM	014:59
Providing better nutrition for families	Triad Viewpoints #2	Nutritionist Geissler Baker talked about how families can prepare healthier meals at a lower cost. Try to purchase locally grown fruits and vegetables. Then prepare them in a more healthful way. Geissler provided info on healthy cooking tips, economical meal ideas, weight loss strategies that work, nutrition information and long term weight maintenance.	Geissler Baker	01/11/2015 07:14 AM	014:57
Better environmental soil maintenance	Triad Viewpoints #1	Karen Neil provided tips on better maintaining your soil and not overloading the soil with too much fertilizer. The state of NC will do a free soil test so you can see what kind of nutrients you need to provide if any.	Karen Neill	01/18/2015 06:58 AM	014:59
Weight Loss and good nutrition	Triad Viewpoints #2	Geissler Baker talked about how to achieve weight loss after the holidays. Starting out in the new year with a weight loss program is easy but keeping it up and maintaining it is more difficult. She told us you should avoid trying to set too difficult of a goal and instead concentrate on just doing a little bit each week so you can have smaller goals to achieve,.	Geissler Bsker	01/18/2015 07:17 AM	014:57
Homelessness	Triad Viewpoints #1	Homelessness is a costly societal problem, which is likely to persist if families are	Mike Aiken	01/25/2015 06:59 AM	014:52

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>not able to maintain their housing. With the assistance of the Beyond GUM Program individuals no longer need to bounce from one shelter to another, families can stay together, children can remain in school, and destructive cycles of homelessness can be broken. The resulting benefits to the community are equally encouraging as it is more cost effective to rapidly re-house a family than it is to provide shelter care. The cost of just one month (tm)s shelter care can re-house and stabilize a family. This stabilization leads to productive citizens who contribute to the community instead of continually consuming services.</p>			
<p>Bicycling In Greensboro</p>	<p>Triad Viewpoints #2</p>	<p>Bicycling In Greensboro (BIG) is a volunteer-run, grassroots advocacy organization, focused on improving conditions for, and awareness of, bicycling throughout the Greater Greensboro area. BIG carries out its mission through Advocacy, Alliances, Education, Events, and Service, with the ultimate goals of safe and convenient bicycling for transportation, recreation, health, environmental quality, and energy independence.</p>	<p>Laura Peoples</p>	<p>01/25/2015 07:15 AM</p>	<p>014:46</p>
<p>Providing for Homeless Children</p>	<p>Triad Viewpoints #1</p>	<p>BackPack Beginnings is a 501(c)3 nonprofit whose mission is to provide children in need with nutritious food, comfort items, or certain basic necessities through the use of backpacks and other efficient means of distribution. We have partnered with this great organization to provide</p>	<p>Katie Taylor</p>	<p>02/01/2015 07:00 AM</p>	<p>014:49</p>

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>comfort backpacks to homeless children. Backpack reducedThese age and gender specific backpacks include a stuffed animal, blanket, book, toy, socks, school supplies, and hygiene products. Through this program we hope to provide comfort and items to call their own to children who (tm)re struggling to adjust to unfamiliar surroundings.</p>			
Triad American Heart Association	Triad Viewpoints #2	<p>Heart diseases and stroke are the #1 cause of death in our state. We're building healthier lives where you live and work and making your community healthier by advocating for key health issues. We train millions of Americans each year in CPR and first aid, and educating healthcare providers every day. Find out more through our online tools, including Go Red For Women, Power to End Stroke, My Heart. My Life, our Youth Programs, and the Heart Hub, our online patient portal for information, tools and resources.</p>	Sarah Fedele	02/01/2015 07:18 AM	015:02
Conserving Energy	Triad Viewpoints #1	<p>Barbara Strong is the Family Education Program Associate for Parenting, Energy Conservation, Home Care and Maintenance Programs, Mold & Mildew Calls, and Household Pest Calls. She talked about how to conserve energy by changing out your light bulbs in your home with energy smart flourescent bulbs.</p>	Barbra Strong	02/08/2015 06:57 AM	014:57
4H Plant Sale	Triad Viewpoints #2	<p>The 4H Plant Sale helps to raise money for 4H programs in the triad. The March 5th date for the plant sale is available only if you register</p>	Peggie Lewis	02/08/2015 07:17 AM	014:51

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		<p>by Tuesday February 24th. They will have Raspberries, blueberries, blackberries, muscadines and figs in one gallon containers and are well adapted to the piedmont growing conditions. The cost for plants is \$10 each.</p>			
Community Policing	Triad Viewpoints #1	<p>The Kernersville Police Department Crime Prevention Unit offers a variety of resources to educate citizens and keep your homes, businesses and families safe and free from crime. If you are a member of a community watch group or are interested in launching one contact us for more information and register your group.</p>	Dan Wemyss	02/15/2015 07:01 AM	014:44
Crime Prevention	Triad Viewpoints #2	<p>Many programs are available for your next civic meeting or community watch program. Schedule your next event with our Crime Prevention Unit. Have an officer conduct a security assessment of your residence and provide recommendations for ways you can reduce your risk of becoming a victim. The homeowner must be present for the assessment.</p>	Dan Wemyuss	02/15/2015 07:19 AM	015:24
Free Energy Conservation Workshop	Triad Viewpoints #1	<p>On March 5th there will be a free energy conservation workshop where you can learn about energy efficient strategies to reduce your power bills in any season. You can help reduce utility costs, improve the health and oomfort of your home and decrease your overall impact on the environment.</p>	Barbra Strong	02/22/2015 06:59 AM	014:57
Triad American Heart Association	Triad Viewpoints #2	<p>Heart diseases and stroke are the #1 cause of death in our state. We're building healthier lives where you live and work and making your community</p>	Sarah Fedele	02/22/2015 07:16 AM	015:02

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		healthier by advocating for key health issues. We train millions of Americans each year in CPR and first aid, and educating healthcare providers every day. Find out more through our online tools, including Go Red For Women, Power to End Stroke, My Heart. My Life, our Youth Programs, and the Heart Hub, our online patient portal for information, tools and resources.			
Scams on the elderly	Triad Viewpoints #1	Dan Wemyss from the Kernersville Police department talked about some of the most common scams targeted towards the elderly. Discussed how they can avoid be taken advantage of and how to spot a potential scam.	Dan Wemyss	03/01/2015 06:59 AM	014:33
Community Policing	Triad Viewpoints #2	The Kernersville Police Department Crime Prevention Unit offers a variety of resources to educate citizens and keep your homes, businesses and families safe and free from crime. If you are a member of a community watch group or are interested in launching one contact us for more information and register your group.	Dan Wemyss	03/01/2015 07:16 AM	015:24
Food Summit	Triad Viewpoints #1	The Greater High Point Food Alliance (GHPFA) will host a Food Summit in order to help end hunger by building relationships of mutual trust and respect throughout the community. The Summit will be held at the old JCPenney at the Oak Hollow Mall March 20 and 21. Food Summits are an opportunity for people experiencing hunger, people working to alleviate hunger and people who want to get involved to break out our	Karen Neill	03/08/2015 06:59 AM	014:59

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		silos, community across agencies, share best practices, better coordinate services and create strategic plans to improve access to good food in our community.			
4H Programs for youth	Triad Viewpoints #2	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.	Peggie Lewis	03/08/2015 07:19 AM	014:51
Childhood Cancer-Lillies Friends	Triad Viewpoints #1	Lillie (tm)s Friends passionately provides families with real hope by raising neuroblastoma awareness, funding innovative research toward a cure, and supporting families experiencing the ~crisis of belief (tm) that accompanies their child (tm)s neuroblastoma diagnosis. Lillie's Friends strives to be a positive impact and source of hope for families fighting cancer. Neuroblastoma is a rare cancer of the sympathetic nervous system - a nerve network that carries messages from the brain throughout the body. Each year there are about 700 new cases in the United States. It is usually found in young children under the age of five, though it may rarely occur in older children and adults. These solid tumors - which take the form of a lump or mass - may begin in nerve tissues in the neck,	Michelle Boyte	03/15/2015 07:00 AM	015:00

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		chest, abdomen, pelvis, or, most commonly, in the adrenal gland. They may also spread to other areas of the body, including bone and bone marrow.			
Got Friends Event for Lillies Friends	Triad Viewpoints #2	Join us on Saturday, March 28, 2015! The 7th Annual Lillie's Friends "Got Friends?" chip-timed 5K Run/Walk will be held in the heart of downtown Winston Salem, NC. Starting and finishing at BB&T Ballpark, the course will run through historic downtown Winston Salem. BB&T Ballpark is conveniently located off of Business 40 on the corner of First Street & Peters Creek Parkway. Your registration includes professionally timed course and long sleeve Champion "vapor-cotton" shirt.	Michelle Boyte	03/15/2015 07:21 AM	014:50
Health and Nutrition	Triad Viewpoints #1	Making healthy choices isn't always easy. North Carolina Cooperative Extension's educators help people sort fact from fad, providing research-based programs that promote a lifetime of good health. Programs cover a broad spectrum, from pesticide safety to indoor air quality, from childhood nutrition and physical activity to heart-healthy eating and food safety.	Geissler Baker	03/22/2015 06:59 AM	015:00
Family Gardening Festival	Triad Viewpoints #2	Join us for the Family Gardening Festival and Accept the Challenge! Saturday, April 25, 2015 10:00am - 2:00pm Demonstration Garden, NC Cooperative Extension 3309 Burlington Road, Greensboro Learning Stations Include: Proper pruning and care of	Karen Neill	03/22/2015 07:19 AM	014:56

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>pruning equipment.images (2) Square foot gardening. Composting and vermicomposting. Plants that attract pollinators and work well in container plantings. Accept the Challenge! The Cooperative Extension is seeking at least 50 families to accept the challenge of growing their own vegetables. The first 50 participating families will receive a free starter plant to take home for their new garden! Great hands-on fun for kids: * Face painting.images (4) * Seed-starting. * Butterfly-themed crafts. * See worms in action through vermicomposting!</p>			
Avoiding being scammed	Triad Viewpoints #1	<p>How to Spot a Government Imposter Scam: In general, it's best not to click on links that come in unsolicited emails. Here are some more ways to spot someone posing as a government agency. Don't trust a name or number. Con artists use official-sounding names or mask their area codes to make you trust them. Don't fall for it. Be wary if you are being asked to act immediately: Scammers typically try to push you into action before you have had time to think. Always be wary of emails urging you to act immediately or face a consequence. Don't wire money or use a prepaid debit card: Scammers often pressure people into wiring money or putting cash on a prepaid debit card. Why? It's like sending cash: once it's gone, you can't trace it or get it back. But government agencies do not typically ask for money using these forms of payment, so consider that a "red flag."</p>	Michael Henson from the BBB	03/29/2015 06:59 AM	014:53

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		<p>Watch for typos, strange phrasing and bad grammar. Scammers can easily copy a government seal, but awkward wording and poor grammar are typically a give away that the message is a scam. When in doubt, contact the agency yourself. If you're not sure whether an email is real, you can always look up a phone number yourself and contact the court or government agency the email claims to be from.</p>			
<p>How the BBB works</p>	<p>Triad Viewpoints #2</p>	<p>All BBB (Better Business Bureau) accredited businesses have agreed to live up to our Standards for Trust, a comprehensive set of best practices for how businesses should treat the public in a fair and honest manner. To review our Standards for Trust, click here. BBB does not compare businesses against each other but rather evaluates businesses against our standards " and our standards clearly speak to the character and competence of an organization. BBB is the resource to turn to for objective, unbiased information on businesses. Our network of BBBs allows us to monitor and take action on thousands of business issues affecting consumers at any given time. BBB is your key adviser, most reliable evaluator and most objective expert on the topic of trust in the marketplace.</p>	<p>Kevin Hinterberger</p>	<p>03/29/2015 07:19 AM</p>	<p>014:57</p>

WMKS
Greensboro, NC
Quarterly Issues/Programs List
First Quarter, 2015
04/06/2015

Section III
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
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:29	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	009
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	023