

WMKS
Greensboro, NC
Quarterly Issues/Programs List
First Quarter, 2022
04/08/2023

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:

**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
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. J. Fergie, Dr. D, Spiegel	01/02/2022 07:05 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	DR. CADILLA ALDANA	01/09/2022 07:09 AM	029:49
Public Health & Safety, Race	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. P. Marks, T. Williams	01/16/2022 07:08 AM	029:50
Public Health & Safety, Race	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. C Webb, G. Landsverk	01/23/2022 07:07 AM	029:50
Public Health Safety Educatio	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. Assoumou, A. Levi	01/30/2022 07:09 AM	029:49
Public Health & Safety, Race	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	C. Johnson, C. Gorre	02/13/2022 07:09 AM	029:49

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
(Insert network and/or syndicator-provided programs lists here.)				

**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
	PSA/WOMEN HEART/MISDIAGNOSIS	000:28	1
	VISIT NC	000:29	11
NCAB	NATIONAL GUARD	000:29	11
NCAB	NC ASSOC OF BROADCASTERS	000:29	11
WOMENSHEART	WOMEN HEART	000:28	17

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 03/25/22 – 03/27/22**

Guests & Topics:

- **Lori Bettinger is the Co-President of Alliance Partners and serves as the President of BancAlliance.** Bettinger discussed the ongoing conflict in Ukraine including a jump in U.S. food prices, a Russian oil-sparked recession, and more. She also covered the continued repercussions of the COVID-19 pandemic on our US economic system, the rise in interest rates by the fed, and the chance of a housing market crash.
- **Dr. Dorothy Fink, Deputy Assistant Secretary for Women's Health and Director of the Office on Women's Health in the Office of the Assistant Secretary for Health (OASH).** As we wrap up March and Women's History Month, Dr. Fink focused on what we all should be thinking about this month for women's health. She offered information and advice to women who weren't able to get their mammograms and other cancer screenings done since COVID-19 started. Dr. Fink also talked about what women should know about the COVID-19 vaccine.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 03/25/22 – 03/27/22**

Guests & Topics:

- Over the last decade, Brain Balance has evaluated more than 150,000 children and understands the nuances of development. **Angie Arciga, Director of Programs at Brain Balance** talks about the impact of the pandemic on our nation's children. Angie is going to give us some helpful tips to put into practice when it comes to home development.
- She also spoke with **Richard Rapoza, an Abbott representative.** And he tells us about the importance of promoting diversity in medical research and how this can improve care among minority communities.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 03/18/22 – 03/20/22**

Guests & Topics:

- **Dr. Tina Carroll-Scott is a general practitioner and the medical director of the South Miami Children's Clinic.** Dr. Scott discussed working in a underserved community of color throughout the pandemic and trying to increase access and equity with the Covid vaccines through pop ups. She focused how COVID vaccine authorization for our youngest children (under 5) may be coming in the next month, but it seems that many vaccinated parents still haven't acted on getting their older children (5 and older) vaccinated. Dr. Scott talked about weighing the dangers of getting COVID compared to the side effects of a vaccine for children.
- **Parenting Expert, Carol Muleta, founder of The Parenting 411, 2019 DC Mother of the Year, and author of the newly released book, *The Parenting Odyssey: Trials*.** Monday, March 21st is National Single Parent Day and Muleta offered tips on how single parents can raise their children in the best way for themselves and their kids. She discussed the importance of establishing good routines, teamwork, rules of engagement, and finding common ground with your partner's approach to parenting. Muleta also talked about the importance of personal self-care for single moms and dads.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 03/18/22 – 03/20/22**

Guests & Topics:

- We talk with **Dr. Trinidad Solis, Public Health Physician, Fresno County Department of Public Health** about how women can influence COVID vaccines during Women's History Month. We will also talk with **Jose Javier Guarderas, co-founder and Vice President of Premios Verdes** on how we can do our bit and help the community.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 03/11/22 – 03/13/22**

Guests & Topics:

- **Dr. David Banach, associate professor of medicine at UConn School of Medicine.** COVID cases are continuing to fall across the country. Dr. Banach discussed what these current trends mean and the current state of the pandemic. He discussed why Americans should remain optimistic that we are closer to getting back to a new "normal". Dr. Banach talked about the concern for the emergence of new variants and what COVID will look like in the future.

- **Dr. Janine Domingues, Clinical Psychologist at the Child Mind Institute.** The war in the Ukraine has many children and parents on edge. Dr. Domingues discussed how do you start, and have, a conversation about what is happening in Ukraine with your kids. She talked about how the conversation will differ with young children verses older kids. She covered signs that a child may be feeling anxious about the news and how can we ease these anxieties. Dr. Domingues suggested resources for parents.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 03/11/22 – 03/13/22**

Guests & Topics:

- Poison control centers across the United States continue to be inundated with calls about children consuming cleaning products as the demand for these items continues to increase. **Cynthia Vega, Coordinator of the Safe Kids Worldwide Coalition** gives us advice/tips on how we can prevent this from happening to our children. And, the United States Army is offering its largest bonus yet for new recruits. **Three officers** are joining us today with more information about these incentives.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 03/04/22 – 03/06/22**

Guests & Topics:

- **Sarah Stephens, PharmD, CPPS is the Network Medication Safety Officer for HonorHealth in Scottsdale, AZ.** As a follow-up to President Biden's State of the Union, Stephens discussed the administration's shifting focus from pandemic/crisis response to managing COVID-19's new normal. She talked about the CDC's announcement to ease mask restrictions for the majority of Americans and what does this means about the current state of the pandemic. Stephens touched on what the future might look like for COVID-19 and the responsibility of Americans to continue to get boosted.
- **Dr. Sallyann Coleman King, Medical Director of the Colorectal Cancer Control Program at the Centers for Disease Control and Prevention and Commander in the U.S. Public Health Service.** March is Colorectal Cancer Awareness Month, and King says that it's never been more important for men and women to routinely get screened for this disease. Colorectal cancer is the second leading cancer killer, but it can be preventable with routine screening. King discussed how too many people have put off these screenings – especially during COVID-19. She explained the Centers for Disease Control and Prevention's campaign called Screen for Life.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 03/04/22 – 03/06/22**

Guests & Topics:

- We are talking with **Dr. Adriana Cadilla** who shares more information about COVID vaccines and if they can affect pregnant women and those who are breastfeeding. We also speak to **Dr. Hector Colon-Rivera, President of the APA Caucus of Hispanic Psychiatrists.** He will give us more information on how inflation is affecting our decisions about how we eat.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 02/25/22 – 02/27/22**

Guests & Topics:

- **Cole Lyle, Marine Veteran and Executive Director of Mission Roll Call** – Cole Lyle discusses the work Mission Roll Call does for veterans across the country, from suicide prevention to assistance with health care and benefits.
- **RADM Felicia Collins, Deputy Assistant Secretary for Minority Health & Director of the Office of Minority Health in the U.S. Department of Health & Human Services** – Dr. Felicia Collins offers an update on the spread of COVID-19, the safety and effectiveness of the COVID-19 vaccines, and the impact the pandemic has had on minority communities.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 02/25/22 – 02/27/22**

Guests & Topics:

- The number of scams and fraud cases is now at record levels and millions of people lose billions of dollars a year at the hands of criminals. We speak with **Alex Juárez, AARP expert on family and loved one care issues,** who gives us tips on how we can help our loved ones.

- We also spoke with **Dr. Barbara Robles, an academic child psychiatrist and mental health consultant**. She brings us more information about a survey that shows that about three in 10 Hispanic-Americans are concerned about the impact that social networks have on mental health.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 02/18/22 – 02/20/22**

Guests & Topics:

- **Ginger Zee, author, chief meteorologist at ABC News and managing editor of the climate unit at ABC News.** Zee talked about her new book, *A Little Closer to Home* where she talks about facing depression and the stigmas surrounding mental health issues. Ginger tells us, how she spent most of her life shielding her vulnerabilities and discussed her personal struggle with crippling depression, suicide attempts, and many other life experiences in hopes of helping others around her.
- **Dr. Byron Jasper, founder and Chief Executive Officer of Byja Clinic in New Orleans.** With COVID cases decreasing across the United States, Dr Jasper focused on what's next and why it still makes sense to get vaccinated. He covered the latest information on who is eligible to receive a booster, the difference in boosters, and why is it important to get a COVID-19 booster if you're fully vaccinated. As the Omicron variant runs its course, Dr. Jasper talked about possibilities of other variants emerging.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 02/18/22 – 02/20/22**

Guests & Topics:

- If you or a loved one uses a cell phone made before 2012, an outdated alarm system, or a life-saving medical device that relies on the third-generation cell phone network, or 3G, be aware that these devices may stop working Starting next February 22. We speak with **Cristina Martín Firvida, vice president of Government Affairs at AARP**, who tells us about the phase-out of 3G networks and offers advice to those who may be affected
- We also speak with **Dr. Marcos Mestre, Vice President and Medical Director of Nicklaus Children's Hospital** who talks about the indecision about the COVID vaccine in the Hispanic community for children.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 02/11/22 – 02/13/22**

Guests & Topics:

- **Carole Johnson is the Administrator of the Health Resources and Services Administration (HRSA).** Johnson discussed her role at the HRSA and how they are continuing to help people to get vaccinated. She gave us an update on COVID vaccines for children and boosters for adults and how they are providing trusted messengers from within the communities where people live, especially in minority communities throughout the USA.
- **Celina Gorre is the CEO of WomenHeart: The National Coalition for Women with Heart Disease**, based in Washington, D.C. February is heart health month 2022 and Gorre discussed disparities in heart disease – for women and for women of color. She discussed why women are too often misdiagnosed including the lack of awareness of heart disease in women and bias in care. She talked about WomenHeart's support services across the country for women with heart disease.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 02/11/22 – 02/13/22**

Guests & Topics:

- February is heart health month and we're bringing more information on how regular health screenings can help find problems before they start. We will speak with **Dr. Maria Delgado-Lelievre**. She has extensive knowledge in hypertension and is **part of the University of Miami Comprehensive Hypertension Center**.
- We also spoke with **Richard Rapoza, representative of Abbott**. And he talks about the importance of promoting diversity in medical research and how this can improve care among minority communities.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 02/04/22 – 02/06/22**

Guests & Topics:

- **Katie Wilkes national spokesperson and content specialist for the American Red Cross.** Wilkes talked about the national blood crisis due to the Omicron variant. She also discussed Red Cross response to weather related events, domestic and international disasters, and carrying out other humanitarian efforts.
- **Dr. Rachel Villanueva, MD FACOG is a Clinical Assistant Professor of Obstetrics/Gynecology at the NYU Grossman School of Medicine.** With February being Black History month, Dr. Villanueva of the National Medical Association discussed the progress of COVID vaccines and boosters in the Black community. She discussed vaccine access and vaccination rates in Black neighborhoods and communities and spoke about the impact the Omicron variant is having on Black communities and across the U.S.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 02/04/22 – 02/06/22**

Guests & Topics:

- Over the last decade, Brain Balance has assessed more than 150,000 children and understands the nuances of development. **Angie Arciga, Director of Programs at Brain Balance** talks about the impact of the pandemic on our nation's children. Angie is going to give us some helpful tips to put into practice when it comes to home development.
- And --- Could a change in learning style boost your child in class? We talked to **Erika Twani, co-founder and CEO of Learning One to One** about relational learning.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 01/28/22 – 01/30/22**

Guests & Topics:

- **Dr. Assoumou is an Assistant Professor of Medicine at Boston University School of Medicine and the inaugural Louis W. Sullivan, MD, Endowed Professor of Medicine.** The conversation around being "fully vaccinated" is evolving. Dr. Assoumou discussed what it now means to be up-to-date with your COVID vaccinations. She also gave us the latest information on the surge of the Omicron variant, its severity, other potential variants on the horizon, and how we can stay prepared.
- **President & CEO, Alicia Levi, Reading is Fundamental.** Levi talked about the impact of the pandemic on our nation's children as it relates to literacy and reading. She told listeners how RIF has pivoted and addressed the social and emotional impact of COVID-19 and the role books/reading plays in supporting kid's wellbeing. RIF and our nation's educators have introduced a six-month reading initiative, Rally to Read 100 that includes read-alouds with notable authors, activities, and a sweepstakes giving away books. More at www.RallytoRead.org.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 01/28/22 – 01/30/22**

Guests & Topics:

- We speak to **Command Sergeant Major of the Miami Battalion, (CSM) Enrique Cruz; Fort Lauderdale Company First Sergeant (1SG) Kevin Alvarez; and the Commander of the Aguadilla Company of Puerto Rico Captain (CPT) Kenny Padilla of the United States Army.** They are offering their largest bonus yet for new recruits with up to \$50,000 available to qualified individuals who sign up for six years of active duty.
- **Cari Dighton, the Regional Director of Communications for the Northern California Coastal Region for the American Red Cross** joins us and talks about what the Red Cross is currently calls "the worst blood shortage in more than a decade." Always in need of blood, the nonprofit said the combination of the unrelenting pandemic and a rare flu season have exacerbated pre-existing shortages. She also gives us more information about the nonprofit and winter weather safety.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 01/21/22 – 01/23/22**

Guests & Topics:

- **Dr. Cameron Webb, Senior Policy Advisor for Equity for the White House COVID-19 Response Team.** Dr. Webb discussed this week's launch of the website COVIDTests.gov, a place where Americans can order free at-home, rapid COVID-19 tests. He also talked about how 400 million N95 masks are about to be distributed to the American people and gave us information on Omicron and the necessity for vaccine boosters.
- **Gabby Landsverk, Health, Nutrition and Fitness Reporter for INSIDER in New York City.** Gabby talked New Year's Resolutions and the latest in health and fitness in 2022. She discussed some of the latest fitness trends since the pandemic began and covered healthy eating, dieting, and explained the pros and cons of intermittent fasting.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 01/21/22 – 01/23/22**

Guests & Topics:

- **Irma Treviño - spokesperson for the IRS** or Internal Revenue Service offers the audience 5 steps to file taxes correctly and safely.
- **Dr. Héctor Teme: Author of best sellers offers us emotional and leadership tools** that can be used in our lives and communities to achieve extraordinary achievements even in the midst of the COVID19 pandemic.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 01/14/22 – 01/16/22**

Guests & Topics:

- **Dr. Peter Marks, M.D., Ph.D., Director of the Center for Biologics Evaluation and Research for the Food & Drug Administration.** The FDA authorized and CDC has recommended boosters for children ages 12 and older. Marks also discussed the potential for boosters for children 5-11 years old in the near future. Marks explained the reasoning behind the time frame on booster doses for Pfizer –and now Moderna – shortening to five months after the primary series. Marks talked about whether vaccines are losing their effectiveness more quickly than originally thought and the impact of the Omicron Variant.
- **Trovon C. Williams- NAACP, Vice President of Marketing and Communications** – Williams discussed Martin Luther King Day and how the NAACP is raising National awareness about the history of King. He also discussed some of the challenges COVID has caused for African Americans and talked about the key issues that the NAACP is spearheading in 2022.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 01/14/22 – 01/16/22**

Guests & Topics:

- **Dr. Eduardo Sánchez serves as the American Heart Association (AHA) Medical Director for Prevention.** Dr. Sánchez is board certified in family medicine. He obtained his M.D. at the University of Texas (UT) Southwestern School of Medicine at Dallas, an M.P.H. at the UT Health Sciences Center at the Houston School of Public Health, and an M.S. in Biomedical Engineering from Duke University. He also has a B.S. in Biomedical Engineering and a B.A. in Chemistry from Boston University. How to help stay protected against dangerous new variants like omicron. How COVID-19 vaccines and booster doses protect against newer variants. Safety and efficacy of the vaccine in children 5 to 11 years of age. Recent information on COVID-19 vaccines in the United States: who is eligible now, how many people have been vaccinated, when to get a booster, and where people can go for more information about vaccines. Where to get more information and make appointments for both yourself or your children.
- **Dr. José Colón - Mental Counselor** – Recently a study published in the journal Pediatrics, showed evidence of the effects on problems in childhood when they do not enjoy a healthy pattern at bedtime. Dr. Colón guides us on recommendations to put into practice every day that could help families.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 01/07/22 – 01/09/22**

Guests & Topics:

- **Adriana Cadilla, MD, pediatric infectious disease specialist with Nemours Children's Hospital in Orlando, Florida.** The FDA and CDC made new COVID booster vaccine recommendations this week. Cadilla discussed what vaccinated people need to know now about getting a booster. Children as young as 12 can now receive a booster. Cadilla talked about why kids need a booster and spoke about the severity of Omicron compared to previous COVID-19 variants.
- **Coach Monica Aldama, host of the Netflix Emmy Award-winning docuseries, Cheer and author of FULL OUT: Lessons in Life and Leadership from America's Favorite Coach.** Why is discipline and consistency the key to building a winning team? Aldama offered practical solutions for personal growth, parenting, and job excellence. She gave suggestions on how to take command of your talent, make the most of your potential, and find your drive to succeed in 2022.

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 01/07/22 – 01/09/22**

Guests & Topics:

- **Irma Treviño: IRS liaison** explain importance about two letters the Internal Revenue System is sending for people who received stimulus checks and child tax credit.
- **Dr. José Colón:** Does the pandemic make us better parent? A new national survey speaks about covid19 times and parenting.

iHeartRadio Communities: Public Affairs Special

30min show for all English stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 12/31/21 – 01/02/22**

Guests & Topics:

- **Dr. Jaime Fergie, director of infectious diseases at Driscoll Children's Hospital and medical director at the Global Institute for Hispanic Health.** Dr. Fergie provided the latest information on the Omicron variant and why there is a necessity for vaccines and boosters. He also focused on how COVID has affected our Latino communities and pediatric health.
- **Dr. David Spiegel Chief Scientific Officer at the Sarah Cannon Research Institute – Top Advancements in Cancer Research in 2021**
- **Nate Appleman Food Network Celebrity Chef – Personal story involving plasma donations and info on the plasma shortage across the country**

Estamos Contigo: Public Affairs Special

30min show for all Spanish stations to run in place of current show or in addition to.

Designed to focus on the biggest issues impacting you this week.

To air: **Weekend of 12/31/21 – 01/02/22**

Guests & Topics:

- **The analyst Luis Davila Colon** with a summary of the most shocking news of 2021.
- **Dr. Sixto Porras:** Best-selling author and director of the organization "Focus on the family" offering advice on how to overcome the difficult moments that have impacted the family in 2021.