

WMKS  
Greensboro, NC  
Quarterly Issues/Programs List  
Third Quarter, 2020  
04/08/2023

WMAG  
Quarterly Issues/Programs List

WMAG 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
Community	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting thisweek	Mayor Omar Neal, Michelle Hillman	07/04/2020 7:02 AM	029:31
Community	Christmas in July Supporting Seniors	Focus on the biggest issues impacting thisweek	Joel McIver, Yvonne Moore	07/02/2020 7:01 AM	17:00
Public Education	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. Phil Klotzbach	07/02/2020 7:01 AM	02:26
Public Health, Public Safety	Safety in the grocery store during the COVID-19 Pandemic	Focus on the biggest issues impacting thisweek	Ravin Tuffin	07/17/2020 7:00 AM	015:00
Public Education	Community Gardens in the Triad	Focus on the biggest issues impacting thisweek	Quina Weber-Shirk	07/17/2020 7:00 AM	015:00
Public Education	Guilford County Schools eLearning Virtual Academy	Focus on the biggest issues impacting thisweek	Dr. Whitney Oakley, Dr. Eboni Chills	07/24/2020 7:00 AM	016:00
Public Education	The Tarheel Challenge Academy	Focus on the biggest issues impacting thisweek	Angelina Wilson and Kenneth Cates	07/24/2020 7:00 AM	016:00

Public Safety, Public Health	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting thisweek	Dr. Vivek Murthy	07/30/2020 07:01 AM	030:00
Public Safety, Public Health	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting thisweek	Dr. L. Beitsch, K Paulson	08/09/2020 07:03 AM	029:22
Public Health, Public Safety	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting thisweek	KX Jin, Dr D. Ramo	08/16/2020 07:01 AM	029:30
Public Health, Public Safety	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting thisweek	J SYKES, DR D ANDERSON	08/23/2020 07:02 AM	029:31
MENTAL HEALTH	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting thisweek	DR J KELLY, J BROWN, B GILBER	08/30/2020 06:59 AM	029:31
GRIEF COUNSELING	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting thisweek	D. PAINE, J. WINUK	09/06/2020 07:00 AM	029:32
GRIEF COUNSELING PUBLIC SAFET	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting thisweek	D NIGRO S SILLER	09/13/2020 07:02 AM	029:29
Public Education, Voting	iHEARTREADIO COMMUNITIES PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting thisweek	J SYKES, M WARD	09/20/2020 07:02 AM	029:25

**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
<b>(Insert network and/or syndicator-provided programs lists here.)</b>				

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 9/26/20 - 9/27/20**

Guests & Topics:

- **Kate Dischino, VP of emergency programs and Americares preparedness** discussed response and recovery programs in the U.S. and around the world related to wildfires, hurricanes and other natural disasters. Dischino is responsible for deploying emergency response teams, coordinating large scale deliveries of medicines and relief supplies and implementing recovery programs that restore health services for disaster survivors. She talked about the Bob Cat Fire in California as well as the Oregon and Washington wildfires with a focus on victims needs and how people can help.
- **Shari Sinwelski, Vice President of National Networks, Vibrant Emotional Health and Deputy Director, National Suicide Prevention Lifeline**, where she oversees networks operations, standards, training and practices for its network of 165 crisis centers. September is **National Suicide Prevention Awareness Month** and this year it's even more important to discuss mental health as both the CDC and WHO have stated that our mental health is "languishing" amid the COVID-19 pandemic and issued warnings about its possible effects on suicidal behaviors. Sinwelski discussed how people can maintain hope if they are feeling suicidal and where they can get help.

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 9/26/20 - 9/27/20**

Guests & Topics:

- **John de Armas, Specialist and business strategist** offers us the second part of his advice to reinvent and get the most out of your business in times of crisis.
- **Irma Treviño, IRS spokesperson** gives us details of the week that the agency has declared the small business as a celebration week. In addition, it explains what the deduction consists of that can be used if you have an office in your home.

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 9/19/20 - 9/20/20**

Guests & Topics:

- **John Sykes, President of Entertainment Enterprises for iHeartMedia.** Sykes discussed the iHeartMedia Why I'm Voting campaign along with the aid of musicians, athletes, cultural influencers and others to share what matters to them the most in the upcoming election season. Listeners will also submit reasons for voting. Why I'm Voting will run across all of iHeartMedia platforms and markets through election day, Tuesday November 3, 2020. Listeners can submit their own 20 second or less audio or video message at [iheartradio.com/vote](http://iheartradio.com/vote).
- **Mike Ward, VP Voter Engagement at Democracy Works.** Democracy Works is a team of software developers, public policy wonks, and civic organizers building the tools needed to upgrade the infrastructure of our democracy. Ward discussed their vision of making voting a simple, seamless experience for all Americans so that no one misses an election. Ward talked about how and why they are building the tools needed in 2020 to upgrade the infrastructure of our systems to improve the voting experience for voters and election officials alike. He discussed some specific challenges to voting in 2020 during the COVID-19 Pandemic.

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 9/19/20 - 9/20/20**

Guests & Topics:

- **Maria Olmedo-General Manager of Communications for the 2020 Census**, tells us about how millions in funds are at risk that are assigned according to the participation of the public in this important initiative.
- **Commissioner Tony Ortiz-President of the League of Florida Cities** talks about the adjustments that different cities of the Nation are making in the finances and how this could affect the economy of the citizens.

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 9/12/20 - 9/13/20**

Guests & Topics:

- **Q104.3's Shelli Sonstein** guest hosts a **9/11 iHeartCommunities public affairs special from New York.**
- **Daniel Nigro is the Commissioner of the Fire Department of New York.** He discussed how 9/11 is being remembered in 2020 amidst the COVID-19 pandemic. The FDNY has increased the size of its World Trade Center memorial wall at its Brooklyn headquarters as they prepare to add the names of 27 more members who died of illnesses linked to the toxic air at Ground Zero during the rescue and recovery efforts.
- **Stephen Siller is the CEO and President of the Frank Siller Tunnel To Towers Foundation.** The Stephen Siller Tunnel to Towers Foundation's mission is to honor the sacrifice of FDNY Firefighter Stephen Siller, who laid down his life to save others on September 11, 2001. To date, The Tunnel to Towers Foundation has spent over \$250 million to honor and support our first responders and their families. Vice President Pence will speak peak at Tunnel to Towers September 11 Memorial Ceremony and be joined by families of 9/11 victims to honor the lives lost in 2001. Siller discussed the foundation and talked about the 2020 Never Forget Virtual Challenge.

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 9/12/20 - 9/13/20**

Guests & Topics:

- **Dr. Arcilio Alvarado and the microbiologist Dra Cruz** explain why you should be vaccinated to prevent complications between influenza and COVID-19.
- We also spoke with **Chavely Alers** about men who suffer domestic abuse. What are your rights and how does the law apply?

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 9/5/20 - 9/6/20**

Guests & Topics:

- **David Paine is the president and co-founder of the September 11 National Day of Service and Remembrance, ("9/11 Day").**
- **Jay S. Winuk is a nationally recognized inspirational speaker and public relations executive.** He is the co-founder of the September 11 National Day of Service and Remembrance, ("9/11 Day"). On September 11, 2001, Jay lost his younger brother Glenn J. Winuk, an attorney and volunteer firefighter/EMT, who ran from a position of safety into the WTC South Tower.
- David and Jay discussed their 9/11 Day organization and a major new initiative in response to COVID-19, called "9/11 Day At Home." This initiative features a new digital platform, at 911day.org, that enables millions of Americans to engage in a wide range of charitable service activities virtually, and from the safety of their homes, in observance of 9/11 Day, the nation's largest annual day of service.

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 9/5/20 - 9/6/20**

Guests & Topics:

- What can I do with my business?: **John De Armas**, business strategist teaches us 5 principles to survive the economic crisis.
- ARS is a division of the USDA and with its scientists they help make our food safe and make new discoveries. We spoke with **Janice Lopez**, microbiologist and agency specialist about this interesting topic.

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 8/29/20 - 8/30/20**

Guests & Topics:

- **Dr. John Kelly, Director of the Harvard Institute on Recovery:** Leading researcher on recovery and very good at explaining the disease and its impact.
- **Jan Brown (Executive Director of GRI):** Jan has worked with many families and can speak to all the signs, the reactions, the challenges and the hope for recovery and how communities can support people in early recovery. She is also in long term recovery from opioid use, a former West Pointer and the first African American to lead a national recovery organization.
- **Brantley Gilbert (Country Musician):** Brantley spoke about his recovery from addiction and his involvement in a song that will benefit the Global Recovery Initiatives Foundation.

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 8/29/20 - 8/30/20**

Guests & Topics:

- Interview with **Dr. Guzman from United Health Care** who talks about how COVID 19 has changed health care in the United States.
- **Sports journalist Sergio Ruiz** tells us about the controversy in different national sports leagues in which players and teams have decided not to play in protest of the most recent incident of police violence where an African American was killed.

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 8/22/20 - 8/23/20**

Guests & Topics:

- **John Sykes, President of Entertainment Enterprises for iHeartMedia.** Sykes discussed the iHeartMedia *Why I'm Voting* campaign along with the aid of musicians, athletes, cultural influencers and others to share what matters to them the most in the upcoming election season. Listeners will also submit reasons for voting. *Why I'm Voting* will run across all of iHeartMedia platforms and markets through election day November 3rd. Listeners can submit their own 20 second or less audio or video message at [iheartradio.com/vote](https://www.heart.com/vote).
- **David Anderson, PhD, is the Senior Director of National Programs and Outreach at the Child Mind Institute.** Dr. David Anderson discussed how COVID-19 is affecting families and children headed back to school. He covered how the pandemic is affecting kids with preexisting conditions and access to care. He talked about potential new conditions that may arise from the pandemic and what parents and caregivers can do to recognize the symptoms and get help as early as possible.

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 8/22/20 - 8/23/20**

Guests & Topics:

- **NOAA Meteorologist José Galvaez-** Speaks about Update Outlook of Hurricane Season and new satellites.
- **ZaryKaren Rivera Speaks with Yasmin Castellanos from USF Autism Center** about Tips for parents with special needs students.

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 8/15/20 - 8/16/20**

Guests & Topics:

- **Kang-Xing "KX" Jin is Head of Health at Facebook.** His team works on amplifying positive social impact related to health as well as efforts to minimize health misinformation. He discussed Facebook's involvement in World Mask Week and Facebook's COVID-19 involvement.
- **Danielle Ramo, PhD, the Senior Director of Research at Hopelab,** discusses college-age youth, loneliness, and tech. Colleges and universities are having to figure out how to best serve their students this fall, and Hopelab wants to make sure the mental health of their students is part of their equation. Loneliness was already a massive challenge for Gen Z. COVID-19 has only made that worse.

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 8/15/20 - 8/16/20**

Guests & Topics:

- **Erika Urdaneta: Vice President of Operations Better Business Bureau:** Guides the public about the frauds that have been detected in the middle of the COVID19 pandemic.
- **Dr. José Colón: Licensed Counselor** offers us data on emotional eating caused by different emotions and feelings.

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 8/8/20 - 8/9/20**

Guests & Topics:

- **Dr. Leslie Beitsch,** Chair of the Department of Behavioral Sciences & Social Medicine at Florida State University – How our behaviors have changed during the pandemic and how to handle certain stressful situations
- **Ken Paulson,** Director of the Free Speech Center at Middle Tennessee State University – How the First Amendment deals with protesting and what gets said social media

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 8/8/20 - 8/9/20**

Guests & Topics:

- Details about the pew research new study on economic effects of COVID19 on Latino communities.
- Aracelis Panameño from HUD "Prestamos Responsables". Speak about federal aid for mortgage payments.
- We spoke with immigration attorney Angel about new health laws that benefit non-citizens and how to get them.

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 8/1/20 - 8/2/20**

Guests & Topics:

- **Dr. Leslie Beitsch, Chair of the Department of Behavioral Sciences & Social Medicine at Florida State University** – How our behaviors have changed during the pandemic and how to handle certain stressful situation
- **Ken Paulson, Director of the Free Speech Center at Middle Tennessee State University** – How the First Amendment deals with protesting and what gets said social media

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 8/1/20 - 8/2/20**

Guests & Topics:

- This week, the **specialist in infections and internal medicine Dr. Rubén Pérez** answers us if the COVID19 can infect the same person twice, also offers us details of how the vaccine against this disease will work.
- Next, **the Mexican consul in the City of Orlando Juan Sabines** tells us his story of how he lost his mother in this epidemic and how they work to help the Mexican community in the nation.
- We also discuss a CDC article on how to make a family plan for hurricane season.

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 7/25/20 - 7/26/20**

Guests & Topics:

- **Dr. Beth Cameron, Vice President of Global Biological Policy and Programs at NTI (Nuclear Threat Initiative)** – She is Vice President of Global Biological Policy and Programs at NTI (Nuclear Threat Initiative) and formerly the senior director of global health security and biodefense on the White House National Security Council staff. NTI is a partner in the Pandemic Action Network. Dr. Cameron discussed the current status of the pandemic and what listeners can do to stay safe and healthy. Also, the reasons why testing and contact tracing is crucial, and the recent increase in biological threats from nature.
- **Dr. Angela Rasmussen, Columbia University Virologist and Forbes writer** discussed the latest on a potential 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 7/25/20 - 7/26/20**

Guests & Topics:

- Back to school: Precautions and Information: **Dr. Aledie Navas Pediatric Pulmonologist** tells us about the symptoms and trends in children.
- Why I have not received my tax refund?: **Irma Treviño spokeswoman for the IRS** guides us.

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 7/18/20 - 7/19/20**

Guests & Topics:

- **Dr. Judy Monroe, former Deputy Director of the CDC, current President & CEO of the CDC Foundation, and an advisor to the Pandemic Action Network** – How the CDC Foundation is helping in the fight against COVID-19 and Dr. Monroe's analysis of the impact of the virus itself
- **Jarrold Bernstein, former Obama administration counter terrorism and community outreach official, and former chief spokesman for the New York City office of Emergency management** – Assessing hospital capacity, PPE, testing and other emergency management measures being taken during this current coronavirus outbreak

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 7/11/20 - 7/12/20**

Guests & Topics:

- **Dr. Ali Nouri** - President of the Federation of American Scientists: Update on current COVID-19 outbreak & an explainer on what certain metrics mean (positivity rate, mortality rate, etc.)
- **Derrell Bradford** - Executive Vice President of 50CAN: The different challenges schools face as they plan to reopen and possible solutions for a safe reopening

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 7/4/20 - 7/5/20**

Guests & Topics:

- **Michael Bell** – deputy director of the Division of Healthcare Quality Promotion at the CDC. Dr. Bell discussed steps the public need to take this July 4th weekend to stop the spread of COVID-19, with an emphasis on cloth face coverings and distance. Dr. Bell promoted the first behavior change campaign by the Pandemic Action Network #MaskingForAFriend which engages influencers and celebrities to help increase awareness and amplify consistent, accurate messaging to make sure people know how to protect themselves and others from COVID-19 by using homemade cloth face coverings. He also talked about the threat of future worldwide pandemics.
- **Aaron Dworkin** – CEO of National Summer Learning Association. They provide resources for kids and parents to help kids stay engaged and learning and avoid the summer slide. Dworkin talked about how kids in underserved communities are more at risk to lose some of the learning throughout the summer, and also about summer learning while social distancing. He gave practical tips for parenting through COVID-19.