

WMKS
Greensboro, NC
Quarterly Issues/Programs List
First Quarter, 2020
07/06/2020

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:

- Diabetes prevention
- Finances
- Youth Development
- Veterans and Suicide
- Blood Supply
- Alzheimers
- Heart Disease and Triad Heart Association
- First Responders
- Youth and Military
- Disaster Preparedness
- Nutrition
- Blood donations for cancer patients
- Community and school gardens
- Greensboro Science Center
- Crime Stoppers
- Local Foods Summit
- Coronavirus

**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	DURATIO N
Diabetes prevention	Triad Viewpoints	A Look Into Diabetes: Genetics and Prevention takes a closer look at what it means to live with diabetes, the risk factors of prediabetes and the role genetics play in preventing and understanding the disease better.	Shellie Sonstein	01/05/2020 07:00 AM	029:47

Finances	Triad Viewpoints	Shameca is with the North Carolina Cooperative Extension Service in Guilford County. She talks about how to create a spending plan, goal setting when it comes to finances and how to save money for the new year.	Shameca Battle	01/12/2020 07:00 AM	014:52
Youth Development	Triad Viewpoints	Sarah is with the North Carolina Cooperative Extension service in Guilford County. She tell us about 4-H. How to Join, How to volunteer and all of the great activities they have planned for the coming months.	Sarah Paschall	01/12/2020 07:15 AM	014:52
Veterans and Suicide	Triad Viewpoints	Operation North State (ONS) is a 501 c3 non-profit (ALL VOLUNTEER) organization which currently offers eighteen (38) unique military support services programs for North Carolina's deployed troops and veterans-in-need. There is a second number related to the horrific stat of 20 veterans take their lives daily; and, we should all find this stat very troubling: Fourteen of these 20 veterans aren	Terry Snyder	01/20/2020 07:00 AM	014:45

		(tm)t even in the VA (tm)s system /on their radar. WHY? We need to get these guys and gals on everyone (tm)s radar - especially the VA's - support services are available and working.			
Blood Supply	Triad Viewpoints	Winter is typically a tough time for blood donations. We talk with Maya Franklin from the Red Cross about the work of the Red Cross in helping to take care of our blood supply in this area and in the United States	Maya Franklin	01/20/2020 07:16 AM	015:17
Alzheimers	Triad Viewpoints	Redia Baxter is the Health Systems Director for the Alzheimer's Association. Just what is Alzheimers? Is it different from Dementia? What can someone expect if they or a loved one are diagnosed with Alzheimers? How does the disease end up being fatal? Redia also talked to us about the Alzheimers Association and what they can do to help people with the disease and their families.	Redia Baxter	01/27/2020 07:00 AM	029:47

Heart Disease and Triad Heart Association	Triad Viewpoints	Jennifer updated us on the latest news about heart disease and the new strides made in keeping people healthy. She also talked about the new mobile kitchen the Heart Association has to visit areas in the Triad that are considered food deserts.	Jennifer Lawson	02/02/2020 07:00 AM	018:45
First Responders	Triad Viewpoints	Miller has a website called Do Work That Matters. He created the website to honor and support first responders and others who work for the common good of the public. Do Work That Matters is my way of honoring people that work hard to benefit the lives of others. The heroes next door, Farmers, Military, Firefighters, Police, EMS and on.	Miller Browning	02/02/2020 07:19 AM	010:48
Youth and Military	Triad Viewpoints	Sally is with the PGA Reach program. PGA REACH Carolinas has three pillars of focus: youth, military, and diversity & inclusion.	Sally Morgan	02/09/2020 07:00 AM	014:28
Disaster Preparedness - Nutrition	Triad Viewpoints	Vincent is the food and nutrition agent with the NC Cooperative extension service and he talked	Vincent Webb	02/09/2020 07:15 AM	014:09

		with us about how to preserve and prepare food in case of a natural disaster such as a hurricane or ice storm where you might lose power for an extended period of time.			
Blood donations for cancer patients	Triad Viewpoints	Maya Franklin is the Communications Manager for the American Red Cross. Maya talked with us about the need for blood for those fighting cancer. Patients fighting cancer need more blood than patients fighting any other disease, using nearly one-quarter of the nation (tm)s blood supply. That (tm)s why this February, the American Red Cross and the American Cancer Society have teamed up to encourage people across the country to Give Blood to Give Time, ensuring loved ones have the strength and support to battle cancer.	Maya Franklin	02/16/2020 07:00 AM	014:59
Community and school gardens	Triad Viewpoints	Quina Weber-Shirk, Extension Agent for Community and School Gardens talked to us about the new classes coming up	Quina Weber-Shirk	02/16/2020 07:15 AM	014:35

		in the next few weeks to help citizens learn how to start and maintain community gardens. She also talked about the efforts to create a database of community gardens so people can find a community garden they could be a part of			
Greensboro Science Center	Triad Viewpoints	We talked with Glenn about the plans for the Gateway Project, which will invest as much as \$45 million in capital improvements as part of the 2020-2030 strategic vision. This will support approximately 460 jobs and generate over \$80 million in economic impact during that 10 year period. We also talked about the new Aquarium and other new exhibits that have opened or are coming soon to the Greensboro Science Center.	Glenn Dobrogosz	02/23/2020 07:00 AM	029:30
Crime Stoppers	Triad Viewpoints	Stacey Finch is the Coordinator and Kevin von der Lippe is past chairman and on the board of directors for Greensboro/Guilford Crime Stoppers. They discussed some success stories	Stacey Finch and Kevin von der Lippe	03/01/2020 07:00 AM	018:00

		from past Crime Stopper cases and they also talked about the origin of Crime Stoppers and how the program works to fight crime in the community.			
Youth Development	Triad Viewpoints	Casey talks about the sport shooting club and some of the other activities available to youth who become a part of 4H in Guilford County	Casey Townsend	03/01/2020 07:18 AM	012:00
Local Foods Summit	Triad Viewpoints	Local food summit coming up in during the summer will focus on the importance of making sure local foods are in good supply for local consumption	Anna Beth-Williams	3/8/2020 7:00am	30:00
Coronavirus Explained	Coronaviruses Explained	<ul style="list-style-type: none"> GUEST 1 – Doctor discussing general questions about COVID-19. (What makes this virus unique, How does it spread, How is it different/similar to the flu and allergies, What are the right steps to take to protect yourself vs. misinformation being spread online, etc.) Also will ask some 	Guest: a Doctor, former Government Official and a Financial Expert	3/15/2020	30:00

		<p>common question from listeners... what does it mean to be quarantined, what about children and COVID-19? How should you talk with your kids about this?, Is there a difference between indoor and outdoor exposure, etc...</p> <ul style="list-style-type: none">• GUEST 2 – Former government official discussing the federal, state and local response. (What agencies are handling the response and why, What is an emergency declaration and how is that decision made, What goes into the decision to cancel events and large gatherings and why is that happening, etc...)• GUEST 3 – Financial expert discussing the			
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		<p>economic impact of the outbreak. (Why is the market responding the way it has recently, What are they halting trading?, How concerned should you be about your investments and 401K, What will a recovery potentially look like, is it a good time to buy stocks, etc.)</p>			
<p>Coronavirus Explained</p>	<p>Coronaviruses Explained</p>	<p>Topics covered:</p> <ul style="list-style-type: none"> • Topic 1: What are the latest coronavirus medical developments this week? What more we're learning about the virus itself, how those who still have to work with public can stay safe, and new data that shows younger people can be at risk for severe symptoms. • Topic 2: Understanding the concept 	<p>Guest(s): guests from the Child Mind Institute</p>	<p>3/22/2020</p>	<p>30:00</p>

		<p>behind flattening the curve and different measures government officials can take to boost supply for medical equipment necessary to treat coronavirus patients.</p> <ul style="list-style-type: none"> • Topic 3: Parenting through COVID-19. Talking to your kids about the virus. How to stay calm and be honest. 			
Coronavirus Explained	Coronaviruses Explained	<p>Topics covered:</p> <ul style="list-style-type: none"> • As COVID-19 spreads, what are we learning about the disease and how to slow the outbreak? • Impact of the virus on the U.S. health care system. • How the disaster relief organization is helping during this pandemic. 	<p>Guest(s):</p> <ul style="list-style-type: none"> • Author and Allergy Specialist Dr. Leo Galland • Vice President of Communications for the American Red Cross Elizabeth Penniman • Former Chief Economist at GE Healthcare Dr. Lisa Kennedy. 	3/29/2020	30:00

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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
	AD COUNCIL PSA 1	000:30	1
	AD COUNCIL PSA 2	000:30	1
	AD COUNCIL PSA 3	000:30	1
	AD COUNCIL_PSA_1_V2	000:30	12
	AD COUNCIL_PSA_2_V2	000:30	12
	AD COUNCIL_PSA_3_V2	000:29	11
	AMERICAN HEART ASSOCIATION	000:15	5
	AMERICAN HEART ASSOCIATION	000:29	7
	AMERICAN HEART ASSOCIATION	000:30	15
	AMERICAN HEART ASSOCIATION	000:30	4
	CHILD MIND INSTITUTE	000:33	6
	CHILD MIND INSTITUTE	000:33	6
	CHILD MIND INSTITUTE	000:36	7
	LOCAL PROMO INVENTORY PSA/PLANET FITNESS	000:30	6
	LOCAL PROMO INVENTORY PSA/STAND UP TO CANCERT	000:30	20
	LOCAL PROMO INVENTORY PSA/U.S. MARINE CORPS	000:30	14
	LOCAL PROMO INVENTORY PSA/U.S. MARINE CORPS	000:30	13
	PEACE IN THE STREETS	000:31	6
	PROJECT YELLOW LIGHT	000:29	1
	PROJECT YELLOW LIGHT	000:29	10
	PROJECT YELLOW LIGHT	000:30	9
	PSA/AD COUNCIL-CORONAVIRUS ALONE	000:30	1
	PSA/AD COUNCIL-CORONAVIRUS CONTACT	000:30	2
	PSA/NAMI	000:30	3
	PSA/NAT ALLIANCE ON MENTAL ILLNESS	000:30	7
	PSA/PROJECT YELLOW LIGHT	000:29	5
	STAND UP TO CANCER	000:30	11
	U.S. MARINE CORP.	000:30	9
	U.S. MARINE CORP.	000:30	7