

WMKS  
Greensboro, NC  
Quarterly Issues/Programs List  
Third Quarter, 2018  
10/05/2018

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:

- **4H Programs for Kids:** Peggy talked about the summer plant sale and how it raises money for programs for kids involved in 4H programs throughout Guilford County. She also talked about the different programs that are offered to kids.
- **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. We also talk about the upcoming Walks to end Alzheimer's in both Guilford and Forsyth counties,
- **Better Nutrition:** Justina Vaughn is the (EFNEP) Adult Educator for the city of Greensboro, NC. She talks with limited resource parent/caregivers who have youth in their home about the Expanded Food and Nutrition Education Programs and classes that focus on increasing fruit and vegetable intake, choosing better drinks, saving money while grocery shopping, and food safety
- **Caring for Caregivers:** The SECU Family House on the Richard J. Reynolds, III & Marie M. Reynolds Campus provides affordable lodging and support services in a caring environment for referred adult patients and/or their caregivers who travel to Winston-Salem, N.C., for medical treatment.
- **Child Safety:** Mark Botts with Operation Kidsafe talks about how to keep your kids safe from being lost or kidnapped
- **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. They talk about how to start and maintain a community garden. Also they discuss the schools that are creating special school gardens for their students
- **Cooking Program For Children:** Cooking With Chef Geoff is the name of the program and Peggie Lewis Joyce, 4H Agent, tells us all about it. We

also talk with a summer intern from NCSU, Amie Mabe about her experiences at the NC Cooperative Extension Service in Guilford County.

- **Dangers of Fleas and Ticks:** Part 2 - Joe Johnson the Water Quality/Vector Control Manager for the Environmental Health Section of the Guilford County Department of Public Health talks about fleas, ticks and mosquitoes. How to repel them, how to remove them from your skin and all of the diseases they can cause. What are the symptoms of Lyme Disease and Rocky Mountain Spotted Fever?
- **DHS See Say Day September 25th:** Guest: Taylor Price, Campaign Manager, If You See Something Say Something Campaign, U.S. Department of Homeland Security. Hosted by: Bernie Lucas, Public Affairs Director " iHM Washington DC Topics covered: Details about the DHS See Say Day on September 25th, definitions of suspicious activity, what to look for and who to report the activity to. Also some background on the campaign and reasons for the importance of ~see something, say something (tm).
- **Education for children with learning problems:** The Piedmont School was founded in 1982 by educator and parent, Pat McDonald Shahrokhi at St. Mary's Episcopal Church in High Point, North Carolina. The school's founding purpose was to provide intense, proven educational support for struggling ADHD/LD students. While the original mission has changed very little over the past three decades; enrollment, faculty, and programming have grown and expanded steadily to better serve our population of students throughout the Piedmont Triad region
- **Heart Health:** Sarah Fedele, the Director Of Communications and Marketing for the American Heart Association of the Triad talked with us about the advances made in combating heart disease and stroke. What used to be a death sentence is now treatable due to the research funded by the American Heart Association.
- **Homeless and Hunger in the Triad:** Lane is the Director of Development and Communications with Greensboro Urban Ministry (GUM). She talked about the history and mission of GUM, how they are helping victims of the recent Tornado in Greensboro, the Serving Greensboro Together dining out event and the GUM's 50th anniversary.
- **Homelessness and Hunger:** Lane is the Director of Development and Communications with Greensboro Urban Ministry (GUM). She talked about the history and mission of GUM, how they are helping victims of the recent Tornado in Greensboro, the Serving Greensboro Together dining out event and the GUM's 50th anniversary.
- **Inmates to Entrepreneurs:** 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.
- **Job Training:** Goodwill Industries of Central North Carolina is a 501(c)3 nonprofit charity that has been serving the community since 1963. At Triad Goodwill, we believe that all people, regardless of situation, should have access to meaningful employment. Through

workforce development programs, we help individuals develop the skills they need for today job market. 85 of every dollar earned in our stores supports Triad Goodwill mission of providing career development services and work opportunities for people in our community.

- **Learning Financial Literacy:** Justina Vaughn is the (EFNEP) Adult Educator for the city of Greensboro, NC. She talked about the importance of learning to be financially literate in order to keep a stable household
  - **Local Foods Week:** Today's program features Anna Beth Williams, an Agent with the North Carolina Cooperative Extension Agency in Guilford county. Anna Beth Williams is here to talk with us about the Local Foods week taking place in this area. Also here to talk with us is Quina Weber Shirk. Quina is a county Extension Agent in charge of community and school gardens
  - **Master Gardener Program:** Do you have what it takes to be a Master Gardener? Learn to be a Master Gardener and find out how you can help out people all over the Triad. Classes begin soon and you need to sign up. Crystal Mercer with the Guilford County Cooperative Extension Service gives you all the details
  - **PGA Reach Program:** PGA REACH is the charitable 501(c)(3) arm of the PGA of America. The program has been instilled in each of the 41 sections, to continue the impact at a section level. The Carolinas PGA is the largest of the 41 sections and had our own Foundation, PGA REACH Carolinas. Mirroring national, PGA REACH Carolinas has three pillars of focus: youth, military, and diversity & inclusion.
  - **Preserving and Canning Food:** Vincent Webb from the NC Cooperative Extension Service in Guilford County talks about canning and preserving all of those veggies you get from your garden or buy at the Farmers Market
  - **Reading and Literacy:** The Summer Reading program continues in Guilford County. Melanie Buckingham from the Greensboro Public Library updates us on all of the summer activities being offered for adults and children from the library.
  - **Saving money while buying school supplies:** Shameca Battle with the NC Cooperative Extension service has some great tips on how to save money and still get all of those school supplies that your children need
  - **Summer Intern Program:** Sadie Payne talks about the 4H Summer Intern program. Sadie talked about how teenagers can learn valuable skills and get study credits in the 4H Intern program
  - **Terrorism and 9/11 Day:** A special remembrance of 9/11 and the First Responders and everyone else that died that day
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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
Learning Financial Literacy	Triad Viewpoints	Justina Vaughn is the (EFNEP) Adult Educator for the city of Greensboro, NC. She talked about the importance of learning to be financially literate in order to keep a stable household	Justina Vaughn	07/01/2018 06:00 AM	014:10
Preserving and Canning Food	Triad Viewpoints	Vincent Webb from the NC Cooperative Extension Service in Guilford County talks about canning and preserving all of those veggies you get from your garden or buy at the Farmers Market	Vincent Webb	07/01/2018 06:15 AM	015:01
Dangers of Fleas and Ticks	Triad Viewpoints	Part 1 - Joe Johnson the Water Quality/Vector Control Manager for the Environmental Health Section of the Guilford County Department of Public Health talks about fleas, ticks and mosquitoes. How to repel them, how to remove them from your skin and all of the diseases they can cause. What are the symptoms of Lyme Disease and Rocky Mountain Spotted Fever?	Joe Johnson	07/08/2018 06:00 AM	014:21
Dangers of Fleas and Ticks	Triad Viewpoints	Part 2 - Joe Johnson the Water Quality/Vector Control Manager for the Environmental Health Section of the Guilford County Department of Public Health talks about fleas, ticks and mosquitoes. How to repel them, how to remove them from your skin and all of the diseases they can cause. What are the	Joe Johnson	07/08/2018 06:17 AM	014:30

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		symptoms of Lyme Disease and Rocky Mountain Spotted Fever?			
Homeless and Hunger in the Triad	Triad Viewpoints	Lane is the Director of Development and Communications with Greensboro Urban Ministry (GUM). She talked about the history and mission of GUM, how they are helping victims of the recent Tornado in Greensboro, the Serving Greensboro Together dining out event and the GUM's 50th anniversary.	Lane Bryant	07/15/2018 06:00 AM	014:34
Summer Intern Program	Triad Viewpoints	Sadie Payne talks about the 4H Summer Intern program. Sadie talked about how teenagers can learn valuable skills and get study credits in the 4H Intern program	Sadie Payne	07/15/2018 06:17 AM	014:47
Heart Health	Triad Viewpoints	Sarah Fedele, the Director Of Communications and Marketing for the American Heart Association of the Triad talked with us about the advances made in combating heart disease and stroke. What used to be a death sentence is now treatable due to the research funded by the American Heart Association.	Sarah Fedele	07/22/2018 06:00 AM	015:15
Education for children with learning problems	Triad Viewpoints	The Piedmont School was founded in 1982 by educator and parent, Pat McDonald Shahrokhi at St. Mary's Episcopal Church in High Point, North Carolina. The school's founding purpose was to provide intense, proven educational support for struggling ADHD/LD students. While the original mission has changed very little over the past three decades; enrollment, faculty,	Tim Montgomery	07/22/2018 06:19 AM	015:17

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		and programming have grown and expanded steadily to better serve our population of students throughout the Piedmont Triad region			
Child Safety	Triad Viewpoints	Mark Botts with Operation Kidsafe talks about how to keep your kids safe from being lost or kidnapped	Mark Botts	07/29/2018 06:00 AM	015:00
Homelessness and Hunger	Triad Viewpoints	Lane is the Director of Development and Communications with Greensboro Urban Ministry (GUM). She talked about the history and mission of GUM, how they are helping victims of the recent Tornado in Greensboro, the Serving Greensboro Together dining out event and the GUM's 50th anniversary.	Lane Brown	07/29/2018 06:16 AM	014:40
Cooking Program For Children	Triad Viewpoints	Cooking With Chef Geoff is the name of the program and Peggie Lewis Joyce, 4H Agent, tells us all about it. We also talk with a summer intern from NCSU, Amie Mabe about her experiences at the NC Cooperative Extension Service in Guilford County.	Peggie Lewis Joyce	08/05/2018 06:00 AM	015:00
Saving money while buying school supplies	Triad Viewpoints	Shameca Battle with the NC Cooperative Extension service has some great tips on how to save money and still get all of those school supplies that your children need	Shameca Battle	08/05/2018 06:19 AM	012:25
Master Gardener Program	Triad Viewpoints	Do you have what it takes to be a Master Gardener? Learn to be a Master Gardener and find out how you can help out people all over the Triad. Classes begin soon and you need to sign up. Crystal Mercer with the Guilford	Crystal Mercer	08/12/2018 06:00 AM	014:15

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		County Cooperative Extension Service gives you all the details			
Reading and Literacy	Triad Viewpoints	The Summer Reading program continues in Guilford County. Melanie Buckingham from the Greensboro Public Library updates us on all of the summer activities being offered for adults and children from the library.	Melanie Buckingham	08/12/2018 06:20 AM	013:45
Better Nutrition	Triad Viewpoints	Justina Vaughn is the (EFNEP) Adult Educator for the city of Greensboro, NC. She talks with limited resource parent/caregivers who have youth in their home about the Expanded Food and Nutrition Education Programs and classes that focus on increasing fruit and vegetable intake, choosing better drinks, saving money while grocery shopping, and food safety	Justina Vaughn	08/19/2018 06:00 AM	012:00
\$H Programs for Kids	Triad Viewpoints	Peggy talked about the summer plant sale and how it raises money for programs for kids involved in 4H programs throughout Guilford County. She also talked about the different programs that are offered to kids.	Peggy Joyce	08/19/2018 06:16 AM	015:00
PGA Reach Program	Triad Viewpoints	PGA REACH is the charitable 501(c)(3) arm of the PGA of America. The program has been instilled in each of the 41 sections, to continue the impact at a section level. The Carolinas PGA is the largest of the 41 sections and had our own Foundation, PGA REACH Carolinas. Mirroring national, PGA REACH Carolinas has three pillars of	Sally Morgan	08/26/2018 06:00 AM	014:40

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		focus: youth, military, and diversity & inclusion.			
Caring for Caregivers	Triad Viewpoints	The SECU Family House on the Richard J. Reynolds, III & Marie M. Reynolds Campus provides affordable lodging and support services in a caring environment for referred adult patients and/or their caregivers who travel to Winston-Salem, N.C., for medical treatment.	Kathy Carr	08/26/2018 06:18 AM	014:00
Inmates to Entrepreneurs	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	09/02/2018 06:00 AM	015:00
Job Training	Triad Viewpoints	Goodwill Industries of Central North Carolina is a 501(c)3 nonprofit charity that has been serving the community since 1963. At Triad Goodwill, we believe that all people, regardless of situation, should have access to meaningful employment. Through workforce development programs, we help individuals develop the skills they need for today (tm)s job market. 85 of every dollar earned in our stores supports Triad Goodwill (tm)s mission of providing career development services and work opportunities for people in our community.	Gail Ketteler	09/02/2018 06:17 AM	015:00
Terrorism and 9/11 Day	Triad Viewpoints	A special remembrance of 9/11 and the First Responders and everyone else that died that day	9/11 Day Remembrance	09/09/2018 06:00 AM	030:00



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
DHS See Say Day September 25th	Triad Viewpoints	<p>Guest: Taylor Price, Campaign Manager, If You See Something Say Something Campaign, U.S. Department of Homeland Security. Hosted by: Bernie Lucas, Public Affairs Director " iHM Washington DC Topics covered: Details about the DHS See Say Day on September 25th, definitions of suspicious activity, what to look for and who to report the activity to. Also some background on the campaign and reasons for the importance of ~see something, say something (tm).</p>	Taylor Price	09/16/2018 06:00 AM	030:00
Alzheimer's	Triad Viewpoints	<p>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. We (tm)ll also talk about the upcoming Walks to end Alzheimer's in both Guilford and Forsyth counties,</p>	Scott Herrick	09/23/2018 06:00 AM	029:30
Community and School Gardens	Triad Viewpoints	<p>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. They talk about how to start and maintain a community garden. Also they discuss</p>	Quina Weber Shirk	09/30/2018 06:00 AM	014:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		the schools that are creating special school gardens for their students			
Local Foods Week	Triad Viewpoints	Today's program features Anna Beth Williams, an Agent with the North Carolina Cooperative Extension Agency in Guilford county. Anna Beth Williams is here to talk with us about the Local Foods week taking place in this area. Also here to talk with us is Quina Weber Shirk. Quina is a county Extension Agent in charge of community and school gardens	Anna Beth Williams	09/30/2018 06:17 AM	013:45

**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>
Public safety	DEPT OF HOMELAND SECURITY PSA SHOW	029:00	001
AMERICAN RED CROSS	AMERICAN RED CROSS	000:29	006
COMMUNITY INVOLVEMENT	NO KID HUNGRY	000:30	003
COMMUNITY INVOLVEMENT	NO KID HUNGRY CAMPAIGN	000:30	002
DISASTER RELIEF	100 ROOFS	000:30	005
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:30	009
NATIONAL SUMMER LEARNING ASSO	NATIONAL SUMMER LEARNING	000:30	022
NATIONAL SUMMER LEARNING ASSO	SUMMER LEARNING	000:31	013
POVERTY	GLOBAL CITIZEN FESTIVAL	000:31	008
PSA	9-11 DAY	000:30	008
SAFE DRIVING	PROJECT YELLOW LIGHT	000:30	004