

WMKS
Greensboro, NC
Quarterly Issues/Programs List
Second Quarter, 2019
07/01/2019

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:

- **Alzheimers:** Kim Blanchard, Greg Shepherd and Susan Rinehart from the Alzheimer's Association. Alzheimer's disease is an irreversible, progressive brain disorder that slowly destroys memory and thinking skills, and eventually the ability to carry out the simplest tasks. We talk about the local Alzheimer's Association and their upcoming events including a benefit concert.
- **Better nutrition:** Canning fruits and veggies is a great way to save money for your family and feed them healthy meals. Vincent talks about how you go about it and suggests classes in canning and preserving offered by the extension servie.
- **Blood Donations:** Blood Donations continue to be low. Maya talks about the importance of encouraging people to donate and how many products are derived from a single donation of blood
- **Blood shortage in the Carolinas:** Maya Franklin, the External Communications Manager with the American Red Cross Blood Services talks about the current emergency shortage of blood and how you can help
- **Budgeting and Financial Literacy:** Shameca discussed her job as a teacher of financial literacy for low income residents of Guilford County. She talked about how to budget for back to school and how teach your children the finer points of financial literacy
- **Canning:** Want to know how to can fruits, vegetables and more? Vincent Webb has all of the facts.
- **Cleaning up the environment:** Earth Day and Cleaning up the environment was our subject. Plus we talked about the environmental programs being offered by the Greensboro public library system.
- **Community And School Gardens:** rogram 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.

- **Crime prevention and job creation:** Brian Hamilton and 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.
- **Do work that matters:** Do work that matters. Miller is a teenage entrepreneur who has started his own website and sells merchandise to benefit local charities.
- **Education:** Peggie talks about the STEAM programs for kids being offered by 4-H. Plus she updates us on the upcoming camps being offered to kids to teach a variety of subjects
- **Efnep:** 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
- **Homelessness and Hunger:** Cheryl talks about the history and mission of the Greensboro Urban Ministry and tells about their big fundraiser, Dining Out For Hunger which involves over a hundred participating Triad restaurants.
- **Jobs and job training:** Sarah Lanse, Marketing Specialist with Goodwill Industries of Central North Carolina talks about the mission of Triad Goodwill and they help people with job training and placement
- **Lung Cancer:** Emily Parks, Board Member and Event Chairperson for the Triad Lunge Forward event and Di Ann Smith, lung cancer survivor talk about lung cancer and the Lung Cancer Initiative Group.
- **Master Food Volunteer and Nutrition:** Vincent tells us about the new Extension Master Food Volunteer Program which trains people to go out into the community and help train more people in better nutrition
- **Measles and Vaccinations:** Dr. Iulia Vann, MD, MPH Assistant Health Director and Vonda Pabon, RN Clinical Nurse Manager. Measles and vaccinations is the topic. Our guests are from the Guilford County Department of Public Health and we talk about the resurgence of measles in the US and the safety of vaccines.
- **Paying for health care:** Grownups benefit is an organization that helps to pay for health care to families in the area who are experiencing financial problems
- **Preventing disease from insects:** 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?

- **Preventing lung cancer:** Emily Parks, Board Member and Event Chairperson for the Triad Lunge Forward event and Di Ann Smith, lung cancer survivor talk about lung cancer and the Lung Cancer Initiative Group.
- **Senior Services:** Joel McIver the Director of Communiation And Engaqgement and Holly Beck, a Volunteer and Community Engagement Manager with Senior Services of Forsyth County talk with us about all of the services that are available for seniors in Forsyth County. We also talk about the need for drivers for their Meals On Wheels program.
- **Triad and NC Strawberry Crop:** Local strawberry growers represent a signifiant part of the local agricultural economy. Where can you find them? How do you can them, cook them or use them? What is the best way to preserve them?
- **Youth, military, and diversity & inclusion:** 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.

**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
Education	Triad Viewpoints	Peggie talks about the STEAM programs for kids being offered by 4-H. Plus she updates us on the upoming camps being offered to kids to teach a variety of subjects	Peggie Lewis Joyce	04/07/2019 07:00 AM	030:00
Blood shortage in the Carolinas	Triad Viewpoints	Maya Franklin, the External Communications Manager with the American Red Cross Blood Services talks about the current emergency shortage of blood and how you can help	Maya Franklin	04/14/2019 07:00 AM	015:00
Homelessness and Hunger	Triad Viewpoints	Cheryl talks about the history and mission of the Greensboro	Cheryl Ledford	04/14/2019 07:16 AM	015:00

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		Urban Ministry and tells about their big fundraiser, Dining Out For Hunger which involves over a hundred participating Triad restaurants.			
Preventing disease from insects	Triad Viewpoints	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	04/21/2019 07:00 AM	030:00
Jobs and job training	Triad Viewpoints	Sarah Lanse, Marketing Specialist with Goodwill Industries of Central North Carolina talks about the mission of Triad Goodwill and they help people with job training and placement	Sarah Lanse	04/28/2019 07:00 AM	015:00
Lung Cancer	Triad Viewpoints	Emily Parks, Board Member and Event Chairperson for the Triad Lunge Forward event and Di Ann Smith, lung cancer survivor talk about lung cancer and the Lung Cancer Initiative Group.	Emily Parks	04/28/2019 07:18 AM	015:00
Triad and NC Strawberry Crop	Triad Viewpoints	Local strawberry growers represent a significant part of the local agricultural economy. Where can you find them? How do you can them, cook them or use them? What is the best way to preserve them?	Anna Beth Williams NC Cooperative Extension	05/05/2019 07:00 AM	015:00
Better nutrition	Triad Viewpoints	Canning fruits and veggies is a great way to save money for your family and feed them healthy meals. Vincent talks about how you go about it and suggests classes in canning	Vincent Webb	05/05/2019 07:17 AM	015:00

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		and preserving offered by the extension servie.			
Measles and Vaccinations	Triad Viewpoints	Dr. Iulia Vann, MD, MPH Assistant Health Director and Vonda Pabon, RN Clinical Nurse Manager. Measles and vaccinations is the topic. Our guests are from the Guilford County Department of Public Health and we talk about the resurgence of measles in the US and the safety of vaccines.	Dr. Iulia Vann and Vonda Pabon	05/12/2019 07:00 AM	015:00
Do work that matters	Triad Viewpoints	Do work that matters. Miller is a teenage entrepreneur who has started his own website and sells merchandise to benefit local charities.	Miller Browning	05/12/2019 07:16 AM	015:00
Alzheimers	Triad Viewpoints	Kim Blanchard, Greg Shepherd and Susan Rinehart from the Alzheimer's Association. Alzheimer's disease is an irreversible, progressive brain disorder that slowly destroys memory and thinking skills, and eventually the ability to carry out the simplest tasks. We talk about the local Alzheimer's Association and their upcoming events including a benefit concert.	Kim Blanchard, Greg Shepherd and Susan Rinehart	05/19/2019 07:00 AM	030:00
Paying for health care	Triad Viewpoints	Grownups benefit is an organization that helps to pay for health care to families in the area who are experiencing financial problems	Joey Hilburn	05/26/2019 07:00 AM	015:00
Cleaning up the environment	Triad Viewpoints	Earth Day and Cleaning up the environment was our subject. Plus we talked about the environmental programs being offered by the Greensboro public library system.	Melanie Buckingham	05/26/2019 07:17 AM	015:00
Crime prevention and job creation	Triad Viewpoints	Brian Hamilton and Inmates to Entrepreneurs. Our mission: To assist formerly incarcerated individuals in	Brian Hamilton	06/02/2019 07:00 AM	015:00

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		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.			
Preventing lung cancer	Triad Viewpoints	Emily Parks, Board Member and Event Chairperson for the Triad Lunge Forward event and Di Ann Smith, lung cancer survivor talk about lung cancer and the Lung Cancer Initiative Group.	Emily Clark	06/02/2019 07:19 AM	015:00
Blood Donations	Triad Viewpoints	Blood Donations continue to be low. Maya talks about the importance of encouraging people to donate and how many products are derived from a single donation of blood	Maya Franklin	06/09/2019 07:00 AM	015:00
Community And School Gardens	Triad Viewpoints	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.	Tina Weber-Shirk	06/09/2019 07:17 AM	015:00
Senior Services	Triad Viewpoints	Joel McIver the Director of Communiation And Engaqgement and Holly Beck, a Volunteer and Community Engagement Manager with Senior Services of Forsyth County talk with us about all of the services that are available for seniors in Forsyth County. We also talk about the need for drivers for their Meals On Wheels program.	Joel McIver	06/16/2019 07:00 AM	015:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Master Food Volunteer and Nutrition	Triad Viewpoints	Vincent tells us about the new Extension Master Food Volunteer Program which trains people to go out into the community and help train more people in better nutrition	Vincent Webb	06/16/2019 07:18 AM	015:00
Efnep	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	06/23/2019 07:00 AM	015:00
Canning	Triad Viewpoints	Want to know how to can fruits, vegetables and more? Vincent Webb has all of the facts.	Vincent	06/23/2019 07:18 AM	015:00
Budgeting and Financial Literacy	Triad Viewpoints	Shameca discussed her job as a teacher of financial literacy for low income residents of Guilford County. She talked about how to budget for back to school and how teach your children the finer points of financial literacy	Shameca Battle	06/30/2019 07:00 AM	015:00
Youth, military, and diversity & inclusion	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 focus: youth, military, and diversity & inclusion.	Sally Morgan	06/30/2019 07:18 AM	014:29

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
COMMUNITY INVOLVEMENT	NO KID HUNGRY	000:30	013
COMMUNITY INVOLVEMENT	TAKE YOUR KID TO WORK	000:31	005
HABITAT FOR HUMANITY	HABITAT FOR HUMANITY	000:31	003
MENTAL HEALTH	MENTAL HEALTH	000:33	019
MENTAL HEALTH	MENTAL HEALTH	000:35	009
SAFE DRIVING	PROJECT YELLOW LIGHT	000:30	001
WORLD WISH DAY	MAKE A WISH	000:29	005
WORLD WISH DAY	WORLD WISH DAY	000:29	009