

WMKS
Greensboro, NC
Quarterly Issues/Programs List
Third 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.

**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
(This station aired no local issues programming during the quarter in question.)					

**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/911 DAY OF SERVICE/CAIT LEAVEY	000:29	1
COMMUNITY INVOLVEMENT	9/11 NATIONAL DAY OF SERVICE	000:28	3
COMMUNITY INVOLVEMENT	9/11 NATIONAL DAY OF SERVICE	000:29	2
COMMUNITY INVOLVEMENT	9/11 NATIONAL DAY OF SERVICE	000:29	3
COMMUNITY INVOLVEMENT	NATIONAL FAITH & BLUE WEEKEND	000:30	4
CRISIS TEXTLINE	CRISIS TEXTLINE	000:29	5
CRISIS TEXTLINE	Partnership Promo Inventory	000:29	1
Education	NATIONAL SUMMER LEARNING	000:30	18
GLAAD	GLAAD	000:29	1
KIDDE COMMUNITY FIRE SAFETY	KIDDE COMMUNITY FIRE SAFETY	000:29	10
NATIONAL RECOVERY MONTH	NATIONAL RECOVERY MONTH	000:30	5
NATL ALLIANCE MENTAL ILLNESS	NATIONAL ALLIANCE MENTAL ILLN	000:32	3
NO KID HUNGRY	NO KID HUNGRY	000:29	14
OUTRIGHT INTERNATIONAL	OUTRIGHT INTERNATIONAL	000:29	2
RECOVERY	NATIONAL RECOVERY MONTH	000:30	11
TREVOR PROJECT	TREVOR PROJECT	000:29	2

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 06/24/22 – 06/26/22**

Guests & Topics:

- **Dr. Sean O'Leary, Pediatric Infectious Diseases specialist and Associate Professor of Pediatrics at the University of Colorado.** COVID vaccines were just authorized for children under 5. Dr. O'Leary talked about how 13 million children under age 18 in the US have gotten COVID and why the impact on children has increased. He discussed the important milestone of vaccinations at this stage of the pandemic and what parents need to know about vaccinating their youngest children.
- **Julie Garner, Founder of Project Yellow Light.** With much of America looking to make their next getaway this summer, millions of people are setting their sights on the open road and ready for vacation. Garner talked about Project Yellow Light and raising awareness, so we know the dangers of distracted driving.

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 06/24/22 – 06/26/22**

Guests & Topics:

- As COVID-19 vaccines become available for children under the age of 5, parents are concerned about side effects and more. We're joined by **Dr. Judith Flores, a pediatrician at NYC Health + Hospitals.**
- Plus, the U.S. Department of Agriculture wants to make sure people stay food safe while enjoying food during typical outdoor activities this summer like grilling, camping, hiking, and picnicking.

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 06/17/22 – 06/19/22**

Guests & Topics:

- **Dr. Kenneth Alexander** (Chief of Infectious Diseases at Nemours Children's Health in Florida) – Dr. Alexander discusses the rise in COVID-19 cases in certain parts of the country, different COVID-related issues impacting children who contract the virus, the latest COVID vaccination guidance for children, and ways to keep the family and kids safe during summer vacations and activities.
- **Kelly Navies** (Museum Specialist of Oral History at the Smithsonian National Museum of African American History and Culture) – Kelly Navies discusses the history of the Juneteenth holiday, from the period of time between the conclusion of the Civil War and the freeing of slaves in Texas to the events following that moment in history that led to the recent push for Juneteenth to become a federal holiday.

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 06/17/22 – 06/19/22**

Guests & Topics:

- A study shows that kids who play team sports tend to have better mental health outcomes than kids who don't. **Connections Wellness Group CEO Anna Arwine** talks about this study.
- We also speak with **Yaneth Bright, director of Annie's Place with Mommies In Need**, who gives us more details about the childcare crisis and why parents face rising costs and diminishing options.

iHeartRadio Communities: Public Affairs Special

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

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To air: **Weekend of 06/10/22 – 06/12/22**

Guests & Topics:

- **Dan Kotlowski AccuWeather's Lead Hurricane Expert** – Dan breaks down the expectations for the 2022 hurricane season. He also explains how these storms develop, what to watch for as a storm is approaching, and how to read the hurricane models seen on TV and online.
- **Steve Gregory iHeartMedia National Correspondent & Certified Wildfire Expert** – Steve offers an overview of the wildfires we've experienced so far in 2022 and breaks down the different issues responsible for the larger and more frequent wildfires we've seen in recent years.

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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 06/10/22 – 06/12/22**

Guests & Topics:

- This year we had the 90th United States Conference of Mayors where more than 180 mayors discussed solutions to a wide range of issues such as public safety, mental health, and infrastructure. **The first Latino mayor of Allentown, Matt Tuerk**, tells us a little more about what happened at the meeting.
- For years, unexpected medical bills have devastated the finances of countless families in America. A new law, the No Surprises Act, helps protect patients from receiving surprise bills. **Retired Police Chief Frank Fernandez** talks about how you can protect yourself from unexpected medical bills.

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 06/03/22 – 06/05/22**

Guests & Topics:

- **Fred Dillon is Head of Advisory Services at Hopelab.** Dillon develops technology solutions that improve the health and well-being of adolescents and young adults. Pride month kicks off June 1 and Dillon focused on Pride Month and LGBTQ+ teen mental health. He discussed the launching of a new, free digital tool called imi (eye-me) for LGBTQ+ teen mental health and well-being.
- **Mark Follman, author of TRIGGER POINTS: Inside the Mission to Stop Mass Shootings in America.** Follman discussed the school shooting in Uvalde, TX, in which a gunman took the lives of 19 children and two teachers inside Robb Elementary School. His new book is the first-ever account that goes inside the world of behavioral threat assessment, a groundbreaking method for successfully preventing mass shootings. He offered insight into the Uvalde tragedy and offered hope and information on prevention for these kinds of shootings.

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

To air: **Weekend of 06/03/22 – 06/05/22**

Guests & Topics:

- New research reveals that women who hug their partners reduce their stress levels. **Dr. Pierluigi Mancini is an expert in behavioral health** and gives us more details about this study.
- We also speak with **César Ybarra, Vice President of Policy at FreedomWorks** who brings us more details on gas prices and why it is a priority for the Biden administration.

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 05/27/22 – 05/29/22**

Guests & Topics:

- **Ram Koppaka, MD, PhD Associate Director for Adult Immunization Services Division Centers for Disease Control and Prevention.** The CDC just recommended that kids ages 5 to 11 get booster doses. Dr. Koppaka explained the rationale behind recommending boosters for kids and gave us the latest information on boosters for all ages. He discussed what the CDC is doing to address health equity during the pandemic and reduce health disparities - particularly when it comes to vaccine access and coverage. Koppaka covered when COVID vaccines might be available to kids under 5 and the success of the public education campaigns encouraging COVID vaccination and programs to increase trust and engagement within communities.
- **Bonnie Carroll President & founder of the Tragedy Assistance Program for Survivors (TAPS).** TAPS provides compassionate care to all those grieving the death of a military loved one. Since 1994, TAPS has provided comfort and hope 24/7 through a national peer support network and connection to grief resources, all at no cost to surviving families and loved ones. Carroll discussed the variety of programs available to survivors nationally and worldwide. She talked about the National Military Survivor Seminar and Good Grief Camp that is held annually in Washington, D.C., over Memorial Day. TAPS also conducts regional survivor seminars for adults and youth programs at locations across the country, as well as retreats and expeditions around the world.

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 05/27/22 – 05/29/22**

Guests & Topics:

- This month is Mental Health Awareness Month and now more than ever we need to pay attention to our minds and bodies. Major medical groups, including the American Academy of Pediatrics, have declared a national state of emergency on

children's mental health. According to experts, a keyway to support children's mental health is for parents and caregivers to have regular check-ins and help them openly express how they feel. We're joined by **mental health expert Dr. Regina Miranda** as she discusses why it's important for parents and caregivers to talk to their children about their emotional well-being.

- We're also joined by **Beverly Cazares, food safety specialist with the U.S. Department of Agriculture**, who wants to make sure people avoid food poisoning while enjoying typical outdoor activities this summer like grilling, camping, and picnics.

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To air: **Weekend of 05/20/22 – 05/22/22**

Guests & Topics:

- **John Bird, US Navy Vice Admiral (Retired) and Senior VP of Military Affairs at USAA** – Admiral Bird joins the show to discuss the creation and significance of the USAA Poppy Honor Wall; how the poppy came to symbolize Memorial Day; and how people can join in remembrance if they can't make it to the wall in person.
- **Clara Reynolds, President & CEO of the Crisis Center of Tampa Bay** – Clara Reynolds joins the show for Mental Health Awareness Month to discuss America's mental health crisis, along with the impact the pandemic has had on our mental health, and resources to help those in need.

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To air: **Weekend of 05/20/22 – 05/22/22**

Guests & Topics:

- Mental health is a hot topic these days, which is essential to breaking down the outdated stigma surrounding the topic and helping those in need access of critical care. **Dr. Danielle Ramos Madril is the medical director of UnitedHealthcare of Florida** and she is here to tell us more about the importance of mental health.
- **Dr. Olveen Carrasquillo, the principal investigator for the All of Us research program at the National Institutes of Health at the University of Miami**, has just published a new study proving the Latino epidemiological paradox. He explains to us why Latinos have similar or even better health outcomes than their nonwhite Hispanic counterparts, has just published a new study proving the Latino epidemiological paradox. He explains to us why Latinos have similar or even better health outcomes than their nonwhite Hispanic counterparts.

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To air: **Weekend of 05/13/22 – 05/15/22**

Guests & Topics:

- **Sarah Lovenheim Assistant Secretary for Public Affairs.** Lovenheim discussed how the Public Affairs division works to ensure the public hears about top Departmental priorities and initiatives tied to the Health and Human Service mission of building a healthier America. She talked about her experience overseeing the COVID-19 Public Education Campaign for HHS and the most important priorities now in encouraging vaccinations. Lovenheim discussed reaching out to parents to ensure they are supported in the decision to get their children vaccinated and why these type of efforts with moms in social media will be effective.
- **Cheryl Hostinak, executive director of American Bone Health.** It's National Osteoporosis Month and Hostinak explained what osteoporosis is and why it's important to have a national awareness month. She says tests and screening are available to diagnose osteoporosis and what we can do to help prevent osteoporosis. She offered up resources that people can access from American Bone Health.

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To air: **Weekend of 05/13/22 – 05/15/22**

Guests & Topics:

- After two years, many families will return to their summer trips, and it is very important to be aware of our health to avoid the spread of COVID-19. **Dr. Sandra Leal, President of the American Association of Pharmacists**, joins us today with more details on how to prepare before the trip.
- On another topic, the foods we eat may be good, but they never taste good until we read the label. A study by Attest found that only 9% of us can correctly read a Nutrition Facts label. **Dr. Fabricio Mancini, Expert in Healthy Living**, gives us tips to read the labels and make better decisions at the store.

iHeartRadio Communities: Public Affairs Special

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

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To air: **Weekend of 05/06/22 – 05/08/22**

Guests & Topics:

- **Dr. Sheldon Riklon M.D., University of Arkansas for Medical Sciences.** May is Asian/Pacific American Heritage Month and Dr. Riklon shared how the COVID-19 pandemic has impacted AANHPI community as well as communities of color. He says it's essential to help families understand the need to stay protected from COVID-19, regardless of whether they've been vaccinated. Dr. Riklon offered "tools" and suggestions to continue staying safe from COVID-19.
- **Stephen Holley, Carry The Load Co-Founder, President and CEO & Mark Elliott, Retired U.S. Army Colonel and Global Head of Military and Veterans Affairs at JPMorgan Chase.** Holley is a graduate of the United States Naval Academy and former SEAL Team 5 officer and Elliot oversees firm-wide, veteran-focused efforts in employment, entrepreneurship, education and workforce development, and community engagement. May is Military Appreciation month and both discussed their service to our country and Memorial Day's true meaning. They talked about the 10th Annual Month-Long National Memorial May Relay Covering 20,000 Miles and 48 States Honoring First Responders and Fallen Military.

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To air: **Weekend of 05/06/22 – 05/08/22**

Guests & Topics:

- The cost of childcare is skyrocketing and for many parents, the math doesn't work. They can't afford the luxury of never going back to work, but they can't afford childcare to get back to work. **Yaneth Bright, Director of Annie's Place with Mommies In Need**, a nonprofit organization that provides childcare so families can access health care. Tells us details about what parents can do to help alleviate these increasing costs.
- We also talk to **Dr. Pablo Rodriguez, Gynecologist and retired doctor** who is going to talk to us about COVID vaccines for children and reinforcements.

iHeartRadio Communities: Public Affairs Special

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To air: **Weekend of 04/29/22 – 05/01/22**

Guests & Topics:

- **Dr. Basim Khan, Executive Director, Neighborhood Health in Alexandria, VA.** Dr. Khan focused on community and the role local organizations play in expanding access to high quality and affordable health care. Dr. Khan discussed common barriers from different patient populations and how to overcome the fear of COVID-19 vaccinations.
- **Former White House chef and decorated combat veteran Andre Rush.** Chef Andre Rush is a retired decorated combat Veteran known worldwide as the White House chef for four Presidents including Bill Clinton, George W. Bush, Barack Obama, and Donald Trump. Rush advocates for military service and suicide prevention. Chef Rush talked about using food, medicine and therapy to help military vets overcome depression, anxiety, and PTSD with a method called "Cooking to Cope."

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To air: **Weekend of 04/29/22 – 05/01/22**

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.

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

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To air: **Weekend of 04/22/22 – 04/24/22**

Guests & Topics:

- **Mary Partin, CEO of the Dan Marino Foundation.** April is Autism Awareness Month. The Marino Campus is an accredited postsecondary school that prepares young adults with autism and other disabilities for gainful employment, social competence, and independent living by earning national industry certifications and gaining necessary skills vital to employment. Partin talked about resources that parents can use to help navigate through autism.
- **Paul Billings, American Lung Association National Senior Vice President of Advocacy.** Billings discussed the American Lung Association's 2022 "State of the Air" report that revealed how millions of Americans live in counties that have unhealthy levels of ozone or particle pollution. He focused on how air pollution harms health, who is most vulnerable to air pollution, and what steps the nation must take to make progress toward cleaner and healthier air.

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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 04/22/22 – 04/24/22**

Guests & Topics:

- According to the latest Healthy Minds Monthly* survey from the American Psychiatric Association (APA), Hispanic Americans are more concerned than other Americans, in general, about the effects of climate change on their health.
- Nearly two-thirds (63%) of Hispanic adults believe that climate change already affects the health of Americans, and more than half agree that it affects mental health. Joining us today is **Dr. Bernardo Ng, a native of Mexicali, Mexico and current Principal Investigator at Sun Valley Research Center, Inc.** He will share more details about the survey.
- The number of scams and fraud cases is now at an all-time high, and millions of people lose billions of dollars a year to criminals. We speak with **Alex Juárez, an AARP expert on family and loved one care issues**, who gives us tips on how we can help our loved ones.

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

To air: **Weekend of 04/15/22 – 04/17/22**

Guests & Topics:

- **Purvi Parikh, MD is an allergist and on faculty as Clinical Assistant Professor in both departments of Medicine and Pediatrics at New York University School of Medicine.** April marks National Minority Health Month. Dr. Parikh focused on how and why the pandemic has and continues to impact minority communities across the country. As an immunologist and allergist, she pointed out the similarities and differences in her practice since COVID-19 has come into play. Dr. Parikh gave advice on how we can continue to stay safe as we enter this next phase of the pandemic with potential new variants.
- **KOSTYA KENNEDY, author of TRUE: THE FOUR SEASONS OF JACKIE ROBINSON.** It's the start of major league baseball's 2022 season and this also marks the 50th anniversary of the passing of baseball legend Jackie Robinson. It also marks the 75th anniversary of one of the most significant moments of the 20th century - Jackie Robinson breaking the color barrier in major league baseball. Kennedy talked about Robinson's impact on MLB and society from four non-consecutive transformative years of Robinson's life: 1946, 1949, 1956, and 1972.

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 04/15/22 – 04/17/22**

Guests & Topics:

- Kym Lee, actress and celebrity makeup artist, joined forces with Dr. Yan Katsnelson to promote the topic of how women are affected by uterine fibroids. Women of all cultures provide care and hope to their families, and they want to empower women to take control of their bodies and their lives. Today, **Heidy Jantzen, the Latin ambassador for Fibroid Centers USA**, joins us with more information on how fibroids affect the Latino community.
- We also talk about a new study that found nearly eight in 10 people are taking steps to build generational wealth. **Miguel Horvath is General Director and Private Wealth Advisor at Horvath Wealth Management** and explains the subject in better detail.

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 04/08/22 – 04/10/22**

Guests & Topics:

- **Padi Boyd, Chief of the Exoplanets and Stellar Astrophysics Laboratory in the Astrophysics Science Division at NASA, and the Project Scientist for the Transiting Exoplanet Survey Satellite Mission.** Padi Boyd discusses a recent revelation made by the Hubble Space Telescope. She also explains the missions of the Hubble and James Webb Telescopes, including what their discoveries tell us about the origins of the Universe, the potential existence of extraterrestrial life, and why these revelations are important.
- **Dr. Dara Kass, HHS Regional Director for Region 2.** Dr. Kass discusses the effectiveness of the COVID-19 vaccines. She explains the benefits of the immunity received via vaccination as compared to natural immunity, and she talks about why those who have been infected with COVID-19 should still be vaccinated. Finally, she explains the latest guidance on booster shots, including the newest recommendation for those over the age of 50.

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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 04/08/22 – 04/10/22**

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.

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To air: **Weekend of 04/01/22 – 04/03/22**

Guests & Topics:

- **Jay Bhatt, D.O., MPH, MPA is a physician executive, internist, geriatrician, and public health innovator. He is Executive Director of the Deloitte Center for Health Solutions (DCHS) and the Deloitte Health Equity Institute (DHEI).** Dr. Bhatt discussed his experiences working in Chicago Health clinics now that we seem to be entering a new phase of the pandemic. He talked about the reasons he is hearing from people who remain hesitant to get vaccinated. We've been expecting the FDA and CDC to consider authorization for the vaccine for children younger than five. Dr. Bhatt discussed the timetable for this and gave his recommendations for children getting the Covid vaccine.
- **David L. Sharkis | Director of Operations Children's Dyslexia Centers, Inc.** Sharkis defined dyslexia and gave us an Overview of the Children's Dyslexia Centers and its mission. He outlined the types of programs their centers offer for both tutoring and training and told us how COVID has impacted operations. Sharkis talked about resources for people with Dyslexia.

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To air: **Weekend of 04/01/22 – 04/03/22**

Guests & Topics:

- Since 2020 we have learned every day about COVID-19, its variants and vaccines. **AltaMed's chief health officer and director of medical affairs Dr. Ilan Shapiro** talks about the new variant of Omicron and the importance of being vaccinated.
- We also spoke with **Barbara Robles; a Texas academic child psychiatrist and mental health consultant** about how social media affects our mental health.