

WMKS
Greensboro, NC
Quarterly Issues/Programs List
Fourth 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. 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
Breast Cancer Awareness, ADHD	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. M Jahanzeb, Dr. A. Kahn	11/06/2022 07:02 AM	029:49
Public Health & Safety Commu	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. D. Kass, Dr. J. Sands	11/27/2022 07:01 AM	029:49
Mental Health, Suicide Awaren	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	C. Huntsman Durham, Dr. M. Hy	12/04/2022 07:00 AM	029:49
Public Health, Mental Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	J. Contreras, B. Potts	12/11/2022 07:00 AM	029:49
Public Health, Suicide Awaren	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	C. Johnson, Dr. D. Rudd	12/18/2022 07:02 AM	029:49
Public Health & Safety, Suici	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. R. Jackson, J. Streaks, C.	12/25/2022 06:07 AM	029:49

**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/GLAAD GO PURPLE	000:29	1
	PSA/PARTNERSHIP TO END ADDICTION	000:29	1
BREAST CANCER RESEARCH FOUNDA	BREAST CANCER RESEARCH FOUNDA	000:30	12
COMMUNITY INVOLVEMENT	HISPANIC START	000:30	4
COMMUNITY INVOLVEMENT	NATIONAL FAITH & BLUE WEEKEND	000:30	4
GLAAD	GLAAD	000:29	5
INSPIRING CHILDREN	INSPIRING CHILDREN	000:29	4
MILITARY AND VETERANS	HOME BASE	000:30	15
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	6
SHINE A LIGHT	SHINE A LIGHT	000:30	3
SUBSTANCE USE RECOVERY	Partnership Promo Inventory	000:30	5
SUBSTANCE USE RECOVERY	PARTNERSHIP TO END ADDICTION	000:29	8
UNCF	UNCF	000:29	6

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 12/23/22 – 12/25/22**

Guests & Topics:

- **Dr. Rebecca Jackson VP of Programs & Outcomes for Brain Balance** – Dr. Jackson joins the show to discuss strategies for dealing with stress and anxiety around the holidays, including cues to watch for in children who can become overwhelmed by excitement, social gatherings and schedule changes.
- **Jennifer Streaks Senior Personal Finance Reporter for Business Insider** – Jennifer Streaks shares tips on how to manage personal finances during the holidays and how to set yourself up for success in the New Year.
- **Chloe Demrovsky President & CEO of Disaster Recovery Institute International** – Chloe Demrovsky breaks down numerous issues that impacted businesses and organizations during 2022, including supply chain problems, cyber security and the effect of natural disasters.

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 12/23/22 – 12/25/22**

Guests & Topics:

- We chat with **Jorge del Valle Director, head of Multi-Asset Strategies & Solutions for Latin America at Blackrock**, who gives us tips to invest in stocks, bonds and ETFs. We also talk with **Jeanette Contreras, Director of Projects, Health Equity Campaigns, UnidosUS** about health insurance and the importance of Latinos being insured for the new year.

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 12/16/22 – 12/18/22**

Guests & Topics:

- **Carole Johnson, Administrator of the Health Resources and Services Administration** – Carole Johnson explains the programs HRSA oversees to help bring underserved communities access to health care. Johnson also describes the role of HRSA in the administration of COVID-19 vaccines, and the support they provide for workers in the health care industry.
- **Dr. David Rudd, former President of the University of Memphis, Distinguished University Professor of Psychology, and Director of the Rudd Institute for Veteran and Military Suicide Prevention** – Dr. Rudd discusses the scope of the suicide problem among veterans and civilians in the U.S., strategies he's developed for preventing suicide, and the role the holidays play in increasing pressure and stress levels on people, including veterans.

Estamos Contigo: Public Affairs Special

THIS IS A RE-PLAY OF THE 04/22-04/24 BROADCAST

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 12/16/22 – 12/18/22**

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.

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 12/09/22 – 12/11/22**

Guests & Topics:

- **January Contreras, Assistant Secretary for the Administration for Children and Families at the Department of Health and Human Services.** Secretary Contreras explains the different programs provided by ACF, including Head Start, and also offers details into their work assisting communities battle COVID-19, the flu and RSV.
- **Bill Potts, Author of *Up for the Fight: How to Advocate For Yourself As You Battle Cancer, From a Five-Time Cancer Survivor*.** Bill Potts discusses his battles with cancer and offers advice for those currently diagnosed with cancer, those who will eventually get cancer, and those supporting individuals with cancer. Potts steps through what to expect following the diagnosis, the importance of second opinions, and the mental and emotional toll the fight takes on those battling the disease.

Estamos Contigo: Public Affairs Special

THIS IS A RE-PLAY OF THE 02/25-02/27 BROADCAST

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 12/09/22 – 12/11/22**

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.

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

To air: **Weekend of 12/02/22 – 12/04/22**

Guests & Topics:

- **Christina Huntsman Durham of the Huntsman Mental Health Foundation & Dr. Mark Hyman Rapaport, CEO of the Huntsman Mental Health Institute and Chair, Department of Psychiatry, University of Utah School of Medicine.** Christina Huntsman Durham and Dr. Rapaport join the show to discuss a new mental health initiative started in conjunction with the Ad Council, along with an overview of the mental health challenges prevalent across the U.S.
- **Jim Lorraine, President, and CEO of America's Warrior Partnership.** Jim Lorraine joins the show to discuss how America's Warrior Partnership works to prevent veteran suicide, connect local veteran-serving organizations with resources, services, and partners, and assist families and caregivers of military veterans.

Estamos Contigo: Public Affairs Special

THIS IS A RE-PLAY OF THE 07/22-07/24 BROADCAST

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 12/02/22 – 12/04/22**

Guests & Topics:

- After more than two years since the start of the pandemic, we have several vaccines and at the same time several variants. **Dr. Gonzalo Bearman** joins us with more details on the state of the pandemic, boosters and vaccines for children.
- 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

THIS IS A RE-PLAY OF THE 11/04-11/06 BROADCAST

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 11/25/22 – 11/27/22**

Guests & Topics:

- **Dr. Dara Kass, HHS Regional Director for Region 2.** Dr. Kass provides the latest information on the spread of COVID-19, the COVID vaccines, flu season, and the rise of RSV cases across the country.
- **Dr. Jacob Sands, American Lung Association Representative & Thoracic Medical Oncologist.** Dr. Sands joined the show for Lung Cancer Awareness Month to discuss the importance of lung cancer screenings and provide the latest information on preventative measures

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 11/25/22 – 11/27/22**

Guests & Topics:

- We are joined by **Javier Becerra, Secretary of the Department of Health and Human Services**, who tells us more about the possible wave of COVID and flu this winter.
- We also talk with **Aura Pérez**, she completed her high school studies thanks to the "When you graduate, they graduate" program from the Dollar General Literacy Foundation (DGLF) and the Ad Council.
- Lastly, in this season of giving thanks, we're joined by singer-songwriter **Luis Fonsi and Reynaldo**, a childhood cancer survivor. They share more details on St. Jude's 'Thanks and Giving' campaign and how we can help.

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 11/18/22 – 11/20/22**

Guests & Topics:

- **Dr. Loretta Christensen, Chief Medical Officer of the Indian Health Services** – Dr. Christensen joins the show for Native American Heritage Month and she discusses the impact COVID-19 has had on Native American communities across the country, along with the importance of the COVID-19 vaccines and resources for more information on health services available for American Indian and Alaska Native communities.
- **Avenel Joseph, Vice President of Policy at the Robert Wood Johnson Foundation** – Avenel Joseph checks in for National Hunger & Homelessness Week and she breaks down how inflation and other factors have impacted hunger and homelessness, including among children nationwide.

Estamos Contigo: Public Affairs Special

THIS IS A RE-PLAY OF THE 07/29-07/31 BROADCAST

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 11/18/22 – 11/20/22**

Guests & Topics:

- **Dr. José Romero, Director of the National Center for Immunizations and Respiratory Diseases for the CDC**, tells us about the importance of children receiving the COVID vaccine before the start of the school year.
- We also speak with **Dr. Katalina Fernández McInerney, a Neuropsychologist at the University of Miami** who tells us about Alzheimer's and some studies that are going to specialize in African-Americans and Hispanics.

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 11/11/22 – 11/13/22**

Guests & Topics:

- **Chiquita Brooks-Lasure, Administrator for the Centers for Medicare & Medicaid Services**, where she oversees Medicare, Medicaid, the Children's Health Insurance Program, and the Healthcare.gov health insurance marketplace. Administrator Lasure explains who's eligible for Medicare, Medicaid, CHIP, and coverage at HealthCare.gov. She also discusses open enrollment and the role her agency is playing in the COVID-19 response.
- **Commissioner Kenneth Hodder, National Commander of The Salvation Army**. Commissioner Hodder discusses the work the Salvation Army does across the country, including their upcoming holiday efforts and the launch of their 132nd Red Kettle Campaign on Thanksgiving Day.

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To air: **Weekend of 11/11/22 – 11/13/22**

Guests & Topics:

- Winter is coming and **Dr. Olveen Carrasquillo** is joining us to talk more about the flu and COVID vaccines and a possible new wave of COVID. In other news, inflation is a very important issue. The cost of food is going up and **Nelly Nelson, UF Family and Consumer Sciences extension agent** in Manatee County tells us more about food costs and what we can do to save money

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 11/04/22 – 11/06/22**

Guests & Topics:

- **Dr. Dara Kass, HHS Regional Director for Region 2**. Dr. Kass provides the latest information on the spread of COVID-19, the COVID vaccines, flu season, and the rise of RSV cases across the country.
- **Dr. Jacob Sands, American Lung Association Representative & Thoracic Medical Oncologist**. Dr. Sands joined the show for Lung Cancer Awareness Month to discuss the importance of lung cancer screenings and provide the latest information on preventative measures

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To air: **Weekend of 11/04/22 – 11/06/22**

Guests & Topics:

- **Liliam López is president and CEO of the South Florida Hispanic Chamber of Commerce** and talks to us about healthy eating habits for our children.
- We also speak with **Dr. Germán Sandoya, Assistant Professor of Horticultural Sciences** and he explains more about lettuce production in small-scale Hydroponic Systems.

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

To air: **Weekend of 10/28/22 – 10/30/22**

Guests & Topics:

- **Dr. Mohammad Jahanzeb, Medical Oncologist at the Florida Cancer Specialists & Research Institute.** October is Breast Cancer Awareness Month and Dr. Jahanzeb explains how prevalent breast cancer is across the U.S. He also provides information about the disease itself, along with screening and treatment options.
- **Dr. Andrew Kahn, a Licensed Psychologist and Associate Director of Behavior Change and Expertise at Understood.org,** an organization focused on those who think and learn differently. October is Learning Disabilities Awareness Month. Dr. Kahn discusses the "Wired Differently" campaign and provides information on ADHD and Dyslexia.

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

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To air: **Weekend of 10/28/22 – 10/30/22**

Guests & Topics:

- **Teresa Fernandez, Learning Materials Developer and Spanish Coordinator at Lingoda** shares more details about Lingoda's latest report which shows that more than a third of US students are taking Spanish classes. As of 2022, Spanish is the most popular language to learn.
- Since the start of the pandemic, things in terms of our health have changed. Now we have several vaccines and at the same time several variants. **Dr. Gonzalo Bearman** joins us with more details on the state of the pandemic, boosters and vaccines for children.

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 10/21/22 – 10/23/22**

Guests & Topics:

- **Patsy Stinchfield, Retired Pediatric Nurse Practitioner and President of the National Foundation of Infectious Diseases** – Information on the upcoming flu season, along with a comprehensive overview of this year's flu vaccine and the types of individuals who are most at risk for severe flu symptoms if they are not vaccinated.
- **Dr. Chris Winter, Neurologist, Sleep Specialist, Best-Selling Author & Featured Expert on the *Chasing Sleep* Podcast** – A breakdown of the importance of sleep in achieving a healthy lifestyle, along with tips for getting better sleep and how naps can play a role in resting the body and mind.

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 10/21/22 – 10/23/22**

Guests & Topics:

- Joining us on today's show are **Michelle Sandoval-Rosario, Region 9 Director at the Office of the Assistant Secretary for Health,** and **Joey Jai, HIV Social Media Influencer for the National Minority Council on AIDS.** They talk to us about AIDS awareness and how they seek to unite and mobilize the Hispanic community to raise awareness about HIV.
- We also spoke with **Latino Donor Collaborative President and CEO Ana Valdez** about the most shocking findings of a report that shows Latinos remain largely invisible on America's television and movie screens.

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 10/14/22 – 10/16/22**

Guests & Topics:

- **Dr. Catherine Pearlman, the founder of The Family Coach®, is a licensed clinical social worker.** Pearlman shared insights with parents on how to navigate the digital landscape safely and productively with their kids. Topics included digital safety, privacy, social media, sexting, cyberbullying, phone etiquette and how to set appropriate boundaries to establish a healthy digital relationship in an increasingly complicated online world.
- **Amy Purdy, Paralympic Snowboarding Legend/3x Medalist.** The U.S. Centers for Disease Control and Prevention is warning of an accelerating mental health crisis among adolescents, with more than 4 in 10 teens reporting that they feel “persistently sad or hopeless.” Purdy talked about her pursuit to encourage mental and physical well-being. She shared tools and techniques for coping with stress and anxiety while being on the path to becoming a whole person.

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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 10/14/22 – 10/16/22**

Guests & Topics:

- The Dollar General Literacy Foundation (DGLF) and the Ad Council partnered to launch a new campaign, "When You Graduate, They Graduate." We are joined by **Aura Pérez** who finished her secondary studies and shares a little more about her experience.
- According to a marketing consultant, some marketing efforts are downright shameful and use stereotypes in hopes of attracting members of the Hispanic community. **Dr. Marie Cosgrove** tells us what we can do to attract the Hispanic community.
- The National Breast Cancer Foundation says that breast cancer is the leading cause of cancer death among Hispanic women living in the U.S. **Cinthia González, Director of Education and Outreach at the National Breast Cancer Foundation** told us talks about how we can stay healthy.

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 10/07/22 – 10/09/22**

Guests & Topics:

- **Benjamin Sommers, M.D., Ph.D. | Deputy Assistant Secretary for Health Policy.** A new report that is being issued soon that looks at the associations between county-level vaccination rates and COVID-19 outcomes among Medicare beneficiaries. Sommers told us what the new study shows. He also discussed what the new study tells us about the new variant and the need for updated vaccines.
- **Sherri McKinney | American Red Cross Spokesperson.** Osmet talked about the national blood crisis due to Hurricane Ian. She also discussed Red Cross response to weather related events, domestic and international disasters, and carrying out other humanitarian efforts.

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 10/07/22 – 10/09/22**

Guests & Topics:

- Today we speak with **Claudia Morales, Co-Founder of Women in Finance, Vice President of BlackRock, and Director at the NACCC.** She tells us more about managing inflation and market volatility.
- We also spoke with **Ivanette Bonilla, Director of Communications and Public Relations for Fire & Security Products, Carrier Corporation.** Along with her, we spoke with **Edwin Rojas, a New York City Firefighter** who has been working with the Fire Safety Education Unit since 2017. They tell us more about Kidde's Cause For Alarm program.

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 09/30/22 – 10/02/22**

Guests & Topics:

- **FDNY Capt. Michael Kozo, the commanding officer of the FDNY's Fire Safety Education Unit.** The National Fire Protection Association's "Fire Won't Wait. Plan Your Escape™" is the theme for Fire Prevention Week™, October 9-15. Kozo reinforced the critical importance of developing a home escape plan with all members of the household and practicing it regularly. He incorporated information about Kidde's 'smart' resources into the conversation.
- **Michael Capponi, Founder/President Global Empowerment Mission.** Capponi discussed how Global Empowerment is assisting with disaster aid throughout the Southeast following the destruction of Hurricane Ian. Global Empowerment Mission is a 501(c)(3) nonprofit organization founded in 2011 as a first responder to global disasters. Capponi also talked about GEM'S recent missions in the Ukraine.

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 09/30/22 – 10/02/22**

Guests & Topics:

- Since the start of the pandemic, things in terms of our health have changed. Now we have several vaccines and at the same time several variants. **Dr. Gonzalo Bearman** joins us with more details on the state of the pandemic, boosters and vaccines for children.
- On the other hand, according to a new study led by the University of Miami Miller School of Medicine and collaborating institutions, bariatric surgery has been shown to be an effective option for adolescents struggling with obesity and other associated health complications. To tell us more about the study **Dr. Nestor de la Cruz-Muñoz** joins us.