

WMKS  
Greensboro, NC  
Quarterly Issues/Programs List  
Third Quarter, 2021  
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
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	O. NEIL, M. HILLMAN	07/04/2021 07:09 AM	029:48
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	P. KLOTZBAUGH, S. BOWEN	07/11/2021 07:08 AM	029:49
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	DR NERURKAR R TOBACOWALA	07/18/2021 07:12 AM	029:50
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	J. ALLEN, B. LATELL, E. SANTOS	07/25/2021 07:07 AM	029:53
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. V. Murthy, R. Lewis	08/01/2021 07:08 AM	029:46
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. J. Brooks, A. Lerner	08/08/2021 07:08 AM	029:43
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. R. Villanueva, Dr. D. Dye	08/15/2021 07:07 AM	029:49
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. Thomas & S. Raviv.	08/22/2021 07:10 AM	029:47
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. L. Weather, D. Lyon	08/29/2021 07:06 AM	029:47

Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	C. Jones, B. Solish	09/05/2021 07:08 AM	029:50
Patriotism, Mental Health, Re	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	E. Duran, T. Clarke, S. Sonst	09/12/2021 07:04 AM	028:49
Personal Health, Mental Healt	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	L. Skinner, G. Greene	09/19/2021 07:06 AM	029:46
Personal Health, Mental Healt	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. D. Bianchi, Dr. C. Jones,	09/26/2021 07:11 AM	029:46

**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
<b>(Insert network and/or syndicator-provided programs lists here.)</b>				

**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/9/11 DAY MORGAN FREEMAN	000:29	1
	PSA/PROJECT DONARS CHOOSE ALESSIA	000:30	1
	PSA/RADIOCSGBJN NOKIDHUNGRY PSA WEBSITE	000:30	1
9/11 DAY OF SERVICE	9/11 NATIONAL DAY OF SERVICE	000:29	5
AGRICULTURE	GSO FARMERS MKT	000:29	4
AM HEART ASSOC	Am. Heart Assoc. Heart Walk	000:14	3
AM HEART ASSOC	Am. Heart Assoc. Heart Walk	000:30	1
DONORS CHOOSE	DONORS CHOOSE	000:30	2
DONORS CHOOSE	DONORS CHOOSE	000:30	6
DONORS CHOOSE	DONORS CHOOSE	000:30	6
DONORS CHOOSE	DONORS CHOOSE	000:30	4
MENTAL HEALTH & SUBSTANCE USE	RECOVER OUT LOUD	000:30	6
NATIONAL SUMMER LEARNING ASSO	NATIONAL SUMMER LEARNING	000:30	17
NC DEPT OF PUBLIC SAFETY	NC DEPT OF PUBLIC SAFETY	000:30	80
NCAB	NATIONAL GUARD	000:29	3
NCAB	NATIONAL GUARD	000:29	4

NCAB	NC ASSOC OF BROADCASTERS	000:29	3
NCAB	NC DEPT OF AGRICULTURE	000:29	3
NCAB	NC STATE U	000:29	3
NCAB	NC STATE U	000:29	3
NO KID HUNGRY	NO KID HUNGRY	000:30	7
NO KID HUNGRY	NO KID HUNGRY	000:30	3
NO KID HUNGRY	NO KID HUNGRY	000:30	3
NO KID HUNGRY	NO KID HUNGRY	000:30	7
POVERTY	FEEDING AMERICA	000:30	3
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	3
TRIAD RUNWALK AUTISM	TRIAD RUN/WALK FOR AUTISM	000:15	29
UNCF	UNCF	000:30	12

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 09/17/21 – 09/19/21**

Guests & Topics:

- **Lisa Skinner, behavioral expert in the field of Alzheimer's and author of, "Truth, Lies and Alzheimer's: Its Secret Faces"** talked about September 21st marking World Alzheimer's Day... A day to listen, learn and educate others about this devastating disease and how it impacts those battling it, loved ones or caretakers, and those to be diagnosed in the future. Skinner gave insight on some tools family members, spouses, children, and caregivers can use to effectively manage the symptoms of brain disease.
- **Grace Greene, a Gen Z research associate at Hopelab.** Greene discussed how Hopelab creates behavior-change technology to help teens and young adults live happier, healthier lives. Hopelab is focused on youth/young adult mental health and well-being. With back-to-school underway, Greene talked about why Hopelab is taking on teen vaping and the "Quit the Hit" Instagram Program.

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 09/17/21 – 09/19/21**

Guests & Topics:

- COVID19 Booster shots information with **Dr. Rubén Perézcasa.**
- Discussion about the historic Space X mission with **Digital Marketing and Tech Expert Alex Ochart.**

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 09/10/21 – 09/12/21**

Guests & Topics:

- **Elvis Duran Host of the Nationally Syndicated Elvis Duran Show** – Elvis relived his experience of being on-air as the September 11th attacks unfolded. He talked about how the last 20 years have impacted both history and New York.
- **Torie Clarke - Former Assistant Secretary of Defense for Public Affairs under Donald Rumsfeld** – A firsthand account of the September 11th attack on the Pentagon.
- **Q104.3's Shelli Sonstein - New York Morning Show Host & Host of the 9/11 Stories Podcast** – Sonstein combined stories of Port Authority Police Officer Will Jimeno and NYPD Detective Scott Strauss, one of the heroes who risked his life to save him.
- **Donna Gibson President of the Friends of Flight 93 National Memorial** – Remembering United Airlines Flight 93 and discussing the Shanksville, PA memorial.

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 09/10/21 – 09/12/21**

Guests & Topics:

- **Jesus Manuel, News Director at iHeartMedia Orlando,** will talk about the events that happened that day and share some sound bites from Hispanics that were impacted by 9/11.
- **U.S. Senator Rick Scott** talks about the consequences and what we can learn from 9/11.

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 09/03/21 – 09/05/21**

Guests & Topics:

- **Cristina Jones, CMO at Salesforce.org.** Jones discussed the social issues that have the potential to lift our community and improve the state of the world. She talked about the importance of leveraging technology, content, and brands to propel discussions for the greater good of society and how organizations are being challenged to move beyond crisis donations and forge partnerships to drive real and significant social impact.
- **Barb Solish Director of NAMI's Youth and Young Adult Initiatives.** Solish talked about the challenges for kids going back-to-school and the issues they will face with mental health. She offered some best practices for parents, teachers, and kids to deal with the 2021-2022 school year and how everyone can best support wellbeing and mental health.

Estamos Contigo: Public Affairs Special

**(REPLAY OF THE 8/13-8/15 SHOW)**

**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 09/03/21 – 09/05/21**

Guests & Topics:

- **Attorney Luis Davila Colon:** Speaks about the 2020 Census and Hispanic growth in the U.S.
- **Juan Martinez from Libre Initiative:** Speaks against the infrastructure bill.
- **Author Hector Heme:** Speaks about his new book "Thoughts from Successful People."

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 08/27/21 – 08/29/21**

Guests & Topics:

- **Dr. Leonard Weather, an OB-GYN in Louisiana and Immediate Past President of the National Medical Association.** Dr. Weather discussed the latest on COVID/the Delta variant. He provided information on the safety and efficacy of the vaccines, address hesitancy in the Black community, encouraged listeners to get vaccinated, and discussed the latest CDC recommendations on vaccinations for pregnant people. Dr. Weather also talked about the latest news on potential booster shots and vaccine enhancements.
- **David Loyn was an award-winning foreign correspondent for 30 years for the BBC and author *THE LONG WAR: The Inside Story of America and Afghanistan Since 9/11*.** Loyn has reported from such places as Moscow, Kosovo, Delhi, Kashmir, Sri Lanka, Iraq, and Kabul, and has covered every significant event in Afghanistan since 9/11. Loyn talked about his new book and discussed our relationship with Afghanistan, America's longest war, the latest news, and where we go from here now that the Taliban are back in power.

Estamos Contigo: Public Affairs Special

**(REPLAY OF THE 8/20-8/22 SHOW)**

**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 08/27/21 – 08/29/21**

Guests & Topics:

- **Booster shots for all?- Medical Expert Dr. Ruben Perez** speaks with us.
- **Former intelligence officer Anthony Suarez** helps us understand the situation in Afghanistan.

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 08/20/21 – 08/22/21**

Guests & Topics:

- **Dr. Jody Thomas with the Meg Foundation is a licensed clinical psychologist, and specialist in pediatric medical illness and trauma.** The Meg Foundations' goal is to empower families with pain management strategies, skills, and support needed to prevent and reduce pain. Thomas discussed how needle anxiety may be a barrier to some people seeking the COVID-19 vaccination... research shows that a quarter of adults and 2/3 or similar of children have enough worry about getting shots that it affects their health care choices. Thomas talked about where needle fear comes from, why is this not talked about more, and what can be done to help people struggling with this issue. With back to school here, Dr. Thomas explained how needle fear is different for kids versus adults.
- **Shaun Raviv is a freelance journalist based in Atlanta.** Raviv has written features for Wired, Smithsonian, Deadspin, BuzzFeed, and The Washington Post. He is the host of new podcast Long Shot: The 250-Year Journey to the COVID-19 Vaccine. Raviv talked about the evolution of vaccines from the very first inoculators to the research, methods, people, and companies behind today's vaccines. Raviv explained his experience interviewing scientists, and vaccine creators and told us how his podcast deals with the facts, myths and legends behind vaccinations, with information from more than 1000 years ago.

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 08/20/21 – 08/22/21**

Guests & Topics:

- **Booster shots for all? - Medical Expert Dr. Ruben Perez** speaks with us.
- **Former intelligence officer Anthony Suarez** helps us understand the situation in Afghanistan.

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 08/13/21 – 08/15/21**

Guests & Topics:

- **Dr. Rachel Villanueva - President of the National Medical Association.** Dr. Villanueva is a women's health expert and advocate who is committed to reproductive justice, health equity, workforce diversity, and disease prevention. Dr. Villanueva spoke about COVID's impact on the black community. She talked about how we all can lower COVID-19 infections with vaccinations and masks. Villanueva discussed why National Medical Association, which advocates on behalf of African American physicians and patients, is one of dozens of health care organizations that recently signed a joint statement in support of COVID-19 vaccine mandates for all workers in the industry.
- **Debra Dyer, MD, chair of the American College of Radiology Lung Screening Committee.** Dr. Dyer discussed how that lung cancer kills more people than breast, colon and prostate cancer combined. She talked about the **new federal guidelines** that have nearly doubled the number of Americans eligible for *lung cancer screening* — proven to greatly reduce lung cancer deaths and what we should all know about the disease. Dyer mentioned Kathy Griffin's recent diagnosis with lung cancer and how it can strike non-smokers too.

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

To air: **Weekend of 08/13/21 – 08/15/21**

Guests & Topics:

- **Attorney Luis Davila Colon:** Speaks about the 2020 Census and Hispanic growth in the U.S.
- **Juan Martinez from Libre Initiative:** Speaks against the infrastructure bill.
- **Author Hector Heme:** Speaks about his new book "Thoughts from Successful People."

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 08/06/21 – 08/08/21**

Guests & Topics:

- **Dr. John Brooks Chief Medical Officer for CDC's COVID-19 Emergency Response.** Dr. Brooks gave us the latest information on COVID-19 and discussed the drastic increase in cases and hospitalizations throughout the US. He talked about the Delta variant, the CDC's mask recommendations, the importance of getting vaccinated, and kids and Covid.
- **Autumn Lerner is the Director of Communications and Partnerships for Pandemic Action Network.** Lerner discussed the Pandemic Action Network's response to the CDC's COVID response. She also talked about World Mask Week and what Americans can be doing right now to protect themselves.

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 08/06/21 – 08/08/21**

Guests & Topics:

- **Rev. Gabriel Salguero:** Meeting with the Biden administration on faith and vaccines.
- **Tech Expert Alex Ochart:** Speaks about the new goal in the U.S. to have more electric cars.

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 07/30/21 – 08/01/21**

Guests & Topics:

- **Dr. Vivek Murthy served as the 19th and now 21st Surgeon General of the United States** under Presidents Obama and Biden. The surgeon general discussed the rapid increase in COVID-19 and called it an "all-in moment" for the nation as the coronavirus pandemic becomes a more regional phenomenon. Murthy discussed the Delta variant and the CDC's recommended mask mandate. He talked about the necessity for Americans to get vaccinated asap and the potential for a booster shot.
- **Robert Lewis, National Communications Director for the Disabled Veterans of America.** The Disabled American Veterans is an organization created in 1920 by World War I veterans for disabled military veterans of the United States Armed Forces that helps them and their families through various means. Lewis discussed how the DAV helps veterans get the benefits they've earned and talked about their mission in the face of COVID-19.

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 07/30/21 – 08/01/21**

Guests & Topics:

- **IRS representative Irma Trevino:** Child tax credit benefits
- **Tech Expert Alex Ochart:** Streaming vs cinema
- **Sports anchor Sergio Ruiz:** Tokyo Olympics

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 07/23/21 – 07/25/21**

Guests & Topics:

- **Dr. Joseph Allen, associate professor, and director of the healthy buildings program at Harvard University's school of public health** - Latest on the pandemic and a Delta variant and vaccine Q&A
- **Dr. Brian Latell, Adjunct Professor and Senior Research Associate at the Institute for Public Policy at Florida International University**, who has 35 years of experience serving the CIA and National Intelligence Council on issues involving Latin America - Understanding the situation in Cuba
- **Enrique Santos, iHeartRadio Morning Show Host** - Personal connection to what's happening in Cuba

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 07/23/21 – 07/25/21**

Guests & Topics:

- COVID 19 and the new numbers - **Political Analyst Luis Davila Colon**
- Olympics Games and the new technology - **Alex Ochart- Digital Expert**
- Hispanics in Tokyo - **Sergio Ruiz sports Anchor for Acción 97.9fm**

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 07/16/21 – 07/18/21**

Guests & Topics:

- **Dr. Aditi Nerurkar – Harvard Medical School Physician** – Dr. Nerurkar discussed the latest COVID Outbreak and the highly contagious Delta variant which according to the CDC now accounts for about 58% of all COVID-19 cases in the United States. Nerurkar also gave us a vaccine update.
- **Rishad Tobaccowala – Chief Growth Officer at Publicis Groupe, Author & Futurist.** Tobaccowala talked about workplace challenges and changes following the pandemic. He discussed how the key skill is getting people to see, think and feel differently about how to grow themselves, their teams and their company.

Estamos Contigo: Public Affairs Special

**(REPLAY OF THE 7/9-7/11 SHOW)**

**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 07/16/21 – 07/18/21**

Guests & Topics:

- Delta Variant is the new trending topic in COVID19 crisis, how can I speak with my teens about the vaccine? **Lifecoach Migdalia Sanchez** speaks with us.
- Crisis in Haiti: Why this? **Political Analyst Luis Davila Colon** explain special and political crisis.
- The first private touristic space flight - **Digital Expert Alex Ochart** speaks how this trip will change things.



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 07/09/21 – 07/11/21**

Guests & Topics:

- **Dr. Phil Klotzbach, Research Scientist in the Department of Atmospheric Science at Colorado State University** – What you need to know about hurricanes and hurricane season.
- **Steve Bowen, Managing Director and Head of Catastrophe Insight at Aon** – Record heat and wildfires out West, and a look ahead at what to expect for the rest of 2021.

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 07/09/21 – 07/11/21**

Guests & Topics:

- Delta Variant is the new trending topic in COVID19 crisis, how can I speak with my teens about the vaccine? **Lifecoach Migdalia Sanchez** speaks with us.
- Crisis in Haiti: Why this? **Political Analyst Luis Davila Colon** explain special and political crisis.
- The first private touristic space flight - **Digital Expert Alex Ochart** speaks how this trip will change things.

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 07/02/21 – 07/04/21**

Guests & Topics:

- **Mayor Omar Neal, former Mayor of Tuskegee and Michelle Hillman, Chief Campaign Development Officer of the Ad Council.** Omar and Neal discussed the Tuskegee Study and the theme of “tragedy to triumph.” The aim is to inspire Black communities to get informed about the COVID-19 vaccines, knowing that Tuskegee is, rightfully, one of the reasons behind a lot of mistrust and inaction.
- **Jared Moskowitz, former director of Florida’s Division of Emergency Management** talks with Ryan Gorman about the National impact of the Surfside building collapse, hurricane preparedness, and mass shootings.

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 07/02/21 – 07/04/21**

Guests & Topics:

- **Dr. Isabel (Gomez)** - Speaks about crisis and mental health.
- **Tech expert Alex Ochart** speaks about the space tourism future.