WMKS

Greensboro, NC Quarterly Issues/Programs List Fourth 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
Mental Health, Workforce Educ	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	S. Sinwelski, O. Crawley	10/03/2021 07:10 AM	029:49
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	M HUCHINS	10/10/2021 07:07 AM	029:48
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	C. TRESSLER, C. DEMROVSKY	10/17/2021 07:06 AM	029:50
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week		10/24/2021 07:08 AM	029:52
Public Health, Vaccination Ed	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	AGNYV UY	10/31/2021 07:06 AM	029:49
PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week		11/07/2021 07:07 AM	029:52
PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week		11/14/2021 07:07 AM	029:49
PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	C. Tressler, H. Allen, A. St	11/21/2021 07:06 AM	029:43
Public Health, Charity, Milit	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. W. Schaffner, D. Bannon,	11/28/2021 07:08 AM	029:49

Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Lordon Ur	12/05/2021 07:06 AM	029:50
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	(0) 1 n S Δ	12/12/2021 07:08 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. R. Villanueva, Agent S. T	12/19/2021 07:09 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. A. Rosario, Dr. K. Sander	12/26/2021 07:08 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/SHOW YOUR STRIPES ELVIS DURAN V2	000:30	2
	PSA/SHOW YOUR STRIPES RYAN SEACREST	000:30	1
	VISIT NC	000:29	10
AM HEART ASSOC	Am. Heart Assoc. Heart Walk	000:14	2
AM HEART ASSOC	Am. Heart Assoc. Heart Walk	000:30	8
CAREER FAIR	GUILDFORD WORKFORCE	000:31	8
CAREER FAIR	GUILDFORD WORKFORCE	000:31	12
COMMUNITY INVOLVEMENT	FAITH & BLUE	000:30	1
COMMUNITY INVOLVEMENT	FAITH & BLUE	000:30	2
HEALTH & SAFETY	CRISIS TEXTLINE	000:29	1
HEALTH AND FITNESS	BREAST CANCER RESEARCH FOUNDA	000:30	9
LGBT RIGHTS	GLAAD	000:30	6
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	6
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	9
NATL ALLIANCE MENTAL ILLNESS	NAT'L ALLIANCE MENTAL ILLNESS	000:30	3
NATL ALLIANCE MENTAL ILLNESS	NAT'L ALLIANCE MENTAL ILLNESS	000:32	6

NC DEPT OF PUBLIC SAFETY	NC DEPT OF PUBLIC SAFETY	000:30	100
NCAB	NATIONAL GUARD	000:29	16
NCAB	NATIONAL GUARD	000:29	16
NCAB	NC ASSOC OF BROADCASTERS	000:29	18
NCAB	NC DEPT OF AGRICULTURE	000:29	17
NCAB	NC STATE U	000:29	17
NCAB	NC STATE U	000:29	18
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	3
SHINE A LIGHT	SHINE A LIGHT	000:29	2
SHINE A LIGHT	SHINE A LIGHT	000:30	5
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	10
SHOW YOUR STRIPES	SHOW YOUR STRIPES	000:30	5
UNCF	UNCF	000:30	5

To air: Weekend of 12/17/21 – 12/19/21

Guests & Topics:

- Dr. Rachel Villanueva, MD FACOG is a Clinical Assistant Professor of Obstetrics/Gynecology at the NYU Grossman School of Medicine. Villanueva focused on the importance of maternal vaccination, especially in the Black community. She also gave us the latest information on the Omicron variant and the importance of boosters.
- Special agent Sandra Torres-Cone, Federal Bureau of Investigation (FBI). Torres discussed our domestic intelligence and security service agency and what they are doing to address hate crimes in the United States. Torres-Cone talked about what constitutes a hate crime, how the FBI learns of potential hate crimes, and how they are investigated and prosecuted.

Estamos Contigo: Public Affairs Special

(REPLAY OF THE 12/10-12/12 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 12/17/21 - 12/19/21

Guests & Topics:

- Exclusive interview with **Senator Marco Rubio (R-FL)**: Speaks about Build Back Better and the Inflation, also leadership issues in Latin America.
- Mental Health Certified Counselor Dr. José Colón special interview about the journaling technique to help anxiety and stress.

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 12/10/21 – 12/12/21
 Guests & Topics:
 Francis S Collins M D Ph D is Director of the National Institutes of Health at

- Francis S. Collins, M.D., Ph.D. is Director of the National Institutes of Health and has served under three White House administrations. Dr. Collins gave us the latest information on the Omicron variant and discussed the resurgence of the Delta variant in the United States. He discussed additional research that is underway for COVID-19 and the importance of people getting their vaccine boosters as soon as they can. He offered recommendations for having a safe 2021 holiday season.
- Arianna Taboada, author of The Expecting Entrepreneur. The Expecting Entrepreneur is a guide to parental leave planning for self-employed business owners and entrepreneurs. Taboada says Parental leave is an issue of social justice, human rights, and economic equity. She talked about easy-to-implement strategies and diverse case studies of women entrepreneurs during pregnancy and motherhood. Taboada discussed her personal experience as an entrepreneur and parent and shared her expertise as a maternal and reproductive health professional.

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 12/10/21 - 12/12/21

- Exclusive interview with **Senator Marco Rubio (R-FL)**: Speaks about Build Back Better and the Inflation, also leadership issues in Latin America.
- **Mental Health Certified Counselor Dr. José Colón** special interview about the journaling technique to help anxiety and stress.

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 12/03/21 – 12/05/21

Guests & Topics:

- Dr. Steven Gordon, Chair of the Department of Infectious Disease at Cleveland Clinic. The Omicron COVID-19 variant has been a big worldwide topic of conversation as the first case was just confirmed in the United States. Dr. Gordon spoke about what we know right now about the transmissibility, severity, and other characteristics of the variant and whether current vaccines be effective. He also addressed the continued rise of COVID-19 cases across the country and the upcoming holiday and winter months.
- Dr. Carrie Tibbles, Director of Graduate Medical Education, at Beth Israel Deaconess Medical Center in Boston. Tibbles discussed her experiences working on the frontline against COVID-19 and the fact that nearly two years into the pandemic workers still need tools to effectively combat the infection. She offered ways to improve the fight against future pandemics and the emergence of the Omicron variant.

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 12/03/21 - 12/05/21

Guests & Topics:

- **ANALYST MARIANO GONZALEZ** EMPLOYMENT REPORT IS BELOW EXPECTED, UNTIL WHEN WILL WE PAY HIGH PRICES AS A RESULT OF INFLATION?
- DR JOSE F COLON- SEASONAL AFFECTIVE DISORDER: THE SADNESS THAT THE SEASON PRODUCES IN SOME AND HOW TO MANAGE IT.
- NEW VARIANT OF COVID THREATENS THE WORLD: WE TELL YOU IN A REPORT WHERE IT HAS BEEN REGISTERED AT THE MOMENT.

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 11/26/21 – 11/28/21

Guests & Topics:

- Colleen Tressler, a Consumer Education Specialist with the FTC's Division of Consumer and Business Education, Heather Allen, Assistant Director for the FTC's Division of Financial Practices, & Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General. Topics included budgeting, credit, debt, organizing your finances, and how to spot, stop, and report related scams and bad business practices.
- **Rear Admiral Denise Hinton, the new Deputy Surgeon General**, discussed Thanksgiving, the upcoming holiday season and what we should keep in mind as we plan gatherings. RADM Hinton focused on the recent authorization of a COVID-19 vaccine for children 5-11 and how it should play into parents' holiday plans.

Estamos Contigo: Public Affairs Special (REPLAY OF THE 11/19-11/21 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 11/26/21 – 11/28/21 Guests & Topics:

- TSA warning about high travel season and regulations. Special Report
- Digital Marketing Alex Ochart- New Staple Center name and Black Friday trends.
- Legal Expert and Professor Anthony Suarez with depth analysis of Kyle Rittenhouse case.

To air: Weekend of 11/19/21 - 11/21/21

Guests & Topics:

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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 11/12/21 – 11/14/21

Guests & Topics:

- Teri Nestel is the President & Chief Executive Officer of Children's Miracle Network Hospitals. Nestel talked about the mission of Children's Miracle Network and the impact that COVID has had on sick children nationwide. She discussed new technologies and giving to the foundation. More than 10 million kids enter a children's hospital across North America every year. Since 1983, Children's Miracle Network Hospitals has helped fill those funding gaps by raising more than \$7 billion. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible.
- Ava Paige, a 2022 National CMN Champion. Ava is 17 years old and has received treatment for cancer at Monroe Carell Jr. Children's Hospital at Vanderbilt. She is a songwriter and loves to golf. She talked about being a CMN ambassador who will spend her year advocating for the charitable need of children's hospitals across North America.

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 11/12/21 – 11/14/21

- From Washington Senator Rick Scott speak about infrastructure bill consequences.
- Digital Expert Alex Ochart speaks about Black Friday and how to really save money.

To air: Weekend of 11/05/21 – 11/07/21

Guests & Topics:

- Dr. Kenneth Alexander Chief of Infectious Diseases at Nemours Children's Hospital, Florida, spoke to 5-11 • year-old vaccine approval. He discussed the impact of COVID-19 on children as compared to adults and why is it important for eligible children to get vaccinated. Alexander talked about why he thinks vaccines are safe for children and what parents should know about the recent authorization of a vaccine for children 5 to 11
- Dr. Matthew Miller, PhD, MPH (U.S. Air Force Veteran and National Director of Suicide Prevention, U.S. • Department of Veterans Affairs), and Heidi Arthur (Chief Campaign Development Officer, the Ad Council). Ahead of Veterans' Day this year, the Ad Council and the U.S. Department of Veterans Affairs have partnered on a national PSA campaign to prevent Veteran suicide. The "Don't wait. Reach out." PSAs announce a new website and encourage Veterans to get support across a wide range of life challenges - before they are in crisis. According to the 2021 National Veteran Suicide Prevention Annual Report, the suicide rate among Veterans in 2019 was 52% higher than non-Veteran adults in the U.S. Miller and Arthur talked about Common stresses that Veterans face in civilian life and the new resources available to help Veterans who are struggling

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 11/05/21 – 11/07/21 Guests & Topics: No show delivered

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 10/29/21 – 10/31/21 Guests & Topics:

- Dr. Dorraya El-Ashry, Chief Scientific Officer of the Breast Cancer Research Foundation. This year, the World Health Organization announced that breast cancer is now the most common cancer worldwidesurpassing lung cancer for the first time. It's Breast Cancer Awareness Month and Dr. El-Ashry talked about the biggest advances in research over the last 30 years and what women know about screening and why is it especially important after the COVID-19 pandemic. She also discussed new treatments on the horizon and how people can potentially access them.
- Dr. Pooia Shah. Division Medical Director. OBGYN for Banner Health in Phoenix. AZ. Dr. Shah focused on why pregnant women shouldn't be fearful of getting vaccinated and why the CDC recently came out with a stronger recommendation for pregnant women to be vaccinated. She also covered why COVID-19 vaccines don't affect fertility and whether or not COVID antibodies could be passed along to the baby in utero and/or through breastmilk.

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 10/29/21 – 10/31/21

- Irva Treviño From the Internal Revenue Service speaks about checks with the tax child credit and frauds.
- Digital Expert Alex Ochart shares information about the new concept from Facebook now Meta!

To air: Weekend of 10/22/21 – 10/24/21

Guests & Topics:

- Ken Seeley is an interventionist and author. He is best known for his appearances on the A&E reality show, Intervention. Certified as a CIP, CCMI-M, RAS, CATC, Seeley himself has been sober since July 14, 1989. Seeley discussed addiction and the impact COVID-19 has had on the increase in drug and alcohol abuse. He talked about relationships and where people can go for help. Seeley also mentioned *Stop It Where It Starts*, a nonprofit organization designed to introduce Substance Use Awareness to the Education Majors in our Colleges and Universities.
- **Dr. Murtaza Akhter** is Clinical Assistant Professor of Emergency Medicine and an emergency room physician at the University of Arizona College of Medicine–Phoenix. Akhter discussed vaccine hesitancy from the perspective of the emergency medicine. He let people know why you should be vaccinated. He also discussed the latest details pertaining to booster shots.

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 10/22/21 – 10/24/21

Guests & Topics:

- Political analyst Mariano González: Explain the legacy of Gen. Colin Powell.
- Tech Expert **Alex Ochart** speaks about the new futuristic COVID19 mask for young people and Trump new social media announcement.

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 10/15/21 – 10/17/21
Guests & Topics:

- **Colleen Tressler**, a Consumer Education Specialist with the FTC's Division of Consumer and Business Education. Lois Greisman, FTC's Division of Marketing Practices, and Abby Stempson, Director of the National Attorneys General Training and Research Institute's Center for Consumer Protection at the National Association of Attorneys General. The Federal Trade Commission guests discussed the latest in pandemic and related scams and frauds: vaccine passports/certificates, travel, vaccine lotteries/giveaways, job scams, and social media money making opportunities. The FTC and our 50 states collaborate on investigations and joint enforcement actions, as well as consumer education and outreach.
- **Chloe Demrovsky**, President and CEO of Disaster Recovery Institute International. Demrovsky discussed the supply chain and the challenges businesses and families face in conjunction while dealing with the pandemic. She talked about the difficulties we are currently facing while trying to reactivate the economy.

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 10/15/21 - 10/17/21

- Distribution crisis will affect Christmas?- Allan Macabee business expert explains this crisis.
- Blue origin does it again but why it is important?- Digital Marketing and Tech Expert **Alex Ochart** in a special interview.

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 10/08/21 – 10/10/21

Guests & Topics:

- Dr. Ilan Shapiro is a pediatrician who is currently serving as AltaMed's Medical Director of Health Education and Wellness. Dr. Shapiro discussed health care equality with an emphasis on the Latino population for Hispanic Heritage month. Shapiro has created binational public health programs to improve the health of Hispanic communities on both sides of the border. He talked about advocating for vaccine confidence and can speak to hesitancy in the Latino community as well as other COVID-19 related topics.
- REV. MARKEL HUTCHINS Founder, Chairman, and CEO, Movement Forward, Inc. and Lead Organizer, National faith and Blue Weekend & New York City Police Commissioner Dermot Shea discussed the importance of taking a collaborative, grassroots approach to police reform by bringing law enforcement, local community members, and other stakeholders together to find common ground. Hutchins and Shea talked about how to deal with issues of systemic racism and inequality in policing as well as the mission of National faith and Blue weekend.

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 10/08/21 – 10/10/21 Guests & Topics:

- **Digital Marketing and Tech Expert Alex OChart** talks about the Facebook, Instagram and WhatsApp outage and answers the question 'Can this Happen again soon"?
- Certified Mental Health Expert Dr. José Colón speaks about social media addiction.

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 10/01/21 – 10/03/21

Guests & Topics:

- Shari Sinwelski, MS/Ed.S., has been working in the field of suicide prevention since 1994 and currently serves as the Associate Project Director for the National Suicide Prevention Lifeline, where she oversees networks operations, standards, training and practices for its network of 165 crisis centers. September is National Suicide Prevention Awareness Month and this year, it's even more important to discuss mental health as both the CDC and WHO have stated that our mental health continues to be a huge issue since the COVID-19 pandemic began. Sinwelski discussed the warnings about its possible effects on suicidal behaviors. Sinwelski discussed how people can maintain hope if they are feeling suicidal and where they can get help.
- Omney Crawley, Chief Marketing Officer for Goodwill, is responsible for leading the company's brand and its 3300 stores. She discussed equity in education and work and what Goodwill is doing to bridge the gap. Crawley talked about the Goodwill enterprise and how they focus on upskilling millions of Americans and help to get them back into the workforce. She also presented ways people and companies can also get involved in the workforce effort.

Estamos Contigo: Public Affairs Special (REPLAY OF THE 9/24-9/26 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 10/01/21 – 10/03/21 Guests & Topics:

- Exclusive interview with Florida State AG Ashley Moody: Vaccine Mandates in the Nation.
- Artificial Intelligence could cause 300 millions of people to lose their jobs.- **Tech expert Alex Ochart** with the details.

To air: Weekend of 09/24/21 - 09/26/21

Guests & Topics:

- Diana W. Bianchi, M.D., is the director of the Eunice Kennedy Shriver National Institute of Child Health and Human Development and head of the Prenatal Genomics and Therapy Section for the Medical Genetics Branch at NHGRI. Dr. Bianchi talked about why is it important for pregnant women to get a COVID-19 vaccine and why could COVID-19 be more dangerous for pregnant women than for people who are not pregnant. She discussed the testing that was done to ensure that COVID-19 vaccines are safe for pregnant women and if the vaccine has any effect on the fertility of men and women.
- Dr. Chris Jones, acting director of the Centers for Disease Control and Prevention's National Center for Injury Prevention and Control, and Dr. Loretta Jackson Brown, a lead communication specialist from the Division of Overdose Prevention which is within the Injury Center. They talked about how substance abuse disorders are impacting Americans, especially since the beginning of the pandemic. Jones and Jackson Brown discussed how the CDC is addressing the evolving opioid epidemic and how the Rx Awareness campaign is helping address overdoses and OUD.

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 09/24/21 – 09/26/21 Guests & Topics:

- Exclusive interview with Florida State AG Ashley Moody: Vaccine Mandates in the Nation.
- Artificial Intelligence could cause 300 millions of people to lose their jobs.- **Tech expert Alex Ochart** with the details.