

WMKS  
Greensboro, NC  
Quarterly Issues/Programs List  
Fourth Quarter, 2020  
**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 PUBLIC HEALTH G	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	REYNOLDS S VLADEK	10/04/2020 06:53 AM	029:31
Politics, Public Health, Publ	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	M Biblowit, J. Zogby	10/18/2020 07:02 AM	029:29
Politics, Public Health, Publ	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	DR J MONROE, A HAILEY	10/25/2020 07:01 AM	029:29
Mental Health, Public Safety,	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Admiral T. McCreary, J Randel	11/08/2020 07:07 AM	029:29
Public Health Safety Educatio	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	N Lewis G Fitzgerald J Leach	11/22/2020 07:06 AM	029:22
Public Health, Public Economy	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	DR ALI NOURI, J LUKE	11/29/2020 07:04 AM	029:39
public health, economy, phila	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. A Fauci, K. Fitzgerald, K	12/06/2020 07:07 AM	029:51
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. J, S. Thomas	12/13/2020 07:07 AM	029:50
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	DR S. HAHN, E. SAUBER-SCHATZ	12/20/2020 07:08 AM	030:01

Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Focus on the biggest issues impacting this week	Dr. J. Adams, Dr. J. Wilson, Fei	12/27/2020 07:08 AM	029:59
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**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
(This station aired no public service announcements during the quarter in question.)			

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 12/25/20 – 12/27/20**

Guests & Topics:

- **U.S. Surgeon General Dr. Jerome Adams** – Update on the current coronavirus outbreak happening across the country & how to stay safe following holiday gatherings
- **Dr. Jason Wilson, Associate Medical Director of the Emergency Department at Tampa General Hospital** – COVID-19 vaccine recipient on what you need to know about the vaccine
- **Dr. Richard Feifer, Chief Medical Officer at Genesis Healthcare** - Preparations underway for vaccine arrival at nursing homes and long-term care facilities across the country

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 12/25/20 – 12/27/20**

Guests & Topics:

- **Attorney and political analyst Luis Davila Colon** speak about the negotiations about the COVID relief bill.
- **Zuani Villareal- Communications Director for Feeding America** speak about the food crisis in our Nation.

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 12/18/20 – 12/20/20**

Guests & Topics:

- **Stephen Hahn, MD, Commissioner of the Food and Drug Administration** discussed this week's FDA authorization of the Pfizer-BioNTech COVID-19 vaccine. He talked about the eligibility and timetable for vaccine distribution and vaccines on the horizon that are pending approval.
- **Erin Sauber-Schatz, Task Force Lead of the Community Interventions and Critical Populations (CICP) Task Force.** Dr. Sauber-Schatz has served in CDC's Emergency Operations Center (EOC) on the COVID-19 response beginning in March 2020 and talked about COVID-19 upcoming winter and holiday guidance with vaccines pending. She stressed remaining diligent about COVID safety.

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 12/18/20 – 12/20/20**

Guests & Topics:

- **Senator Marco Rubio R-FL** exclusive interview about negotiations on COVID 19 stimulus package from Washington.
- **Marcela Gándara: One of the most influential Christian Singers** speaks about Christmas and his new album.

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 12/11/20 – 12/13/20**

Guests & Topics:

- **Dr. Jerome - U.S. Surgeon General** discussed the 3 W's for the pandemic. He talked about Covid-19 vaccine safety with a special focus on the issues in minority communities. He addressed the uptick in cases following Thanksgiving and recommendations for 2020's December Holidays and celebrations.
- **Sophia L. Thomas, president of the American Association of Nurse Practitioners** – Thomas talked about how nurses across the country are dealing with the constant risk of contracting COVID-19 and what a vaccine will mean to first responders.

Estamos Contigo: Public Affairs Special

**(REPLAY OF THE 12/05-12/06 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 12/12/20 – 12/13/20**

Guests & Topics:

- We speak with **Irma Treviño IRS liason** about new scams and fraud with the last black Friday.
- **Carolina Fortin Garcia from Medicare & Medicare Services** speak about changes on this 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 12/05/20 – 12/06/20**

Guests & Topics:

- **Dr. Anthony Fauci - Director of the National Institute of Allergy and Infectious Diseases & Head of the Coronavirus Task Force.** Dr. Fauci discussed the December potential for a vaccine and the evolution in the fight against COVID. He also talked addressed some minority issues affecting Americans and stressed the importance of remaining diligent with CDC recommendations throughout the holiday season.
- **Kate Fitzgerald – Executive VP and Chief Operating Officer at Feeding America.** Fitzgerald talked about hunger and the need for help across our country throughout the holiday season and beyond. She discussed the impact of COVID on food donations and how people can help.
- **Commissioner Kenneth Hodder - National Commander of The Salvation Army USA.** Hodder discussed the impact the pandemic has had on holiday fundraising across a wide variety of key areas for the salvation army. He discussed what the salvation army is doing to support 1st responders and how people can help both financially and through volunteering.

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 12/05/20 – 12/06/20**

Guests & Topics:

- We speak with **Irma Treviño IRS liason** about new scams and fraud with the last black Friday.
- **Carolina Fortin Garcia from Medicare & Medicare Services** speak about changes on this 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 11/28/20 – 11/29/20**

Guests & Topics:

- **Dr. Ali Nouri - President of the Federation of American Scientists.** Dr Nouri gave us an update on current COVID-19 outbreak and explained metrics including positivity rate, mortality rate, etc. He discussed the potential of a vaccine in the near future and predictions for the holiday season.
- **Jim Luke, professor of economics at Lansing Community College,** discussed the potential of the US returning to hoarding and panic buying during the next wave of the COVID-19 pandemic and throughout the Holiday season. Luke discussed the current strength of our supply chain.

Estamos Contigo: Public Affairs Special

**(REPLAY OF THE 11/21-11/22 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 11/28/20 - 11/29/20**

Guests & Topics:

- **Dr. Ruben Perez** analyzes the two vaccines that were announced this week against COVID19. Are they safe?
- **The March Of Dimes organization** comes with us to raise awareness about a maternal health crisis in the Nation.

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 11/21/20 – 11/22/20**

Guests & Topics:

- **Nicole Lynn Lewis, Founder and Chief Executive Officer of Generation Hope.** Generation Hope's mission is to surround motivated teen parents and their children with the mentors, emotional support, and financial resources that they need to thrive in college and kindergarten, thereby driving a two-generation solution to poverty.
- **Gabrielle Fitzgerald, the co-founder of the Pandemic Action Network,** discussed the latest on the rapid increase of COVID-19 cases in the United States and worldwide. She focused on Thanksgiving and the updated CDC guidelines for holiday gatherings.
- **Jennifer Leach is the head of the Division of Consumer and Business Education (DCBE) in the FTC's Bureau of Consumer Protection.** Leach discussed the Federal Trade Commission's recently deployed PSA campaign to bring attention to all of the fraud that is happening in our new COVID world. She talked about how consumers can protect themselves during the holidays and in 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 11/21/20 - 11/22/20**

Guests & Topics:

- **Dr. Ruben Perez** analyzes the two vaccines that were announced this week against COVID19. Are they safe?
- **The March Of Dimes organization** comes with us to raise awareness about a maternal health crisis in the Nation.

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 11/14/20 - 11/15/20**

Guests & Topics:

- **History Professor at Nova Southeastern University Dr Charles Zelden** - discussed the presidential transitions both in and out of office before inauguration day. He talked about if there is any way that the results of the election could ever be overturned.
- **Weather Group Meteorologist Ray Stagich** – Preparing for a winter of severe weather & weather trends throughout the United States in 2020.

Estamos Contigo: Public Affairs Special

**(REPLAY OF THE 11/7-11/8 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 11/14/20 - 11/15/20**

Guests & Topics:

- Decision 2020: **Former Speaker of the Senate Charlie Rodriguez** share information with us.
- **Hip Hop Grammy Winner and producer Lecrae** give us an exclusive interview about his new song: "La Fiesta".

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 11/7/20 - 11/8/20**

Guests & Topics:

- **Admiral Terry "T" McCreary is a retired one-star admiral in the United States Navy and served as the Chief of Naval Information on the Joint Chiefs of Staff.** With Veterans Day November 11th, Admiral McCreary talked about the history of Veteran's Day and the struggles different generations of Veterans have had over the years. McCreary talked about the impact of COVID on our Vets and great organizations that help Vets with jobs, homelessness, and mental health.
- **Jane Randel -- Co-Founder/President, Karp Randel & NO MORE.** Jane Randel discussed the role of a social impact advisor on ending domestic violence and sexual assault by increasing awareness, inspiring action and fueling culture change. She talked about the increase in domestic violence since COVID-19 and issues in the NFL and NASCAR. Randel offered resources to get help for victims and abusers.

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 11/7/20 - 11/8/20**

Guests & Topics:

- Decision 2020: **Former Speaker of the Senate Charlie Rodriguez** share information with us.
- **Hip Hop Grammy Winner and producer Lecrae** give us an exclusive interview about his new song: "La Fiesta".

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 10/31/20 - 11/1/20**

Guests & Topics:

- **Crystal Carson, Vice President of Communications, Culture and Media Partnerships at When We All Vote** talked about the nonpartisan nonprofit that brings together citizens, institutions, brands, and organizations to increase participation in every election. Launched by Michelle Obama, the organization is committed to closing the race and age voting gap and empowering all eligible voters to cast their ballot by harnessing grassroots energy, establishing strategic partnerships, and implementing digital organizing strategies, with the ultimate goal of changing the culture around voting.
- **Marc Morial, Urban League President** stressed how this election is one people have to vote. Morial talked about the enthusiasm gap between Black male Voters verses the general population. He discussed voter suppression and election protection at the polls.

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 10/31/20 - 11/1/20**

Guests & Topics:

- US Economy record grow on Q3
- Infectious disease expert **Dr. Anthony Fauci** says a COVID vaccine will not likely give permanent immunity to the virus.
- Decision 2020: Interview with political analyst **Luis Dávila Colón** about what to expect next days.
- Special Interview with **Christy Muller** author of best seller "Una vida mejor"

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 10/24/20 - 10/25/20**

Guests & Topics:

- **Dr. Judy Monroe, head of the CDC Foundation & advisor to the Pandemic Action Network** discussed where are we on the COVID-19 response both in the United States and globally. She talked about holiday gatherings in 2020 and where the greatest needs are for on-the-ground response to COVID-19.
- **Andrea Hailey, CEO, Vote.org** talked about voting trends so far in 2020 and how COVID-19 is impacting our elections. She also discussed how foreign governments can influence an election in the US.

Estamos Contigo: Public Affairs Special

**(REPLAY OF THE 10/17-10/18 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 10/24/20 - 10/25/20**

Guests & Topics:

- The 2020 census has come to an end and the regional manager visits us to tell us about the number of people who filled this important initiative that will register the increase in the Hispanic population of the United States.
- With the elections just around the corner, we spoke with **Alex Ochart, an expert in digital marketing** about the accusation of social networks of interfering in the 2020 elections.
- And **Dr. Anthony Fauci** offers his recommendations for Thanksgiving celebrations.

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 10/17/20 - 10/18/20**

Guests & Topics:

- **Myra Biblowit, Breast Cancer Research Foundation President & CEO.** Biblowit talked about what makes BCRF unique and the biggest changes in breast cancer research over the last two decades. She discussed some of the challenges facing the breast cancer community in the face of the COVID-19 pandemic and how listeners can best help support BCRF.
- **John Zogby, Founder & Senior Partner John Zogby Strategies.** Zogby is a pollster, author, trend-spotter, and thought leader. He's widely regarded as one of the most accurate pollsters in the world and discussed the strategies and accuracy of polling in 2020 in both local and national elections and the pandemic's effect on polling participation. He talked about how every campaign – whether political, public relations, branding, or capital development – needs a well-crafted survey and data to discover the strengths, weaknesses, opportunities and threats that lie ahead.

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 10/17/20 - 10/18/20**

Guests & Topics:

- The 2020 census has come to an end and the regional manager visits us to tell us about the number of people who filled this important initiative that will register the increase in the Hispanic population of the United States.
- With the elections just around the corner, we spoke with **Alex Ochart, an expert in digital marketing** about the accusation of social networks of interfering in the 2020 elections.
- And **Dr. Anthony Fauci** offers his recommendations for Thanksgiving celebrations.

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 10/10/20 - 10/11/20**

Guests & Topics:

- **William Schaffner, MD, National Foundation Infectious Disease Medical Director** discussed influenza vaccine coverage data from the 2019-2020 US influenza season. He highlighted the importance of influenza and pneumococcal disease prevention during the COVID-19 pandemic and why most everybody should be getting a flu shot this year.
- **Jessica Levinson – Professor of Election Law at Loyola Law School and Contributor to NBC News THINK.** With the 2020 Election less than month away, Levinson discussed voting law and ethics in the United States. She talked about the different types of voter suppression and how to make sure your vote counts.

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 10/10/20 - 10/11/20**

Guests & Topics:

- **Dr. José Colón: Youth Specialist Counselor** speaks about online schooling safety for kids.
- **Dr. Rubén Pérez: Internal Medicine Doctor** speaks about President Trump's COVID-19 treatment

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 10/3/20 - 10/4/20**

Guests & Topics:

- **Carolyn Reynolds, co-founder of the Pandemic Action Network**, discussed the present state of COVID-19 in the US. Reynolds talked about winter preparations during the pandemic and how to interpret all the new information coming out potential vaccines.
- **Steve Vladek, Professor of Law at the University of Texas School of Law & Executive Editor of *Just Security* & Senior Editor of the *Lawfare* blog** – Vladek provided perspective on the purpose of our Supreme Court and judicial branch of government. He discussed the justice confirmation process and how the supreme court works from their case choices to their sessions.

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 10/3/20 - 10/4/20**

Guests & Topics:

- **Andria Estrella, Licensed Marriage and Family Therapist**, about what is most affecting our families and especially our children during these difficult times and how to get help in your area.
- **Maribel Alonso, Technical Information Specialist, Food Safety and Inspection Service, USDA** about issues with a new study of the USDA revealing concerns about the handling of frozen food by consumers.