

WPTI FM, WTQR FM, WMAG FM, and WMKS FM: All Local Programming for Q1 2022, Q2 2022, Q3 2022, Q4 2022 ran at 7am, Sunday.

WMKS
Greensboro, NC
Quarterly Issues/Programs List
Third Quarter, 2022
04/11/2023

WMKS
Quarterly Issues/Programs List

WMKS provides its listeners with programming and public service announcements that address issues of concern to our local community.

Section I

LOCAL PROGRAMMING

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
(This station aired no local issues programming during the quarter in question.)					

Section II

NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
(Insert network and/or syndicator-provided programs lists here.)				

Section III

PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

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

iHeartRadio Communities: Public Affairs Special

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

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

To air: **Weekend of 09/23/22 – 09/25/22**

Guests & Topics:

- **Scott Strode, Founder and National Executive Director of The Phoenix.** Addiction recovery is an issue that impacts nearly half of Americans. One Million Strong is an organization uniting fans, artists, and the music industry to destigmatize addiction recovery through the power of community. Strode talked about his personal journey with addiction recovery and their mission to build a national sober active community that fuels resilience and harnesses transformation.
- **Lea Crager Director of FEMA's Ready Campaign – Preparing for Natural Disasters & Emergencies.** September is National Preparedness Month. Crager talked about how Americans can stay prepared for emergencies and disasters, such as hurricanes, wildfires, flooding and more. He focused on the importance of knowing the risks of where you live and having a plan in place to your family safe, no matter the conditions.

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 09/23/22 – 09/25/22**

Guests & Topics:

- On this week's show, we talk to **Dr. Edgar Nuñez**, who tells us more about the history of monkeypox, how we can stay safe, and how vaccines work today.
- We also speak with **Dr. Carlos Del Rio, he is an infectious diseases expert**, and bring us details on updated vaccines for COVID and shines a light on why Hispanics need to get vaccinated.
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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 09/16/22 – 09/18/22**

Guests & Topics:

- **Dr. Gonzalo Bearman, Chairman of infectious disease at Virginia Department of Health.** Hispanic Heritage month started September 15th. According to the latest data from the CDC, vaccination rates have been steadily increasing for Latinos but remain low for boosters. Bearman focused on the continued challenges facing Hispanic communities with dispensing updated COVID health information.
- **Brian DiSabatino, Creator of Virtual Veteran Festival and Jenny Siler, Veteran Spouse and Director of Corporate Sponsorships at Stop Soldier Suicide.** The mission of Vet Fest is to provide an uplifting and educational day, bringing the military and civilian communities together to benefit our active duty and military families. DiSabatino and Siler talked about the event and stressed the importance of peer-to-peer networking, mental health, and gratitude for active service members and vets.

Estamos Contigo: Public Affairs Special

(REPLAY OF THE 04/22-04/24 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 09/16/22 – 09/18/22**

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 09/09/22 – 09/11/22**

Guests & Topics:

- **Dr. Evelyn Twentyman, Medical Epidemiologist with the CDC Division of Reproductive Health.** The new Omicron-boosters are being delivered but what do we need to know about the updated COVID vaccines? Tobin told us how they are different from the previous vaccines, and how they will they better protect us against the variants that are currently circulating. She also discussed booster availability, safety, and health equity.
- **Mary Tobin, Senior Advisor for Wounded Warrior, Veteran, and Military Families, and AmeriCorps board member.** 2022 marks the 21st anniversary of the attacks in New York, Washington and Shanksville, PA. Tobin discussed AmeriCorps call on the Nation to Serve on 9/11 day and explore community service year-round. Tobin discussed how people can visit the webpage that AmeriCorps has set up that directs people to volunteer opportunities in their areas.

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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 09/09/22 – 09/11/22**

Guests & Topics:

- In today's show we speak with **Oscar Pulido general manager and member of the team that manages multi-asset portfolios at BlackRock** about the difference between saving and investing. We also talk about the foods we eat and how reading the label before purchasing could help our health. **Dr. Fabricio Mancini, Expert in Healthy Living**, gives us tips on how to read the labels and make better decisions in the store.

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 09/02/22 – 09/04/22**

Guests & Topics:

- **Christopher Jones, PharmD, DrPH, MPH (CAPT U.S. Public Health Service), currently serves as the acting director of the National Center for Injury Prevention and Control.** The CDC has recently updated guidance for use in community settings and schools. Dr. Jones told us what prompted the new guidance and how these changes affect people at higher risk. She enforced what steps should still be taken to offer a higher level of protection against COVID-19.
- **Dr. Matthew Miller, Executive Director for VA Suicide Prevention for the U.S. Department of Veterans Affairs.** Tragically, our nation's Veterans are at a higher risk for suicide compared to the general population but there is hope. Dr. Miller discussed the "Don't Wait. Reach Out." Campaign, resources available to help Veterans who are struggling, and how everyone can be part of the solution and help save lives.

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 09/02/22 – 09/04/22**

Guests & Topics:

- Now that kids are back in school and that means we're getting close to flu season. We spoke with **Dr. Ricardo Correa, Director of the Postgraduate Education Program at the University of Arizona-Phoenix School of Medicine** and he talks about COVID vaccines for children 6 months of age and older and the new guidance on boosters from the CDC.
- We are also joined by **Dr. Juanita Mora, a noted allergist and spokesperson for the American Lung Association.** Who is going to give us a little more information about Respiratory Syncytial Virus in children.

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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 08/26/22 – 08/28/22**

Guests & Topics:

- **Dr. Charmain F. Jackman - Psychologist and mental health expert with the Sound It Out Campaign and Founder/CEO of InnoPsych, Inc.** With back to school upon us, many families and kids are anxious when it comes to a new school year, issues like gun violence and mental

health. Dr. Jackman talked about tackling those feelings of concern and the latest resources for parents and caregivers at [SoundItOutTogether.org](https://www.sounditouttogether.org)

- **Zuani Villarreal - Director of Communication for Feeding America.** Villarreal talked about Feeding America's mission to ensure equitable access to nutritious food for all in partnership with food banks, policymakers, supporters, and the communities they serve. With the economy and inflation, she discussed the desperate need for food banks to be replenished immediately and in time for the holidays.

Estamos Contigo: Public Affairs Special

(REPLAY OF THE 06/17-06/19 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 08/26/22 – 08/28/22](#)

Guests & Topics:

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

iHeartRadio Communities: Public Affairs Special

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

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

To air: [Weekend of 08/19/22 – 08/21/22](#)

Guests & Topics:

- **Dr. Greta Massetti, chief of the Field Epidemiology and Prevention Branch in the Division of Violence Prevention at the CDC.** It's back to school time and the CDC has recently put out some updated guidance for use in community settings and schools. Massetti discussed the changes and what parents should be doing if their child gets exposed to COVID. She also told us where to get more information on the new guidelines.
- **Sonia Manzano is a groundbreaking Latina educator, executive television producer, and award-winning children's book author.** Manzano is well known after playing "Maria" on *Sesame Street* from 1971-2015. She discussed her new book, *COMING UP CUBAN: RISING PAST CASTRO'S SHADOW* and the impact of the 1959 Cuban Revolution. The conversation focused on the lives and growth of four children from very different walks of life as they experience major social, political, and cultural upheaval.

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 08/19/22 – 08/21/22](#)

Guests & Topics:

- The Dollar General Literacy Foundation (DGLF) and the Ad Council have partnered to launch a new campaign, "When You Graduate, They Graduate," encouraging adults to complete their high school diplomas. We are joined by **Aura Perez** who completed her high school studies and shares a little more about her experience.
- Staying on the topic of school, several children have already started classes but there are still others who are preparing to return to school. What should we do as parents regarding COVID vaccines and what are the new indications that the CDC tells us? **Dr. Emma Olivera is a pediatrician in Chicago**, and she shares some tips on how to keep our kids safe this school year.

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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 08/12/22 – 08/14/22](#)

Guests & Topics:

- **Dr. Adriana Cadilla, a pediatric infectious disease specialist at Nemours Children's Health in Orlando** – Keeping kids safe from COVID during the return to school, plus the latest information on the COVID-19 vaccines, including who's eligible to get them and their safety and efficacy.
- **Dr. John Draper, the Executive Director of the 988 Suicide and Crisis Lifeline** – Launch of the 988 Suicide and Crisis Lifeline, including the types of issues it addresses, the state of mental health in the U.S., and how it differs from 211 and 911.

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 08/12/22 – 08/14/22**

Guests & Topics:

- Finding a qualified and reputable appraiser is essential to ensure you don't leave money on the table when selling or insuring your most prized possessions, especially with today's inflation. We spoke with **Ryan Kinahan, General Manager of Fixed Assets at RK Valuation Advisory** about what to look for in an appraiser.
- Also joining us is **Frank Fernandez, retired Police Chief**, who tells us more about how you can protect yourself from unexpected medical bills.

iHeartRadio Communities: Public Affairs Special

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

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

To air: **Weekend of 08/05/22 – 08/07/22**

Guests & Topics:

- **Dr. Charmain F. Jackman - Psychologist and mental health expert with the Sound It Out Campaign and Founder/CEO of InnoPsych, Inc.** With many families and kids, a little anxious when it comes to a new school year, issues like gun violence and mental health have only compounded that unease. Dr. Jackman talked about tackling those feelings of concern and the latest resources for parents and caregivers at [SoundItOutTogether.org](https://www.SoundItOutTogether.org).
- **Ken Fisher CEO of Fisher House Foundation.** For the first time in two years, The Warrior Games are back! The games are an annual event that brings together hundreds of elite athletes to compete in adaptive sports and celebrate the resilience and dedication of wounded, ill and injured active duty and veteran U.S. military service members. Fisher discussed the benefits of adaptive sports for vets in recovery and the role of the Fisher House Foundation.

Estamos Contigo: Public Affairs Special

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

To air: **Weekend of 08/05/22 – 08/07/22**

Guests & Topics:

- As back-to-school approaches, mental health experts share tips to help families get ready. We are accompanied by **Dr. Regina Miranda, Professor of Psychology at Hunter College**, who gives us some tips on how we can help our children's mental health.
- We also spoke with **Richard Rapoza, representative of Abbott** and he talks about the importance of promoting diversity in medical research and how this can improve care among minority communities.

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 07/29/22 – 07/31/22**

Guests & Topics:

- **Patrick K. Porter, PhD is an award-winning author, educator, consultant, entrepreneur, and speaker.** He is on a mission to build better brains. According to a new observational study, alcohol consumption of just 4 drinks a week might be changing your brain. Dr. Porter discussed the brain and how it metabolizes alcohol. He also addressed the accumulation of iron in the brain as it may contribute to Alzheimer's, Parkinson's, and other neurodegenerative conditions.
- **Ron Insana is a contributor to CNBC, public speaker, and a Senior Advisor to Schroders, N.A.** Insana talked about the current state of the US economy as we hear rumblings of a recession. He also explained The Federal Reserve's expected interest rate hike for the second straight meeting and why this is necessary to control inflation that's been running at a four-decade high.

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 07/29/22 – 07/31/22**

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 07/22/22 – 07/24/22**

Guests & Topics:

- **Joseph Palm, Regional Director, Region 7 & Catherine Lindsey Satterwhite, PhD, MSPH, MPH & Regional Health Administrator for the U.S. Department of Health and Human Services.** We've been hearing a lot about the new BA 5 COVID subvariant that is even more contagious than the original strain. Palm and Satterwhite told us what we can do to protect ourselves against this new strain. Also, the 2022 Walcott Truckers Jamboree – which bills itself as “the best trucker party in the country” drew nearly 50,000 people last week. They also discussed why it is important to speak to specialized audiences throughout the US to combat Covid-19.
- **Aaron Dworkin, CEO of the National Summer Learning Association (NSLA).** Dworkin focused on Discover Summer, an online destination supported by iHeart Media, Discovery Education, Nintendo Switch, and New York Life Foundation. The platform encourages families to discover both in-person and virtual summer programs in their community. He talked about effects of summer learning loss, equity in education, and the impact of COVID-19 and summer education.

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 07/22/22 – 07/24/22**

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

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 07/15/22 – 07/17/22**

Guests & Topics:

- **Dr. Peter Marks, M.D., Ph.D., Director of the Center for Biologics Evaluation and Research for the Food & Drug Administration.** The FDA plans to update boosters to target Omicron variants. Marks discussed the necessity for people to stay on top of boosters. He also talked about boosters for children 5-11 years old.
- **Peter Greenberg, Journalist, Reporter, and Travel Detective.** It's been a tough summer for U.S. air travelers across America. Greenberg gives us tips and tricks to help successfully navigate “air-maggedon” and deal with the tribulations at America's airlines and airports.

Estamos Contigo: Public Affairs Special

(REPLAY OF THE 04/15-04/17 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 07/15/22 – 07/17/22**

Guests & Topics:

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

iHeartRadio Communities: Public Affairs Special

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

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

To air: **Weekend of 07/08/22 – 07/10/22**

Guests & Topics:

- **Clara Reynolds, President & CEO of the Crisis Center of Tampa Bay** – Assessing the mental health crisis affecting the U.S., along with information on resources for those struggling with mental health issues.
- **Dr. Janine Domingues, Clinical Psychologist at the Child Mind Institute** – How mental health among children has been impacted by the pandemic, plus strategies for dealing with a child's mental health issues and navigating difficult topics in the news with kids.

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 07/08/22 – 07/10/22**

Guests & Topics:

- The Supreme Court has ended a Trump-era policy that forced some American asylum seekers to wait in Mexico. To talk more about this topic, we speak with **Héctor E. Quiroga, Immigration attorney and Co-founder of the Quiroga Law Office.**
- As the pandemic has dragged on, mental health has moved to center stage. Dr. Sanjay Gupta noted that mental health issues have come to the fore in recent years. **Resilience Expert, Marie Cosgrove** talks to us about what we can do to communicate better when it comes to our mental health at work.

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 07/01/22 – 07/03/22**

Guests & Topics:

- **Jody Thomas, PhD, founder and CEO of The Meg Foundation.** The Meg Foundation's mission is to empower families with pain management strategies, skills, and support to prevent and reduce pain. Dr. Thomas discussed the recently authorized COVID-19 vaccines for children as young as 6 months. She focused on what parents do to make getting a COVID-19 vaccine a good experience for babies and kids, so they don't develop any fear of needles or going to the doctor.
- **Kenneth C. Davis is the bestselling author of the *Don't Know Much About® History series.*** Monday is Independence Day, a federal holiday in the United States commemorating the signing of the Declaration of Independence, which was ratified on July 4, 1776. Davis discussed the holiday, its meaning and evolution, and fun fact about the 4th of July.

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 07/01/22 – 07/03/22**

Guests & Topics:

- The latest Healthy Minds survey revealed that half of Hispanic adults in America feel pressured to lose weight or physically change their bodies this summer. A third rate their mental health as fair or worse. Joining us today is **Dr. Bernardo Ng, Principal Investigator at Sun Valley Research Center, Inc.,** who tells us more about this survey.
- Also with us is **Luis Orta, a service technician for Southern Comfort Mechanical.** He talks about what we can do to make sure our air conditioner stays in good working order this summer.