

WMKS

Greensboro, NC
Quarterly Issues/Programs
List First Quarter, 2017
04/05/2017

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:

- **A new program to get out of debt:** PowerPay is FREE!!!! If you would like to have LESS DEBT, LESS WORRY, MORE CASH and MORE LIVING, THEN POWER PAY IS FOR YOU!!! The PowerPay program can be accessed at: www.powerpay.org For assistance using PowerPay - Shameca Battle, Guilford County Family and Consumer Sciences Agent at Shameca_battle@ncsu.edu or 336-641-2415.
- **Anytown program:** ANYTOWN , is a week-long residential summer program conducted at Blowing Rock Conference Center in the beautiful North Carolina mountains. Not your typical summer camp, ANYTOWN provides Guilford County students with a unique opportunity to live and interact with a diverse group of students who come together to build a community based on inclusivity, respect and understanding. The days are full of engaging workshops and intense discussion groups along with fun games and electives.
- **Being a better parent:** How can you start being a better parent? What is the most important thing to teach your children? How can you discipline without causing more harm? Is an allowance a part of responsible parenting? What should you expect from your kids if you give them an allowance?
- **Being healthier & saving money with spring gardens:** How can people start getting ready for spring planting? What is OK to start now and what is something you might want to hold off on? How much money can be saved by growing your own spring vegetables? What are the health benefits?
- **Boys and Girls Clubs:** How did the Salvation Army get involved with the Boy's and Girls Clubs? How many children do you serve? Is this a year round program? How does your after school program differ from the summer program?
- **Champion Of Hope Dinner:** The inaugural Darrell and Stella Harris Champion of Hope Dinner, benefiting the programs of The Salvation Army of High Point, will be held on Tuesday, May 16th, 2017 at the High Point Country Club at Emerywood. Festivities will begin at 6:00 p.m. with a silent auction. Our special guest and keynote speaker for this inaugural event is Jenna Bush Hager, the daughter of former President

and First Lady George W. and Laura Bush

- **Cleaning Up Greensboro:** Melanie Buckingham - Keeping Greensboro clean. How can people volunteer to help clean up Greensboro? Do people need to bring any cleaning supplies or will everything be provided? What areas of the city will be targeted for clean up?
- **Earth Day:** Earth Day Celebration. How did Earth day get started? What is the reason for Earth day? What types of activities are available for visitors at the earth day celebration?
- **Eating Healthy:** Vincent Webb - How do you go about teaching people how to eat healthier? Why is this important? Is it more expensive to eat healthier? Do you need to change the foods the buy? Do you need to change your methods of cooking?
- **EFNEP Programs:** Arnicia Gudger - FNEP food programs for underprivileged. Since 1969, the Expanded Food and Nutrition Education Program (EFNEP) has successfully addressed critical societal concerns by employing paraprofessional staff and influencing nutrition and physical activity behaviors of low-income families, particularly those with young children. Through a community-based, relationship-driven, hands-on educational approach, EFNEP has directly impacted economic, obesity, and food insecurity challenges that hinder the health and well being of this nation.
- **Environmentally friendly lawn care:** How can you get a free soil test done for your home landscaping? What kind of information will the test provide? How can you help your lawn and shrubs and still not harm the environment? What kinds of products are the best to buy for your lawn? How can you take care of lawn pests such as moles or voles? how can you tell if you have a problem with them?
- **Healthy Food Choices:** Vincent Webb March is Natl Nutrition Month. How to eat healthy. How to buy healthy food, How to cook healthy. How to eat out healthy. How to snack healthy.
- **Homeschoolers should be 4H's:** 4-H is the largest out-of school youth program in the United States. Although it began in the early 1900 (tm)s in rural areas with a focus on farming and homemaking, 4-H clubs today include engineering and computers. Kids learn how to work as a team and to give back to their communities. Four reasons you want to become involved in 4-H: Hands-on Life Skills A Heart for the Community Healthy Relationships Creative Thinkers
- **Hurricane Matthew Disaster Relief:** How did the Salvation Army help out during Hurricane Matthew along the North Carolina coast? How many meals were served? Did you have enough money and materials to take care of everything you had to do?
- **Keeping children safe:** Operation KidSafe - info & ID program to keep kids safe. What are the activities available for kids and familys at the event? Do the parents need to bring any ID or records for the kids? How long with the materials you give them families last? How old do the

kids need to be?

- **Learning to live together:** Diversity in the Triad is a program that teaches young people how to better get along with people that are completely different from them in both lifestyle and culture. How do you choose who gets to participate in the program. What do the young people learn about living with other people who are so different from them?
- **Managing Money in Tough Times:** Money is often on the minds of most Americans. In fact, according to the American Psychological Association (tm)s 2007 Stress in America survey, money and work are two of the top sources of stress for almost 75 percent of Americans. Add to the mix headlines declaring a looming economic recession, and many begin to fear how they can handle any further financial crunch. Learning positive money management techniques can help you and your family adapt to tough economic times
- **Memory Bound Foundation:** Michael and Devon Hodges started Memory Bound Foundation in January 2016 to help cancer patients take time to spend with their families away from the immediate stresses of dealing with the disease.
- **Mold in your house:** Barbara Strong - mold/mildew in your house. How to detect mold in the home. What are the causes? How can you remove it? What types of materials are most susceptible to mold? Is it a health hazard?
- **Powerpay debt reduction:** Looking for a free easy way to lower your debt? If so, PowerPay may be a great resource. PowerPay is a computer program that provides a debt reduction plan. It shows a person what to pay monthly until all the debts are paid. It is easy to use, easy to understand, easy to do, easy to follow and private.
- **Salvation Army Programs:** Salvation Army programs. How important is the kettle drive in the 4th quarter? What does that allow you to do throughout the year? What types of programs do you offer?
- **Summer camps for 4H:** How many camps are offered in the summer months? Do you have both day camps and camps where you actually stay for several days or weeks? What is the cost of the camps? Do you need to start signing up now for the camps? What types of camps are available?
- **Working to be debt free:** How does the working to be debt free program work? Is it free? How long does it usually take before the average person can be debt free with the program? Is it available for everyone?

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
EFNEP Programs	Triad Viewpoints #1	<p>Arnicia Gudger - FNEP food programs for underprivileged. Since 1969, the Expanded Food and Nutrition Education Program (EFNEP) has successfully addressed critical societal concerns by employing paraprofessional staff and influencing nutrition and physical activity behaviors of low-income families, particularly those with young children. Through a community-based, relationship-driven, hands-on educational approach, EFNEP has directly impacted economic, obesity, and food insecurity challenges that hinder the health and well being of this nation.</p>	Arnicia Gudger	01/01/2017 07:02 AM	014:17
Homeschoolers should be 4H's	Triad Viewpoints #2	<p>4-H is the largest out-of school youth program in the United States. Although it began in the early 1900 (tm)s in rural areas with a focus on farming and homemaking, 4-H clubs today include engineering and computers. Kids learn how to work as a team and to give back to their communities. Four reasons you want to become involved in 4-H: Hands-on Life Skills A Heart for the Community Healthy Relationships Creative Thinkers</p>	Peggy Lewis	01/01/2017 07:22 AM	014:36
Working to be debt free	Triad Viewpoints #1	<p>How does the working to be debt free program work? Is it free? How long does it usually take before the average person can be debt free with the program? Is it available for everyone?</p>	Shemeca Battle	01/08/2017 07:00 AM	014:40

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Summer camps for 4H	Triad Viewpoints #2	How many camps are offered in the summer months? Do you have both day camps and camps where you actually stay for several days or weeks? What is the cost of the camps? Do you need to start signing up now for the camps? What types of camps are available?	Peggy Lewis	01/08/2017 07:21 AM	014:07
A new program to get out of debt	Triad Viewpoints #1	PowerPay is FREE!!!! If you would like to have LESS DEBT, LESS WORRY, MORE CASH and MORE LIVING, THEN POWER PAY IS FOR YOU!!! The PowerPay program can be accessed at: www.powerpay.org For assistance using PowerPay - Shameca Battle, Guilford County Family and Consumer Sciences Agent at Shameca_battle@ncsu.edu or 336-641-2415.	Shemeca Battle	01/15/2017 06:58 AM	014:29
Memory Bound Foundation	Triad Viewpoints #2	Michael and Devon Hodges started Memory Bound Foundation in January 2016 to help cancer patients take time to spend with their families away from the immediate stresses of dealing with the disease.	Devon Hodges	01/15/2017 07:18 AM	014:33
Managing Money in Tough Times	Triad Viewpoints #1	Money is often on the minds of most Americans. In fact, according to the American Psychological Association (tm)s 2007 Stress in America survey, money and work are two of the top sources of stress for almost 75 percent of Americans. Add to the mix headlines declaring a looming economic recession, and many begin to fear how they can handle any further financial crunch. Learning positive money management techniques can help you and	Shemeca Battle	01/22/2017 06:59 AM	015:01

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		your family adapt to tough economic times			
Learning to live together	Triad Viewpoints #2	Diversity in the Triad is a program that teaches young people how to better get along with people that are completely different from them in both lifestyle and culture. How do you choose who gets to participate in the program. What do the young people learn about living with other people who are so different from them?	Ivan Canada	01/22/2017 07:19 AM	014:52
Powerpay debt reduction	Triad Viewpoints #1	Looking for a free easy way to lower your debt? If so, PowerPay may be a great resource. PowerPay is a computer program that provides a debt reduction plan. It shows a person what to pay monthly until all the debts are paid. It is easy to use, easy to understand, easy to do, easy to follow and private.	Shemeca Battle	01/29/2017 07:00 AM	014:40
Anytown program	Triad Viewpoints #2	ANYTOWN , is a week-long residential summer program conducted at Blowing Rock Conference Center in the beautiful North Carolina mountains. Not your typical summer camp, ANYTOWN provides Guilford County students with a unique opportunity to live and interact with a diverse group of students who come together to build a community based on inclusivity, respect and understanding. The days are full of engaging workshops and intense discussion groups along with fun games and electives.	Ivan Canada	01/29/2017 07:21 AM	014:52
Being healthier & saving money with spring gardens	Triad Viewpoints #1	How can people start getting ready for spring planting? What is OK to start now and what is something you might	Crystal Mercer	02/05/2017 06:59 AM	014:52

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		want to hold off on? How much money can be saved by growing your own spring vegetables? What are the health benefits?			
Mold in your house	Triad Viewpoints #2	Barbara Strong - mold/mildew in your house. How to detect mold in the home. What are the causes? How can you remove it? What types of materials are most susceptible to mold? Is it a health hazard?	Barbara Strong	02/05/2017 07:20 AM	014:34
Salvation Army Programs	Triad Viewpoints #1	Salvation Army programs. How important is the kettle drive in the 4th quarter? What does that allow you to do throughout the year? What types of programs do you offer?	Capt. Bobby Jackson	02/12/2017 06:59 AM	014:28
Hurricane Matthew Disaster Relief	Triad Viewpoints #2	How did the Salvation Army help out during Hurricane Matthew along the North Carolina coast? How many meals were served? Did you have enough money and materials to take care of everything you had to do?	Capt. Bobby Jackson-Salvation Army	02/12/2017 07:19 AM	013:59
Boys and Girls Clubs	Triad Viewpoints #1	How did the Salvation Army get involved with the Boy's and Girls Clubs? How many children do you serve? Is this a year round program? How does your after school program differ from the summer program?	Salvation Army Capt. Bobby Jackson	02/19/2017 06:58 AM	014:45
Champion Of Hope Dinner	Triad Viewpoints #2	The inaugural Darrell and Stella Harris Champion of Hope Dinner, benefiting the programs of The Salvation Army of High Point, will be held on Tuesday, May 16th, 2017 at the High Point Country Club at Emerywood. Festivities will begin at 6:00 p.m. with a silent auction. Our special guest and keynote speaker for this inaugural	Capt. Bobby Jackson	02/19/2017 07:19 AM	014:55

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		event is Jenna Bush Hager, the daughter of former President and First Lady George W. and Laura Bush			
Environmentally friendly lawn care	Triad Viewpoints #1	How can you get a free soil test done for your home landscaping? What kind of information will the test provide? How can you help your lawn and shrubs and still not harm the environment? What kinds of products are the best to buy for your lawn? How can you take care of lawn pests such as moles or voles? how can you tell if you have a problem with them?	Crystal Mercer	02/26/2017 07:01 AM	014:33
Being a better parent	Triad Viewpoints #2	How can you start being a better parent? What is the most important thing to teach your children? How can you discipline without causing more harm? Is an allowance a part of responsible parenting? What should you expect from your kids if you give them an allowance?	Barbara Strong	02/26/2017 07:21 AM	014:26
Healthy Food Choices	Traid Viewpoints #1	Vincent Webb March is Natl Nutrition Month. How to eat healthy. How to buy healthy food, How to cook healthy. How to eat out healthy. How to snack healthy.	Vincent Webb	03/05/2017 06:58 AM	014:59
mold in your house	Triad Viewpoints #2	Barbara Strong - mold/mildew in your house. How to detect mold in the home. What are the causes? How can you remove it? What types of materials are most susceptible to mold? Is it a health hazard?	Barbara Strong	03/05/2017 07:20 AM	014:34
Earth Day	Triad Viewpoints #1	Earth Day Celebration. How did Earth day get started? What is the reason for Earth day? What types of activities are available for visitors at the earth day celebration?	Melanie Buckingham	03/12/2017 07:01 AM	028:43

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Keeping children safe	Triad Viewpoints #1	Operation KidSafe - info & ID program to keep kids safe. How did operation kid safe get started? What are stats on missing kids? What does the program do for kids and families?	Mark Botts	03/19/2017 07:01 AM	014:27
Keeping children safe	Triad Viewpoints #2	Operation KidSafe - info & ID program to keep kids safe. What are the activities available for kids and families at the event? Do the parents need to bring any ID or records for the kids? How long with the materials you give them families last? How old do the kids need to be?	Mark Botts	03/19/2017 07:21 AM	015:03
Cleaning Up Greensboro	Traid Viewpoints #1	Melanie Buckingham - Keeping Greensboro clean. How can people volunteer to help clean up Greensboro? Do people need to bring any cleaning supplies or will everything be provided? What areas of the city will be targeted for clean up?	Melanie Buckingham	03/26/2017 06:58 AM	013:32
Eating Healthy	Triad Viewpoints #2	Vincent Webb - How do you go about teaching people how to eat healthier? Why is this important? Is it more expensive to eat healthier? Do you need to change the foods the buy? Do you need to change your methods of cooking?	Vincent Webb	03/26/2017 07:17 AM	014:34

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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
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:31	008
FOSTER THE LOVE	DSS	000:15	007
FOSTER THE LOVE	DSS	000:30	009
HEALTH AND FITNESS	FRUITS & VEGGIES	000:30	006
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	006
PEACE	PEACE IN THE STREETS	000:31	009
RONALDMCDONALD HOUSE	McDonalds	000:15	055
RONALDMCDONALD HOUSE	McDonalds	000:27	053
SAFE DRIVING	PROJECT YELLOW LIGHT	000:31	007