

WMKS
Greensboro, NC
Quarterly Issues/Programs List
Second Quarter, 2016
07/08/2016

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:

- **250 Mile Hike to end hunger:** Second Harvest Food Bank of Northwest NC Chuck Harmon will set off on a 250-mile long Hike to End Summer Hunger. It (tm)s a huge commitment, but Harmon is ready. He has been training for weeks at walk events hosted by school groups, apartment communities, local businesses and others. Along the way, Harmon has collected thousands of pounds of food and thousands of dollars to support Second Harvest Food Bank and its partners working to fill the summer meal gap for kids
- **4H Programs:** 4H programs for Spring and Summer. Camps that are available for young people to attend. There are over 54,000 school age youth in Guilford County. Youth in Guilford County need opportunities that will help them grow into responsible citizens. Family, schools and community all play a role in providing those opportunities. The Guilford County 4-H program can provide learning experiences which positively impact the lives of children.
- **ACS Cancer Programs:** Tracey Smith of American Cancer Society. What is the history of the american cancer society? How did it get started? How do you raise money? What are the funds used for? What are some of the advancements in cancer cures?
- **Body cams and local law enforcement:** Local Law Enforcement - Body Cameras on officers. How soon will all officers have the body cams. What is the procedure for their operation? How will requests for the video be handled for the public?
- **Childhood Hunger:** One in 4 children living in Northwest North Carolina lives with uncertainty over whether they will have enough to eat. (Source: Feeding America's Map the Meal Gap study) In collaboration with our partner food assistance programs, schools, funding partners and others, Second Harvest Food Bank of Northwest NC works to address this problem through a number of special programs.
- **Feeding America:** Second Harvest Food Bank of Northwest NC is a proud member of Feeding America, the nation's largest domestic hunger-relief charity comprised of more than 200 member food banks. Together, we provide critical food assistance to more than 46 million Americans each year - or 1 in 7 Americans - including 12 million children and 7

million seniors.

- **Filling up local food bank:** 2nd Harvest Food Bank - Local Food Bank fundraising. Since the economic downturn, Second Harvest Food Bank of Northwest NC has seen the number of people coming to our partner agencies grow from 135,000 people to nearly 300,000 people. One-third of those we are helping are children. Many who are now seeking food assistance never imagined they'd have to turn for help to feed their families.
- **Food Insecurity:** 2nd Harvest Food Bank - 24.1% of children living in Northwest NC are food insecure (1 in every 4 children). Nationwide, 1 in every 5 children lives in a food insecure household. Map the Meal Gap also reveals that 24% of people who are food insecure in our region are ineligible for Food and Nutrition Services (formerly Food Stamps), while 25% of food insecure children live in households with incomes that make them ineligible for federal child nutrition programs. For these families in particular, Second Harvest Food Banks and our network of partner programs offer a critical source of nutritional support.
- **Food programs :** EFNAP Food Program. How to buy store and prepare healthy and nutritious food for your family.
- **Grants for summer food programs:** Second Harvest Food Bank of Northwest North Carolina is the recipient of two grants that will have a big impact in the lives of Caswell County families struggling with food insecurity, plus provide a boost for local farmers. The grants are independent, yet will work in tandem to support the families and children turning to County Outreach Ministry in Yanceyville for nutritional support. A \$9,150 grant from the Community Foundation of the Dan River Region will allow the Ministry to expand its summer meal program for children to five days a week for up to 125 children. It also provides a commercial grade refrigerator and freezer for perishable items and underwrites a Cooking Matters course, in which Second Harvest nutrition educators teach participants how to cook healthy meals with a limited budget. A \$12,000 grant from The Conservation Fund (tm)s Resourceful Communities Program and the Kate B. Reynolds Charitable Trust will support local farmers, allowing the Ministry to purchase fresh, sustainably-grown produce at market rate, and will provide funding for several additional cooking and canning classes.
- **History of the American Cancer Society:** Tracey Smith of American Cancer Society. What is the history of the american cancer society? How did it get started? How do you raise money? What are the funds used for? What are some of the advancements in cancer cures?
- **Local Food Celebration:** North Carolina Cooperative Extension, along with community partners Guilford County Food Council and Greater High Point Food Alliance, has planned a week long local foods celebration June 20-25, 2016! This event brings together local food advocates, farmers, local chefs, local restaurateurs, agricultural professionals and local food supporters to create a week of celebration, education, food and fun! Each day features a variety of events, choose one, two, or all to participate in! Cooking Demonstrations Hands-On Gardening

Classes Local Restaurants Samples Farm Tours Kids Activities

- **Local Food programs** : Food Programs in Guilford County. Food deserts. What they are and where are they located? How to expand the areas where local foods are available for local citizens.
- **Map The Meal**: In April 2016, Feeding America released an updated Map the Meal report documenting the persistent and pervasive incidence of hunger in every city, town, county and state in our nation. Key Map the Meal Gap Findings: 17.7% of the population in North Carolina is food insecure (nearly 1.8 million people). Our states ranks 5th worst among the states for food insecurity. In the 18 counties served by Second Harvest Food Bank, 16.2% of the population is food insecure (326,000 people). Many of our counties are experiencing even higher rates of food insecurity.
- **Millstone Equine 4H camp**: Bring your equine partner to camp! A signature Millstone camp for 45 years, Horsemanship Camp will improve your horsemanship skills while having fun with other campers. All breeds and disciplines welcome! Classes are divided by skill level and riding style! Campers must provide their own horse, tack, equipment, and feed.
- **Mobile Oasis Farmers Market**: Mobile Oasis Farmers Market Re-Opens with New Partner " Greensboro Farmers Curb Market. Guilford County has many residents who live in USDA designated food deserts where fresh local produce is not easily accessible and/or affordable. The Mobile Oasis Farmers Market is a collaborative opportunity to offer healthy, affordable foods to those who have SNAP/EBT benefits, as well as all others who wish to participate and make purchases with cash.
- **Planning of local foods event for June**: Local Food celebration planned for June with a week long event planned for the entire community. There will tours of area farms and local food demos. Local restaurants will participate and there will be a showing of a movie about the local foods movement in the US
- **Political Rally and Law Enforcement**: Local Law Enforcement - Donald Trump's visit to Greensboro. Preparations and what it entails. How will law enforcement manage protestors. What does it cost the taxpayer?
- **Raising Funds for Cancer in NC**: Tracey Smith of American Cancer Society talked about the upcoming events to raise money for the American Cancer society in North Carolina.
- **Second Harvest Food Bank**: In the 18 counties within Second Harvest Food Bank of Northwest NC's service area, one in every six of people is food insecure - lacks access to adequate food to live a healthy, productive life. Despite Second Harvest Food Bank (tm)s continuing success in sourcing more food for our partner agency network (in the past five years, distribution has more than tripled from 7.9 million pounds to more than 25 million pounds), 44% percent of programs report having less food than needed to meet the needs of those requesting assistance.

- **Week long local foods celebration** : North Carolina Cooperative Extension, along with community partners Guilford County Food Council and Greater High Point Food Alliance, has planned a week long local foods celebration June 20-25, 2016! This event brings together local food advocates, farmers, local chefs, local restaurateurs, agricultural professionals and local food supporters to create a week of celebration, education, food and fun!
- **Youth Development in 4H**: Through 4-H, hundreds of thousands of North Carolina (tm)s young people learn new skills and serve their communities each year. 4-H offers clubs, special interest programs, summer camps, school enrichment and after-school child care. Guided by North Carolina Cooperative Extension educators and adult and teen volunteers, 4-H (tm)ers gain knowledge, skills and experience that help them become responsible citizens and leaders.
- **Zika Virus**: Mosquitoes & the Zika Virus. How to prevent infection. What are the consequences if you contract the virus. What to do of you are traveling overseas into a Zika virus area.

**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
Zika Virus	Triad Viewpoints #1	Mosquitoes & the Zika Virus. How to prevent infection. What are the consequences if you contract the virus. What to do of you are traveling overseas into a Zika virus area.	Lisa Koonce	04/03/2016 05:59 AM	014:37
Local Food programs	Triad Viewpoints #2	Food Programs in Guilford County. Food deserts. What they are and where are they located? How to expand the areas where local foods are available for local citizens.	Arnicia Guddger	04/03/2016 06:20 AM	014:37
Planning of local foods event for June	Triad Viewpoints #1	Local Food celebration planned for June with a week long event planned for the entire community. There will tours of area farms and local food demos. Local restaurants will participate and there will be a showing of a movie	John Ivey	04/10/2016 05:57 AM	014:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		about the local foods movement in the US			
4H Programs	Triad Viewpoints #2	4H programs for Spring and Summer. Camps that are available for young people to attend. There are over 54,000 school age youth in Guilford County. Youth in Guilford County need opportunities that will help them grow into responsible citizens. Family, schools and community all play a role in providing those opportunities. The Guilford County 4-H program can provide learning experiences which positively impact the lives of children.	Peggy Lewis	04/10/2016 06:17 AM	014:36
Filling up local food bank	Triad Viewpoints #1	2nd Harvest Food Bank - Local Food Bank fundraising. Since the economic downturn, Second Harvest Food Bank of Northwest NC has seen the number of people coming to our partner agencies grow from 135,000 people to nearly 300,000 people. One-third of those we are helping are children. Many who are now seeking food assistance never imagined they'd have to turn for help to feed their families.	Chuck Harmon	04/17/2016 05:59 AM	013:58
Map The Meal	Triad Viewpoints #2	In April 2016, Feeding America released an updated Map the Meal report documenting the persistent and pervasive incidence of hunger in every city, town, county and state in our nation. Key Map the Meal Gap Findings: 17.7% of the population in North Carolina is food insecure (nearly 1.8 million people). Our states ranks 5th worst among the states for food insecurity. In the 18 counties served by Second Harvest Food Bank, 16.2% of the population is food insecure (326,000 people). Many of our counties are experiencing even higher rates of food insecurity.	Chuck Harmon	04/17/2016 06:16 AM	014:57

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Food Insecurity	Triad Viewpoints #1	2nd Harvest Food Bank - 24.1% of children living in Northwest NC are food insecure (1 in every 4 children). Nationwide, 1 in every 5 children lives in a food insecure household. Map the Meal Gap also reveals that 24% of people who are food insecure in our region are ineligible for Food and Nutrition Services (formerly Food Stamps), while 25% of food insecure children live in households with incomes that make them ineligible for federal child nutrition programs. For these families in particular, Second Harvest Food Banks and our network of partner programs offer a critical source of nutritional support.	Chuck Harmon	04/24/2016 05:57 AM	014:18
Second Harvest Food Bank	Triad Viewpoints #2	In the 18 counties within Second Harvest Food Bank of Northwest NC's service area, one in every six of people is food insecure - lacks access to adequate food to live a healthy, productive life. Despite Second Harvest Food Bank (tm)s continuing success in sourcing more food for our partner agency network (in the past five years, distribution has more than tripled from 7.9 million pounds to more than 25 million pounds), 44% percent of programs report having less food than needed to meet the needs of those requesting assistance.	Chuck Harmon	04/24/2016 06:17 AM	013:57
Mobile Oasis Farmers Market	Triad Viewpoints #1	Mobile Oasis Farmers Market Re-Opens with New Partner " Greensboro Farmers Curb Market. Guilford County has many residents who live in USDA designated food deserts where fresh local produce is not easily accessible and/or affordable. The Mobile Oasis Farmers Market is a collaborative opportunity to offer healthy, affordable foods to those who have SNAP/EBT benefits, as well as all others who wish to	John Ivey	05/08/2016 05:59 AM	014:36

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		participate and make purchases with cash.			
Millstone Equine 4H camp	Triad Viewpoints #2	Bring your equine partner to camp! A signature Millstone camp for 45 years, Horsemanship Camp will improve your horsemanship skills while having fun with other campers. All breeds and disciplines welcome! Classes are divided by skill level and riding style! Campers must provide their own horse, tack, equipment, and feed.	Peggy Lewis Joyce	05/08/2016 06:20 AM	014:15
Week long local foods celebration	Triad Viewpoints #1	North Carolina Cooperative Extension, along with community partners Guilford County Food Council and Greater High Point Food Alliance, has planned a week long local foods celebration June 20-25, 2016! This event brings together local food advocates, farmers, local chefs, local restaurateurs, agricultural professionals and local food supporters to create a week of celebration, education, food and fun!	John Ivey	05/15/2016 05:59 AM	014:21
Youth Development in 4H	Triad Viewpoints #2	Through 4-H, hundreds of thousands of North Carolina (tm)s young people learn new skills and serve their communities each year. 4-H offers clubs, special interest programs, summer camps, school enrichment and after-school child care. Guided by North Carolina Cooperative Extension educators and adult and teen volunteers, 4-H (tm)ers gain knowledge, skills and experience that help them become responsible citizens and leaders.	Elizabeth Williams	05/15/2016 06:19 AM	014:38
Feeding America	Triad Viewpoints #1	Second Harvest Food Bank of Northwest NC is a proud member of Feeding America, the nation's largest domestic hunger-relief charity comprised of more than 200 member food banks. Together, we provide critical food assistance to more than 46 million Americans each year - or 1 in 7 Americans -	Chuck Harmon	05/22/2016 05:58 AM	014:12

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		including 12 million children and 7 million seniors.			
Childhood Hunger	Triad Viewpoints #2	One in 4 children living in Northwest North Carolina lives with uncertainty over whether they will have enough to eat. (Source: Feeding America's Map the Meal Gap study) In collaboration with our partner food assistance programs, schools, funding partners and others, Second Harvest Food Bank of Northwest NC works to address this problem through a number of special programs.	Chuck Harmon	05/22/2016 06:17 AM	014:49
Grants for summer food programs	Triad Viewpoints #1	Second Harvest Food Bank of Northwest North Carolina is the recipient of two grants that will have a big impact in the lives of Caswell County families struggling with food insecurity, plus provide a boost for local farmers. The grants are independent, yet will work in tandem to support the families and children turning to County Outreach Ministry in Yanceyville for nutritional support. A \$9,150 grant from the Community Foundation of the Dan River Region will allow the Ministry to expand its summer meal program for children to five days a week for up to 125 children. It also provides a commercial grade refrigerator and freezer for perishable items and underwrites a Cooking Matters course, in which Second Harvest nutrition educators teach participants how to cook healthy meals with a limited budget. A \$12,000 grant from The Conservation Fund (tm)s Resourceful Communities Program and the Kate B. Reynolds Charitable Trust will support local farmers, allowing the Ministry to purchase fresh, sustainably-grown produce at market rate, and will provide funding for several	Chuck Harmon	05/29/2016 06:00 AM	014:19

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		additional cooking and canning classes.			
250 Mile Hike to end hunger	Triad Viewpoints #2	Second Harvest Food Bank of Northwest NC Chuck Harmon will set off on a 250-mile long Hike to End Summer Hunger. It (tm)s a huge commitment, but Harmon is ready. He has been training for weeks at walk events hosted by school groups, apartment communities, local businesses and others. Along the way, Harmon has collected thousands of pounds of food and thousands of dollars to support Second Harvest Food Bank and its partners working to fill the summer meal gap for kids	Chuck Harmon	05/29/2016 06:15 AM	014:57
Food programs	Triad Viewpoints #1	EFNAP Food Program. How to buy store and prepare healthy and nutritious food for your family.	Arnicia Guddger	06/05/2016 06:00 AM	014:29
Local Food Celebration	Triad Viewpoints #2	North Carolina Cooperative Extension, along with community partners Guilford County Food Council and Greater High Point Food Alliance, has planned a week long local foods celebration June 20-25, 2016! This event brings together local food advocates, farmers, local chefs, local restaurateurs, agricultural professionals and local food supporters to create a week of celebration, education, food and fun! Each day features a variety of events, choose one, two, or all to participate in! Cooking Demonstrations Hands-On Gardening Classes Local Restaurants Samples Farm Tours Kids Activities	John Ivey	06/05/2016 06:20 AM	014:25
Political Rally and Law Enforcment	Triad Viewpoints #1	Local Law Enforcement - Donald Trump's visit to Greensboro. Preparations and what it entails. How will law enforcement manage protestors. What does it cost the taxpayer?	BJ Barnes	06/12/2016 05:59 AM	014:18

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Body cams and local law enforcement	Triad Viewpoints #2	Local Law Enforcement - Body Cameras on officers. How soon will all officers have the body cams. What is the procedure for their operation? How will requests for the video be handled for the public?	BJ Barnes	06/12/2016 06:18 AM	014:23
History of the American Cancer Society	Triad Viewpoints #1	Tracey Smith of American Cancer Society. What is the history of the american cancer society? How did it get started? How do you raise money? What are the funds used for? What are some of the advancements in cancer cures?	Tracey Smith	06/19/2016 05:57 AM	014:37
Raising Funds for Cancer in NC	Triad Viewpoints #2	Tracey Smith of American Cancer Society talked about the upcoming events to raise money for the American Cancer society in North Carolina.	Tracey Smith	06/19/2016 06:17 AM	014:43
ACS Cancer Programs	Triad Viewpoints #1	Tracey Smith of American Cancer Society. What is the history of the american cancer society? How did it get started? How do you raise money? What are the funds used for? What are some of the advancements in cancer cures?	Tracey Smith	06/26/2016 05:58 AM	014:37
ACS Cancer Programs	Triad Viewpoints #2	Tracey Smith of American Cancer Society talked about the upcoming events to raise money for the American Cancer society in North Carolina.	Tracey Smith	06/26/2016 06:18 AM	014:43

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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	NATIONAL POLICE WEEK	000:30	006
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:28	025
HUNGER	Crisis Control Ministry	000:15	012
HUNGER	ROOTS ROCKIN ALLSTARS	000:17	021
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	015
SEXUAL ASSAULT	IT'S ON US	000:30	013