

WMKS
Greensboro, NC
Quarterly Issues/Programs List
Third Quarter, 2015
10/08/2015

WMKS
Quarterly Issues/Programs List

WMAG 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:

- **4-H Programs for kids:** Peggy Lewis local representative for 4 H programs in Guilford County. Topic - Peggy discussed the upcoming programs and events that will be available for children in the 4-H programs. Guilford County is more urbanized than other counties, the programs are not all geared to a rural audience. They have robotics programs and other science and tech programs available for youth.
- **Adult and child literacy:** Public Library One City One Book - local program to spur more reading of books by children and adults. Goal is to get everyone reading the same book for the summer and into the fall
- **Arts and Entertainment in the Triad:** David Briggs is the manager of the High Point Theatre and he discussed the upcoming schedule of programs and shows being offered by the High Point Theatre. Also talked about how the theatre is available for local groups to use.
- **Childhood Immunization:** New immunization rules - New immunization rules take effect this year for student's just entering school and for those students about to enter the 6th grade. These new immunization rules must be followed in order to enroll their children into the public schools this year. We also talked about the importance of immunization for everyone and how immunizations are safe.
- **Childhood self-esteem:** Raising Children - Family Life Counselor Barbra Strong from the NC Cooperative Extension Service talked about raising children to have respect for themselves and of other people. She talked about the importance of giving children a positive outlook on life by not mistreating or ridiculing them. Make sure the discipline you give kids doesn't go too far and cause more problems than it solves. She is available to help families in raising their children.
- **Cystic Fibrosis:** Mark Hanson father of Annabelle, a child with Cystic Fibrosis. Mark talks about how his 4 year old child lives and functions with cystic fibrosis, which was discovered when she was just a month old. They raise money through an organization called the Belle Raisers. No government dollars are used for research in finding a cure. We discussed how cystic fibrosis affects the lives of the children and adults who have this genetic disease

- **Hunger in the Triad:** Chuck Harmon is the executive director of the Food Bank of Northwest North Carolina. He discussed how many meals the Food Bank is responsible for providing to the residents of the Northwest NC area. Also talked about the need for more monetary donations to meet the need of the hungry in the Triad.
- **Hungry Children:** Don Milholin is director of Out of the Garden, an organization helping to fight the problem of children and families not having enough to eat. They provide food for children during the summer months when children are out of school and on the weekends when children cannot attend school to get a good meal.
- **Increasing usage of Library system:** Part of the once city one book campaign to spur more reading of books and use of the city library by children in the community. Kids would learn there is more to the library than just books. There is also music and digital offerings.
- **Job Training:** Jenny Moore is with 2nd Harvest Food Bank and she talked about the program they have started to train people to work in the food service industry in the local area. They accept people who cannot otherwise afford to learn the trade and give them a free education in learning to be a chef and operate their own restaurant or catering facility.
- **Littering:** Sgt Mike Baker with the NC Highway Patrol talked about the ways that law enforcement is working to prevent littering in North Carolina. Sgt Baker told how citizens can notify law enforcement officials if they see motorists littering. He urges everyone to avoid littering and to report it if you see it.
- **Nutrition:** Food Deserts - Alex Lewis talked about the problem of food deserts in our community. A food desert occurs when a neighborhood lacks a grocery store within easy walking or driving distance. Food deserts result in a lack of good nutrition for kids, the elderly and families. The Guilford County Health Department has a mobile food truck that travels to these neighborhoods and gives the residents the ability to buy good fresh fruits and vegetables at a low price that everyone can afford.
- **Nutrition for families:** Geissler Baker is a nutritionist and she talked about how to reduce the salt intake when preparing food and when eating out. She talked about the dangers of having too much salt in the diet and the health problems it can cause. She talked about alternatives to using salt when preparing foods.
- **Providing transportation for poor Triad residents:** Wheels for hope is a program designed to help provide transportation for people who ordinarily would not be able to purchase cars for themselves. They solicit old and abandoned cars that can be donated. If the car can be salvaged it is put into running condition by volunteer mechanics. If the car is not able to be fixed up then it is used to provide parts for other cars. Wheels for hope has helped hundreds of local citizens get transportation for jobs and their families.

- **The arts and the relationship to the local economy:** David Briggs is the manager of the High Point Theatre and he talked about how the arts contribute to the local economy and the overall cultural atmosphere in our community. Having a vibrant arts community will attract more jobs and industry to area.
- **Updates on 4H Programs for area kids:** Peggy Lewis local representative for 4 H programs in Guilford County. Topic - Peggy discussed the upcoming programs and events that will be available for children in the 4-H programs. Guilford County is more urbanized than other counties, the programs are not all geared to a rural audience. They have robotics programs and other science and tech programs available for youth.

**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
Providing transportation for poor Triad residents	Triad Viewpoints #1	Wheels for hope is a program designed to help provide transportation for people who ordinarily would not be able to purchase cars for themselves. They solicit old and abandoned cars that can be donated. If the car can be salvaged it is put into running condition by volunteer mechanics. If the car is not able to be fixed up then it is used to provide parts for other cars. Wheels for hope has helped hundreds of local citizens get transportation for jobs and their families.	Deborah Bryant	07/05/2015 06:59 AM	012:05
Providing Transportation for poor Triad residents	Triad Viewpoints #2	Wheels for hope is a program designed to help provide transportation for people who ordinarily would not be able to purchase cars for themselves. They solicit old and abandoned cars that can be donated. If the car can be salvaged it is put into running condition by volunteer mechanics. If the car is not to be fixed up then it is used to provide	Deborah Bryant	07/05/2015 07:16 AM	015:29

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		parts for other cars. Wheels for hope has helped hundreds of local citizens get transportation for jobs and their families.			
Childhood Immunization	Triad Viewpoints #1	New immunization rules - New immunization rules take effect this year for students' just entering school and for those students about to enter the 6th grade. These new immunization rules must be followed in order to enroll their children into the public schools this year. We also talked about the importance of immunization for everyone and how immunizations are safe.	Vonda Pabon	07/12/2015 07:01 AM	012:05
Childhood Immunization	Triad Viewpoints #2	New immunization rules - New immunization rules take effect this year for student's just entering school and for those students about to enter the 6th grade. These new immunization rules must be followed in order to enroll their children into the public schools this year. We also talked about the importance of immunization for everyone and how immunizations are safe.	Vonda Pabon	07/12/2015 07:17 AM	015:29
Littering	Triad Viewpoints #1	Sgt Mike Baker with the NC Highway Patrol talked about the ways that law enforcement is working to prevent littering in North Carolina. Sgt Baker told how citizens can notify law enforcement officials if they see motorists littering. He urges everyone to avoid littering and to report it if you see it.	Mike Baker	07/19/2015 07:01 AM	014:31
4-H Programs for kids	Triad Viewpoints #2	Peggy Lewis local representative for 4 H programs in Guilford County. Topic - Peggy discussed the upcoming programs and events that will be available for children in the 4-H programs. Since Guilford county is more urbanized than other counties, the programs are not all geared to a rural audience. They have robotics programs and other	Peggy Lewis	07/19/2015 07:20 AM	013:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		science and tech programs available for youth.			
Cystic Fibrosis	Triad Viewpoints #1	Mark Hanson father of Annabelle, a child with Cystic Fibrosis. Mark talks about how his 4 year old child lives and functions with cystic fibrosis, which was discovered when she was just a month old. They raise money through an organization called the Belle Raisers. No government dollars are used for research in finding a cure. We discussed how cystic fibrosis affects the lives of the children and adults who have this genetic disease	Mark Hanson	07/26/2015 06:59 AM	014:38
Cystic Fibrosis	Triad Viewpoints #2	Mark Hanson father of Annabelle, a child with Cystic Fibrosis. Mark talks about how his 4 year old child lives and functions with cystic fibrosis, which was discovered when she was just a month old. They raise money through an organization called the Belle Raisers. No government dollars are used for research in finding a cure. We discussed how cystic fibrosis affects the lives of the children and adults who have this genetic disease	Mark Hanson	07/26/2015 07:18 AM	014:47
Nutrition	Triad Viewpoints #1	Food Deserts - Alex Lewis talked about the problem of food deserts in our community. A food desert occurs when a neighborhood lacks a grocery store within easy walking or driving distance. Food deserts result in a lack of good nutrition for kids, the elderly and families. The Guilford County Health Department has a mobile food truck that travels to these neighborhoods and gives the residents the ability to buy good fresh fruits and vegetables at a low price that everyone can afford.	Alex Lewis	08/02/2015 06:59 AM	014:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Nutrition	Triad Viewpoints #2	Food Deserts - Alex Lewis talked about the problem of food deserts in our community. A food desert occurs when a neighborhood lacks a grocery store within easy walking or driving distance. Food deserts result in a lack of good nutrition for kids, the elderly and families. The Guilford County Health Department has a mobile food truck that travels to these neighborhoods and gives the residents the ability to buy good fresh fruits and vegetables at a low price that everyone can afford.	Alex Lewis	08/02/2015 07:19 AM	014:35
Increasing usage of Library system	Triad Viewpoints #1	Part of the once city one book campaign to spur more reading of books and use of the city library by children in the community. Kids would learn there is more to the library that just books. There is also music and digital offerings.	Beth Sheffield	08/09/2015 07:01 AM	014:59
Adult and child literacy	Triad Viewpoints #2	Public Library One City One Book - local program to spur more reading of books by children and adults. Goal is to get everyone reading the same book for the summer and into the fall	Brigette Blanton	08/09/2015 07:21 AM	014:35
Updates on 4H Programs for area kids	Triad Viewpoints #1	Peggy Lewis local representative for 4 H programs in Guilford County. Topic - Peggy discussed the upcoming programs and events that will be available for children in the 4-H programs. Since Guilford county is more urbanized than other counties, the programs are not all geared to a rural audience. They have robotics programs and other science and tech programs available for youth.	Peggy Lewis	08/16/2015 06:59 AM	014:31
Childhood self esteem	Traid Viewpoints #2	Raising Children - Family Life Counselor Barbra Strong from the NC Cooperative Extension Service talked about raising children to have respect for themselves and of other people.	Barbra Strong	08/16/2015 07:17 AM	013:59

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		She talked about the importance of giving children a positive outlook on life by not mistreating them. Make sure the discipline you give kids doesn't go too far and cause more problems than it solves. She is available to help families in raising their children.			
Arts and Entertainment in the Triad	Triad Viewpoints #1	David Briggs is the manager of the High Point Theatre and he discussed the upcoming schedule of programs and shows being offered by the High Point Theatre. Also talked about how the theatre is available for local groups to use.	David Briggs	08/23/2015 07:01 AM	014:52
The arts and the relationship to the local economy	Triad Viewpoints #2	David Briggs is the manager of the High Point Theatre and he talked about how the arts contribute to the local economy and the overall cultural atmosphere in our community. Having a vibrant arts community will attract more jobs and industry to area.	David Briggs	08/23/2015 07:20 AM	014:33
Hunger in the Triad	Triad Viewpoints #1	Chuck Harmon is the executive director of the Food Bank of Northwest North Carolina. He discussed how many meals the Food Bank is responsible for providing to the residents of the Northwest NC area. Also talked about the need for more monetary donations to meet the need of the hungry in the Triad.	Chuck Harmon	08/30/2015 06:59 AM	014:37
Hunger in the Triad	Triad Viewpoints #2	Chuck Harmon is the executive director of the Food Bank of Northwest North Carolina. He discussed how many meals the Food Bank is responsible for providing to the residents of the Northwest NC area. Also talked about the need for more monetary donations to meet the need of the hungry in the Triad.	Chuck Harmon	08/30/2015 07:18 AM	014:54
Job Training	Triad Viewpoints #1	Jenny Moore is with 2nd Harvest Food Bank and she talked about the program they have started to	Jenny Moore	09/06/2015 07:00 AM	014:45

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		<p>train people to work in the food service industry in the local area. They accept people who cannot otherwise afford to learn the trade and give them a free education in learning to be a chef and operate their own restaurant or catering facility.</p>			
Job Training	Triad Viewpoints #2	<p>Jenny Moore is with 2nd Harvest Food Bank and she talked about the program they have started to train people to work in the food service industry in the local area. They accept people who cannot otherwise afford to learn the trade and give them a free education in learning to be a chef and operate their own restaurant or catering facility.</p>	Jenny Moore	09/06/2015 07:19 AM	014:57
Reducing Crime	Triad Viewpoints	<p>Rebecca Fallon is the director of the Guilford County Crime Stoppers program. She talked about how the program has reduced crime and solved crimes in the Triad area. The program is not supported by tax dollars and relies completely on donations from business and individuals to operate.</p>	Rebecca Fallon	9/13/2015 7:00am	29:30
Nutrition for families	Triad Viewpoints #1	<p>Geissler Baker is a nutritionist and she talked about how to reduce the salt intake when preparing food and when eating out. She talked about the dangers of having too much salt in the diet and the health problems it can cause. She talked about alternatives to using salt when preparing foods.</p>	Geissler Baker	09/20/2015 06:58 AM	014:31
Nutrition for families	Triad Viewpoints #2	<p>Geissler Baker is a nutritionist and she talked about how to reduce the salt intake when preparing food and when eating out. She talked about the dangers of having too much salt in the diet and the health problems it can cause. She talked about alternatives to using salt when preparing foods.</p>	Geissler Baker	09/20/2015 07:17 AM	014:42

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Hungry Children	Triad Viewpoints #1	Don Milholin is director of Out of the Garden, an organization helping to fight the problem of children and families not having enough to eat. They provide food for children during the summer months when children are out of school and on the weekends when children cannot attend school to get a good meal.	Don Milholin	09/27/2015 06:59 AM	29:02

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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	9/11 NATIONAL DAY OF SERVICE	000:30	011
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:31	005
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	019
POVERTY	A PLACE AT THE TABLE	000:32	012