

ISSUES / PROGRAMS

April, May, and June, 2021

1. I--Listeners wanted information about area job openings.
P--WCKB aired a 5 minute report of local job listings, gathered from the NC Works website of the North Carolina Division of Workforce Solutions, each Monday at 12:45pm.
2. I--Listeners needed information on Social Security benefits, services and requirements.
P--WCKB aired a 5 minute report, using information provided by the Social Security Administration, each Tuesday at 12:45pm. A topic listing is attached.
3. I--Listeners wanted to know about problems and issues faced by senior citizens.
P--WCKB aired a 1 minute feature, "Elder Care Made Easier," each Wednesday at 12:45pm. A topic listing is attached.
4. I--Listeners needed information about personal and public health issues.
P--WCKB aired a 5 minute report, provided by the Harnett County Department of Public Health, each Thursday at 12:45pm. A topic listing is attached.
P--WCKB aired "Tips for Living Well" Monday through Friday at 7:00pm. These 60 second features by nutritionist, author, and speaker Pam Smith covered a variety of health issues; a topic listing is attached.
5. I--Listeners wanted to hear about programs and services offered by the Extension Service.
P--WCKB aired a 5 minute report, provided by the Harnett and/or Sampson County Cooperative Extension Service(s), each Friday at 12:45pm. A topic listing is attached.
6. I--Listeners wanted advice on issues facing today's families.
P--WCKB aired "Focus on the Family Minute," Monday through Friday at 1:30pm. Each 60 second report, provided by Focus on the Family, dealt with questions and issues faced within the family and how current news impacts families.
7. I--Listeners wanted to keep informed about events and issues of interest to our service men and women and their families.
P--WCKB aired "Military Spotlight," produced using information gathered from the Defense Video Imagery Distribution System. The 2:00 minute feature aired each Sunday at 10:40am.
8. I--Listeners wanted information on the health and well-being of their family pets.
P--WCKB aired "Vet Report with Nancy Shay," a 30 second feature provided by Coast to Coast Radio Networks, each Sunday at 10:43am and each Monday at 12:50pm. A topic listing is attached.
9. I--Listeners wanted the latest information on science topics.
P--WCKB aired "Science Made Simple," a 60 second report provided by Coast to Coast Radio Networks, each Sunday at 10:44am. A topic listing is attached.
P--WCKB aired "EarthDate," a 60 second report prepared with information from the Bureau of Economic Geology researchers. The program aired at 10:45am each Sunday. A topic listing is attached.

10. I--Listeners wanted information about credit, budgeting and finance.
P--WCKB aired "My Money Life," a 2 minute report from Crown Financial Ministries, each Sunday at 10:47am. A topic listing is attached.
11. I--Listeners wanted current information on medical research and recommendations.
P--WCKB aired a 1 minute report from "Johns Hopkins Health Newsfeed", each Sunday at 10:49am.
A topic listing is attached.
12. I--Listeners wanted current information on consumer interest topics.
P--WCKB aired "Consumer Time," a 3 minute report provided by the United States Department of Agriculture, each Sunday at 10:51am. A topic listing is attached.
13. I--Listeners needed information on current agricultural issues and trends.
P--WCKB aired "Ag Update," a 2 1/2 minute report provided by the United States Department of Agriculture, each Sunday at 10:55am. A topic listing is attached.
14. I--Listeners wanted to learn about lawn and garden care and landscape design.
P--WCKB aired "Southern Gardening," a 2 minute feature provided by the Mississippi State University Extension Service, each Sunday at 10:58am. A topic listing is attached.
15. I--Listeners expected station participation in local charities and events.
P--WCKB aired remote broadcasts and special interviews and public service announcements, and participated in local events. A list of the special on-air interviews is attached.

SOCIAL SECURITY REPORT

(April - June, 2021)

- 4/06/21 New fact sheets added to online statement
- 4/13/21 Faster processing of disability claims for people with Alzheimer's disease
- 4/20/21 Financial Literacy Month, a perfect time to plan for your future
- 4/27/21 SS's many online services
- 5/04/21 Advocates & community organizations can help connect people with the SS administration
- 5/11/21 SSI benefits for children with disabilities
- 5/18/21 Replacement or corrected SS cards during COVID-19 pandemic
- 5/25/21 SS honors our military heroes
- 6/01/21 Unemployment insurance fraud & SS
- 6/08/21 SS supports teachers online; check the status of your SS benefits claim online
- 6/15/21 --no program due to hard drive crash--
- 6/22/21 Choose a representative payee for SS before you may need one
- 6/29/21 Eligibility for spouse's benefits

ELDER CARE MADE EASIER

Dr. Marion Somers

(April - June, 2021)

- | | |
|---------|--|
| 4/07/21 | Cloud watching |
| 4/14/21 | Go to water |
| 4/21/21 | Light exercise |
| 4/28/21 | Emergency meeting place |
| 5/05/21 | Let there be light |
| 5/12/21 | Oversized clothing |
| 5/19/21 | Take care of your feet |
| 5/26/21 | Legal issues for grandparents |
| 6/02/21 | Comfort foods |
| 6/09/21 | Safekeeping |
| 6/16/21 | --no program due to hard drive crash-- |
| 6/23/21 | --no program due to hard drive crash-- |
| 6/30/21 | In-home safety |

HEALTH DEPARTMENT REPORT

(April - June, 2021)

4/01/21	Erin Brown	Food safety tips for Easter eggs
4/08/21	*****	April is Public Health Month
4/15/21	*****	April is Move More Month
4/22/21	*****	World Immunization Week
4/29/21	*****	Distracted Driving Awareness Month
5/06/21	*****	Mammograms for Mother's Day
5/13/21	*****	National Women's Health Week
5/20/21	*****	May is National High Blood Pressure Education Month
5/27/21	*****	Warm weather & recent rains bring threat of mosquitoes
6/03/21	*****	June is Men's Health Month
6/10/21	*****	COVID-19 vaccines are safe and effective
6/17/21	--no program due to hard drive crash--	
6/24/21	*****	Summer safety--mind your meds

*Tips for
Living Well
on the
Radio*

Pam Smith
NUTRITIONIST • AUTHOR • SPEAKER



Sixty Second Daily Radio Programs
April 2021 Tracksheet

Date	Day	Title	Time
4/1/21	Thu	Purify the Air with Plants	:60
4/2/21	Fri	Sweet Sleep	:60
4/5/21	Mon	The Drink that Refreshes	:60
4/6/21	Tues	The Engine that was Energized	:60
4/7/21	Wed	Yogurt Fights Yeast	:60
4/8/21	Thu	Win with Calcium	:60
4/9/21	Fri	Cancer Fighter-I	:60
4/12/21	Mon	Cancer Fighter-II	:60
4/13/21	Tues	Workplace Snacking	:60
4/14/21	Wed	The Number One Beverage	:60
4/15/21	Thu	Sweet Tooth	:60
4/16/21	Fri	Calcium Over PMS!	:60
4/19/21	Mon	A Natural High	:60
4/20/21	Tues	Dieting Schemes	:60
4/21/21	Wed	Overweight kids	:60
4/22/21	Thu	Diets Make you fat	:60
4/23/21	Fri	Power Eating	:60
4/26/21	Mon	Too Tired to Cook-I	:60
4/27/21	Tues	Too Tired to Cook-II	:60
4/28/21	Wed	Getting the Calcium Goods	:60
4/29/21	Thu	Cool the Heartburn	:60
4/30/21	Fri	The Pregnant Father	:60

For Radio Clearance, contact Nicole Talbott
Phone: 407-574-8199 * E-Mail: Media@PamSmith.com
These radio programs can be downloaded for airplay at
www.RadioProgramsOnline.com/LIVINGWELL

*Tips for
Living Well
on the
Radio*

Pam Smith
NUTRITIONIST • AUTHOR • SPEAKER



**Sixty Second Daily Radio Programs
May 2021 Tracksheet**

Date	Day	Title	Time
5/3/21	Mon	Fast (and Healthy?) Food	:60
5/4/21	Tues	Successful Eating Tips	:60
5/5/21	Wed	Flavored Vinegars	:60
5/6/21	Thu	Turn on the Tunes	:60
5/7/21	Fri	Trim the Fat	:60
5/10/21	Mon	The Perfect Lemon	:60
5/11/21	Tues	Want Fries with That?	:60
5/12/21	Wed	The Quick Cook	:60
5/13/21	Thu	Exercise and Stress-I	:60
5/14/21	Fri	Exercise and Stress-II	:60
5/17/21	Mon	Bad Diet Signs	:60
5/18/21	Tues	Vigorous Vacuuming!	:60
5/19/21	Wed	Echinacea	:60
5/20/21	Thu	Keeping Grandma Healthy	:60
5/21/21	Fri	The Power of Breakfast	:60
5/24/21	Mon	The Wrap	:60
5/25/21	Tues	Go Fish	:60
5/26/21	Wed	Jolt Drinks	:60
5/27/21	Thu	Go for the B's	:60
5/28/21	Fri	Think Well, Live Well	:60
5/31/21	Mon	Nutrition Therapy	:60

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Sixty Second Daily Radio Programs
June 2021 Tracksheet

Date	Day	Title	Time
6/1/21	Tues	How Much is Enough?	:60
6/2/21	Wed	Bad News Diets	:60
6/3/21	Thu	Power Snacking	:60
6/4/21	Fri	Let There be Light!	:60
6/7/21	Mon	Stoking the Campfire	:60
6/8/21	Tues	Worried Sick?	:60
6/9/21	Wed	The Food Trap	:60
6/10/21	Thu	When Hormones go Haywire	:60
6/11/21	Fri	Mind Weed and Feed	:60
6/14/21	Mon	Stress Busters	:60
6/15/21	Tues	Getting Even	:60
6/16/21	Wed	Sweet Self Talk	:60
6/17/21	Thu	Headache	:60
6/18/21	Fri	Headache-II	:60
6/21/21	Mon	Summertime Snacking	:60
6/22/21	Tues	Kids, Computers and Summer	:60
6/23/21	Wed	Summertime Travels-I	:60
6/24/21	Thu	Summertime Travels-II	:60
6/25/21	Fri	Summertime Travels-III	:60
6/28/21	Mon	Out of the Diet Trap	:60
6/29/21	Tues	Hot Flash!	:60
6/30/21	Wed	Don't Starve Yourself	:60

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COOPERATIVE EXTENSION SERVICE REPORT

(April - June, 2021)

4/02/21	Max Knowles	NC Feral Swine Task Force
4/09/21	Eileen Coite	Visit NC Farms app
4/16/21	Denise McIntyre	Energy drinks are not for kids
4/23/21	James Hartsfield	Soil test to avoid new season testing fee
4/30/21	Eileen Coite	Winter care
5/07/21	Genny Thompson	4-H summer camps
5/14/21	Max Knowles	Power of meat
5/21/21	Brad Hardison	Lawn mower safety
5/28/21	Elizabeth Merrill	4-H summer camps
6/04/21	Hunter Rhodes	Managing soybeans for a profitable yield
6/11/21	Sydney Knowles	Physical activity
6/18/21	Eileen Coite	Be prepared for hurricane season
6/25/21	James Hartsfield	Hurricane preparedness

MILITARY SPOTLIGHT

(April - June, 2021)

- 4/04/21 NCNG celebrates 358 years of service
- 4/11/21 Carteret MAC recognizes Cherry Point sailor as service person of the quartet
- 4/18/21 Junior Sailor of the Quarter--Gunner's Mate 2nd Class Kendra Gilliam
- 4/25/21 145th Communications Flight prepares for large-scale readiness exercise
- 5/02/21 NTAG Carolina awards heroes with Navy commendation medals
- 5/09/21 US Marine colonel named Stars & Stripes' Black Engineer of the Year
- 5/16/21 NCNG aviation unit participates in Emerald Warrior 2021
- 5/23/21 Exercise Rolling Thunder -- Rocket like I talk it
- 5/30/21 Leaders focus on readiness issues during "micro BOG" event at FRCE
- 6/06/21 USMC jets conduct long-range strike exercise on allied range
- 6/13/21 --no program due to hard drive crash--
- 6/20/21 Excellence is forged in the night
- 6/27/21 Wounded Warrior changes leadership, maintains gold standard of care

4/04/21	Pet health insurance
4/05/21	Obesity
4/11/21	Giving medications
4/12/21	Good nutrition
4/18/21	Dogs dragging food away
4/19/21	Best spots for cats & dogs
4/25/21	Animal intelligence
4/26/21	Improving pet health
5/02/21	Antifreeze poisoning
5/03/21	Fun facts about dogs
5/09/21	Fun facts about cats
5/10/21	Fun facts about birds
5/16/21	Care of iguanas
5/17/21	Communicating with our pets
5/23/21	Euthanasia
5/24/21	Coughing in cats
5/30/21	Ticks
5/31/21	Adopting a pet
6/06/21	Vets & diagnosis
6/07/21	Stray cats
6/13-14/21	--no programs due to hard drive crash--
6/20/21	Cats & litter boxes
6/21/21	Subcutaneous fluids
6/27/21	IBD
6/28/21	Laryngo paralysis

SCIENCE MADE SIMPLE

(April - June, 2021)

4/04/21	Ancient computers, part 1
4/11/21	Ancient computers, part 2
4/18/21	A message in dino teeth
4/25/21	Dino dining
5/02/21	Solar sailing, part 1
5/09/21	Solar sailing, part 2
5/16/21	Solar sailing, part 3
5/23/21	Solar sailing, part 4
5/30/21	Melting ice
6/06/21	Animals in the Arctic
6/13/21	--no program due to hard drive crash--
6/20/21	Neutrios
6/27/21	Repellants

EARTH DATE

(April - June, 2021)

4/04/21	Under Greenland's ice sheet
4/11/21	Wondrous waterfalls
4/18/21	How 10 fingers became 12 hours
4/25/21	Just a second
5/02/21	Horseshoe crabs--living fossils
5/09/21	Blue-blooded horseshoe crabs
5/16/21	Your friendly virome
5/23/21	Legends of amethyst
5/30/21	The man on the moon
6/06/21	Fossil viruses
6/13/21	--no program due to hard drive crash--
6/20/21	Beneficial vira DNA
6/27/21	The deepest deep

- 4/04/21 Save on fashion
- 4/11/21 Pros & cons of electric vehicles
- 4/18/21 Are you ready for a vacation?
- 4/25/21 Guard your reputation
- 5/02/21 Advice for the unemployed
- 5/09/21 RV regret in retirement
- 5/16/21 Rising gas prices
- 5/23/21 Are home equity loans a wise move?
- 5/30/21 Preparing for a career
- 6/06/21 Investing vs gambling
- 6/13/21 --no program due to hard drive crash--
- 6/20/21 Tips for impulsive & compulsive shoppers
- 6/27/21 Invest in experiences

4/04/21	Constantine Lyketsos	EDs for elders
4/11/21	*****	Alzheimer's drug
4/18/21	Brian Garibaldi	Vaccines & long COVID
4/25/21	Aaron Milstone	Now that the CDC has said vaccinated people can travel, should you?
5/02/21	*****	What is MIS-C?
5/09/21	*****	How has COVID-19 impacted kids so far?
5/16/21	Matthew Johnson	Could psychedelic medicines replace anti-depressants?
5/23/21	Rita Kalyani	Dementia risk is impacted by how long someone has had diabetes
5/30/21	William Nelson	What are the risk factors for early colorectal cancer?
6/06/21	Greg Prokopowicz	Can a home blood pressure monitor give an accurate assessment of your blood pressure?
6/13/21	--no program due to hard drive crash--	
6/20/21	Anna Chien	It's time for everyone to think about skin protection
6/27/21	Caleb Alexander	Why is a new Alzheimer's drug so controversial?

CONSUMER TIME

(April - June, 2021)

4/04/21	Gary Crawford, Anne Effland	Bunnies helped to pioneer home delivery of eggs & other foods
4/11/21	Stephanie Ho, Tom Vilsack	USDA increases emergency SNAP benefits
4/18/21	Gary Crawford, Dennis Patton	Some suggestions for spring yard work
4/25/21	Gary Crawford, Bradford Wiles	When bad news scares your children
5/02/21	Gary Crawford, Bradford Wiles	School/day care reopening--a tense time of transition for young children
5/09/21	Gary Crawford, Shayle Shagam	Chicken supplies are tight & shoppers are seeing higher prices
5/16/21	Gary Crawford, Michael Raupp	Cicada myths & mysteries
5/23/21	Stephanie Ho, Tom Vilsack, Deb Haaland	Major new initiative promotes voluntary, nationwide conservation
5/30/21	Gary Crawford, Meredith Carothers	The three top grilling goofs
6/06/21	Gary Crawford, Meredith Carothers	For safe summer grilling, it's all washed hands on deck
6/13/21	--no program due to hard drive crash--	
6/20/21	Rod Bain, Stacy Dean	Investing in the nation's emergency food system
6/27/21	Gary Crawford, Shayle Shagam, Carolyn Chelius	Expect to see more store specials this year on 4th of July cookout foods

AG UPDATE*(April - June, 2021)*

4/04/21	Rod Bain, Geoff Cooper, Emily Skor, Doug Berven	Biofuel exports a continued growth opportunity
4/11/21	Rod Bain, Allan Gray	Measuring productivity by yields & their costs
4/18/21	Stephanie Ho, Seth Myer, Mark Jekanowski	Highlights from USDA's April monthly crop reports
4/25/21	Rod Bain, Tom Zacharias, Michael & Valerie Diller	Crop insurance as reliable risk management
5/02/21	Rod Bain, Jimmy Bramblett	On-farm trials bringing conservation innovation to existence
5/09/21	Rod Bain, Richard Flournoy	Risk management program options for livestock & dairy producers
5/16/21	Rod Bain, Carrie Castille, Michael Boehn	Climate smart ag innovation & big data connection
5/23/21	Rod Bain, Chelsea Good	The livestock marketing industry's response to the pandemic
5/30/21	Rod Bain, Keith Paustian, C.J. Isbell	Climate smart ag & Title 11 farm bill
6/06/21	Rod Bain, William Liefert	Economic crises & connection to ag exports
6/13/21	--no program due to hard drive crash--	
6/20/21	Gary Crawford, Randy Dickhut	Farmland values up, land for sale down
6/27/21	Rod Bain, Zach Ducheneaux	Studies of swine health & the swine industry

SOUTHERN GARDENING (Gary Bachman)
(produced by the Mississippi State University Extension Service)

(April - June, 2021)

4/04/21	Temporary greenhouses
4/11/21	Pruning knockout roses
4/18/21	Giant allium
4/25/21	Easy gardening
5/02/21	Planning for summer trouble
5/09/21	Container plant impact
5/16/21	Easy gardening
5/23/21	Yellow jessamine
5/30/21	Designing containers
6/06/21	Plant tags
6/13/21	--no program due to hard drive crash--
6/20/21	Senorita Rosalita Cleome
6/27/21	Summer caladium

SPECIAL BROADCASTS / COMMUNITY EVENTS

(April - June, 2021)

- April 1, 2021 - June 14, 2021 WCKB aired a series of PSA's from the Centers for Disease Control, CDC Foundation, NC Dept of Health & Human Services, National Council on Aging, and other organizations each day. Special announcements and reports aired as needed.
- April 15, 2021 WCKB aired a live interview with LeeAnn Blackmon of the Harnett County Division on Aging. She discussed volunteer opportunities with the Retired Senior Volunteer Program and other county agencies. The interview aired from 12n - 12:30pm.
- April 28, 2021 WCKB aired a live interview with Mark Johnson of the Dunn History Museum. He talked about the museum's purpose, exhibits, and upcoming fundraisers. The interview aired from 12n - 12:20pm.
- April 29, 2021 WCKB aired a live interview with Sharon Stevens of the Dunn Area Tourism Authority. She discussed upcoming events in the area. The interview aired from 12n - 12:30pm.
- May 3, 2021 WCKB aired a live interview with Rusty Godwin of the Erwin Lions Club. He talked about club projects and their upcoming fundraiser. The interview aired from 12n - 12:15pm.
- June 2, 2021 WCKB aired a live interview with Sharon Stevens of the Dunn Area Tourism Authority. She discussed upcoming events in the area. The interview aired from 12n - 12:30pm.
- June 16, 2021 WCKB aired a live interview with Danny Mack & Ann Holland, directors of the State Annual Singing Convention. They talked about the upcoming event and the celebration of the convention's 100th anniversary. The interview aired from 4pm til 4:30pm.