

WCKB 780-AM

ISSUES / PROGRAMS

July, August, and September, 2015

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, provided by the Fayetteville office of 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.
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 County Cooperative Extension Service, 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 (1 minute), and "Citizen Link," Saturday at 11:30am (2 minutes). Each report, provided by Focus on the Family, dealt with questions and issues faced within the family and how current news impacts families
9. I--Listeners wanted information on issues faced by home schooling families.
P--WCKB aired "Home School Heartbeat," a 2 minute report provided by the Home School Legal Defense Fund, each Sunday at 7:57am. A topic listing is attached.
10. 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 10:44am and each Monday at 12:50pm. A topic listing is attached.
11. I--Listeners wanted to learn about new technology and its applications.
P--WCKB aired "Your Tech Support with Chris Morris," a 60 second feature provided by Coast to Coast Radio Networks, each Sunday at 10:45am and each Wednesday at 12:50pm. A topic listing is attached.

12. 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 10:47am. A topic listing is attached.
13. I--Listeners wanted information about credit, budgeting and finance.
P--WCKB aired "Family Money Minute," a 1 minute report by Sami Cone, each Sunday at 10:49am. A topic listing is attached.
P--WCKB aired "Family Finance Report with Salil Gutt," a 60 second report provided by Coast to Coast Radio Networks, each Thursday at 12:50pm. 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 10:51am. 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 10:53am. 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 10:57am. A topic listing is attached.
14. 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

(July - September, 2015)

7/07/15	Brenda Brown	Find security with a solid retirement plan
7/14/15	*****	Questions & answers
7/21/15	*****	Help your parents plan their "someday"
7/28/15	*****	Half a century of help with Medicare
8/04/15	*****	Report for duty by reporting fraud
8/11/15	*****	SS turns 80
8/18/15	*****	Supporting our youth, protecting our future
8/25/15	*****	Questions & answers
9/01/15	*****	Labor Day isn't your only reward for hard work
9/08/15	*****	80 years of SS
9/15/15	*****	This Childhood Cancer Awareness Month, be aware of available benefits
9/22/15	*****	This fall, ease into retirement, online
9/29/15	*****	Your SS record at your fingertips

ELDER CARE MADE EASIER

Dr. Marion Somers

(July - September, 2015)

7/01/15	Driving your elder
7/08/15	In-home safety
7/15/15	Credit card debt
7/22/15	A few travel tips
7/29/15	Document a life story
8/05/15	Change habits
8/12/15	The skin
8/19/15	Improved sleep
8/26/15	Sunlight
9/02/15	The power of art
9/09/15	Movie night
9/16/15	The power of smell
9/23/15	Gardening
9/30/15	Small animals

HEALTH DEPARTMENT REPORT

(July - September, 2015)

7/02/15	Belinda Rayner	Fireworks safety
7/09/15	*****	Staying health & safe in hot weather
7/16/15	*****	Home made ice cream--the scoop on salmonella
7/23/15	*****	Make health a family reunion affair
7/30/15	*****	Staying active in summer
8/06/15	*****	School starts soon--is your child fully vaccinated?
8/13/15	*****	Back to school--refuel with breakfast
8/20/15	*****	Back to school--health tips
8/27/15	*****	Tetanus--make sure your family is protected
9/03/15	*****	NC Preparedness Month
9/10/15	*****	Nat'l Cholesterol Education Month
9/17/15	*****	Prostate Cancer Awareness Month
9/24/15	*****	Fall Prevention Awareness Week

COOPERATIVE EXTENSION SERVICE REPORT

(July - September, 2015)

7/03/15	Brian Parrish	Soybeans
7/10/15	Alicia Gregory	Recruitment issues for non-profit boards
7/17/15	""""""""""	Governance responsibilities for non-profit boards
7/24/15	Brian Parrish	Beaver management program
7/31/15	Debbie Byrd	Encouraging abstinence
8/07/15	Yvonne Ormond	Helping your child enjoy the benefits of physical activity
8/14/15	""""""""""	Tip for teens--safely handling raw meats
8/21/15	Debbie Stephenson	Worksite wellness
8/28/15	""""""""""	Exercise
9/04/15	Yvonne Ormond	Helping your child enjoy the benefits of physical activity
9/11/15	""""""""""	Tip for teens--safely handling raw meats
9/18/15	Debbie Stephenson	Worksite wellness
9/25/15	""""""""""	Exercise

Back-up programs:

- Debbie Byrd Encouraging abstinence
- """""""""" The benefits of fathers' involvement with children
- """""""""" Children's sleep habits

- 7/05/15 Published at 16--Rachel Coker: How Far Can You Go?
- 7/12/15 Building a Top-Notch Curriculum--Debra Bell: Why Homeschooling Works
- 7/19/15 Aspects of Love--Dr. Gene Edward Veith: Love Is Strong as Death
- 7/26/15 Developing Your Child's Work Ethic--Mike Farris: Digging Ditches
- 8/02/15 Teaching with Film--Michael Flaherty: A Titanic Idea
- 8/09/15 The Why & How of Learning Styles: A Fresh Approach
- 8/16/15 Generation Joshua/Teen Approved--Molly Clock: Coordinating a Nation
- 8/23/15 Working from Home--Mike Smith: Outside-the-Box Employment
- 8/30/15 How I Live with Disability--Krista Horning: Grace in the Face of Affliction
- 9/06/15 What's in a Story--John Erickson: What's in a Story?
- 9/13/15 The Beauty of Music--Dr. Kristina Tanner: Sharing a Beautiful Gift
- 9/20/15 Fitness for Life--Dr. Roger Sayre: Tackling a Weighty Problem
- 9/27/15 Reading Aloud--Julie Schnatterly: A Shared Experience

7/05/15	Being skunked
7/06/15	Keeping your pet healthy
7/12/15	Mushroom toxicity
7/13/15	Molecular hyperthermia treatment
7/19/15	Rabbits as pets
7/20/15	Guinea pigs as pets
7/26/15	Find a fawn
7/27/15	Physical therapy for animals
8/02/15	Deworming
8/03/15	Lameness in dogs
8/09/15	Keeping pets cool in summer
8/10/15	Fish tank care
8/16/15	Butterflies
8/17/15	Bird care
8/23/15	Hoof care for horses
8/24/15	Benefits of animals for people
8/30/15	Flea & tick prevention
8/31/15	Dog's saliva healing wounds?
9/06/15	Bathing pets
9/07/15	Dangers of acorns
9/13/15	Hair vs fur
9/14/15	Addison's Disease
9/20/15	Cushings Disease

9/21/15 Trap, neuter, & release programs

9/27/15 Communicating with our pets

9/28/15 Euthanasia

7/01/15	Remote Lync
7/05/15	Social media alternatives--Nextdoor
7/08/15	Social media alternatives--Line
7/12/15	Identity theft
7/15/15	Malware
7/19/15	Safe online shopping
7/22/15	Silent pocket
7/26/15	Tetris factoids
7/29/15	Gamer upgrades
8/02/15	Norse hacking map
8/05/15	Atari's comeback
8/09/15	Digital payments by 2019
8/12/15	Online is topping antenna viewing
8/16/16	Real time about our spending
8/19/15	Nest using data
8/23/15	Violent threats on Facebook
8/26/15	Book sales
8/30/15	App rejection reasons
9/02/15	Apple Pay
9/06/15	New Nook
9/09/15	Eye strain
9/13/15	Disney tech - Disney magic bands
9/16/15	Disney tech - interactive games

9/20/15	Tempo Wearable
9/23/15	Digital music sales
9/27/15	Dish Mobile Joey / Super Hopper
9/30/15	Sunset Overdrive

7/05/15	Young scientists
7/12/15	Dino drama
7/19/15	A taste for chemistry
7/26/15	Glow kittens
8/02/15	Carnivorous plants
8/09/15	Black holes
8/16/15	Blast from the past
8/23/15	Telescopes
8/30/15	Animals in the Arctic
9/06/15	Martian moon
9/13/15	Mercury
9/20/15	Dinosaurs doing handstands
9/27/15	How the pyramids were built

FAMILY MONEY MINUTE
Sami Cone

(July - September, 2015)

- 7/05/15 Buying a used car
- 7/12/15 Update your insurance plans
- 7/19/15 Kids' budget birthday parties
- 7/26/15 Pay your kids
- 8/02/15 Don't idle
- 8/09/15 Save vs. splurge on back to school purchase
- 8/16/15 Warehouse club back to school shopping
- 8/23/15 Best day to grocery shop
- 8/30/15 National Picnic Month
- 9/06/15 First time discounts
- 9/13/15 Foster a pet
- 9/20/15 Keep your change
- 9/27/15 Buying used gift cards

7/02/15	Home ownership
7/09/15	Can your credit score vanish?
7/16/15	Adjustable rate mortgages
7/23/15	Avoiding estate battles after you die
7/30/15	A risk for traditional pensions
8/06/15	Fearing the worst?
8/13/15	Selecting a financial planner
8/20/15	A CD with a twist
8/27/15	Paying off your mortgage
9/03/15	Daily money management
9/10/15	The fine print of annuities
9/17/15	Phased-in retirement
9/24/15	Paying off your home

7/05/15	Andrew Pekosz	Blood drop analysis
7/12/15	Alfredo Quinones-Hinojosa	Light & brain
7/19/15	Lawrence Cheskin	For profit weight clinics
7/26/15	William Nelson	Money & cancer
8/02/15	Robert Higgins	Assessing quality
8/09/15	Gordon Tomaselli	CPR for all
8/16/15	Amol Narang	Informing everyone
8/23/15	Eric Strain	Doctor involvement
8/30/15	Mike Klag	Widespread pain
9/06/15	Patricia Davidson	Women & aging
9/13/15	David Feller-Kopman	COPD treatment
9/20/15	Wendy Bennett	Docs & weight loss
9/27/15	Redonda Miller	Heart attacks & flu

SPECIAL BROADCASTS / COMMUNITY EVENTS*(July - September, 2015)*

- September 9, 2015 WCKB aired a live interview with Aaron Jackson, chairman of the Hollerin' Heritage Festival, about the upcoming event. The interview aired from 12n - 12:30pm.
- September 10, 2015 WCKB aired a live interview with James Holder, about an upcoming Christian march and rally in Erwin. The interview aired from 12n - 12:30pm.
- September 11, 2015 WCKB aired a live interview with Gene Love of Beacon Rescue Mission and Malachi Philip, organizer of a charity concert and car/truck/bike show to benefit the mission. The interview aired from 12n - 12:15pm.
- September 16, 2015 WCKB aired a live interview with Nancy Guy, executive director of the Lillington Chamber of Commerce. She previewed the upcoming Lillington Fall Festival. The interview aired from 12:15pm - 12:20pm.
- September 18, 2015 WCKB aired a live interview with Terry Whittenton, about the upcoming Dunn Business Fest event. The interview aired from 12:05pm - 12:27pm.
- September 22, 2015 WCKB aired a live interview with Abe Elmore about the upcoming Shrine Club Fish Fry fundraiser. The interview aired from 9am - 9:15am.
- September 28, 2015 WCKB aired a live interview with Kaye Tyndall, president of the Erwin Area Chamber of Commerce. She reviewed events scheduled for the upcoming Denim Days celebration. The interview aired from 12n - 12:30pm.
- September 30, 2015 WCKB aired a live interview with LeeAnn Blackman of the Harnett County Division on Aging, regarding the annual Medicare open enrollment period. The interview aired from 12n - 12:30pm.