

WCKB 780-AM

ISSUES / PROGRAMS

April, May, and June, 2023

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. A topic listing is attached.
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, 2022)

- 4/04/23 Plan for your future during Financial Literacy Month
- 4/11/23 SS launches redesigned website at ssa.gov
- 4/18/23 Slam the scam--how to spot government imposters
- 4/25/23 Stay healthy & independent with senior nutrition programs
- 5/02/23 How SS protects you from misleading advertising & communications
- 5/09/23 Stay informed with SS's top five social media pages
- 5/16/23 Plan your retirement with SS
- 5/23/23 Your personal My SS account is for every stage in your career
- 5/30/23 SS honors our military heroes
- 6/06/23 Slam the scam with SS
- 6/13/23 Ready to retire? Apply online with SS
- 6/20/23 On the go? You can still use SS online when traveling
- 6/27/23 10 ways to protect your personal information

ELDER CARE MADE EASIER

Dr. Marion Somers

(April - June, 2023)

4/05/23	The will
4/12/23	Driving
4/19/23	Public transportation
4/26/23	Long distance travel tips
5/03/23	Grief
5/10/23	Children & death
5/17/23	Online resources
5/24/23	Warning signs
5/31/23	Alternative therapies
6/07/23	Accept your elder
6/14/23	Bring a prop
6/21/23	Cultural differences
6/28/23	Elder care ethics

HEALTH DEPARTMENT REPORT

(April - June, 2023)

4/06/23	Kayla Shamaly	Move More Month
4/13/23	Distracted Driving Awareness Month
4/20/23	National Garden Month
4/27/23	World Immunization Week
5/04/23	High Blood Pressure Education Month
5/11/23	National Women's Health Week
5/18/23	Stroke Awareness Month
5/25/23	Skin Cancer Prevention & Awareness Month
6/01/23	Belinda Rayner	Food safety for the grill
6/08/23	Celebrate a smoke-free Father's Day
6/15/23	Men's Health Month
6/22/23	Make a healthy splash--water safety
6/29/23	Be prepared for hurricane season

*Tips for
Living Well
on the
Radio*

Pam Smith
NUTRITIONIST • AUTHOR • SPEAKER



Sixty Second Daily Radio Programs
April 2023 Tracksheet

Date	Day	Title	Time
4/3/23	Mon	Win with Calcium	:60
4/4/23	Tues	Cancer Fighter-I	:60
4/5/23	Wed	Cancer Fighter-II	:60
4/6/23	Thu	Workplace Snacking	:60
4/7/23	Fri	The Number One Beverage	:60
4/10/23	Mon	Sweet Tooth	:60
4/11/23	Tues	Calcium Over PMS!	:60
4/12/23	Wed	A Natural High	:60
4/13/23	Thu	Dieting Schemes	:60
4/14/23	Fri	Overweight kids	:60
4/17/23	Mon	Diets Make you fat	:60
4/18/23	Tues	Power Eating	:60
4/19/23	Wed	Too Tired to Cook-I	:60
4/20/23	Thu	Too Tired to Cook-II	:60
4/21/23	Fri	Getting the Calcium Goods	:60
4/24/23	Mon	Cool the Heartburn	:60
4/25/23	Tues	The Pregnant Father	:60
4/26/23	Wed	Fast (and Healthy?) Food	:60
4/27/23	Thu	Successful Eating Tips	:60
4/28/23	Fri	Flavored Vinegars	: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*

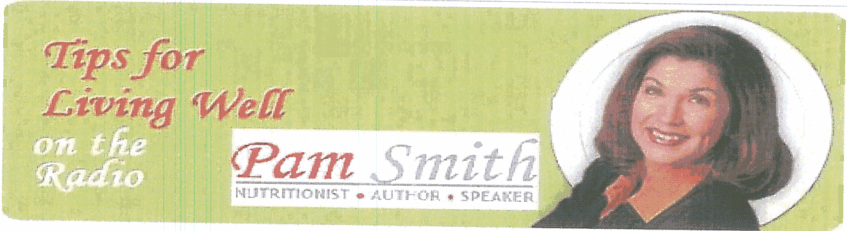
Pam Smith
NUTRITIONIST • AUTHOR • SPEAKER



Sixty Second Daily Radio Programs
May 2023 Tracksheet

Date	Day	Title	Time
5/1/23	Mon	Turn on the Tunes	:60
5/2/23	Tues	Trim the Fat	:60
5/3/23	Wed	The Perfect Lemon	:60
5/4/23	Thu	Want Fries with That?	:60
5/5/23	Fri	The Quick Cook	:60
5/8/23	Mon	Exercise and Stress-I	:60
5/9/23	Tues	Exercise and Stress-II	:60
5/10/23	Wed	Bad Diet Signs	:60
5/11/23	Thu	Vigorous Vacuuming!	:60
5/12/23	Fri	Echinacea	:60
5/15/23	Mon	Keeping Grandma Healthy	:60
5/16/23	Tues	The Power of Breakfast	:60
5/17/23	Wed	The Wrap	:60
5/18/23	Thu	Go Fish	:60
5/19/23	Fri	Jolt Drinks	:60
5/22/23	Mon	Go for the B's	:60
5/23/23	Tues	Think Well, Live Well	:60
5/24/23	Wed	Nutrition Therapy	:60
5/25/23	Thu	How Much is Enough?	:60
5/26/23	Fri	Bad News Diets	:60
5/29/23	Mon	Power Snacking	:60
5/30/23	Tues	Let There be Light!	:60
5/31/23	Wed	Stoking the Campfire	:60

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Sixty Second Daily Radio Programs
June 2023 Tracksheet

Date	Day	Title	Time
6/1/23	Thu	Worried Sick?	:60
6/2/23	Fri	The Food Trap	:60
6/5/23	Mon	When Hormones go Haywire	:60
6/6/23	Tues	Mind Weed and Feed	:60
6/7/23	Wed	Stress Busters	:60
6/8/23	Thu	Getting Even	:60
6/9/23	Fri	Sweet Self Talk	:60
6/12/23	Mon	Headache	:60
6/13/23	Tues	Headache-II	:60
6/14/23	Wed	Out of the Diet Trap	:60
6/15/23	Thu	Hot Flash!	:60
6/16/23	Fri	Don't Starve Yourself	:60
6/19/23	Mon	Out of Gas	:60
6/20/23	Tues	How Does Your Garden Grow	:60
6/21/23	Wed	Summertime Snacking	:60
6/22/23	Thu	Kids, Computers and Summer	:60
6/23/23	Fri	Summertime Travels-I	:60
6/26/23	Mon	Summertime Travels-II	:60
6/27/23	Tues	Summertime Travels-III	:60
6/28/23	Wed	Smart Weight Loss	:60
6/29/23	Thu	A Hard Day's Night	:60
6/30/23	Fri	Raisin-Apple Oatmeal	:60

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COOPERATIVE EXTENSION SERVICE REPORT

(April - June, 2023)

4/07/23	Amanda Knight	4-H Summer workshops
4/14/23	Max Knowles	Soil testing fees
4/21/23	Brad Hardison	Vegetable gardening
4/28/23	Elizabeth Merrill	4-H equips youth with job search/interview skills
5/05/23	Zachary Parker	Slow-moving vehicle safety
5/12/23	Sydney Knowles	SNAP spring farmers market
5/19/23	Eileen Coite	Visit NC Farms app
5/26/23	Elizabeth Merrill	4-H equips youth with job search/interview skills
6/02/23	James Hartsfield	Hurricane preparedness
6/09/23	Paul Gonzalez	Horn flies
6/16/23	Eileen Coite	Visit NC Farms app
6/23/23	Max Knowles	Farm rodent control
6/30/23	Brad Hardison	Lawn mower safety

MILITARY SPOTLIGHT

(April - June, 2023)

- 4/02/23 Soldiers, Army civilians **remove** unexploded chemical munitions from Redstone Arsenal
- 4/09/23 Modernizing the **fight** from above--testing & training on critical capability using new technology
- 4/16/23 Atop the world--Point Barrow LRRS keep watch over North America
- 4/23/23 1st ANGLICO celebrates 72 **years** of excellence
- 4/30/23 2nd Supply **Battalion** Marines **contribute** to the community
- 5/07/23 Controlling the burn--Quantico's finest tame the flames
- 5/14/23 Project WLDCT: 50th ESB-E presents brand new military vehicle technology to the Army G-6
- 5/21/23 II Marine Expeditionary **Force** completes humanitarian operation training
- 5/28/23 The 145th Airlift Wing trains for worst-case scenario
- 6/04/23 EOD battalion **staff** sergeant selected as US Army career counselor of the year
- 6/11/23 Future SFAB **leaders** prepare fro tomorrow
- 6/18/23 Commstrat officer recognized as information officer of the year
- 6/25/23 Bowley Elementary students keep pounding with the Carolina Panthers

YOUR VET REPORT (*host: Nancy Shay*)

(*April - June, 2023*)

4/02/23	Sugar glider
4/03/23	Cushing's disease
4/09/23	Our prolific cats
4/10/23	Trap, neuter, & release programs
4/16/23	Shedding
4/17/23	Hairballs
4/23/23	Litter box training
4/24/23	The bloat
4/30/23	Diabetes
5/01/23	Declawing
5/07/23	Outdoor poisons
5/08/23	Carry-on baggage
5/14/23	Treats & weight gain
5/15/23	Young pets
5/21/23	Baseline tests
5/22/23	Pet tags
5/28/23	Training to be a vet
5/29/23	Toxoplasmosis
6/04/23	If your dog is bitten
6/05/23	Swallowing an object
6/11/23	Muzzling your pet
6/12/23	Dental care for cats
6/18/23	Kidney disease
6/19/23	New baby & pets
6/25/23	UTIs
6/26/23	Senior pets

SCIENCE MADE SIMPLE

(April - June, 2023)

4/02/23	Afraid of rejection
4/09/23	Fruit flies
4/16/23	Hobbits
4/23/23	Glow kittens
4/30/23	Chimps that can count
5/07/23	Oldest place on earth
5/14/23	Ancient flower
5/21/23	Carniverous plants
5/28/23	A famous flower
6/04/23	Shaking dogs
6/11/23	Cancer detector
6/18/23	Meat without killing animals
6/25/23	Ice flows

EARTH DATE

(April - June, 2023)

4/02/23	Twister myths
4/09/23	Easter Island egg hunt
4/16/23	Gateway to hell
4/23/23	Iconic cacti
4/30/23	The measure of a meter
5/07/23	Dinosaurs run hot & cold
5/14/23	Carlsbad Caverns
5/21/23	Dam good
5/28/23	Swelling seas
6/04/23	Britain's Stone Age mines
6/11/23	Invisible forces shape waves
6/18/23	Raising hail
6/25/23	Giraffes have high blood pressure

MY MONEY LIFE (Chuck Bentley)

(April - June, 2023)

- 4/02/23 How to prepare for a recession
- 4/09/23 Do you need a car?
- 4/16/23 Investing vs gambling
- 4/23/23 A less stressful approach to finances
- 4/30/23 Confront your financial problems
- 5/07/23 The money test
- 5/14/23 Save to prepare
- 5/21/23 Work & worship
- 5/28/23 Save, don't hoard
- 6/04/23 Tiny house living
- 6/11/23 Stewarding vehicles
- 6/18/23 Financial & spiritual cost of higher education
- 6/25/23 The high price of groceries

4/02/23	Hugh Calkins	Atrial fibrillation can be a problem
4/09/23	Hugh Calkins	If you have atrial fibrillation you should be evaluated
4/16/23	William Nelson	How can we reduce the toll of ovarian cancer?
4/23/23	Susan Magsamen	Can the arts improve your health?
4/30/23	Susan Magsamen	Does making or beholding art help your wellbeing more?
5/07/23	Susan Magsamen	Can art help you to know & own your emotions?
5/14/23	William Nelson	What is the risk for gastric cancer with genes and infections?
5/21/23	Thomas Moore	Amphetamine drugs are experiencing a comeback
5/28/23	Nichole Shilkofski	Want to know what your pediatrician is thinking?
6/04/23	Meghan Berkenstock	Many health conditions can be seen by looking in the eye
6/11/23	Ashli Greenwald	What are good dietary sources of probiotics?
6/18/23	Ashli Greenwald	Are there people who shouldn't be taking probiotics?
6/25/23	Michelle Johansson	Can having a heart attack impact your brain health?

CONSUMER TIME

(April - June, 2023)

4/02/23	Gary Crawford, Shayle Shagam	The latest on the wholesale & retail egg situation
4/09/23	Gary Crawford, Meredith Carothers	Think twice before eating those Easter eggs
4/16/23	Gary Crawford, Chelsea Blaxton	Vidalia onions will hit supermarkets soon; official shipping date set
4/23/23	Gary Crawford, Susie Latta	Your tax refund--free money from Heaven or a curse?
4/30/23	Gary Crawford, Dr. Kass Urban-Mead	Expert says we're making progress in helping wild bees
5/07/23	Gary Crawford, Hudson Riehl	Restaurants on wheels--a growing segment of the food service industry
5/14/23	Gary Crawford, Kait Chapman	Battling the bugs at your cookout or picnic
5/21/23	Gary Crawford, Meredith Carothers	What food safety rule do outdoor grillers break the most?
5/28/23	Gary Crawford, Kait Chapman	Dress for success against ticks
6/04/23	Rod Bain, Rick Spinrad, Matthew Rosencrans, Brad Rippey	The possibilities for Atlantic hurricane activity
6/11/23	Gary Crawford, Matt MacLachlan	Food prices rising at slower rate than expected
6/18/23	Rod Bain, Sunghyun Nam	R & D on reusable antimicrobial cleaning wipe
6/25/23	Gary Crawford, Dr. Dawn Fitzhugh	Severe heat waves can be dangerous for people & pets

AG UPDATE

(April - June, 2023)

4/02/23	Rod Bain, Tom Vilsack	Latest efforts in meat & poultry labeling
4/09/23	Rod Bain, Zach Ducheneaux	Financially distressed farmer assistance program
4/16/23	Rod Bain, Tom Vilsack, Terry Crosby	Innovation in the conservation realm
4/23/23	Rod Bain, Mark Jekanowski	Pork part of US meat production & price forecasts featured
4/30/23	Rod Bain, Hubert Hamer	Still time to fill out 2022 Census of Agriculture surveys
5/07/23	Rod Bain, Jamie Kopco	Methods of mosquito monitoring & control
5/14/23	Rod Bain, Tom Vilsack	Announcements from AIM for climate summit
5/21/23	Rod Bain, Johnathan McFaddon, Terry Griffin	Precision ag in the digital age
5/28/23	Rod Bain, Zach Ducheneaux	A deadline extension for livestock disaster programs
6/04/23	Gary Crawford, Tom Vilsack, Terry Crosby, Zach Ducheneaux	USDA faces several tough obstacles to reducing staff shortages
6/11/23	Rod Bain, Brad Rippey	Drought coverage for commodities & crops a mixed bag in May
6/18/23	Gary Crawford, Bart Kenner, Seth Meyer	An update on US agriculture trade trends
6/25/23	Rod Bain, Morgan Perkins, Chanda Berk	Preparing for an ag trade mission

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

(April - June, 2023)

4/02/23	Made in the shade
4/09/23	Spring chores
4/16/23	Saving garden dollars
4/23/23	Spring shrubs
4/30/23	Combining flower color
5/07/23	Container plant impact
5/14/23	Marigolds
5/21/23	Good bugs
5/28/23	Liatris
6/04/23	Easy gardening
6/11/23	Simply hanging baskets
6/18/23	Summer caladium
6/25/23	Hummingbird flower power

SPECIAL BROADCASTS / COMMUNITY EVENTS

(April - June, 2023)

June 14, 2023

WCKB aired a live interview with Danny Mack Holland about the upcoming State Annual Singing Convention. He talked about plans for this year's event. The interview aired from 3pm - 3:35pm.