

# WCKB 780-AM

## ISSUES / PROGRAMS

*October, November, and December,, 2016*

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. 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
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**

*(October - December, 2016)*

10/04/16	Brenda Brown	SS's programs are as diverse as those we serve
10/11/16	*****	Retiring overseas--what you need to know about getting benefits abroad
10/18/16	*****	SS covers children battling cancer
10/25/16	*****	Don't be skeptical--SS is here to stay
11/01/16	*****	Discover a whole world of retirement possibilities
11/08/16	*****	Supporting our wounded warriors
11/15/16	*****	Don't be scared of using our secure services
11/22/16	*****	Are you posting during National Blog Posting Month?
11/29/16	*****	While shopping online, visit SS
12/06/16	*****	SS's gift to children is security
12/13/16	*****	Between festivities, visit My SS
12/20/16	*****	The twelve sites of SS
12/27/16	*****	Share the gift of SS

## **ELDER CARE MADE EASIER**

Dr. Marion Somers

*(October - December, 2016)*

- |          |                                |
|----------|--------------------------------|
| 10/05/16 | Staying calm                   |
| 10/12/16 | Legal papers                   |
| 10/19/16 | Guardianship                   |
| 10/26/16 | Finding religion               |
| 11/02/16 | Adapted equipment              |
| 11/09/16 | Discussing death               |
| 11/16/16 | Interest in the arts           |
| 11/23/16 | The elderly go online          |
| 11/30/16 | Federally funded resources     |
| 12/07/16 | Caring for my elder            |
| 12/14/16 | Community support              |
| 12/21/16 | Long distance elder care       |
| 12/28/16 | Restricted medical information |

**HEALTH DEPARTMENT REPORT**

*(October - December, 2016)*

10/06/16	Erin Brown	October is National Breast Cancer Awareness Month
10/13/16	*****	October is Medication Abuse Awareness Month
10/20/16	*****	Good health habits
10/27/16	*****	Halloween, the healthy way
11/03/16	Belinda Rayner	Holiday health challenge
11/10/16	*****	Great American Smokeout
11/17/16	*****	Thanksgiving food safety
11/24/16	*****	National Diabetes Month
12/01/16	Erin Brown	Managing diabetes during the holiday
12/08/16	*****	Have a holiday heart-to-heart about family health history
12/15/16	*****	Food safety tips for the holidays
12/22/16	*****	Say no to raw dough
12/29/16	*****	New Year's meal

**COOPERATIVE EXTENSION SERVICE REPORT**

*(October - December, 2016)*

10/07/16	Brian Parrish	Forages
10/14/16	""	Pond weeds
10/21/16	Yvonne Ormond	How we work together with 4-H EFNEP
10/28/16	""	Keeping your food & your children safe
11/04/16	Debbie Byrd	Help prevent teen pregnancy
11/11/16	""	Children's sleep habits
11/18/16	""	Benefits of fathers' involvement
11/25/16	""	Helping your child through adolescence by building confidence
12/02/16	Debbie Byrd	Help prevent teen pregnancy
12/09/16	""	Children's sleep habits
12/16/16	""	Benefits of fathers' involvement
12/23/16	""	Helping your child through adolescence by building confidence
12/30/16	Brian Parrish	Long leaf pine

Back-up programs:

Debbie Byrd	Encouraging abstinence
""	The benefits of fathers' involvement with children
""	Children's sleep habits
Yvonne Ormond	Helping your child enjoy the benefits of physical activity
Brian Parrish	Long leaf pine

- 10/02/16 Teaching Money Management--Jesse Mecham: 4 Simple Rules for Budgeting
- 10/09/16 Helping Deaf Students Succeed--Chelsey Cahilly: Developing Empathy
- 10/16/16 Seeing People, Not Problems--Colin Mennega: Real Needs in Your Backyard
- 10/23/16 Tips for Hands-On Science--Aurora Lipper: Lighting the Spark
- 10/30/16 Can't Take It Home--Anna Wilke: Using Your Passion to Help People
- 11/05/16 Reading Aloud...Just Do It--Julie Schnatterly: Just Read
- 11/12/16 Living for More Than Ourselves--Bo Stapler: Selflessness Amid Suffering
- 11/19/16 Playing to Your Strengths--Rose Focht: An Easy Decision
- 11/26/16 Pro Football & Parental Rights--Shaun Alexander: What's Truly Important
- 12/04/16 When Failure Helps You Grow--Jessica Cole: You Don't Have to Panic
- 12/11/16 How to Achieve Success in Sports & Life--Dr. Bill Thierfelder: Wired to Play
- 12/18/16 Five Things You Might Not Know About Parental Rights--Mike Farris: Treat Them Right
- 12/25/16 Living Well with the Great Books--Frita Hinricks: A Fresh Perspective

10/02/16	Obedience training courses
10/03/16	Bringing home a new pet
10/09/16	Dangers of acorns
10/10/16	Helping your pet cope with Halloween
10/16/16	Bathing pets
10/17/16	Trap, neuter & release programs
10/23/16	Shedding
10/24/16	Hair vs fur
10/30/16	Pheromone collars
10/31/16	Myth about healing properties of saliva
11/06/16	National Animal Shelter Appreciation Month
11/07/16	Manatee Awareness Month
11/13/16	Cost of vet care
11/14/16	Thanksgiving & pets
11/20/16	Owning a pet
11/21/16	Pets as kids
11/27/16	Older cats
11/28/16	Horses & the cold
12/04/16	Tigers Forever program
12/05/16	Unwanted horses
12/11/16	December is a month of goodwill
12/12/16	Gift ideas for the pet lover
12/18/16	Dangers of holiday decorations



- 12/19/16 How to identify a pet emergency
- 12/25/16 Gifts for animal lovers
- 12/26/16 Cancer treatment options for your pets

10/02/16	Amazon Dash
10/05/16	SMS Audio BioSport earbuds
10/09/16	Changing your passports
10/12/16	Smart shoes
10/16/16	High tech & education
10/19/16	Best day to buy electronics
10/23/16	Texting & driving
10/26/16	Relying on apps
10/30/16	Boom box return
11/02/16	Solar energy growth
11/06/16	Thunder Shirt
11/09/16	Typo iPad case
11/13/16	Hackers' favorite targets
11/16/16	Twitch vs YouTube
11/20/16	Microchip pet feeder
11/23/16	Petzi treat cam
11/27/16	Internet forums
11/30/16	Mass effect theme park
12/04/16	Getting your child to sleep
12/07/16	Worst password security
12/11/16	Dark coin
12/13/16	Mobile background searches
12/18/16	Food scanner

12/21/16	Privacy settings
12/25/16	You're getting old
12/28/16	Wasting time online

10/02/16	Sleeping & listening
10/09/16	Silk & spiders
10/16/16	Brain cells break in the day
10/23/16	Snakes invade North America
10/30/16	Transplants
11/06/16	Peanut allergy
11/13/16	Space umbrella
11/20/16	Earth & noise
11/27/16	Electric brain
12/04/16	Crime solving camera
12/11/16	Oldest place on earth
12/18/16	First moon walk
12/25/16	Sleep 1

**FAMILY MONEY MINUTE**  
**Sami Cone**

*(October - December, 2016)*

- 10/02/16      What is your time worth?
- 10/09/16      Call for savings
- 10/16/16      Repurposing grocery dollars
- 10/23/16      Bargain car buying
- 10/30/16      Fall season savings
- 11/06/16      Do you need cable?
- 11/13/16      Good time to buy TVs
- 11/20/16      Easy fall decor
- 11/27/16      Coupon jackpot
- 12/04/16      Early December travel
- 12/11/16      Shop & eat
- 12/18/16      Family gift exchange
- 12/25/16      Check your receipts

- 10/06/16      Paying off your loan
- 10/13/16      Money & happiness
- 10/20/16      Brokerage accounts
- 10/27/16      Latest "gotcha" schemes
- 11/03/16      Intra-family loans
- 11/10/16      Bond risks
- 11/17/16      Should you invest in Roth IRAs?
- 11/24/16      Concierge health care
- 12/01/16      HAS contributions after 65
- 12/08/16      Working longer is not a retirement plan
- 12/15/16      Who to trust with your finances
- 12/22/16      Overpaying for long-term insurance
- 12/29/16      When children return home

10/02/16	Michael Blaha	No beta blockers
10/09/16	Phyllis Sharps	Abuse in pregnancy
10/16/16	Tom Smith	Palliative care guidelines
10/23/16	Tom Smith	Trial expectations
10/30/16	Ted Dawson	Cell death
11/06/16	Francis Giardiello	Bad microbiome
11/13/16	Jeffrey Kahn	Precision medicine forethought
11/20/16	Erin Michos	Food not supplements
11/27/16	Mike Klag	Small money
12/04/16	Pablo Celnik	Stroke rehab
12/11/16	Dean MacKinnon	Treating depression
12/18/16	Kevin Gerold	Frailty help
12/25/16	Gabor Kelen	Big bills

## CONSUMER TIME

*(October - December, 2016)*

10/02/16	Gary Crawford, Tom Vilsack, Rep. Tulsi Gabbard, Sen. Jon Tester	Work on developing GMO food labels is ongoing
10/09/16	Gary Crawford, Dr. Edgar Chambers	Are you thinking about food safety when grocery shopping?
10/16/16	Rod Bain, Mohammed Babadoost, Greg Astill	Projections of pumpkin production & prices
10/23/16	Rod Bain, Lyle Hanson	Prepare against "night of the living debt"
10/30/16	Gary Crawford, Anne Efland	Halloween happenings & where they came from
11/06/16	Rod Bain, Tom Vilsack	The conversation of choice & what it means
11/13/16	Gary Crawford, Tom Vilsack, Michael Scuse	More types of motor fuels coming to gas stations near you
11/20/16	Gary Crawford, Shayle Shagam, Annemarie Kuhns	A price break for that Thanksgiving meal
11/27/16	Gary Crawford, Stacy McIntyre	How much will it cost to heat our homes this winter?
12/04/16	Gary Crawford, Amanda Woods	How not to overdo holiday spending
12/11/16	Gary Crawford, Amanda Woods	Making the holidays happy on a shoestring budget
12/18/16	Gary Crawford, Dennis Patton	Some gift ideas for lawn & garden lovers
12/25/16	Gary Crawford, Anne Efland	Santa Claus still rocks



## AG UPDATE

*(October - December, 2016)*

10/02/16	Rod Bain, Jason Weller, Tom Vilsack	More support for innovation in conservation
10/09/16	Rod Bain, James Born	Sorghum as a growing crop & growing export
10/16/16	Gary Crawford, Brad Pfaff	Post-Matthew help for producers
10/23/16	Gary Crawford, Seth Meyer	A lower 2017 price scenario for meat producers
10/30/16	Rod Bain, Val Dolcini	USDA fall forums update
11/06/16	Gary Crawford, Ron Wallace	Pumpkins farmers with big ideas
11/13/16	Rod Bain, Val Dolcini	ARC-PLC enrollment for crop year 2017 underway
11/20/16	Rod Bain, Joe Parsons	Surveying farm conservation practices & effects
11/27/16	Rod Bain, Christopher Burns	Mid-sized farms--their well-being & their changing nature
12/04/16	Gary Crawford, Tom Vilsack, Blake Rafield, Jay Bustard, Jim Gehlsen	Who will grow our Christmas trees 20 years from now?
12/11/16	Rod Bain, Tom Sleight, Thad Lively, Monique Marez, Dalton Henry	Partnership & programs support US ag export & efforts
12/18/16	Gary Crawford, Tim O'Connor	Christmas tree growers launch their first volley against fake trees
12/25/16	Rod Bain, Tom Vilsack	Behind the farmer fair practices rules

**SPECIAL BROADCASTS / COMMUNITY EVENTS**

*(October - December, 2016)*

- October 6, 2016 WCKB aired a live interview with Robby Goodman and Iris Turner, organizers of the 1st Annual Worldwide Hollerin' Festival. They talked about the upcoming event from 12n - 12:30pm.
- October 14, 2016 WCKB aired a live interview with Brian Haney, discussing the upcoming Wings Over Harnett Airshow and Fly-In. The interview aired from 12n - 12:30pm.
- October 17, 2016 WCKB aired a live interview with Rusty Godwin and Eddy Blackman about SAFE of Harnett County and the upcoming benefit concert/candlelight vigil. The interview aired from 12n - 12:15pm.
- October 19, 2016 WCKB aired a live interview with Bill Lehman, FEMA public information officer. He discussed assistance and benefits available for victims of Hurricane Matthew. The interview aired from 12n - 12:30pm.
- November 2, 2016 WCKB aired a live interview with Sharon Stevens of the Dunn Area Tourism Authority. She talked about the upcoming Touchstone Energy Cotton Festival in downtown Dunn. The interview aired from 12n - 12:30pm.
- November 10, 2016 WCKB aired a live interview with Hope Moore of the Coats Chamber of Commerce, about the upcoming Coats Farmers Day event. (It was rescheduled due to Hurricane Matthew.) The interview aired from 12n - 12:30pm.