

WCKB 780-AM

ISSUES / PROGRAMS

April, May and June, 2004

1. I--Listeners wanted information about area job openings.
P--WCKB aired a 5 minute report of local job listings, provided by the Dunn office of the North Carolina Employment Security Commission, 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 5 minute report, provided by the Johnston County Council on Aging, each Wednesday at 12:45pm. A topic listing is attached.
4. I--Listeners needed information about getting and staying healthy.
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 information about credit, budgeting and finance.
P--WCKB aired "Money Help Minute," a 1 minute report provided by Myvesta.org (formerly Debt Counselors of America), each Sunday at 7:20am. A topic listing is attached.
7. I--Listeners wanted to know about recent health research.
P--WCKB aired "Duke MedMinute," a 2 minute report provided by the Duke University News Service, each Sunday at 7:22am. A topic listing is attached.
8. 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 7:24am. A topic listing is attached.
9. I--Listeners wanted advice on issues facing today's families.
P--WCKB aired "James Dobson Family Minute," a 1 minute report provided by Focus on the Family, Monday through Friday at 1:30pm. A topic listing is attached.
10. I--Listeners wanted current information on various health, financial, scientific, social, and general interest subjects.
P--WCKB aired an 8 to 10 minute interview, produced by station personnel, each Sunday at 10:50am. Information on interview topics and guests is attached.
11. I--Listeners expected station participation in local charities and events.
P--WCKB aired remote broadcasts and special interviews, and participated in several events. A list of these events and broadcasts is attached.

SOCIAL SECURITY REPORT (April - June, 2004)

4/06/04	Shiryl Evans	Q & A: Retirement / disability benefits
4/13/04	*****	Q & A: Dependents & survivor benefits
4/20/04	*****	Q & A: Supplemental Security Income
4/27/04	*****	SS Trust Fund & long-term solvency
5/04/04	*****	SS website offers
5/11/04	*****	SS payday reminders
5/18/04	*****	Q & A: Retirement / disability benefits
5/25/04	*****	Q & A: Dependents / survivor benefits
6/01/04	*****	Q & A: Supplemental Security Income
6/08/04	*****	SS recipients warned about potential scams
6/15/04	*****	New Social Security internet option
6/22/04	*****	Starter kits make applying for disability easier
6/29/04	*****	Teachers, summer jobs & Social Security

COUNCIL ON AGING REPORT

(April - June, 2004)

4/07/04	Jan Craig	Nutrition basics for adults
4/14/04	""""""""""	Fighting spring allergies
4/21/04	Linda Riesch	Family caregiving program
4/28/04	""""""""""	Family caregiving program
5/05/04	""""""""""	Staying cool as summer approaches
5/12/04	""""""""""	Staying cool as summer approaches
5/19/04	Kimberly Tilghman	Smoke detectors
5/26/04	""""""""""	Walking for fun & fitness
6/02/04	""""""""""	Antibacterial soap
6/09/04	""""""""""	Family caregiving
6/16/04	""""""""""	New Medicaid drug cards
6/23/04	""""""""""	Staying cool can save your life
6/30/04	""""""""""	Fun in the sun

HEALTH DEPARTMENT REPORT

(April - June, 2004)

4/01/04	Debra Anderson	Public health month
4/08/04	STD awareness month
4/15/04	Breast exam clinic
4/22/04	Debbie Vaughn	Teens as Parents program
4/29/04	Debra Hawkins	Water safety
5/06/04	Water safety
5/13/04	Debra Anderson	Nat'l Women's Health Week
5/20/04	Nat'l Women's Health Week
5/27/04	Water safety
6/03/04	Denise Newkirk	Active Healthy Harnett
6/10/04	Active Healthy Harnett
6/17/04	Active Healthy Harnett
6/24/04	Drinking water

EXTENSION SERVICE REPORT

(April - June, 2004)

4/02/04	Tyrone Fisher	Harnett County Animal Fair
4/09/04	*****	Harnett County Animal Fair
4/16/04	Gary Pearce	Butterfly gardens
4/23/04	*****	Choose the right kind of grass for your lawn
4/30/04	*****	10 most asked questions
5/07/04	*****	10 most asked questions
5/14/04	*****	10 most asked questions
5/21/04	*****	10 most asked questions
5/28/04	*****	10 most asked questions
6/04/04	David Harstin	4-H summer activities
6/11/04	Lisa Childers	Prepare to preserve the summer's bounty
6/18/04	*****	Food safety in a covered dish
6/25/04	*****	Food safety in a covered dish

MONEY HELP MINUTE*(April - June, 2004)*

- 4/04/04 Credit card rewards programs
- 4/18/04 Do deals on foreclosed homes really exist
- 4/25/04 Loaning money to friends or family
- 5/02/04 Establishing credit for the first time
- 5/09/04 Planning for a financial windfall
- 5/16/04 What's in a credit score
- 5/23/04 What to do when you can't pay the mortgage
- 5/30/04 Money & marriage
- 6/06/04 Do you need cash in case of terrorist attacks
- 6/13/04 Can you afford that loan
- 6/20/04 Do you know the interest rates on your credit cards
- 6/27/04 Protecting yourself from ID theft

DUKE MEDMINUTE*(April - June, 2004)*

4/04/04	Lloyd Michener	Change your clocks, change your batteries
4/18/04	Michael Cooney	Smokers face greater risk of blindness
4/25/04	Elisabetta Poleeti	What will the next food pyramid look like?
5/02/04	Prof. Victor Tapson	Reducing the risk of "economy class syndrome"
5/09/04	William Kraus	Customize exercise level to individual health needs
5/16/04	Prof. Jarol Boan	Weight-loss surgery not a quick fix
5/23/04	Prof. Terrill Bravender	Younger girls showing warning signs for eating disorders
5/30/04	Prof. Jarol Boan	Weight-loss surgery not a quick fix
6/06/04	Prof. Ed Levin	Prenatal nicotine exposure may increase obesity risk
6/13/04	Prof. David Schwartz	Protectings kids from environmental allergies
6/20/04	Claudia McCormick	Cutting lawn mower injuries
6/27/04	Prof. Diana Dell	Making maternity leave more flexible

- 4/04/04 Parents can do it!
- 4/11/04 Standard of living vs Quality of life
- 4/18/04 The costs of homeschooling
- 4/25/04 When you want to homeschool and he doesn't
- 5/02/04 Homeschooling traditions
- 5/09/04 Patriotism, excellence and civic duty
- 5/16/04 International connection
- 5/23/04 What's so important about Latin?
- 5/30/04 Unsupportive relatives
- 6/06/04 What is mentoring?
- 6/13/04 Homeschoolers & college sports--the basic guidelines
- 6/20/04 The homeschool advantage
- 6/27/04 Share education services

TRACK SHEET



P.O. Box 998
Colorado Springs, CO 80901
Phone: (719) 531-3300 Fax: (719) 531-3302



APRIL 2004
Total Tracks: 74

TRACK

MARRIAGE Image Spot (:60)

1 Word Problem

"JAMES DOBSON FAMILY MINUTE" Promo (:30 each)

2 Sixty-Second Conference
3 A Life-Changing Minute



"JAMES DOBSON FAMILY MINUTE" Features (:60 each)

4	April 1	Adoption	Dr. James Dobson
5	April 2	When God Doesn't Make Sense	Dr. James Dobson
6	April 5	Fighting the Current	Dr. James Dobson
7	April 6	Youth and Traditional Marriage	Amy Stephens
8	April 7	Your Children Know	Dr. James Dobson
9	April 8	The Good Friday Story	Ann Hibbard
10	April 9	Easter Alternative	Ann Hibbard
11	April 12	Stop Whining in Its Tracks	Dr. James Dobson
12	April 13	Repentance and the Conscience	Dr. James Dobson
13	April 14	Gang Prevention Begins at Home	Gordon McLean
14	April 15	Adolescent Sexuality	Dr. James Dobson
15	April 16	Finding the Right One	Dr. Neil Clark Warren
16	April 19	Always Be There	Patricia Bigliardi
17	April 20	No Two Alike	Dr. James Dobson
18	April 21	He Is the Vine	Dr. James Dobson
19	April 22	Argue-Free Zone	Gary Smalley
20	April 23	Influence Lasts a Lifetime	Dr. James Dobson
21	April 26	The Effect of Dating Paranoia	Dr. James Dobson
22	April 27	Going the Distance	Dr. Scott Stanley
23	April 28	Do Not Be Discouraged	Dr. James Dobson
24	April 29	The Family Haven	Dr. James Dobson
25	April 30	Everyday Role Models	Tony Evans

"FOCUS ON THE FAMILY" Generic (:30 each)

26 Cross-Promotion — "Reaching the Taliban for Christ" (Inspirational Stations)
27 Cross-Promotion — "Reaching the Taliban for Christ" (Adult Contemporary)
28 Focus on the Family Generic — "I Can't Believe"

"FOCUS ON THE FAMILY Weekend Magazine" Generic (:30)

29 Positive and Encouraging



"ADVENTURES IN ODYSSEY" Daily Promos (:30 each)

30	April 1	The Potential in Elliot
31	April 2	I Naturally Assumed
32	April 5	Afraid — Not!
33	April 6	A Prayer for George Barclay
34	April 7	When Bad Isn't Good
35	April 8	Making the Grade
36	April 9	War of the Words
37	April 12	It Began With a Rabbit's Foot
38	April 13	It Ended With a Handshake
39	April 14	Pet Peeves
40	April 15	Fences
41	April 16	The Secret Keys of Discipline



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MAY 2004
 Total Tracks: 77

TRACK

FEDERAL MARRIAGE AMENDMENT Spot (:30)

1 Blood Relatives

"JAMES DOBSON FAMILY MINUTE" Promo (:30 each)

2 Sixty-Second Convention
 3 Minute by Minute



"JAMES DOBSON FAMILY MINUTE" Features (:60 each)

4	May 3	The Key to Job Success	Dr. James Dobson
5	May 4	What Is Commitment?	Dr. Neil Clark Warren
6	May 5	Children Need Your Time	Dr. James Dobson
7	May 6	Getting It Right	Tony Evans
8	May 7	Special Needs	Dr. James Dobson
9	May 10	The Power of the Picture	Dr. James Dobson
10	May 11	Security in Boundaries	Dr. James Dobson
11	May 12	The Great Cause	D. James Kennedy
12	May 13	Men Need Respect	Dr. James Dobson
13	May 14	The Best Is Yet to Be	Verdell Davis
14	May 17	The Reality of His Presence	Patsy Clairmont
15	May 18	The "Superchild"	Dr. James Dobson
16	May 19	Hindrance to Intelligence	Dr. James Dobson
17	May 20	Understanding Differences	Dr. Norm Wright
18	May 21	Hiring a Mom and a Dad	Dr. James Dobson
19	May 24	The Art of Conversation	Dr. James Dobson
20	May 25	Get to Know Each Other	Dr. Neil Clark Warren
21	May 26	Midlife Crisis: Buying Into the System	Dr. James Dobson
22	May 27	True Learning	Dr. James Dobson
23	May 28	Parents Teaching Responsibility	Tony Evans
24	May 31	Family Car Trips	Kathy Peel

"FOCUS ON THE FAMILY" Generic (:30 each)

25 Cross-Promotion — "Mel Gibson's Passion" (Inspirational Stations)
 26 Cross-Promotion — "Mel Gibson's Passion" (Adult Contemporary)
 27 Focus on the Family Generic — "Kid Q and A"

"FOCUS ON THE FAMILY Weekend Magazine" Generic (:30)

28 Relaxing Weekend



"ADVENTURES IN ODYSSEY" Daily Promos (:30 each)

29	May 3	The Fundamentals
30	May 4	A Book by Its Cover
31	May 5	The Election Deception
32	May 6	George Under Pressure
33	May 7	The Twilife Zone
34	May 10/11	Tom for Mayor – I & II
35	May 12	A Call for Reverend Jimmy
36	May 13	A Name, Not a Number – I
37	May 14	A Name, Not a Number – II
38	May 17	Siege at Jericho
39	May 18	A Code of Honor
40	May 19	Unto Us a Child Is Born
41	May 20	Soaplessly Devoted
42	May 21	Red Wagons and Pink Flamingos



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JUNE 2004
 Total Tracks: 80

TRACK

Judicial Tyranny Spot (:30)

1 A Guy Like Joe

"JAMES DOBSON FAMILY MINUTE" Promo (:30 each)

2 A Sound Investment
 3 This Is Life



"JAMES DOBSON FAMILY MINUTE" Features (:60 each)

4	June 1	Sexual Abuse in the Family	Dr. James Dobson
5	June 2	The Problem With Dating	Dr. James Dobson
6	June 3	Where Women Find Security	Dr. James Dobson
7	June 4	Family Nights	Jim Weidmann
8	June 7	Redeem the Time	Rob Parsons
9	June 8	Romance in the Kitchen	Dr. James Dobson
10	June 9	Don't Change Your Child	Dr. James Dobson
11	June 10	Romance Still Matters	Dr. Norm Wright
12	June 11	Whose Vacation?	Joanne Cleaver
13	June 14	Get 'Em Through It	Dr. James Dobson
14	June 15	Getting Your Spouse to Listen	Dr. Norm Wright
15	June 16	Relationships Run Downhill	Dr. James Dobson
16	June 17	One Day at a Time	Joni Earekson-Tada
17	June 18	The Message: Fatherhood	Dr. James Dobson
18	June 21	Children Should Waste Time	Dr. James Dobson
19	June 22	TV Diary	Michael Medved
20	June 23	Living Together Doesn't Work	Dr. James Dobson
21	June 24	Sacrifice in the Short Run	Lee Ellis
22	June 25	Accomplishments of Husband	Bill McCartney
23	June 28	A Teen's Relationship With Christ	Susie Shellenberger
24	June 29	Romance Is Important	Dr. James Dobson
25	June 30	Venting Is Anger	Dr. James Dobson

"FOCUS ON THE FAMILY" Generic (:30 each)

26 Cross-Promotion — Dennis Swanberg: "Fill Up Your Love Tank" (Inspo)
 27 Cross-Promotion — Dennis Swanberg: "Fill Up Your Love Tank" (AC)
 28 Focus on the Family Generic — "Vroom, Vroom"

"FOCUS ON THE FAMILY Weekend Magazine" Generic (:30)

29 Theories



"ADVENTURES IN ODYSSEY" Daily Promos (:30 each)

30	June 1	All the Difference in the World
31	June 2	St. Paul: The Man From Tarsus
32	June 3	St. Paul: Set Apart by God
33	June 4	A Victim of Circumstance
34	June 7	Poetry in Slow Motion
35	June 8	Subject Yourself
36	June 9	The Perfect Witness – I
37	June 10	The Perfect Witness – II
38	June 11	The Perfect Witness – III
39	June 14	Rewards in Full
40	June 15	Top This!
41	June 16	The Underground Railroad – I
42	June 17	The Underground Railroad – II
43	June 18	The Underground Railroad – III



SPECIAL BROADCASTS / COMMUNITY EVENTS

(April - June, 2004)

- April 24-25 WCKB broadcast live from the Dogwood Festival in Fayetteville. Community leaders and representatives from various local organizations were interviewed during the broadcasts. (10a-745p Sat, 12n-6p Sun)
- April 30 WCKB broadcast live from the American Cancer Society's Relay for Life event in Harnett County. This event raises awareness of and funds for cancer research and patient services. (430p-745p)
- May 20 WCKB broadcast live from the Harnett County Retired & Senior Volunteer Program (RSVP) Senior Fair. This event showcases services and programs for area senior citizens. (10a-2p)

Dee Marrella (*Who Cares: A Loving Guide for Caregivers*)

GUEST ALERT

Make It Through the Maze

When You Can't Give Your Caregiver Directions, Who Will?



(Wyomissing, PA)—What's Mom's favorite dessert? Where does Dad keep his medicine? Questions like these are easy to answer — as long as Mom and Dad can speak.

But as our population ages, millions of Americans find themselves making life decisions for parents or other loved ones who can no longer communicate even the most basic information.

"Discerning the needs and wants of dependant people—especially those who are unable to communicate well presents a challenging obstacle course for many caregivers," says Dee Marrella, author of *Who Cares: A Loving Guide for Caregivers*. "Documenting personal preferences before you need them helps guide caregivers through the maze according to your needs and wishes."

Give voice to those who can no longer speak, bring Dee Marrella to your audience call (303) 279-4349.

###

INTERVIEW QUESTIONS

1. What should you document now to ensure you receive proper, personal care in the future?
2. How can adult children cut down the guilt they often harbor towards aging parents?
3. Why should *healthy* people take time to address caregiving issues?

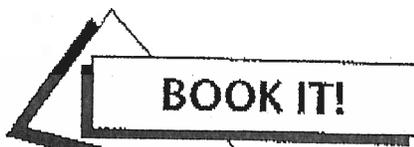
Call (303) 279-4349 to bring **Dee Marrella** to your audience. Give those you love an eternal voice!

HOT TOPICS

- ◆ Discover the #1 fear people have for the future.
- ◆ Are you legally prepared for your future? Find the one document that is a must-have.
- ◆ What lies ahead as you get older if you fail to plan?

FREE REPORT!

Email dmarrella@yahoo.com to get "Top 10 Priorities for Caregivers"



DC PRESS
Dee Marrella
Contact: Tami DePalma
Phone: (303) 279-4349
Fax: (303) 279-7950

Light up your boards with...



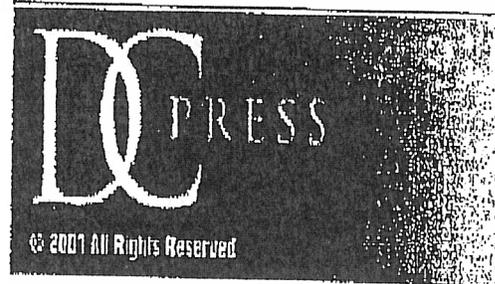
Dee Marrella was compelled to create *Who Cares: A Loving Guide for Care Givers* after observing the struggle of her own mother and other dependent people to convey basic wants, needs and fears as they became older.

Travelling extensively for twenty-plus years, Marrella has experienced a variety of different cultures, affording her the opportunity to observe vast differences in the ways caregivers interact with the older individuals of a society.

Marrella's book *Who Cares* brings together the astute observations she gleaned over the 5 years she spent caring for her mother and provides a handy reference guide to help alleviate the guilt and stress so often associated with caring for older loved ones.

"Dear Dee, Thanks for sharing your book with me. It is a wonderful tool and will be invaluable for so many families—mine included."

— Leeza Gibbons, The Leeza Gibbons Show



DC PRESS
2405 River Front Circle • Sanford • FL 32771

TOLL FREE NUMBER: 1-800-882-1476

PHONE: 407-688-1156

FAX: 407-688-1155

www.dcpublishing.com

*Rec'd Sat. 4-4-04
10502*

lottie

From: "Nikki Bowman" <nikki@smithpublicity.com>
To: <interviews@smithpublicity.com>
Sent: Monday, March 29, 2004 2:18 PM
Subject: Interview: WHO IS REALLY WORKING IN THE CUBICLE NEXT TO YOURS?

Available for Interviews

Contact: Nikki Bowman
 215-547-4778, ext. 113
Nikki@SmithPublicity.com

Is Your Workplace Secure?
WHO IS *REALLY* WORKING IN THE CUBICLE NEXT TO YOURS?

Consider these facts:

- Many employers routinely hire workers without completing any background checks
- Convicted felons --even wanted criminals -- including rapists, murderers, and serial killers could be, and often are, hired by unsuspecting companies.
- Charles Cullen, the nurse suspected of murdering up to 40 people in hospitals in a recent case, was hired at hospital after hospital -- with no warning signals because of faulty or no background screening procedures.
- Time after time, as workplace violence episodes prove, people work among ticking time bombs with long records of problems.
- 1 in every 32 adults is a criminal

Barry Nadell, president of InfoLink Screening Services, Inc., says it doesn't have to be this way. He's on a mission not to frighten -- but to educate employees and their employers about this growing problem.

With startling statistics and anecdotes, Nadell will at turns shock, inform and enlighten your audience as he discusses workplace security and background screening. For both employees and employers, his expertise is timely and potentially life-saving.

Topics Nadell can discuss include:

- How background screening works, and how it can identify potentially dangerous individuals.
- Amazing stories of the things people do to hide their backgrounds when seeking employment.
- 7 free things companies can do to avoid hiring criminals.
- Startling facts about some of America's most tragic incidents of workplace violence -- and how they could have been avoided through background checks
- Why company background screening policies should affect decisions ranging from where we send children to daycare, hotels and housecleaning services.

Barry Nadell is president of InfoLink Screening Services, Inc., a leading nationwide background investigation company. A polished talk show guest, he has appeared on many radio and TV programs, including ABC with Peter Jennings.

*B'cast Sun, 4-11-04
1050z*

3/30/2004

lottie

From: "Deborah Jamora" <debi.jamora@infolinkscreening.com>
To: "Lottie Squires" <lotties@wckb780.com>
Sent: Wednesday, March 31, 2004 2:51 PM
Attach: Convicted Felons.doc
Subject: Radio Interview with Barry Nadell of InfoLink

To: Lottie Squires,
 Station: WCKB 780 AM
 Dear Lottie:

Barry looks forward to being on your show @ 2:00 EST on April 7, 2004. Please call him at (818) 990-4473 x1325 and use his cell phone as a backup (310)701-4473 and provide your phone number to him as a backup for him to call the station.

We would like to ask in advance if we may have an audio copy of the interview for our archives. If you require a blank audio tape, please let me know and I will forward one to your attention.

We suggest you visit our websites: www.greathire.com (there is a direct link button to www.infolinkscreening.com). Please mention the GreatHire.com website and phone # (800) 234-HIRE over the air where listeners can see the 7 free things they can immediately do to avoid hiring a bad apple. At www.greathire.com they can also review the Perfect Application & More CD Suite. This package provides a comprehensive employment application that every business owner should have. The CD Suite also comes with many employment related documents and forms which they can customize. If listeners order now they receive for free 204 legal questions they can ask on a job interview.

Barry has developed some possible questions you may consider.

- A. Why are you an expert on background checks?
- B. Why should an employer conduct a background check?
- C. What is included in a background check?
- D. What cannot be in a background check report?
- E. Who conducts a background check?
- F. What laws come into play?
- G. What about credit reports?
- H. Why should I be concerned if a hotel or hospital checks their employees?
- I. What should someone do to prepare for a background check?
- J. What do background checks cost?
- K. Is it hard to get references?
- L. What are some examples of what you have found in researching applicants?
- M. What rights do job applicant's have when it comes to background checks?
- N. As an employer, are there things I can do now which cost nothing to protect myself from hiring a criminal?

Also, please review the attached article: "Convicted Felons, Please Don't Apply" which provides interesting case studies and statistics which are eye opening.

If you are pleased with the interview, please calendar to have Barry back on the show and keep our phone number to get his take the next time workplace violence hits the newswires.

As a thank you, we would be pleased to send you in advance The Perfect Application & More CD Suite

for your station's hiring program. Please email me your address so we can forward this valuable hiring tool to you with our compliments. After review, if you are interested in offering it on your website or in any promotion, we would be pleased putting an economic program together with you. If so, please email david.nadell@infolinkscreening.com our VP of Marketing and David will make the arrangements.

Thank you.

Debi

If you have any questions, please call...

Debi Jamora, Executive Assistant

InfoLink Screening Services, Inc.

9201 Oakdale Avenue, Suite 100

Chatsworth, CA 91311-6520

Ph: (818/800) 990-HIRE(4473) Ext. 1324

Fx: (818) 709-2355

www.infolinkscreening.com

or

www.greathire.com

(800) 234-HIRE (4473)

InfoLink Screening Services is a nationwide provider of employment background checks, drug testing services and additional screening solutions. Our easy-to-use web-based service enables human resource and security professionals to conveniently request searches, track work in progress, and securely retrieve and archive completed employment background screening and drug testing reports. Our cost-effective screening services and legal compliance expertise help companies reduce workplace violence, employee theft, substance abuse, high turnover and negligent hiring risk. Rapid turnaround time, exceptional service and peace of mind. InfoLink, Hire With Confidence.

The information contained in this E-mail message is privileged, confidential, and protected from disclosure. If you think that you have received this E-mail message in error, please REPLY to this message with "RECEIVED IN ERROR" in the Subject Box. Thank you!

THE PR GROUP 727.447.4992 08-19-02 09:51am P. 00

The PR Group

FOR IMMEDIATE RELEASE

Contact: Sara Eisenman
727.447.4992 x205

Americans are served 104 million pounds of food preservatives annually...
How many pounds have you eaten?

Staying Well in a Toxic World

With Detoxification Expert Dr. David Wikenheiser

Let's face it: We live in a very toxic world.

OUR AIR

There are now over 200 known hazardous air pollutants floating in the air we breathe. 4.3 million pounds of mercury and 9.8 million pounds of lead are released into the atmosphere each year by vehicles and factories.

OUR WATER

Our lakes, rivers, and even much of our drinking water are contaminated with pesticides and herbicides, petroleum runoff, and radioactive residue. Traces of antibiotics fed to livestock and excreted in their manure have been found in many Midwest streams. The U.S. Geological Survey announced that traces of birth control hormones and cough suppressants have been found in rivers across the nation. Many utility companies now publish notices stating municipal tap water contains small amounts of arsenic - which can't be removed because it's too costly.

OUR FOOD

More than 104 million pounds of preservatives are injected into the food consumed by Americans each year. California, whose fruits and vegetables are shipped to every state, applies more than 170 million pounds of pesticides to its crops annually. Bacterial testing standards for meat are virtually nonexistent, and Salmonella infects more than two million people annually. More tragically, 4,000 Americans die each year from infected meat and poultry. The Center for Disease Control reports the number of Salmonella and E. Coli outbreaks in fruits and vegetables is on the rise.

Our bodies face a Herculean task in fighting and eliminating these toxins once they enter our systems. But when the toxic load is too great for the body to process, illnesses develop.

*Bicost Jan. 4-18-04
10502*

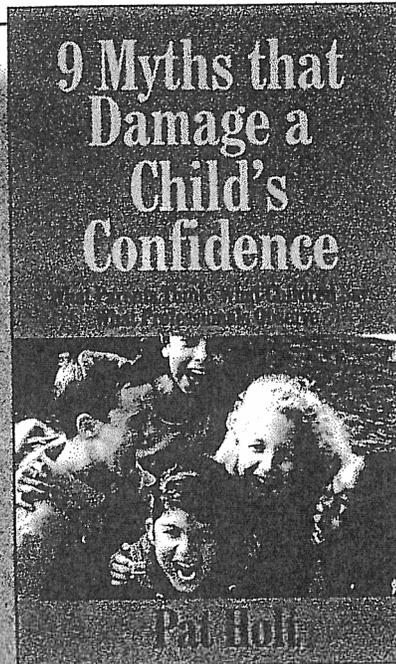
CHOOSE WITH

CONFIDENCE

FROM OUR
FULL CIRCLE
OF BOOKS

DESCRIPTION

Although all parents want their kids to be confident, many times the well-meaning things we do to help them can destroy their sense of self-assurance. With quotes from children and parents, this well-researched book discusses nine myths about our relationships with our children that prevent them from fulfilling their potential. Myths include "I should be my child's best friend" and "I must be fair."



NEW TITLE

Nine Myths that Damage a Child's Confidence

What Parents Think, What Children Say, What Professionals Observe

Pat Holt

Trade paper

0-87788-591-5

Pages 112

\$8.99

June 1999

Category

Family/Parenting

**HAROLD
SHAW
PUBLISHERS**



Available at bookstores
everywhere or by
calling
1-800-742-9782

AUTHOR

Pat Holt is a parent and teacher as well as the director of West Valley Christian Academy in California. She is the author of over ten books, including *When You Feel Like Screaming* and *Don't Give In, Give Choices* (both written with Grace Ketterman).

MARKETING

Audience

- Parents
- School administrators, teachers, and anyone in a position of authority over children

Strategy

- Media Campaign
- P.O.P Display
- Consumer Catalogs
- Key Review mailings to over 200 reviewers and publications

B'cast Jun, 4-25-04
10502

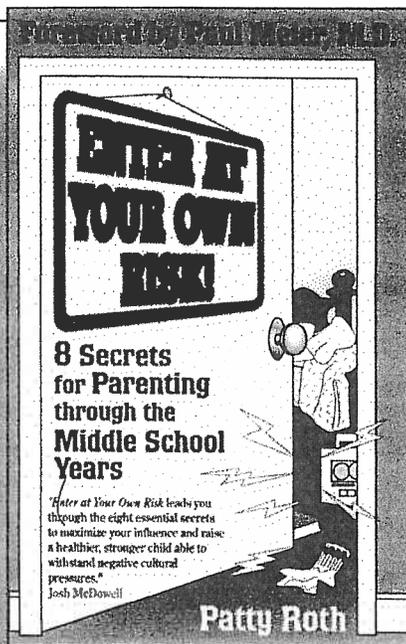
CHOOSE WITH

CONFIDENCE

FROM OUR
FULL CIRCLE
OF BOOKS

DESCRIPTION

Both parents and students are given solid and practical advice for surviving the turbulent middle school years as psychotherapist Patty Roth guides them through the issues of communication, support, boundaries, conflict resolution, power struggles, spirituality, affection, and autonomy. Also included are extensive appendices offering parents the necessary resources for dealing with stepparenting, early teen substance abuse, suicide, satanism, and eating disorders.



NEW TITLE

Enter at Your Own Risk: Eight Secrets for Parenting through the Middle School Years

Patty Roth

Trade Paper
0-87788-207-X

Pages 200
\$11.99

April 1999

Category
*Family Care Parenting/
Education*

AUTHOR

Patty Roth, M.S., MFCC, has had a private practice in marriage and family therapy in Southern California for over fifteen years. She is also on the faculty of the Department of Psychiatry at Loma Linda University School of Medicine and is a Ph.D. candidate at Trinity College.

MARKETING

Audience

- Parents, educators, and school administrators
- Guidance counselors, youth workers

Strategy

- Media Campaign
- Key review mailings to 200 reviewers and publications
- Consumer Catalogs

CHAROLD SHAW PUBLISHERS



Available at bookstores everywhere or by calling
1-800-742-9782

*Best for 5/2/04
1050*



ADVERTISING UPDATE

JANE QUINN
(Director)
212 949-4951

Community Schools for Excellence

Campaign Sponsor: The Children's Aid Society and the Coalition for Community Schools

Volunteer Advertising Agency: BBDO New York

BACKGROUND:

Public schools in America could do more, be more, and help kids, families, and communities more. The Children's Aid Society aims to improve the standard of public education with its new public school model called the Community School for Excellence. A Community School is a public school that combines the highest quality educational practices with a wide range of vital in-house health and social services to ensure that children are physically and emotionally prepared to learn.

CAMPAIGN OBJECTIVE:

To create a broad awareness of Community Schools and a predisposition for people to want them in their communities. Additionally, the public is encouraged to call 1-877-LOVE-2 LEARN in order to receive a brochure and find out more about Community Schools for Excellence and how they can change the public schools in their neighborhoods.

TARGET AUDIENCE:

- Parents of school-aged children in public schools who are dissatisfied with the current public school system.
- Hardworking people of middle to lower income status who are very concerned about their children's education. They want the best education for their children and feel frustrated and even angry that there doesn't seem to be a way to provide it.
- Community leaders, educators, and influencers.

DID YOU KNOW:

- Community Schools for Excellence can provide:
 - Expanded-day programs available up to 15 hours a day, six days a week, and 52 weeks a year.
 - A variety of academic, recreational, and cultural opportunities.
 - Teen and adult education classes.
 - A social worker, as well as medical and dental services on site.
 - Volunteer activities.
 - Parent support programs, and much, much more.

FOR MORE CAMPAIGN INFORMATION, PLEASE CONTACT:

Ellen Lubell
Director of Public Relations
The Children's Aid Society
105 East 22nd Street, Room 504
New York, NY 10010
ellenl@childrensaidsociety.org
Phone: (212) 949-4938
Fax: (212) 477-3705
www.childrensaidsociety.org

OR

Lynne Lee
Campaign Director
The Advertising Council, Inc.
261 Madison Avenue, 11th Floor
New York, NY 10016-2303
lee@adcouncil.org
Phone: (212) 984-1928
Fax: (212) 922-1676
www.adcouncil.org

TO ORDER ADDITIONAL CAMPAIGN MATERIALS, PLEASE CONTACT:

Hartford Direct
P.O. Box 7382
Berlin, CT 06037-7382
Telephone: (800) 933-PSAS (7727)
Fax: (860) 829-2343

R400

B'cast Jan 5-9-04
10502

Anna Graf Williams, Ph.D

Anna Graf Williams, Ph.D. is a successful businesswoman and cofounder of Learnovation®, LLC. Anna has worked for years as an educator and trainer in the fields of technology, service, hospitality and strategic planning. Over the years she has developed and led visioning sessions, re-organization plans and product positioning for the service industry. Anna and her partner Karen J. Hall have spent years helping people advance their careers and seek out personal fulfillment. Anna has worked with business and industry to help them achieve profit and success. Throughout her career she has advised many local governments and chambers of commerce on economic development and customer service issues.

She is the co-author of several books—**Creating Your Career Portfolio: At a Glance Guide 2nd Edition** and **Immigrants Guide to the American Workplace**. She has given hundreds of seminars and keynotes across the country. She has also academically published over 250 articles. In Anna's former life she was one of the youngest full professors in the country working on the academic topics of experiential education, outcomes assessment and hospitality/tourism economic impact studies.

Anna and her husband George are active volunteers in the greater Indianapolis area. They have three growing boys—Karl, Peter and Paul. In any spare time she works in her herb garden, enjoys baking and cooking, and works on her photography interests. She enjoys the world of business and eating good quality dark chocolate.

Suggested Interview Questions

1. What exactly IS a career portfolio? Isn't that something primarily used by artists and writers?
2. Why go to all the work of putting together a career portfolio? Doesn't the current job market already favor the job seeker more than the employer?

~~What can a person do who if they don't have a lot of job experience?~~

~~What about community service and transferable skills?~~

3. So how do you use this portfolio in a job interview? Do you just slap it down on the table and say this is what I've done?
4. What if the interviewer wants to keep the portfolio and you have another interview the same day?
5. In *Creating Your Career Portfolio*, you say that the portfolio is not only for job search, but also to use on the job -- for performance reviews or for promotions. Why? Doesn't your current employer already have the information at hand?
6. In your seminars, you say that good customer service can help you get the job you want. Please explain what you mean by that.
7. The U.S. Department of Justice's Immigration and Naturalization Service says there has been a dramatic rise in the number of applications for citizenship in recent years. How do you develop a career portfolio for job search in a new country, especially if all of the documents that might go in your portfolio are written in a language other than English?

B'cuzt Sen, 5-16-04
10502

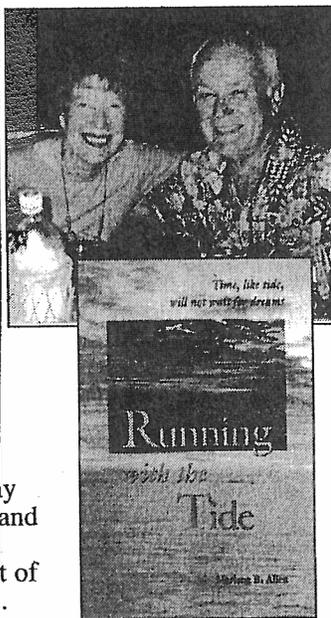
What Couples Wish They Knew Before They Retired

Nearly everyone in your audience has a retirement fantasy. Whether crystal clear or pleasantly hazy, they imagine themselves doing something daring or different in their retirement years. Perhaps taking a trip around the world, driving a motor home across the U.S. or volunteering in a Third World country. But what happens when fantasy and reality meet?

Interview **Marlene and Bob Allen** for a warm, humorous and enlightening discussion on the seldom-discussed emotional aspects of retirement.

They'll share:

- How retirement really affects couples.
- What to do if "his" and "her" retirement fantasies are different.
- The most important lessons they learned as a couple when they took early retirement 16 years ago.
- Why adventure is not just for the young.
- How they managed to stay best friends for 50 years and to survive living together 24-hours a day, in 41-feet of living space for 365 days.



Great Call-in Show

Have listeners call in with their own retirement experiences and future plans. The Allens can offer them valuable advice on making it work.

CREDENTIALS: Marlene and Bob Allen retired when Bob was 55 and were able to live the retirement fantasy they dreamed about for 35 years — taking a yearlong cruise aboard their sailboat. Marlene wrote a book about their experiences called *RUNNING WITH THE TIDE*.

AVAILABILITY: San Francisco Bay area, Sacramento, San Jose, Los Angeles, nationwide by arrangement and via telephone

CONTACT: RTIR Media Relations Dept., 1-888-784-4936 (toll free/24 hours a day), or fax to (610) 284-7725. Indicate Guest #71

direct ph: 415-683-2672

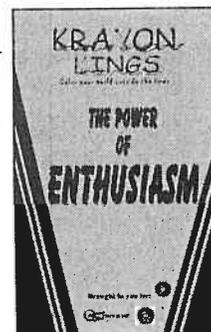
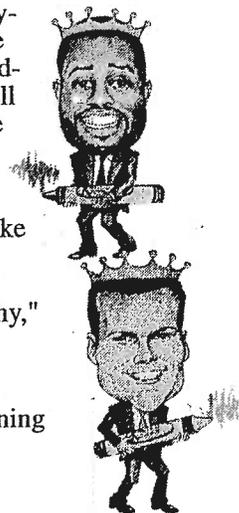
Never Grow Up!

Why the Most Productive Adults Think Like Kids

As children, we're intrigued by everything. Living fully in the present, we remain free from self-imposed boundaries. As we age, however, people tell us to grow up and to stop acting like children. Sadly, most of us comply.

But according to **Bryan Fiese** and **Ken Canion**, those who refuse to take this soul-zapping advice are more productive and successful. Sharing their color-coded "Krayon Philosophy," they'll reveal why:

- We can still be responsible, productive adults, while maintaining a childlike zest for living.
- You have to shatter your belief system of who you are and how you think you should act before you can be successful.
- Defining yourself by your profession hinders enjoyment in life — and sets you up for failure.
- Ways peoples' thinking changes when they put on a uniform — and how to shed beliefs that hold you back.
- How to restore enthusiasm and conquer fear, while becoming more generous and building stronger relationships.



CREDENTIALS: "Krayon Kings" Bryan Fiese and Ken Canion are the co-authors of *THE POWER OF ENTHUSIASM*. A contagiously enthusiastic speaker, Bryan Fiese is co-founder of the consulting firm, the QS Group, and author of *Two Steps Back, a Lifetime Forward*. Ken Canion, a passionate motivational speaker who specializes in "keeping it real," is founder and president of Prosperity Marketing Inc, and author of *God, I Ain't Trying To Hear All That!*

AVAILABILITY: Texas, North Carolina, nationwide by arrangement and via telephone; available for last minute interviews

CONTACT: Bryan Fiese, (214) 394-8262 (TX); bryan@getmotivated.com

Best sun, 5-23-04
10502



1209 Hay Street
Post Office Box 53723
Fayetteville, NC 28305
Phone (910) 323-4234
FAX (910) 323-0898
www.cfrrt.org

PRESS RELEASE

IRS Not for Profit # 56-0856992

May 7, 2004

Contact: ~~Stormy Roberts~~
(910) 323-4234

FOR IMMEDIATE RELEASE
PLEASE RUN THROUGH July 12, 2004

Cape Fear Regional Theatre (CFRT) Announces

*Debra Gillingham,
camp director*

SUMMER DRAMA CAMPS

First Session: June 14-25

Second Session: July 12-23

CFRT will be holding two summer drama camps, each session will focus on Creative Dramatics, Stage Combat, Music, Dance, Make-up and more! The First Session is a two-week camp, June 14-25, for ages 7-18. Classes will be held Monday through Friday from 9:30 a.m. to 1:00 p.m. for the first week, and from 9:30 a.m. to 3:00 p.m. for the second week. A performance for family and friends will take place on the final day of each camp. The camp cost is \$200. The Second Session is also a two-week camp, July 12-23, for ages 7-18. Classes will be held Monday through Friday from 9:30 a.m. to 1:00 p.m. for the first week, and from 9:30 a.m. to 3:00 p.m. for the second week; cost is \$200. **A limited number of scholarships are available.** For more information about the scholarships, please contact CFRT at 323-4234, or send a letter explaining the child's reason's for attending camp and their financial need to CFRT, 1209 Hay Street, Fayetteville, NC 28305.

Registration is in progress for both sessions. For more information, please visit our website, www.cfrrt.org or call the CFRT Business Office at (910) 323-4234. Registration forms are available on-line. Advance registration is required and enrollment is limited to 60 students per session. To register a student, please stop by the Office at 1209 Hay Street in Fayetteville.

Best Son, 5/30/04, 10502

lottie

From: "Beverly Brunston" <BBrunston@ONTHE SCENE.COM>
To: "lottie" <lotties@wckb780.com>
Cc: "Beverly Brunston" <BBrunston@ONTHE SCENE.COM>
Sent: Thursday, May 27, 2004 1:23 PM
Attach: DRF_FAQ 051004-with Sound Bytes-no American.doc; DRF_TP 051004-with Sound Bytes-no American.doc; General Hurricane Preparedness.doc; Prep Week Natl Press Release.doc
Subject: RE: Ray Steen interview

Great!

Ray will call you 5 minutes before your interview is to begin. However, here is his contact information just in case: (800) 589-4298 and the confirmation code that you'll need is: 717414.

Below is information about Ray Steen:

Ray Steen, Disaster Public Affairs Associate for the American National Red Cross.

Ray has been with the Red Cross as both a volunteer and employee for over 3 years, joining national headquarters on September 11, 2001. Ray has worked on numerous disaster relief operations on the ground, including the June '02 Arizona Wildfires, '03 Hurricanes Lili & Isidore, '03 TOP OFF exercise, and last year's Hurricane Isabel operations. Ray leads all national media efforts during disaster relief operations, including the training, deployment and guidance of hundreds of Red Cross volunteers.

Ray has appeared on The Weather Channel, Fox News, CNN and PBS, radio-interviewed on NPR, Radio America, Westwood One, ABC, NBC and CBS radio, and interviewed with The New York Times, The Chronicle of Philanthropy and numerous other major newspapers.

Ray earned degrees in Public Relations and Corporate Media Communication at James Madison University, Harrisonburg, Virginia.

I am also attaching the press information. If you cannot read the attachments please let me know and I will send them back to you in text form.

Confirmation information:

Station: **WCKB-AM**
 Producer / Talent: **LOTTIE SQUIRES**
 Interview Call Time: **11:25 AM**
 Interview Start Time: **11:30 AM**
 Interview Finish Time: **11:40 AM**
 Studio Hotline: **910-892-0780**
 Studio Backup: **910-892-3133**

*B'czt Jun 6/6/04
1050z*

Thank you for joining us!

Beverly

Beverly L. Brunston
 Senior Manager, Publicity
On The Scene Productions, Inc.
 phone: (323) 930-1030
 fax: (323) 930-1840

5/27/2004



Together, we can save a life

National Headquarters
2025 E. Street, N.W.
Washington, DC 20006
www.redcross.org

News Release
NEWS RELEASE

Contact: Ray Steen
Office: (202) 303-5551
Cellular: (202) 439-0721
steenr@usa.redcross.org

Red Cross Calls for ACTION NOW during National Hurricane Preparedness Week

National Poll Reveals Hurricane-prone Communities Less Prepared Than Before

WASHINGTON, May 14, 2004 – The first annual *National Hurricane Preparedness Week* kicks off May 16 with dismal news – only 40 percent of hurricane-prone communities are prepared, according to a national poll released by the American Red Cross. The poll revealed that nearly 60 percent of hurricane-prone residents **do not** have an evacuation plan or a disaster supplies kit packed with lifesaving tools.

“Waiting until the last minute to prepare or not believing that hurricanes can hit your community is a huge mistake,” said Joe Becker, Vice President of Response, American Red Cross. “We saw that last year when Hurricane Isabel devastated communities as far north as the District of Columbia and Maryland – many people were caught off-guard.”

Hurricanes can devastate communities anywhere along the coasts. In 2003, Hurricane Isabel wreaked havoc in North Carolina, Virginia, Maryland and the District of Columbia, causing more than 51,000 people to seek refuge in 400 Red Cross shelters. More than 20,000 Red Cross disaster relief workers delivered 2.2 million meals and distributed more than 21,000 clean-up kits to those in need.

Two years ago, 6,000 Red Cross relief workers responded to Hurricane Lili and Tropical Storm Isidore by sheltering 20,820 evacuees and providing mental health counseling for 10,000 people in Louisiana, Texas, Alabama, Mississippi and Florida. In September 1999, Hurricane Floyd forced the largest peacetime evacuation in United States history. The Red Cross responded with \$32.9 million in aid to victims from Florida to Connecticut.

“Somehow people have fallen into a false sense of security and are not taking steps to prepare,” Becker said. “Fortunately, National Hurricane Preparedness Week offers people a reminder to take action now before the disaster occurs.”

On a positive note, the survey indicates that coastal residents who do make preparations take the issue very seriously. Of those households with an evacuation plan, 84 percent have included their children in the disaster planning process. Additionally, 71 percent of families who have a person with a disability or health problem have special plans to take care of their needs – a significant increase from 50 percent in 2001.

The Atlantic hurricane season officially begins June 1 and ends November 30. Expert hurricane predictor William Gray believes the Atlantic will spawn 14 "named" tropical storms this year, and that eight of them will grow into hurricanes.

AMERICAN RED CROSS - Add One

Select Lowe's stores in 14 coastal markets are collaborating with local American Red Cross chapters to host Hurricane Preparedness Fairs throughout June and July. The fairs will include local emergency response organizations and vendors, and several also will include special appearances by hurricane readiness expert and founder of the Hurricane Intercept Research Team, Mark Sudduth. Residents also can pick up free copies of the Lowe's and American Red Cross *Hurricane Readiness Guide and Map*, available at coastal Lowe's stores beginning late May.

As communities along the Atlantic and Gulf coasts prepare for hurricane season, the Red Cross recommends the following safety steps and tips:

Assemble a Disaster Supplies Kit

- Gather emergency supplies including: emergency medications, nonperishable food, a non-electric can opener, bottled water (at least three gallons per day per person), a battery-powered radio, flashlight, extra batteries, extra clothes, important documents, cash and credit cards, a first aid kit and other items for infants, elderly or disabled family members and pets
- Store supplies in a waterproof, easy-to-carry container, such as a plastic tub with handles

Prepare a Personal Evacuation Plan

- Identify an evacuation route ahead of time; discuss with family members
- If advised to evacuate, do so immediately
- In case of evacuation to an American Red Cross shelter, be sure to bring the disaster supplies kit, medications, extra clothing, pillows and blankets and other hygiene and comfort supplies
- Make advance preparations for pets so you can bring them with you when you leave, but remember, due to health department regulations, pets aren't allowed in public shelters

Prepare for High Winds

- Measure windows and obtain shutters or cut plywood to cover each one
- Remove diseased and damaged tree limbs well before a storm strikes
- Strengthen garage doors with vertical support beams made from 2X4s and "L" brackets. Get professional help if needed

Your help is needed to ensure that the American Red Cross can be there wherever and whenever disaster strikes. Please make a donation to the Disaster Relief Fund today by calling 1-800-HELP-NOW or visit www.redcross.org to make a secure online credit card donation, find your local chapter, or get more information on how you can help your American Red Cross.

All Red Cross disaster assistance is free, made possible by voluntary donations of time and money from the American people. You can help the victims of thousands of disasters across the country each year by making a financial gift to the American Red Cross Disaster Relief Fund, which enables the Red Cross to provide shelter, food, counseling and other assistance to those in need. Call 1-800-HELP NOW or 1-800-257-7575 (Español). Contributions to the Disaster Relief Fund may be sent to your local American Red Cross chapter or to the American Red Cross, P.O. Box 37243, Washington, DC 20013. Internet users can make secure online credit card donations by visiting <https://www.redcross.org//donate/donation-form.asp>.

-End-

lottie

From: <Gregg@Stebben.com>
To: <lotties@wckb780.com>
Sent: Monday, June 07, 2004 7:37 AM
Subject: Interview editor: Are you getting enough sleep???

Hi Lottie--

Just for fun...

...try asking yourself (or your listeners) these 3 questions without yawning:

- Do I wake up tired every morning???
- Do I often feel groggy and cranky when I wake up?
- Do I ever wish I knew HOW to get a BETTER night's sleep?

Are you yawning right now, as you read this?

If so, it's time to book an interview with an editor from PREVENTION magazine...

Denise Foley

...to talk about the story in their current issue called "**Why You Can't Sleep (And It's Not What You Think).**"

Does this sound like a story that would interest your listeners?

If so, please see below for details -- or you can just hit "reply" or call me at (800) 347-6134 to book an interview.

Here's the story:

Did you know that sleep deprivation can contribute to health problems such as **diabetes, heart disease, even cancer?**

For many people, sleep is a big problem.

There's sleep-deprivation, which comes from not going to bed early enough...

...because we all have too much to do, not enough time, and there are too many other distractions out there on TV and the Internet.

Then there's insomnia, which can be caused by many things -- from too much coffee to too much stress.

Finally, as silly as this may sound, there are people who don't ever get a good night's sleep...because they don't know HOW to get a good night's sleep.

When it comes to sleep, many of us think we know a lot about it -- but many of our myths and beliefs actually make it harder for us to get all the sleep we need.

Here are some of the sleep myths we dismantle or debunk in the article, "**Why You Can't Sleep (And It's Not What You Think)**," that begins on page 146 of the current issue of PREVENTION magazine:

Myth #1: Everyone needs at least 8 hours of sleep a night (**false**)

Myth #2: It's perfectly normal to go nodding off all the time during long (and boring) afternoon meetings (**maybe**)

*B'cast sent 6-13-04
 1050
 6/7/2004*

Myth #3: If you have insomnia, you should go to bed earlier, or sleep later, or nap (**false**)

Myth #4: Taking a nap now will make it harder for you to get a good night's sleep later (**maybe**)

Myth #5: If you don't get enough sleep during the day, you can always catch-up on the weekend (**maybe**)

Myth #6: If you start taking sleeping pills...you're going to get addicted (**false**)

Because sleep deprivation is such a serious and widespread problem, we at PREVENTION magazine have worked in conjunction with ABC Television to create the upcoming special "Sleep: How to Get the Rest of Your Life" which will air on Saturday, June 19 at 10 pm ET.

Does this sound like a story that would interest your listeners?

If so, please hit "reply" or call me at (800) 347-6134 to book an interview.

You can find out more about these sleep myths by going to <http://www.prevention.com/cda/feature2002/0,2479,s1-7240,00.html>

As you may know, PREVENTION is the largest health magazine in the country, with more than 11 million readers monthly. To find out more about PREVENTION magazine, go to <http://www.prevention.com>.

I hope you will call me at (800) 347-6134 or hit "reply" to book an interview. I look forward to talking with you soon.

Best regards,

Gregg

Gregg Stebben,
for PREVENTION magazine

Gregg@eGregg.com
(800) 347-6134

PS: Just so you know, I got your email address from Bacon's Information, Inc, MediaMap or Burrelle's/Luce - all three are media contact services and at least one has you listed as an appropriate contact for media advisories like this one. If you're not the right person to be receiving media advisories, please contact them to change your contact info. If you don't want to receive any more messages like this from me, please hit reply and let me know and I won't send you any more in the future. You can also contact me by mail at 484 Washington Street, PMB 233, Monterey CA 93940.

This message was sent to lotties@wckb780.com
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News Release

Contact: Linda Radke, Five Star Publications, Inc.
Phone: 480.940.8182 Fax: 480.940.8787
Website: <http://www.fivestarpublications.com/books/explainwar>

Why War?

Use Your Words: A Child's Struggle to Understand the Concept of War

The adult world has always been confusing to kids, and Massachusetts author Robyn Rogers knows that life is more challenging than ever for today's children. So she's made it her mission to try to help kids sort out the complexities of the modern world.

Rogers' second book, *Use Your Words*, tackles one young boy's struggle with the concept of war. In *Use Your Words*, which is illustrated by schoolchildren, a boy is confused by the contradiction between the nonviolent means of conflict resolution he's always encouraged to employ, while the adult world sometimes engages in war as a means of settling disputes.

"My motivation to write *Use Your Words* came from listening to all the pre-war talk on TV. One night, while cooking dinner, I found myself wondering how I was going to explain to my school age boys that, even though I'm always telling them to use their words to resolve their differences and never to hurt anyone when they are upset or angry, American soldiers were resolving a conflict by using weapons."

Rogers found herself imagining how confusing those contradictory messages must be to children, who can't help but overhear talk about war, even if it's never discussed at home.

"We can shelter our children from such frightening realities as long as they're not in school and always in our presence," says Rogers. "But once they start school, whether we like it or not, our kids are going to hear about war."

"We're sending mixed messages to our children," she says, "and it's understandable that they become confused. But the questions they have about that contradiction are valid and deserve to be addressed. Parents can use *Use Your Words* as a way to open a dialogue with their kids."

The use of illustrations by schoolchildren has become a Rogers standard. Her first book, *No Lobster, Please!*, was also illustrated by kids.

"I chose to have children illustrate my books because they always bring special insight to a project," says Rogers. "In fact, I love the children's illustrations so much that I've decided it will be my publishing company's trademark. Not only do they do an incredible job, but it also makes them feel special, and that's the best part. The children's artwork is a large part of what makes my books very special."

Use Your Words is available through Heartsome Publishing. Please visit our website at: <http://www.fivestarpublications.com/books/explainwar>.

B'cant sum, 6-20-01
10502

lottie

From: "Suzi Prokell" <suzi@prokell.com>
To: <lotties@wckb780.com>
Sent: Thursday, May 13, 2004 4:11 PM
Subject: GUEST IDEA: author addresses war for kids

Below is information regarding Robyn Rogers and her new book, "Use Your Words: A Child's Struggle with the Concept of War."

⊕ Written to help parents, teachers and other caregivers faced with explaining the subject of war to young children, Rogers' book is the only book of its kind. It is written by Rogers (who conceived the book as America was going to war in Iraq) and illustrated by children.

⊕ "Use Your Words" is gaining national attention. a soldier recently read the book with his daughter and loved it so much that he invited Robyn to speak before a group of military members who are leaving for Iraq in the coming weeks. The event has now turned into a nationwide fundraiser that will benefit military families.

Please let me know your interest in receiving a review copy or scheduling a time to speak with Robyn about this timely topic. Thank you for your consideration.

Suzi Prokell

817-598-1556

FOR IMMEDIATE RELEASE

May 4, 2004

Use Your Words

5/13/2004

A child's struggle to understand the concept of war

(NORFOLK, Va. - May 4, 2004) -- The adult world has always been confusing to kids, and Massachusetts author Robyn Rogers knows that life is more challenging than ever for today's children. So she's made it her mission to try to help kids sort out the complexities of the modern world.

Rogers' second book, *Use Your Words*, tackles one young boy's struggle with the concept of war. In *Use Your Words*, which is illustrated by schoolchildren, a boy is confused by the contradiction between the nonviolent means of conflict resolution he's always encouraged to employ, while the adult world sometimes engages in war as a means of settling disputes.

"My motivation to write *Use Your Words* came from listening to all the pre-war talk on TV. One night, while cooking dinner, I found myself wondering how I was going to explain to my school age boys that, even though I'm always telling them to use their words to resolve their differences and never to hurt anyone when they are upset or angry, American soldiers were resolving a conflict by using weapons."

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"We're sending mixed messages to our children," she says, "and it's understandable that they become confused. But the questions they have about that contradiction are valid and deserve to be addressed. Parents can use *Use Your Words* as a way to open a dialogue with their kids."

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"I chose to have children illustrate my books because they always bring special insight to a project," says Rogers. "In fact, I love the children's illustrations so much that I've decided it will be my publishing company's trademark. Not only do they do an incredible job, but it also makes them feel special, and that's the best part. The children's artwork is a large part of what makes my books very special."

About the Author

Robyn Rogers grew up in Massachusetts, and currently lives in Norfolk, with her husband, Michael, and their children, Valerie, Victoria, Nicholas, and James. She has been active in children's issues for many years, working as a D.A.R.E. camp volunteer and as a counselor for recovering addicts and their children. She's has a degree in Human Services, and is currently taking writing classes at Harvard. Like *Use Your Words*, Robyn's nationally-acclaimed first book, *No Lobster, Please*, was also illustrated by schoolchildren.

Reviews

"American involvement in war has become more and more controversial since Vietnam. Our children are exposed to many mixed messages about war. Discussion with them is vital to help them sort out why conflict sometimes results in war. Ms. Rogers has written an important book that addresses these issues, and stimulates a discussion among the next generation. Perhaps they will find new answers."

- Denise E. Sullivan, Licensed Independent Social worker, Private Practice, Canton, MA

"Use Your Words is a most timely and educational book that will help to give parents, teachers, and other caregivers an opportunity to discuss a very difficult subject with young children. It is written in a gentle and caring style, to help children better understand why the leaders of our country may sometimes feel the necessity of going to war when all other methods of keeping peace, including "words", have been exhausted. Although children must always try to use words, this book helps them to understand what it means to be a patriotic American."

- Stephen Plympton, D.A.R.E. Officer, Norfolk Police Department

"Our world has changed drastically in such a brief period of time; it's no wonder our children are confused, frustrated, and anxious. Use Your Words is a "must read" for every parent and child, because it gently and caringly addresses the tough concepts of war, peace, and patriotism."

- Sue Ericson, Guidance Counselor, Freeman Centennial School

"As a 23-year member of the Armed Forces in Massachusetts, a parent, and public official, I am pleased to offer my endorsement of the children's book Use Your Words, written by Robyn Rogers. The book offers an intelligent way to explain the realities of war to young people who may have questions about war and why it takes place in today's society. As I read it, I envisioned myself, late at night, reading with my children and answering their many questions. This book will help make that process easier for everyone. A must read."

- State Representative Scott P. Brown, 9th Norfolk District

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Interview: Dr. Steven Rosenblatt

Top Ten Lies Overweight People Tell Themselves

1. If I lose weight, I'll be able to respect myself.

No- it's the other way around. When you start respecting yourself, you'll take care of yourself and stop doing the things that ruin your life, including overeating. Make a list of all the things you love about yourself. Make a list of all the things you hate about yourself. Then tear up the hate list and put the love list where you will see it every day. Accept yourself. It's the only way to be happy, and you'll never be thin until you are happy. Whether you are fat or thin, you still deserve your own respect. Don't make your weight more important than it really is. If you're a good decent person, you have absolutely no reason not to respect yourself, and to demand respect from others.

2. If I lose weight it will change my life.

Reality: If you change your life, you will lose weight. Forget those commercials where somebody gets all teary eyed about how their new thin body won them love and self respect. In real life, it happens the other way around. First, you learn how to love and respect yourself, then you lose weight. In fact, this is one of the dirty secrets of the diet industry: a major reason people regain their weight after a diet is because they thought the weight loss would change their lives. When it didn't, they quit trying.

3. If I could just lose weight, I'll look almost perfect.

The secret to perfection: knowing there is no such thing as perfection. If you understand that secret, you'll have a better feeling about yourself and life in general. Perfectionism is just fear of failure, disguised as ambition. It's an illusion, a crippling illusion.

4. I can't lose weight without being hungry.

In reality, you can't lose weight without being full. Satiety is the key to fat loss, not hunger. If you are hungry, sooner or later you will eat. Everybody does. What's the point of being hungry every day? That's not living, it's suffering. Learn to live, not suffer. Learn to be full by eating all that you need.

5. Food is love.

That ended when your mother stopped feeding you. If you're still eating fattening comfort foods from Mom's home cooking menu, stop. That food is not your mother. Your mother is your mother. If you need to get in touch with her, use the telephone. Good advice, but easier said than done, right? Just about everybody has a comfort food. The key is to know when you're comforting yourself and know when to stop. If you get too much food "comfort," you will feel worse instead of better.

6. Eating relieves stress.

It did when it corrected the biochemical imbalances that once plagued you-before you began using starch blockers. But now you have a new carbohydrate metabolism and more stability in your levels of serotonin, endorphins, and blood sugar. You won't get the same carb rush anymore, so don't even try. To some extent, eating will still relieve stress by providing pleasure that won't make fat and regretful. You know what you enjoy. Do it.

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