

WCKB 780-AM

ISSUES / PROGRAMS

October, November and December, 2005

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 practical, easy to understand health advice.
P--WCKB aired "Power Living," with Dr. Tim Weir, 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 (October - December, 2005)

10/04/05	Shiryl Evans	Medicare at a glance
10/11/05	*****	Q & A: Medicare / Retirement
10/18/05	*****	Q & A: Disability / SSI
10/25/05	*****	Apply for extra help w/ cost of new Medicare prescription pgm
11/01/05	*****	SS Survivors benefits offer financial support
11/08/05	*****	Work support programs for Americans w/ disabilities
11/15/05	*****	SS helps those affected by recent hurricanes
11/22/05	*****	Q & A: Medicare / Retirement / Survivors
11/29/05	*****	Q & A: Disability / SSI
12/06/05	*****	Medicare prescription drug program
12/13/05	*****	White House Conference on Aging
12/20/05	*****	SS 2006 cost-of-living adjustments
12/27/05	*****	Military service & social security

COUNCIL ON AGING REPORT

(October - December, 2005)

10/05/05	Kimberly Tilghman	What are the tax impacts of long term care insurance
10/12/05	NC Consumer Bill of Rights for LTC
10/19/05	Where there's a will, there's a way
10/26/05	Health care power of attorney
11/02/05	Do you need long term care?
11/09/05	Nutritional supplements
11/16/05	Home delivered meals
11/23/05	Medicare Part D
11/30/05	Should I join Medicare plan?
12/07/05	How often can I switch?
12/14/05	How should I compare plans?
12/21/05	Do I have to join a drug plan?

HEALTH DEPARTMENT REPORT

(October - December, 2005)

10/06/05	Debra Hawkins	October is SIDS Awareness Month
10/13/05	*****	October is SIDS Awareness Month
10/20/05	Denise Newkirk	October is Breast Cancer Awareness Month
10/27/05	*****	October is Breast Cancer Awareness Month
11/03/05	*****	Have an emergency plan if you have diabetes
11/10/05	*****	Flu shot clinic; diabetes; medication education event
11/17/05	*****	Flu shot clinic; diabetes; medication education event
11/24/05	*****	Have an emergency plan if you have diabetes
12/01/05	*****	World Aids Day
12/08/05	*****	Good nutrition for people with HIV/AIDS
12/15/05	*****	Holiday guidelines for your septic system
12/22/05	*****	Holiday guidelines for your septic system
12/29/05	*****	Eating smart during the holidays

EXTENSION SERVICE REPORT

(October - December, 2005)

10/07/05	Melanie Graham	Harnett County Parents as Teachers
10/14/05	Lisa Childers	How to pack a safe & nutritious lunch
10/21/05	*****	Eat out healthy
10/28/05	*****	Fats, oils & cholesterol
11/04/05	*****	Exercise myths
11/11/05	*****	How to pack a safe & nutritious lunch
11/18/05	Wanda Hardison	Reducing energy costs
11/25/05	*****	Reducing energy costs, part 2
12/02/05	*****	Reducing energy costs, part 2
12/09/05	Lynn Lambert	4-H Clubs & families
12/16/05	*****	4-H Clubs & families
12/23/05	*****	4-H Camp
12/30/05	*****	4-H Camp

MONEY HELP MINUTE*(October - December, 2005)*

- 10/02/05 Convenience checks
- 10/09/05 Choosing the right cell phone plan
- 10/16/05 Borrowing from retirement to pay off debts
- 10/23/05 Store credit cards
- 10/30/05 Addicted to credit
- 11/06/05 Coping with medical bills
- 11/13/05 Vehicle repossession
- 11/20/05 Where is your money really going?
- 11/27/05 Good debt vs. bad debt
- 12/04/05 Prioritizing debts
- 12/11/05 Credit scores aren't just for credit
- 12/18/05 Credit card rewards programs
- 12/25/05 Do deals on foreclosed homes really exist?

10/23/05	Sleep apnea
10/30/05	Hypothyroidism
11/06/05	Indigestion
11/13/05	Mental health
11/20/05	Lower back pain
11/27/05	Obesity
12/04/05	Sleep apnea
12/11/05	Hypothyroidism
12/18/05	Indigestion
12/25/05	Mental health

HOME SCHOOL HEARTBEAT

(October - December, 2005)

- 10/02/05 Cultivating your child's potential: preparing a place
- 10/09/05 Why write well?
- 10/16/05 The power of the homeschooling mom
- 10/23/05 Encouragement for weary homeschool mothers
- 10/30/05 Learning to value the needs of others
- 11/06/05 God honors a holy nation
- 11/13/05 Money management--a Biblical perspective
- 11/20/05 Helping new homeschoolers
- 11/27/05 Why do parents choose to homeschool?
- 12/04/05 What is truth?
- 12/11/05 Attitudes & abilities
- 12/18/05 Frugality doesn't mean depriving yourself
- 12/25/05 Do you know your child's learning style?

TRACK SHEET



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



OCTOBER 2005
Total Tracks: 80


TRACK

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

- 1 What's it All About?
- 2 Count on it

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

- 3 October 3 Balancing Love And Discipline
- 4 October 4 Children Need Things the Same
- 5 October 5 Depression In Women
- 6 October 6 Children Need Your Time
- 7 October 7 Don't Rock the Boat
- 8 October 10 Friendships Outside of Marriage
- 9 October 11 Irrational Fears
- 10 October 12 Emotions and Discipline
- 11 October 13 Don't Let Guilt Interfere
- 12 October 14 When a New Sibling Arrives
- 13 October 17 Dating Conceals Information
- 14 October 18 Learning From Pain
- 15 October 19 Cohabitation
- 16 October 20 The Power Shift
- 17 October 21 When You Leave Your Child
- 18 October 24 Kids Are More Important
- 19 October 25 Love Must Be Free
- 20 October 26 Parents Must Agree on Discipline
- 21 October 27 The Key to Job Success
- 22 October 28 Granting Independence
- 23 October 31 The Key to Good Discipline


Dr. James Dobson/Dr. Bill Maier
Dr. James Dobson/Dr. Bill Maier
Dr. James Dobson/Dr. Bill Maier
Dr. James Dobson/Dr. Bill Maier
Dr. James Dobson/Dr. Bill Maier

Dr. James Dobson/Dr. Bill Maier
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Dr. James Dobson/Dr. Bill Maier
Dr. James Dobson/Dr. Bill Maier

Dr. James Dobson/Dr. Bill Maier

"FOCUS ON THE FAMILY" Generic (:30)

- 24 I Didn't Even Know They Listened

CROSS-PROMOTION Spot (:30)

- 25 How Moving Affects Women

"FOCUS ON THE FAMILY WEEKEND MAGAZINE" Generic (:30)

- 26 It Still Renews Us - II



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

- 27 October 3 Connie Goes to Camp - I
- 28 October 4 Connie Goes to Camp - II
- 29 October 5 The Nemesis - I
- 30 October 6 The Nemesis - II
- 31 October 7 Our Best Vacation Ever
- 32 October 10 A Prisoner for Christ
- 33 October 11 Good Business
- 34 October 12 Heatwave
- 35 October 13 The Battle - I
- 36 October 14 The Battle - II
- 37 October 17 Isaac, the Insecure
- 38 October 18/19 Elijah - I & II
- 39 October 20 That's Not Fair!
- 40 October 21 But, You Promised
- 41 October 24 A Mission for Jimmy
- 42 October 25 The Ill-Gotten Deed
- 43 October 26 Rescue from Manatugo Point
- 44 October 27 Operation Dig Out
- 45 October 28 The Very Best of Friends
- 46 October 31 The Reluctant Rival

SPECIAL BROADCASTS / COMMUNITY EVENTS

(October - December, 2005)

- October 15 WCKB broadcast live from the Children's Health Fair at Betsy Johnson Regional Hospital. (10:00am - 2:00pm)
- November 14-18 WCKB served as a collection station for Operation Christmas Child, a division of Samaritan's Purse. Gift-filled shoeboxes were collected for distribution to children in areas affected by war, poverty and natural disasters.

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.

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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?

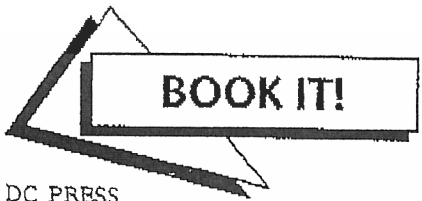
Call (303) 279-4349 to bring **Dee Marrella** to your audience. Give those you love an eternal voice!

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 dmarella@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...



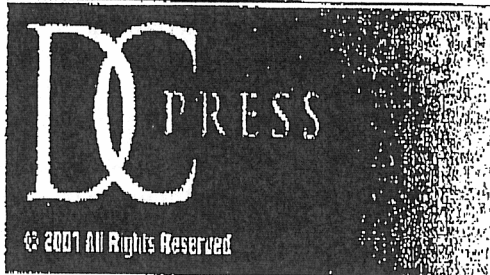
Dee Marrella was compelled to create *Who Cares: A Loving Guide for Care Givers* after observing the struggle of her own mother and other dependent people to convey basic wants, needs and fears as they became older.

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 Giver Free Circle • Sanford • FL 32771

TOLL FREE ORDERS: 1-800-682-1476
PHONE: 407-688-1156
FAX: 407-688-1175
www.tamr@dcpressbooks.com

B'cast Sun 10-2-05 1050z

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.

*Best Sem. 10-8-05
10502*

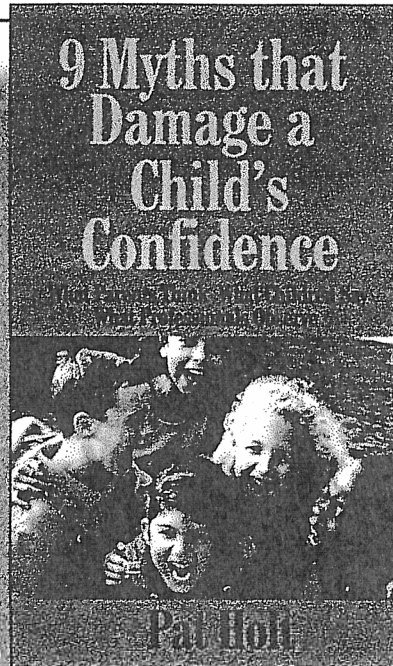
CHOOSE WITH

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

*Best Sel. 10-16-05
1050-*

lottie

From: <irshapiro@comcast.net>
To: <lotties@wckb780.com>
Sent: Monday, October 17, 2005 2:00 PM
Subject: When Your Child's Progress Report Shows Little Progress

FOR IMMEDIATE RELEASE

Contact: Ilyse Shapiro
 610-642-7427
 irshapiro@comcast.net

WHEN YOUR CHILD'S MID-SEMESTER PROGRESS REPORT SHOWS LITTLE...PROGRESS

Aston, PA (October 17, 2005) -- Along with cooler temperatures and the changing color of leaves, late October brings mid-semester progress reports. But what if your child is showing little, if any, "progress"?

Moira Prager, M.S., a noted educational therapist based in Aston, PA states, "The fall mid-semester progress report is the first indicator of a potential problem. One of the most common reasons why students experience academic difficulties is because they don't have a functional organizational system. This lack of a 'system' can lead to missed homework assignments, failing grades and even a lack of self-esteem, apathy and laziness."

However, both parents and teachers can help stave off this situation before it spirals out of control.

The most important element to gaining control is to find an assignment book or planner that the child is comfortable working with. The planner is not just for academic use. Prager notes that to make the best use of the planner is to break down the child's life into four segments: Academic, Family, Extra-curricular and Social. Prager states, "Using a planner goes well beyond just writing assignments down. It is used to set goals, break them down into quarterly or semester goals, and further into weekly and daily goals."

Another use of the planner is to show children how to prioritize

*B'cast Mon. 10-23-05
1050z*

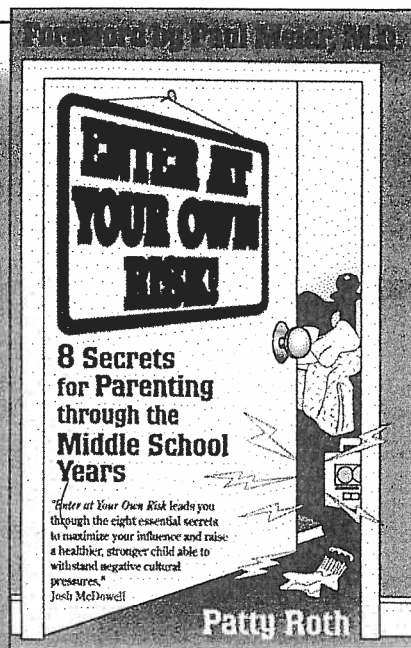
CHOOSE WITH

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

**SHAROLD
SHAW
PUBLISHERS**



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

*Rec'd and/or
10-30-05
10502*

HARNETT COUNTY LITERACY INC.

600 SOUTH MAGNOLIA AVENUE
DUNN, N.C. 28334

NEWS RELEASE

Telephone OFF.(910) 891-4111 / Home (919) 639-4456

News Release

Harnett County Literacy Inc. is offering "free" Reading Lessons to any adult who would like to learn to read or who reads very few words. Four to six people are needed to register on Monday Night, November 7, at 6:30 PM. Everyone will be registered and interviewed to identify his or her reading needs.

The Reading Group Sessions will be held at Triangle South Enterprises (Old Magnolia School) 600 South Magnolia Avenue in Dunn, NC. The Classroom is located down at the Stage in the old Auditorium of Triangle South Enterprises.

Barbara Smith will be the instructor for the Reading Sessions. She taught the reading classes several years ago. She is experienced in using the Laubach Way to Reading for Adults as well as other materials needed for special learners. There will be individual help as well as group learning in these sessions. Harnett County Literacy Inc. will provide a Tutor for anyone who prefers to have reading lessons in privacy during this time. Books and materials are free, also

Adults need to register Monday night, November 7 in order for the reading group lessons to start and continue each Monday night from 6:30 until 8:30 PM.

For more information, please call the Harnett County Literacy Office at (910) 891-4111 or Agnes Austin (919) 639-4456

Thanks for making this announcement

Agnes Austin

Agnes Austin, Literacy Coordinator

*Bisset Sun, 11/6/05
1050~*



United Way
of Harnett County

lottie

From: <Mike@ResumeDoctor.com>
To: <lotties@wckb780.com>
Sent: Thursday, October 27, 2005 11:50 AM
Subject: Extensive Resume Survey Released

Hi Lottie,

Please find below the results of our most recent research into resumes. Our research shows that nearly one third of job seekers face unnecessary risks during their job search.

Thanks,
 Mike

Mike Worthington

For Immediate Release

10/27/05
 One Page

Extensive Resume Survey Released
 One Third of Job Seekers Face Unnecessary Risks During Job Search

Recently, ResumeDoctor.com conducted a study of over 100,000 resumes to assess the relevance of the information presented. The study found that nearly a third [28.7%] of resumes contained personal information that may introduce a host of problems ranging from personality conflicts to more serious issues, such as age discrimination and identity theft.

According to Brad Fredericks, co-founder of ResumeDoctor.com, job seekers should "Always focus on professional accomplishments instead of personal ones, as this is what hiring decisions are based upon. Describing your hobbies, interests and marital status can make your resume read more like a dating profile." He adds that, "Listing your salary history in your resume before it's requested is a bad idea, as it can put you at a disadvantage during the negotiation process or possibly even eliminate you from jobs that you would have considered. It's like playing poker with your cards showing."

* The most common details that job seekers should have left off their resumes include:

- * Hobbies - Space on a resume is at a premium, so don't risk cluttering the resume with information not relevant to the job.
- * Name and Phone Number of References - Don't give employers the opportunity to make unexpected calls to your references.
- * Marital and Family Status - Some employers may be skeptical about the commitment of candidates listing children or dependants on their resume.
- * Salary History - You risk selling yourself short or even eliminating yourself from the hiring process based strictly on salary.
- * Date of Birth - Don't make age an issue during the hiring process, as this is one of the most common forms of discrimination in the workplace.
- * Social Security Number - You have no control over who will see your resume, so don't put yourself at risk for identity theft.

ResumeDoctor.com is a leading provider of resume writing services. ResumeDoctor.com also offers specialized job market expertise and research to employers and members of the media.

Contact Information:

Best Sun 11-20-05
 10502

10/27/2005

Phil Barks

Carolinaz Reg. Mgr

lottie

From: "Matt Davis" <MDavis@samaritan.org>
Sent: Wednesday, October 19, 2005 3:27 PM
Subject: Local Residents Send Shoe Box Gifts to the Ends of the Earth this Christmas

Deirdre Martin
 704-583-1463
 dmartin@samaritan.org



A PROJECT OF SAMARITAN'S PURSE • FRANKLIN GRAHAM, PRESIDENT
 P.O. Box 3000 • BOONE, NC 28607 • 1828 | 262 | 1980

FOR IMMEDIATE RELEASE

FROM FAYETTEVILLE TO THE ENDS OF THE EARTH: YOUR GIFTS GO A LONG WAY THIS HOLIDAY SEASON

*Methodist College To Collect Gift-Filled Shoe Boxes as Part
 of the World's Largest International Children's Christmas Project*

FAYETTEVILLE, N.C., October 19, 2005—Area residents are preparing to bring joy to hurting children around the world this Christmas by packing and collecting shoe box gifts through **Operation Christmas Child**.

Methodist College, 5400 Ramsey Street in Fayetteville, will be open to receive gift-filled shoe boxes for Operation Christmas Child during the project's **National Collection Week, November 14-21, 2005**. Local hours of operation will be 1 – 5 p.m. each day during collection week. WCKB, 11/14-18 @ 3

This is Methodist College's sixth year as a Collection Center for Operation Christmas Child, a project that encourages children, families, churches and groups to fill empty shoe boxes with toys, school supplies, hygiene items, photos and personal letters, then hand-delivers them to children worldwide suffering from poverty, war, disease, natural disaster and terrorism.

Last year, Methodist College collected 26,947 gift-filled boxes from Fayetteville and the surrounding areas, and has set a goal of collecting over 30,000 shoe box gifts for 2005. Ben Huske has faithfully served as the coordinator for 10 years and is passing the torch this year to Cornette "Pudge" Nettles. Pudge said, "I have the desire to see the project grow in Fayetteville, bringing new churches, organizations and volunteers on board. An increase in shoe boxes will allow more children to receive a gift and would be an honor to Ben and his years of hard work".

Over 7.4 million gift-filled shoe boxes were collected worldwide last year, and distributed to children in more than 90 countries. This year's international goal is to collect and distribute 7.8 million shoe box gifts. **Packed with love and sent with prayer, Operation Christmas Child shoe box gifts have brightened the lives of more than 38 million children since 1993.**

"This simple and fun project gives people right here in this community a chance to bring a smile to the face of a child very far away from them," said Deirdre Martin, Operation Christmas Child Carolinas Regional Director. "By taking the time to pack these gifts and pray over them as we drop them off to be sent around the world, we want to show hurting children that they are loved, and that they are not forgotten."

B'cuz Sun 11-13-05
 10502
 10/19/2005

Operation Christmas Child is the world's largest international children's Christmas project. Gift-filled shoe boxes have been a source of hope to children suffering from some of life's hardest circumstances: those living among civil war in the Darfur region of western Sudan, children who survived last September's terrorist attack in Beslan, Russia, and children whose lives were changed forever by last December's tsunami in India, Sri Lanka and Indonesia.

Operation Christmas Child is a project of Samaritan's Purse, an international Christian relief and evangelism ministry headed by Franklin Graham. For more information about the Fayetteville area's participation in Operation Christmas Child, call 1-800-597-6846. For more information about Operation Christmas Child, or to receive free materials, call 1-800-353-5949 or visit www.samaritanspurse.org.

MEDIA NOTES: To request an interview or for information about Operation Christmas Child in North Carolina, contact Carolinas Regional Office at 704-583-1463 or occcarolinas@samaritan.org. Complete media kit, high-resolution, digital photos and Beta B-roll available at www.DeMossNewsPond.com/occ.

###

started when/why?

what to pack?

what NOT to pack?

where do they go?

contact w/ children?

Also

Hurricane Relief Efforts?



Dare to Live Without Limits

Rocket Fuel For Your Mind

Unique Interview Opportunity
With free on-air give away report

Contact: Bryan Golden • 914-474-9824
Info@BryanGolden.com

41% Stressed by Holidays

Dynamic Expert Reveals Holiday Stress Busters for Your Listeners

Bryan Golden can answer the following questions and more for your audience:
(This interview also works well for a call-in format.)

- • How can you stretch your holiday budget?
- • Is there a way to avoid family squabbles over money?
 - How can you handle difficulties with the relatives?
 - How can you deal with sadness or loneliness during the holidays?
 - What can you do to escape holiday overload?
 - Are there ways you can make more time?
- • Can you avoid the trap of commercialism?
- • How can you keep children from getting out of control?
 - What are some strategies you can use to avoid post-holiday letdown?

Bryan Golden is the author of the much acclaimed *Dare to Live Without Limits*, a potent new book that is significantly enriching lives across the country.

Bryan is a recognized self-development and motivational expert, management consultant, popular professor, and syndicated columnist. Listed in *Who's Who In America*, Bryan Golden reveals the secrets that aid in our quest to conquer adversity, overcome obstacles, and find happiness.

Bryan is a constantly popular and entertaining guest on radio stations nationwide. Audiences love to hear his straightforward advice on how they can fix common, yet elusive, problems. Bryan's easy-going communication style hits home and makes sense.

Using pithy examples and crystal clear language, Bryan Golden presents a unique approach to addressing life's challenges.

For years, readers have been devouring his weekly syndicated column to gain the same insights Bryan has provided to Fortune 500 companies through his consulting firm. Through his book and column, Bryan Golden empowers his readers with the essential elements they need to break the chains limiting their potential.

Call today to book Bryan for an interview, his schedule fills up quickly. Contact Bryan by phone at 914-474-9824 or by e-mail at info@bryangolden.com

Media kit posted at www.BryanGolden.com/Media/Media.htm
complete book at [/Book/Rezd.htm](#)

914-474-9824 • info@BryanGolden.com • DareToLiveWithoutLimits.com
1030 Beekman Road, Hopewell Jct., NY 12533

If you wish to be removed from this fax list, please call 1-800-915-2571 ext. 32640

B'cast Sun 11-27-05
10502

HOLIDAY SAFETY ADVICE.....

CHRISTMAS TREE: WHAT TO LOOK FOR WHEN CHOOSING A LIVE TREE

SPECIAL ADVICE FOR ARTIFICIAL TREES

DECORATING TIPS AND WARNINGS

OUTDOOR DECORATIONS: GUIDELINES FOR TYPES, POWER USAGE

GIFTS: RECOMMENDATIONS FOR SAFE TOYS

HOW TO TEACH CHILDREN TO CHOOSE SAFETY

PETS: WARNINGS ABOUT DECORATIONS OR GIFTS

SMOKE DETECTORS!

John Drengenberg

B'czst Sun, 12-4-05
1050L

~~Don't be~~
~~2. Victim of crime~~
This Holiday Season!

Crime increases during the holidays — more muggings, robbery and burglary. But there's also more road rage, increased workplace and domestic violence, and a higher possibility of terrorism. You can learn to protect yourself using the same time-tested techniques police officers use to stay safe.

Security expert and veteran cop **Neal Rawls** reveals these easy-to-learn techniques and much more when you interview him on your show. Just in time for the holiday shopping season, bring Neal in for practical advice your listeners need and can really use to stay safe in today's dangerous world. Neal will reveal:

- How to become "streetwise" to avoid being mugged, abducted, or robbed at an ATM.
- 10 tips to avoid getting carjacked.
- 10 ways to quell road rage.
- What to do if you're being followed.
- How to protect your home against intruders.
- 10 ways to stay safe at work.



ATTENTION PRODUCERS! Other topics Neal can discuss include: • Child abduction. • Identity theft. • Terrorism and biological attacks. • School or workplace violence. • Natural disasters. • Child or spouse abuse... and much more!

CREDENTIALS: Neal Rawls is a street cop with a master's degree and 14 commendations, currently security chief of an international security corporation. He is the co-author, with Sue Kovach, of *BE ALERT, BE AWARE, HAVE A PLAN: The Complete Guide to Protecting Yourself, Your Home, Your Family*. He is frequently quoted in the media. The book has been selected by the Book of the Month Club, Doubleday Book Club, and the Crossings Christian Book Club.

AVAILABILITY: FL, nationwide by arrangement and via telephone; available as a last-minute guest

CONTACT: Sue Kovach, (561) 736-1176 (FL); e-mail suekovach@yahoo.com

Great Call-in Show
What's the Most Unusual Christmas Gift You've Ever Gotten or Given?

Last-minute gift shopping is a challenge. What to buy? What about *your* list? Women often find themselves opening a package with anticipation, only to find tools, boring kitchen appliances or other things that would be "really handy"...to the gift-giver. And men open the box and oh no! The dreaded cologne or neckties!

Sound familiar? If you've had this experience, bring **John Drummond** on your show. He'll acquaint your audience with his own unique gift idea that's perfect for men, women and children of all ages...the unicycle!

Talk to John about:

- How anyone can learn to ride a unicycle—the Drummond's youngest son has been riding since age 4, and their oldest client bought his first unicycle at 84.
- Why unicycling makes a great low-impact exercise (more fun than biking—you can't coast!).
- The study by the University of Japan students indicating that kids who unicycle perform better in school than kids who don't.



NO

ATTENTION PRODUCERS:
 John will give away a unicycle or a unicycling video to the listener with the most unique Christmas gift story!

Unicycle.com
 1-800-Unicycle

CREDENTIALS: John Drummond and his wife Amy are the owners of Unicycle.com, the world's largest retailer of one-wheel cycles. Together the Drummond family has won four gold, two silver and two bronze medals in unicycling competitions. Two sons are world champions. They have been featured on *Good Morning Atlanta* and appeared in articles on CNN.com, MSNBC and Business Week Online, in *Fortune Small Business* and the *New York Times*.

AVAILABILITY: GA, nationwide by arrangement and via telephone

CONTACT: John Drummond, (678) 494-4962 (GA) or 1-800-UNICYCLE (1-800-864-2925); e-mail john@unicycle.com

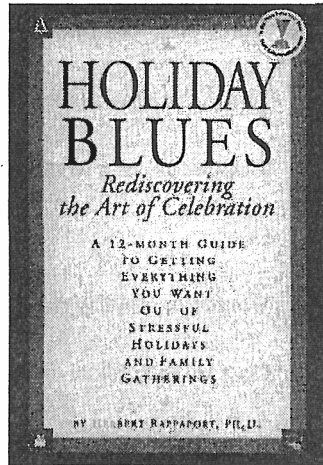
B'cast Sun 12-11-05
 1050a

Grinch, Loner, Merrymaker...

What's Your Holiday Personality?

Do you approach the holidays with

- Too much to do and “too many balls in the air?”
- Exact and elaborate plans as to how various celebrations must unfold?
- A party animal strategy that shouts “Indulge, indulge, indulge?”
- Dread, sadness, and an over-abundance of memories dealing with Christmases past?



Whether you're a Juggler, Perfectionist, Merrymaker, or Mourner, **Herb Rappaport, Ph.D.**, asserts you're a holiday disaster waiting to happen. The added stresses of seasonal celebrations simply enhance or exacerbate our existing personality traits. So if you're always taking on too many projects, are an inveterate micro-manager, the perennial life of the party, or conversely, the black cloud, Dr. Rappaport says, “Stop!”

Now that you're ready to back up, re-evaluate and approach the holidays from a completely different — and healthier — angle, invite this compelling speaker on to discuss:

- The dynamics behind each previously mentioned personality, as well as the Loner, Lost Soul, Fixer, and that classic curmudgeon, the Grinch.
- How to combat the depression that accompanies each personality.
- Valuable suggestions for surviving and enjoying the holidays, regardless of your personality type.

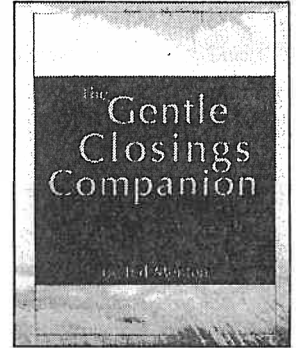
CREDENTIALS: Herbert Rappaport, Ph.D., author of *HOLIDAY BLUES: Rediscovering the Art of Celebration*, is a professor at Temple University where he has served as the director of the psychology clinic and doctoral program. In addition to being published in a variety of prestigious psychology journals, Dr. Rappaport and his book are featured this fall/winter in *Health & Prevention* and *Woman's World* magazines.

AVAILABILITY: Philadelphia, nationwide by arrangement and via telephone

CONTACT: Sam Caggiula, (215) 567-5080, ext.271 (PA); scaggiula@runningpress.com

How to Handle the Mondays After Losing a Loved One

Sure to be this season's most memorable guest, nationally recognized grief counselor **Ted Menten** has counseled survivors of the Oklahoma City Bombing, Columbine, and 9/11. Whether your listeners are coping with the first holiday after a family death, facing the imminent loss of a loved one, or exploring such issues as survivor guilt and the various stages of grief, Menten provides thought-provoking, as well as comforting, insights and observations.



Invite this experienced media personality to discuss:

- Why we're wrong when we say God doesn't answer our prayers.
- “Will I ever stop grieving?” and other difficult questions.
- Why society's attitude that grief is something to overcome, outgrow, and leave behind is an insult to all those who have lost loved ones.
- Whether “closure” is a meaningless concept.
- How to say goodbye to those who are in the process of dying.
- Whether talking to children with terminal illness is any different from talking to terminal adults.
- How to respond to a survivor who says, “It should have been me.”

CREDENTIALS: Ted Menten is the author of *THE GENTLE CLOSINGS COMPANION: Questions and Answers for Coping with the Death of Someone You Love* and several other books published by Running Press.

AVAILABILITY: New York, nationwide by arrangement and via telephone

CONTACT: Jennifer Brunn, (215) 567-5080, ext. 214 (PA); jbrunn@runningpress.com

B'c 25t
Sun 12-13-05
10502

**ANDY ANDREWS' CLASSIC HOLIDAY ESSAY
Socks for Christmas THE IDEAL STOCKING-STUFFER;
RUTLEDGE HILL PRESS KEEPSAKE HARDCOVER
COLLECTIBLE EDITION INCLUDES BONUS CD OF ANDY
READING THE COMPLETE ESSAY;
BOOK WILL BE IN STORES OCTOBER 2005**

**By PHIL SWEETLAND
Contributor-The New York Times**

NASHVILLE – Short and sweet. Add the word “meaningful” to that pair, and you begin to get a feel for bestselling author Andy Andrews’ Christmas 2005 gift to folks of all faiths.

***Socks for Christmas* is a secular parable, a real-life holiday story for children and children of all ages which can easily be read or read aloud to children in one brief sitting.**

Yet in those few pages we sense the magic and the mastery of Andrews, the Alabamian and modern-day Will Rogers who has spoken in front of four U.S. Presidents and is in fact very quietly becoming one of the most influential people in America. From a booksellers’ standpoint, not only will the gorgeously-designed *Socks for Christmas* be in stores in October, but in early December, just in time for the last-minute shoppers, Andy will be featured in a nationally broadcast PBS special of one of his classic “storytelling talks”.

In *Socks*, Andy magically takes us back to the holiday seasons of his childhood, specifically 1968, when he was 7. He depicts Christmas Eve

Best Sun 12-25-05
10502

this way: "As a boy, there was one night every year that lasted longer than any other - - one night when clocks actually slowed down,"

He recalls the wonder of Christmas morning that year, and his initial disappointment at not receiving the toys he had put on Santa's list, the electric football game, and the BB gun, and his frustration at receiving instead the usual sweaters and blue jeans and, from Aunt Ruth, socks!

"Who wants socks?" young Andy thought to himself. "I had a drawer full of socks. I was not pleased!" That afternoon, like kids all over the world, he wandered around the neighborhood comparing his holiday haul with those of his pals. Danny Foster, the rich kid, had gotten all the latest board games and even a mini-bike, the kind with the 4-hp motor.

On the way home from Danny's place, young Andy encountered Timmy and Barbara Johnson, who unlike Danny came from a poor family. They were tossing a tennis ball. He asked them what they'd gotten that morning, and they showed him the sturdy but unglamorous pairs of black leather shoes both were wearing. Andy recalled an earlier day when Timmy came to school barefoot, and had disappeared from school for the entire next week. But he looked at the shoes and said to Timmy and Barbara, "you're supposed to wear socks with those shoes." To Andy's surprise, this offhand remark caused Timmy to burst into tears and run for the house, while Barbara called Andy a name and followed her brother into the modest house.

Confused, Andy returned to his own home and explained the incident to his Mom and Dad. His parents explained this grown-up situation to their 7-year-old boy, and the message of that afternoon has remained with Andy ever since.

“I now remember that day as an awakening,” Andrews writes.

Now millions of readers will get a chance to share this wonderful, true story with their own children and loved ones, thanks to the Rutledge Hill keepsake edition of Andy Andrews’ *Socks for Christmas*, a book destined to become an instant holiday classic.

-30-

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