

WCKB 780-AM

ISSUES / PROGRAMS

July, August, and September, 2021

1. I--Listeners wanted information about area job openings.
P--WCKB aired a 5 minute report of local job listings, gathered from the NC Works website of the North Carolina Division of Workforce Solutions, each Monday at 12:45pm.
2. I--Listeners needed information on Social Security benefits, services and requirements.
P--WCKB aired a 5 minute report, using information provided by the Social Security Administration, each Tuesday at 12:45pm. A topic listing is attached.
3. I--Listeners wanted to know about problems and issues faced by senior citizens.
P--WCKB aired a 1 minute feature, "Elder Care Made Easier," each Wednesday at 12:45pm. A topic listing is attached.
4. I--Listeners needed information about personal and public health issues.
P--WCKB aired a 5 minute report, provided by the Harnett County Department of Public Health, each Thursday at 12:45pm. A topic listing is attached.
P--WCKB aired "Tips for Living Well" Monday through Friday at 7:00pm. These 60 second features by nutritionist, author, and speaker Pam Smith covered a variety of health issues; a topic listing is attached.
5. I--Listeners wanted to hear about programs and services offered by the Extension Service.
P--WCKB aired a 5 minute report, provided by the Harnett and/or Sampson County Cooperative Extension Service(s), each Friday at 12:45pm. A topic listing is attached.
6. I--Listeners wanted advice on issues facing today's families.
P--WCKB aired "Focus on the Family Minute," Monday through Friday at 1:30pm. Each 60 second report, provided by Focus on the Family, dealt with questions and issues faced within the family and how current news impacts families.
7. I--Listeners wanted to keep informed about events and issues of interest to our service men and women and their families.
P--WCKB aired "Military Spotlight," produced using information gathered from the Defense Video Imagery Distribution System. The 2:00 minute feature aired each Sunday at 10:40am.
8. I--Listeners wanted information on the health and well-being of their family pets.
P--WCKB aired "Vet Report with Nancy Shay," a 30 second feature provided by Coast to Coast Radio Networks, each Sunday at 10:43am and each Monday at 12:50pm. A topic listing is attached.
9. I--Listeners wanted the latest information on science topics.
P--WCKB aired "Science Made Simple," a 60 second report provided by Coast to Coast Radio Networks, each Sunday at 10:44am. A topic listing is attached.
P--WCKB aired "EarthDate," a 60 second report prepared with information from the Bureau of Economic Geology researchers. The program aired at 10:45am each Sunday. A topic listing is attached.

10. I--Listeners wanted information about credit, budgeting and finance.
P--WCKB aired "My Money Life," a 2 minute report from Crown Financial Ministries, each Sunday at 10:47am. A topic listing is attached.
11. I--Listeners wanted current information on medical research and recommendations.
P--WCKB aired a 1 minute report from "Johns Hopkins Health Newsfeed", each Sunday at 10:49am. A topic listing is attached.
12. I--Listeners wanted current information on consumer interest topics.
P--WCKB aired "Consumer Time," a 3 minute report provided by the United States Department of Agriculture, each Sunday at 10:51am. A topic listing is attached.
13. I--Listeners needed information on current agricultural issues and trends.
P--WCKB aired "Ag Update," a 2 1/2 minute report provided by the United States Department of Agriculture, each Sunday at 10:55am. A topic listing is attached.
14. I--Listeners wanted to learn about lawn and garden care and landscape design.
P--WCKB aired "Southern Gardening," a 2 minute feature provided by the Mississippi State University Extension Service, each Sunday at 10:58am. A topic listing is attached.
15. I--Listeners expected station participation in local charities and events.
P--WCKB aired remote broadcasts and special interviews and public service announcements, and participated in local events. A list of the special on-air interviews is attached.

SOCIAL SECURITY REPORT

(July - September, 2021)

- 7/06/21 3 ways to achieve independence with SS
- 7/13/21 Happy birthday, Medicare! What happens when you turn 65
- 7/20/21 Access SS's retirement benefits online / SS lets you change your direct deposit info online
- 7/27/21 What did you earn at your first job? SS can tell you
- 8/01/21 5 ways to apply for SS benefits online
- 8/08/21 Are you ready for retirement? SS can help
- 8/15/21 SS online learning tools
- 8/22/21 3 retirement planning tips for women
- 8/29/21 Top 5 fraud & scam prevention tools
- 9/07/21 Take care of your SS business online
- 9/14/21 Do you know these SS terms?
- 9/21/21 SS benefits you
- 9/28/21 SS services for the Hispanic community

ELDER CARE MADE EASIER

Dr. Marion Somers

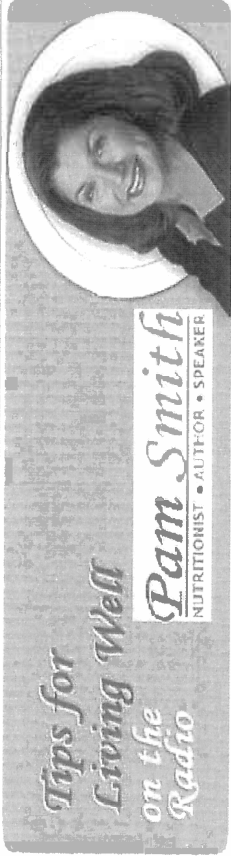
(July - September, 2021)

7/07/21	Credit card debt
7/14/21	A few travel tips
7/21/21	Document a life story
7/28/21	Change habits
8/04/21	The skin
8/11/21	Improved sleep
8/18/21	Sunlight
8/25/21	The power of art
9/01/21	Movie night
9/08/21	Honoring our veterans
9/15/21	Driving your elder
9/22/21	The power of smell
9/29/21	Gardening

HEALTH DEPARTMENT REPORT

(July - September, 2021)

7/01/21	Erin Brown	Helping seniors stay healthy & safe in hot weather
7/08/21	*****	5 surprising facts about salmonella
7/15/21	*****	Get vaccinated to be protected from COVID-19
7/22/21	*****	Tip & toss to help control mosquito population
7/29/21	*****	Home canning
8/05/21	*****	COVID-19 cases increasing
8/12/21	*****	Back to school--food safety tips for packing safe lunches
8/19/21	*****	Managing diabetes in the summer heat
8/26/21	*****	Back to school--refuel with breakfast
9/02/21	*****	"Girl Talk" virtual session scheduled for September 30th
9/09/21	*****	September is National Childhood Obesity Month
9/16/21	*****	Food Safety Education Month
9/23/21	*****	National Cholesterol Education Month
9/30/21	*****	September is Preparedness Month



Sixty Second Daily Radio Programs
July 2021 Tracksheet

Date	Day	Title	Time
7/1/21	Thu	Out of Gas	:60
7/2/21	Fri	How Does Your Garden Grow	:60
7/5/21	Mon	Smart Weight Loss	:60
7/6/21	Tues	A Hard Day's Night	:60
7/7/21	Wed	Raisin-Apple Oatmeal	:60
7/8/21	Thu	A Color Story	:60
7/9/21	Fri	The High Price of Diets	:60
7/12/21	Mon	Accept Procrastination, Sometimes	:60
7/13/21	Tues	The Four Letter Word	:60
7/14/21	Wed	Breakfast Lotto	:60
7/15/21	Thu	Tips for the Road Warrior	:60
7/16/21	Fri	Food Safety	:60
7/19/21	Mon	The Pregnant Father	:60
7/20/21	Tues	Love Poiton	:60
7/21/21	Wed	The Best Exercise for You	:60
7/22/21	Thu	Diets Make You Fat-It	:60
7/23/21	Fri	Morning Sickness	:60
7/26/21	Mon	Losing at the Diet Game	:60
7/27/21	Tues	Come and Dine	:60
7/28/21	Wed	Habits	:60
7/29/21	Thu	The Water Advantage	:60
7/30/21	Fri	Dispelling Myths About Dieting	:60

For Radio Clearance, contact Nicole Talbott
 Phone: 407-574-8199 * E-Mail: Media@PamSmith.com
 These radio programs can be downloaded for airplay at
www.RadioProgramsOnline.com/LIVINGWELL

*Tips for
Living Well
on the
Radio*

Pam Smith
NUTRITIONIST • AUTHOR • SPEAKER



Sixty Second Daily Radio Programs

August 2021 Tracksheet

Date	Day	Title	Time
8/2/21	Mon	Beating the Tiredness Trap	:60
8/3/21	Tues	Buffet Bulge	:60
8/4/21	Wed	Heading off Diabetes	:60
8/5/21	Thu	Memory Fixes	:60
8/6/21	Fri	The High Protein Myth	:60
8/9/21	Mon	Don't Lose It- Use It!	:60
8/10/21	Tues	The Importance of Iron	:60
8/11/21	Wed	Nutrition Capsules?	:60
8/12/21	Thu	The Pay-Later Penalty	:60
8/13/21	Fri	Stabilize Your Blood Sugars	:60
8/16/21	Mon	Chicken Soup	:60
8/17/21	Tues	Dying for Energy	:60
8/18/21	Wed	Feeding Your Young Athlete	:60
8/19/21	Thu	Take Charge of Your Appetite	:60
8/20/21	Fri	The Truth Sets You Free	:60
8/23/21	Mon	Pasta: Brown Gold	:60
8/24/21	Tues	A Sweet Soda	:60
8/25/21	Wed	Your Football Soccer Tennis Athlete	:60
8/26/21	Thu	Calling a Truce to Food Wars	:60
8/27/21	Fri	Starved for Flavor	:60
8/30/21	Mon	Salt: Don't Pass It On!	:60
8/31/21	Tues	Nutrition Martyrdom	:60

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Sixty Second Daily Radio Programs

September 2021 Tracksheet

Date	Day	Title	Time
9/1/21	Wed	Taming the Appetite Monster	:60
9/2/21	Thu	The Positive Side of Nutrition	:60
9/3/21	Fri	F-I-T Exercise Guide	:60
9/6/21	Mon	Clean Plate Club Dropouts	:60
9/7/21	Tues	Walking: A Fitness Alternative	:60
9/8/21	Wed	What's Eating You?	:60
9/9/21	Thu	Build Better Brainpower	:60
9/10/21	Fri	Liquid Snacks?	:60
9/13/21	Mon	Living Better Longer	:60
9/14/21	Tues	Powering Work-outs	:60
9/15/21	Wed	Snacks vs. Sleep	:60
9/16/21	Thu	Healthy Steaming	:60
9/17/21	Fri	Make Time for Sleep	:60
9/20/21	Mon	Women and Heart Disease	:60
9/21/21	Tues	The Diet Generation	:60
9/22/21	Wed	Fall Harvest	:60
9/23/21	Thu	Overcoming Arsenic Hour-I	:60
9/24/21	Fri	Overcoming Arsenic Hour-II	:60
9/27/21	Mon	The Power of the Nap	:60
9/28/21	Tues	Clean Out the Cholesterol	:60
9/29/21	Wed	What About Fasting?	:60
9/30/21	Thu	The Practical Puree	:60

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COOPERATIVE EXTENSION SERVICE REPORT

(July - September, 2021)

7/02/21	Nancy Lee	Choosing a child care provider
7/09/21	Paul Gonzalez	Heat stress in cattle
7/16/21	Genny Thompson	What is 4-H?
7/23/21	Max Knowles	Heat stress reduction on hogs
7/30/21	Brad Hardison	Pecan weevil management
8/06/21	Hunter Rhodes	Managing soybeans for a profitable yield
8/13/21	Hunter Rhodes	Use caution when encountering farm equipment on the highways
8/20/21	Sydney Knowles	Hurricane preparedness
8/27/21	Eileen Coite	Locally grown foods & agriculture
9/03/21	Denise McIntyre	COVID masks
9/10/21	James Hartsfield	Small farm virtual outreach meeting
9/17/21	Genny Thompson	4-H events
9/24/21	Paul Gonzales	Nutrient testing feeds

MILITARY SPOTLIGHT

(July - September, 2021)

- 7/04/21 2nd MARDIV CG visits French forces
- 7/11/21 HHC, 449th CAB trains on the Command Post Computing Environment
- 7/18/21 Passing of colors
- 7/25/21 Pope airman is living American dream after 13 year wait
- 8/01/21 NCARNG & NC Works partner for military career summit
- 8/08/21 Chinooks take flight from SJAFB
- 8/15/21 2021 MCAS Cherry Point air show announcement
- 8/22/21 Charlie Company Killdevils complete JRTC rotation
- 8/29/21 Fuquay-Varina resident assumes command of Army Reserve medical unit
- 9/05/21 26ast MCT assists in return of Agile Spirit 2021 equipment
- 9/12/21 NC Guard 113th Sustainment Brigade leader promoted to colonel /
NC Guard leader retires after more than 3 decades of service
- 9/19/21 A generation of history--Montford Point Marines
- 9/26/21 MARSOC Marine receives Navy Cross

7/04/21	Urinary tract infection
7/05/21	Hardware disease
7/11/21	Parasites & horses
7/12/21	Canine influenza
7/18/21	Hypertension in cats
7/19/21	Cats are living longer
7/25/21	Barking dogs
7/26/21	Owning a horse
8/01/21	Sugar glider
8/02/21	Cushing's disease
8/08/21	Our prolific cats
8/09/21	Trap, neuter & release programs
8/15/21	Shedding
8/16/21	Hairballs
8/22/21	Litter box training
8/23/21	The bloat
8/29/21	Diabetes
8/30/21	Declawing
9/05/21	Outdoor poisons
9/06/21	Carry-on baggage
9/12/21	Treats & weight gain
9/13/21	Young pets
9/19/21	Baseline tests
9/20/21	Pet tags
9/26/21	Training to be a vet
9/27/21	Toxoplasmosis

SCIENCE MADE SIMPLE

(July - September, 2021)

7/04/21	The crystal skull
7/11/21	Martian moon
7/18/21	Algae
7/25/21	Dinosaur teeth
8/01/21	Diets, part 1
8/08/21	Diets, part 2
8/15/21	Dinosaur doing handstands
8/22/21	Pipe fish
8/29/21	Tasmanian devils
9/05/21	Afraid of rejection
9/12/21	Fruit flies
9/19/21	Hobbits
9/26/21	Glow kittens

EARTH DATE

(July - September, 2021)

7/04/21	The deepest dive
7/11/21	Bite of the bumblebee
7/18/21	The value of snowpack
7/25/21	A really odd mammal
8/01/21	Ocean giants
8/08/21	Farming the seas
8/15/21	Topping off Everest
8/22/21	Solar superstorm
8/29/21	The original moon shot
9/05/21	Astronaut geology camp
9/12/21	Earth's odd orbit
9/19/21	Cycling Milankovic
9/26/21	Kola superdeep

- 7/04/21 Prepare for retirement
- 7/11/21 Are you considering a reverse mortgage?
- 7/18/21 Get ahead of inflation
- 7/25/21 PPP loan fraud
- 8/01/21 Stewardship--DeFi explained
- 8/08/21 Prudent living
- 8/15/21 Home title fraud--protect yourself
- 8/22/21 Multi-generational homes
- 8/29/21 Is it possible to be too generous?
- 9/05/21 Escrow wire fraud
- 9/12/21 Rental scams
- 9/19/21 A simple formula for becoming debt free
- 9/26/21 See to the needs of your family

7/04/21	Caleb Alexander	What is deprescribing?
7/11/21	Seth Martin	Getting expert help in avoiding a second heart attack may be as close as your mobile phone
7/18/21	Peter Rowe	The condition many are calling "long COVID" may look a lot like another chronic health condition
7/25/21	Eric Kossoff	The ketogenic diet is turning 100
8/01/21	Eric Strain	Deaths from drug overdoses have climbed to the highest level ever
8/08/21	Mackenzie Cervenka	Does a specialized diet help adults with epilepsy?
8/15/21	William Nelson	A blood test for cancer
8/22/21	William Nelson	Alcohol & cancer risk
8/29/21	Eric Strain	What should someone who is looking to overcome an opioid addiction do?
9/05/21	Caleb Alexander	Has the FDA dropped the ball with accelerated approval of drugs
9/12/21	William Nelson	What's the impact of remote monitoring for people being treated for cancer?
9/19/21	Rita Kalyani	Are we poised for a flood of new Type 2 diabetes cases among young people?
9/26/21	Arturo Casadevall	If you're infected with Covid, when should you seek medical care?

CONSUMER TIME

(July - September, 2021)

7/04/21	Rod Bain, Tom Vilsack, Stacy Dean	A decade of serving MyPlate
7/11/21	Gary Crawford, Bill Cherrier, Katie Sieben	Experts say clean electricity sources booming, but US power grid needs upgrade
7/18/21	Gary Crawford, Sandy Proctor	New dietary guidelines suggest we'd be better off shaking our salt habit
7/25/21	Gary Crawford, Lee Townsend	Tactics to thwart tick attacks
8/01/21	Gary Crawford, Karen Blakeslee	Coffee & caffeine--how much is too much?
8/08/21	Gary Crawford, Charles Barden	Protecting your thirsty trees during heat waves & drought
8/15/21	Gary Crawford, Eliana Zeballos	A big drop in percent of our income spent on food
8/22/21	Gary Crawford, Bradford Wiles	This year's back-to-school time may be traumatic for young children
8/29/21	Gary Crawford, Bradford Wiles, Kara Crawford	The era of the mask may have some effects on early childhood development
9/05/21	Gary Crawford, Meredith Carothers	3 major missteps in late summer/early fall outdoor grilling
9/12/21	Gary Crawford, Karen Blakeslee	Americans are consuming growing amounts of caffeine
9/19/21	Gary Crawford, Brian Deese, Tom Vilsack	The administration looking into what's behind big hikes in meat prices
9/26/21	Rod Bain, Brad Rippey	2021 Atlantic hurricane season active so far

AG UPDATE*(July - September, 2021)*

7/04/21	Gary Crawford, Shayle Shagam	Report shows hog producers may be throttling back on production
7/11/21	Stephanie Ho, Carrie Lindig	USDA looking for partners to help conserve wetlands
7/18/21	Rod Bain, Richard Flournoy	New cover crop flexibilities with prevented planting coverage
7/25/21	Rod Bain, Zach Ducheneaux	Livestock indemnity program now available for pandemic impacted producers
8/01/21	Rod Bain, Jen Sorenson, Linnea Kooistra, Leon Sequeira, Tom Vilsack	An approach to address farm labor shortage
8/08/21	Rod Bain, Tom Vilsack	Transportation infrastructure--US ag's competitive advantage
8/15/21	Rod Bain, Seth Meyer	Ag land values, cash rents, & the price swing of 2020
8/22/21	Rod Bain, Carrie Castille	Expanding AI in ag innovation space
8/29/21	Rod Bain, Adam Peters	Trends in farm computer & technology use
9/05/21	Rod Bain, Zach Ducheneaux	Updates associated with CFAP II
9/12/21	Rod Bain, Richard Flournoy	Stakeholder feedback means some crop insurance updates
9/19/21	Rod Bain, Zach Ducheneaux	Resolving heirs' property disputes through a relending program
9/26/21	Gary Crawford, Dr. Patrick Webb	African swine fever -- what's at stake for the pork industry?

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

(July - September, 2021)

7/04/21	Hummingbird flower power
7/11/21	Gardening activities for kids
7/18/21	Cosmos
7/25/21	Lawncare persona
8/01/21	Smart pest management
8/08/21	Calendula
8/15/21	Combining flower color
8/22/21	Compact snapdragon
8/29/21	Simple hanging baskets
9/05/21	Cold frames
9/12/21	Japanese maple
9/19/21	Ornamental kale & cabbage
9/26/21	Autumn mums

SPECIAL BROADCASTS / COMMUNITY EVENTS

(July - September, 2021)

- September 13, 2021 WCKB aired a live interview with Sharon Stevens of the Dunn Area Tourism Authority. She talked about upcoming events and festivals, and the cancellation of the Dunn Cotton Festival. The interview aired from 12n - 12:30pm.
- September 22, 2021 WCKB aired a live interview with Patsy Carson (Erwin mayor) and Gay Wilson (president of Erwin Area Chamber of Commerce) concerning the changes in the annual Erwin Denim Days celebration. The interview aired from 12n - 12:20pm.
- September 27, 2021 WCKB aired a live interview with Tricia Bristow of the Coats Area Chamber of Commerce, talking about upcoming Coats Farmers Day activities. The interview aired from 12:10pm - 12:30pm.
- September 30, 2021 WCKB aired a live interview with LeeAnn Blackmon and Vicky Walden of the Harnett County Division on Aging. They discussed Medicare open enrollment and services provided by HCDOA. The interview aired from 12n - 12:25pm.