

WCKB 780-AM

ISSUES / PROGRAMS

January, February, and March,, 2015

1. I--Listeners wanted information about area job openings.
P--WCKB aired a 5 minute report of local job listings, gathered from the NC Works website of the North Carolina Division of Workforce Solutions, each Monday at 12:45pm.
2. I--Listeners needed information on Social Security benefits, services and requirements.
P--WCKB aired a 5 minute report, provided by the Fayetteville office of the Social Security Administration, each Tuesday at 12:45pm. A topic listing is attached.
3. I--Listeners wanted to know about problems and issues faced by senior citizens.
P--WCKB aired a 1 minute feature, "Elder Care Made Easier," each Wednesday at 12:45pm. A topic listing is attached.
4. I--Listeners needed information about personal and public health issues.
P--WCKB aired a 5 minute report, provided by the Harnett County Department of Public Health, each Thursday at 12:45pm. A topic listing is attached.
5. I--Listeners wanted to hear about programs and services offered by the Extension Service.
P--WCKB aired a 5 minute report, provided by the Harnett County Cooperative Extension Service, each Friday at 12:45pm. A topic listing is attached.
6. I--Listeners wanted advice on issues facing today's families.
P--WCKB aired "Focus on the Family Minute," Monday through Friday at 1:30pm (1 minute), and "Citizen Link," Saturday at 11:30am (2 minutes). Each report, provided by Focus on the Family, dealt with questions and issues faced within the family and how current news impacts families
9. I--Listeners wanted information on issues faced by home schooling families.
P--WCKB aired "Home School Heartbeat," a 2 minute report provided by the Home School Legal Defense Fund, each Sunday at 7:57am. A topic listing is attached.
10. I--Listeners wanted information on the health and well-being of their family pets.
P--WCKB aired "Vet Report with Nancy Shay," a 30 second feature provided by Coast to Coast Radio Networks, each Sunday at 10:44am and each Monday at 12:50pm. A topic listing is attached.
11. I--Listeners wanted to learn about new technology and its applications.
P--WCKB aired "Your Tech Support with Chris Morris," a 60 second feature provided by Coast to Coast Radio Networks, each Sunday at 10:45am and each Wednesday at 12:50pm. A topic listing is attached.

12. I--Listeners wanted the latest information on science topics.
P--WCKB aired a 90 second report, provided by EarthSky.org, each Sunday at 10:45am. A topic listing is attached.
P--WCKB aired "Science Made Simple," a 60 second report provided by Coast to Coast Radio Networks, each Sunday at 10:47am. A topic listing is attached.
13. I--Listeners wanted information about credit, budgeting and finance.
P--WCKB aired "Family Money Minute," a 1 minute report by Sami Cone, each Sunday at 10:49am. A topic listing is attached.
P--WCKB aired "Family Finance Report with Salil Gutt," a 60 second report provided by Coast to Coast Radio Networks, each Thursday at 12:50pm. A topic listing is attached.
11. I--Listeners wanted current information on medical research and recommendations.
P--WCKB aired a 1 minute report from "Johns Hopkins Health Newsfeed", each Sunday at 10:51am. A topic listing is attached.
12. I--Listeners wanted current information on consumer interest topics.
P--WCKB aired "Consumer Time," a 3 minute report provided by the United States Department of Agriculture, each Sunday at 10:53am. A topic listing is attached.
13. I--Listeners needed information on current agricultural issues and trends.
P--WCKB aired "Ag Update," a 2 1/2 minute report provided by the United States Department of Agriculture, each Sunday at 10:57am. A topic listing is attached.
14. I--Listeners expected station participation in local charities and events.
P--WCKB aired remote broadcasts and special interviews and public service announcements, and participated in local events. A list of the special on-air interviews is attached.
15. I--Listeners wanted information on issues faced by and services available to military personnel, veterans, and their families.
P--WCKB aired "DOD News Now," found at www.pentagonchannel.mil. These 4½ minute segments aired each Sunday at 10:40am. A topic listing is attached.

SOCIAL SECURITY REPORT

(January - March, 2015)

1/06/15	Brenda Brown	The twelve sites of SS
1/13/15	Help SS help the homeless
1/20/15	One easy decision on "Make Up Your Mind Day"
1/27/15	Questions & answers
2/03/15	Wear your heart on your sleeve
2/10/15	A day dedicated to the new you
2/17/15	You're flirting with your future
2/24/15	Your winning retirement game plan
3/03/15	Unflinching in the fight against fraud
3/10/15	Questions & answers
3/17/15	Your Final Four from SS
3/24/15	Security is our middle name
3/31/15	Batting a thousand during tax season

ELDER CARE MADE EASIER

Dr. Marion Somers

(January - March, 2015)

- 1/07/15 Elder housing staff
- 1/14/15 Cars, trucks & SUVs
- 1/21/15 Handicapped elevators
- 1/28/15 Meditation
- 2/04/15 Volunteering
- 2/11/15 Humor therapy
- 2/18/15 Reminiscence therapy
- 2/25/15 Keeping meds straight
- 3/04/15 Teaching the computer
- 3/11/15 Ask your elder for help
- 3/18/15 Wish fulfillment
- 3/25/15 Brain exercises

HEALTH DEPARTMENT REPORT

(January - March, 2015)

1/01/15	Belinda Rayner	Make 2015 your year to quit smoking
1/08/15	Eat smart, move more, weigh loss
1/15/15	Cervical Cancer Awareness Month
1/22/15	Make diabetes self-management part of your resolutions
1/29/15	Health effects of second hand smoke
2/05/15	National Wear Red Day
2/12/15	American Heart Month
2/19/15	Women & heart disease
2/26/15	Too much sodium is bad for your health
3/05/15	National Nutrition Month
3/12/15	National Poison Prevention Month
3/19/15	Diabetes Alert Day
3/26/15	Going green...leafy green

COOPERATIVE EXTENSION SERVICE REPORT

(January-March, 2015)

1/02/15	Tyrone Fisher	Choosing the right blanket for your horse
1/09/15	*****	Factors affecting calving difficulties
1/16/15	*****	Minimizing hay loss with good feeding management
1/23/15	Kittrane Sanders	Managing your money
1/30/15	*****	Eat smart, move more, weigh less
2/06/15	Lauren McDowell	Harnett County Child Care Resources services
2/13/15	*****	Are they too young?
2/20/15	*****	Infant/toddler safe sleep
2/27/15	*****	Just play
3/06/15	Lauren McDowell	Harnett County Child Care Resources services
3/13/15	*****	Are they too young?
3/20/15	*****	Infant/toddler safe sleep
3/27/15	Tyrone Fisher	Cows with bad tempers

Back-up programs:

Debbie Byrd	Encouraging abstinence
*****	The benefits of fathers' involvement with children
*****	Building your child's confidence
*****	Children's sleep habits

- 1/04/15 Surf the Internet Safely--Donna Rice Hughes: Filter Out the Dangers
- 1/11/15 Let's Get Started--Vickie Bentley: Load Your Toolbox
- 1/18/15 Literature for the Soul--Dr. Leland Ryken: Finding Good Books
- 1/25/15 Single-Parent Homeschooling--Mary Jo Tate: You Aren't Alone
- 2/01/15 Defending the Good--Tim Goeglein: New Trends for Civil Liberties
- 2/08/15 Meet the Skeptic--Bill Foster: Is the Bible Relevant?
- 2/15/15 Changing People's Minds--Brian Brown: Think Outside the Box
- 2/22/15 Give Them Grace--Elyse Fitzpatrick: The Heart of Grace
- 3/01/15 Homeschool in the Outback--Stuart Chapman: Homeschoolers Down Under
- 3/08/15 High School Issues for Struggling Learners--Faye Behrins: Awarding Achievement
- 3/15/15 Teaching History Through Art--Mike Farris: A Picture Is Worth...
- 3/22/15 Business for Kids--Carol Topp: Where to Start
- 3/29/15 For the Least of These--Anne Bradley: The Value of Compassion

VET REPORT (*host: Nancy Shay*)

(*January - March, 2015*)

3/01/15	Sarcoptic mange
3/02/15	Housetraining a puppy
3/08/15	Colic in horses
3/09/15	Ear plucking
3/15/15	Care of iguanas
3/16/15	Feline leifamia
3/22/15	Grooming your cat
3/23/15	Zoonotic parasites
3/29/15	Immunotherapy
3/30/15	Rain scald in horses

3/01/15	Distracted driving
3/04/15	Zuil smart plug
3/08/15	Dell XPS 13
3/11/15	SleepIQ kids' bed
3/15/15	Samsung SUHD
3/18/15	TempTraq
3/22/15	ThinOptics iPhone case
3/25/15	Sleep tech
3/29/15	Sound Blaster Roar

- 1/04/15 Reducing food waste could help feed a billion people
- 1/11/15 Hermit crabs gather to evict neighbors
- 1/18/15 Which spiral arm of the Milky Way contains our sun?
- 1/25/15 Shifts in food supply sparked our evolution
- 2/01/15 When can you see earth's shadow?
- 2/08/15 For pandas, bamboo buffet may run short
- 2/15/15 Even in remote spots, toxins lurk in trees
- 2/22/15 Does earth have a second moon?

The program was cancelled when EarthSky.org ceased production.

SCIENCE MADE SIMPLE

(January - March, 2015)

3/01/15 Narcolepsy

3/08/15 Tea time

3/15/15 Milky Way

3/22/15 Delicious mushrooms

3/29/15 Hot springs

FAMILY MONEY MINUTE
Sami Cone

(January-March, 2015)

- 1/04/15 Skip the coffee shop to save money
- 1/11/15 Conserve water to save money
- 1/18/15 Homemade pantry
- 1/25/15 Consider a "capsule" wardrobe
- 2/01/15 Travel on Saturday
- 2/08/15 University extracurricular savings
- 2/15/15 Drugstore rewards
- 2/22/15 Drive less
- 3/01/15 Ask for advice
- 3/08/15 Grocery shop after breakfast
- 3/15/15 Buy small
- 3/22/15 Take-out to dine out
- 3/29/15 Search for contests

FAMILY FINANCE REPORT (*host: Salil Gutt*)

(*January - March, 2015*)

- 3/05/15 Retiring without a mortgage
- 3/12/15 Life insurance strategies
- 3/19/15 Investment fraud against boomers
- 3/26/15 Challenges in college savings plans

1/04/15	Eric Strain	Cannabis availability
1/11/15	Ben Park	Breast cancer drug resistance
1/18/15	Aaron Milstone	H3N2
1/25/15	Steven Zeiler	Stroke treatment
2/01/15	Kimberly Steele	Comprehensive obesity approach
2/08/15	Redonda Miller	Grains & death
2/15/15	William Nelson	Breast cancer & ethnicity
2/22/15	Peter Calabresi	MS treatment
3/01/15	Michael Blaha	Risk factor change
3/08/15	Mike Klag	Supercomputer screening of potential drugs
3/15/15	Neil Bressler	Preventing vision loss
3/22/15	Patricia Davidson	Preventing postpartum blues
3/29/15	Joseph Califano	Outcome measures

CONSUMER TIME*(January - March, 2015)*

1/04/15	Gary Crawford, Sharolyn Flaming-Jackson	Starting a fitness program? First step is the right footwear
1/11/15	Rod Bain, Jane Riffe	Have a laugh, have better health
1/18/15	Rod Bain, Barbara O'Neill	The ABC's of IRA's
1/25/15	Gary Crawford, Dr. Keith Kantor	Some practical ways to make our kids healthier
2/01/15	Gary Crawford, Al Almanza	Some new moves to fight old safety problems with poultry
2/08/15	Rod Bain, Claudette Reichel	Preventing mold & mildew in your home
2/15/15	Rod Bain, Ann Berry, Dena Wise	Tips to minimize taxes
2/22/15	Gary Crawford, Mary Meck Higgins	Another kitchen hazard exposed
3/01/15	Rod Bain, Michael Jewison	What will meat shoppers encounter this year at supermarkets?
3/08/15	Gary Crawford, Linnette Goard	Some fast tips about slow cookers
3/15/15	Susan Carter, Tom Vilsack, Norma Cavazos	Uses for USDA nutrition grants
3/22/15	Rod Bain, Amelia Kermis	Add this to chicken wings--food safety
3/29/15	Gary Crawford, Dr. Joanne Bankston	Some words of caution about hiring someone to do your taxes

AG UPDATE*(January - March, 2015)*

1/04/15	Rod Bain, Charles Parrott	USDA market news portal is now more user friendly
1/11/15	Gary Crawford, Shayle Shagam	Hog industry on a clear path to expansion
1/18/15	Gary Crawford, Joel DeRouchey	Livestock producers urged to have disaster plans in place
1/25/15	Rod Bain, Tom Vilsack, Paul Johnson, Rep. Sam Farr, Rep. Rodney Davis	A new ag trade coalition targets Cuban market
2/01/15	Rod Bain, Ben Worley	Many farmers buzzing about new aerial technologies
2/08/15	Rod Bain, Wayne Honeycutt	The 4-1-1 on the 590 standards
2/15/15	Gary Crawford, Sheila Corley	Final phase of a major survey of farmers is underway
2/22/15	Rod Bain, Steve Thomson	Advancing ag tech through unmanned aerial systems
3/01/15	Gary Crawford, Rob Johannson, Bill George, Kevin Patrick, Jerry Norton	Some belt tightening likely for many farmers this year
3/08/15	Rod Bain, Tom Vilsack, Cory Reed, Dr. Robert Fraley, Mary Kay Thatcher	Keys to smarter agriculture
3/15/15	Rod Bain, Bob Young	How might USDA market news look in its next century?
3/22/15	Gary Crawford, Lonnie King, Charles Rice, Kevin Shea	USDA gathering data on antibiotic use in livestock production
3/29/15	Rod Bain, Val Dolcini, Krysta Harden, Tom Vilsack	It's now easier for some farmers to take a "NAP"

SPECIAL BROADCASTS / COMMUNITY EVENTS

(January - March, 2015)

- January 9, 2015 WCKB aired a live interview with Dunn Police Chief Jimmy Pope and Dunn Police Athletic/Activities League Coordinator Lt. Rodney Rowland, in observance of National Law Enforcement Appreciation Day. The interview aired from 2:30pm - 3pm.
- January 20, 2015 WCKB aired a live interview with Kathleen Skaar, executive director of Christian Library International. She explained how CLI works to help inmates and how we can help CLI carry out their work. The interview aired from 12n - 12:25pm.
- February 3, 2015 WCKB aired a live interview with Ben Olsen, associate director of the Smithfield Rescue Mission. He talked about the mission's history, ministries, and future plans, and how listeners can assist in their efforts. The interview aired from 12n-12:30pm.
- March 4, 2015: WCKB aired a live interview with Linda Roberts and Nancy Jackson of the Erwin Area Chamber of Commerce. They talked about the upcoming 4th Annual Erwin Business Expo, with information for the public and for businesses interested in participating in the Expo. The interview aired from 12n-12:20pm.

1/04/15

(Tuesday, December 30, 2014, 9:36:24 AM)

Operation Enduring Freedom ends in Afghanistan and easing stress for a deployed service member.

1/11/15

(Wednesday, January 07, 2015, 3:07:49 PM)

The last U.S. Navy frigate heads out on its final deployment, the latest on the Navy's role in the search and recovery mission for AirAsia 8501 and getting help to prevent a suicide.

1/18/15

(Wednesday, January 14, 2015, 1:41:39 PM)

Defense Secretary Chuck Hagel focused on modernizing the nuclear force, a simple act that can save a life and "twelve miles of tough."

1/25/15

(Thursday, January 22, 2015, 10:56:38 AM)

Facing cyber threats and getting familiar with an arsenal of weapons.

2/01/15

(Thursday, January 22, 2015, 4:32:25 PM)

The Navy opens submarine duty to enlisted women, Iraq stands united against ISIL and U.S. Marines train with Romanian troops.

2/08/15

(Thursday, January 22, 2015, 4:32:25 PM)

The Navy opens submarine duty to enlisted women, Iraq stands united against ISIL and U.S. Marines train with Romanian troops.

The program as discontinued when DOD stopped providing updated files.