

# WCKB 780-AM

## ISSUES / PROGRAMS

*July, August and September, 2012*

1. I--Listeners wanted information about area job openings.  
P--WCKB aired a 5 minute report of local job listings, gathered from the Job Connector website 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 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, and "Family News in Focus," Saturday at 11:30am. Each 1 minute 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 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.
8. I--Listeners wanted information on issues faced by and services available to military personnel, veterans, and their families.  
P--WCKB aired "American Forces Press Services Podcasts," found at [www.pentagonchannel.mil](http://www.pentagonchannel.mil). These 6-8 minute segments aired each Sunday at 10:38am. A topic listing is attached.
9. 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.
10. I--Listeners wanted information about credit, budgeting and finance.  
P--WCKB aired "My Money Life," a 2 minute report provided by Crown Financial Ministries, each Sunday at 10:48am. 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 these events and broadcasts is attached.

**SOCIAL SECURITY REPORT**

*(July - September, 2012)*

7/03/12	Brenda Brown	Questions & answers
7/10/12	.....	Questions & answers
7/17/12	.....	Blockbuster stars ride into retirement sunset
7/24/12	.....	Summertime's the right time for electronic payments
7/31/12	.....	Take your parents on a meaningful tour of SS's website
8/07/12	.....	Get your SS statement online
8/14/12	.....	Report your name change to SS
8/21/12	.....	Questions & answers
8/28/12	.....	SS & women
9/04/12	.....	What are America's most popular baby names?
9/11/12	.....	Celebrate Hispanic Heritage Month; use online services
9/18/12	.....	Baseball & SS numbers tell stories
9/25/12	.....	Make SS online services par for the course

**ELDER CARE MADE EASIER**

Dr. Marion Somers

*(July - September, 2012)*

- |         |                       |
|---------|-----------------------|
| 7/04/12 | Safekeeping           |
| 7/11/12 | Driving your elder    |
| 7/18/12 | In-home safety        |
| 7/25/12 | Credit card debt      |
| 8/01/12 | A few travel tips     |
| 8/08/12 | Document a life story |
| 8/15/12 | Change habits         |
| 8/22/12 | The skin              |
| 8/29/12 | Improved sleep        |
| 9/05/12 | Sunlight              |
| 9/12/12 | The power of art      |
| 9/19/12 | Movie nigh            |
| 9/26/12 | Honoring our veterans |

**HEALTH DEPARTMENT REPORT**

*(July - September, 2012)*

7/04/12	Belinda Rayner	Summer food safety
7/11/12	.....	Sun safety
7/18/12	.....	Food safety for homemade ice cream
7/25/12	.....	Summer eating habits for people with diabetes
8/02/12	.....	World Breastfeeding Week
8/09/12	.....	Keeping kids active in summer
8/16/12	.....	Summer fruits & vegetables
8/23/12	.....	Preparing for medicare
8/30/12	.....	Home canning & food safety
9/06/12	.....	Diabetes self-management
9/13/12	.....	Whooping cough
9/20/12	.....	Cholesterol Education Month
9/27/12	.....	National Preparedness Month

**COOPERATIVE EXTENSION SERVICE REPORT**

*(July - September, 2012)*

7/06/12	Kittrane Sanders	Energizing an entrepreneurial economy
7/13/12	""	An entrepreneurial environment
7/20/12	""	Creating good jobs in our community
7/27/12	""	What do entrepreneurs do and why does it matter?
8/03/12	Debbie Stephenson	Food Safety
8/10/12	""	Making smart drink choices
8/17/12	""	Obesity
8/24/12	""	Physical activity
8/31/12	Kathryn Rosenbaum	Voices into Action
9/07/12	Debbie Byrd	Helping parents encourage abstinence in teens
9/14/12	""	The importance of sleep to children
9/21/12	""	Building confidence in your adolescent
9/28/12	""	The benefits of involved fathers

Back-up programs:

1	Nancy Lee	Harnett County Child Care Resource & Referral services
2	""	Infant/toddler safe sleep
3	""	How to become a licensed family child care home provider

- 7/01/12 Dealing with Dyslexia: Spell It Out for Me
- 7/08/12 Seasons of Parenting: Where Do We Go from Here?
- 7/15/12 Before You Leave/College Advice from Homeschool Grads: Life Skills 101
- 7/22/12 New from the Foundation/The Military Fund: Help in Uniform
- 7/29/12 New from the Foundation/The Military Fund: Official Inquires
- 8/05/12 You Can Preschool: Putting the School in Preschool
- 8/12/12 You Can Preschool: HSLDA for Preschool Parents
- 8/19/12 Write with World: A New Approach to Writing
- 8/26/12 Write with World: Real World Writing
- 9/01/12 Crafting Stories: The Importance of a Story
- 9/08/12 God's Good Design: Grace in the Face of Affliction
- 9/15/12 Cultivating Prayer in Your Homeschool: Testimony of Faithfulness
- 9/22/12 Physical Education at Home: Tackling a Weighty Problem
- 9/29/12 Physical Education at Home: Just Keep Swimming

**7/01/12**

(Friday, June 29, 2012, 3:37:01 PM | The Pentagon Channel)

Secretary of Defense Leon Panetta announced a new Department of Defense grant program for schools supporting military children at the Military Child Education Coalition national training seminar in Grapevine, Texas. In a visit to Offutt Air Force Base, Nebraska, the chairman of the Joint Chiefs of Staff discussed some of the challenges the military will face in the future. In Chicago, First Lady Michelle Obama joined Illinois Governor Pat Quinn, as he signed the military family licensing act into law. Illinois became the 23rd state to enact this law, which allows the transfer of military spouse's professional licenses from other states. The Department of Defense broke new ground on Tuesday, hosting its first-ever pride month commemoration. This commemoration honored gay and lesbian service members, as well as the department's gay, lesbian, bisexual and transgender civilian employees. On Wednesday, The Montford Point Marines were presented the highest civilian award given by the United States: The Congressional Gold Medal. Nearly 400 former marines, who were among the first Black Americans to join the Corps, attended the ceremony. A shooting incident Thursday at Fort Bragg, N.C., left one soldier dead and two others wounded. During a 525th Battlefield Surveillance Brigade unit safety briefing, a soldier shot another member of the unit and then turned the weapon on himself. The shooter was injured and in custody.

**7/08/12**

(Friday, July 06, 2012, 2:07:33 PM | The Pentagon Channel)

Military aircraft aiding firefighting efforts in the western United States have resumed operations. This comes after the aircraft were put on operational hold following a crash of a North Carolina Air National Guard C-130 in South Dakota. The crash killed four service members and injured two. Nearly forty-nine million Americans, including one out of every four children, don't have dependable, consistent access to food. The Feds Feed Families program aims to curb hunger in America by asking government employees to donate to food banks. Following months of dispute over ground transportation through Pakistan, the Pakistani government has re-opened ground lines of communication in the country. On Wednesday, Americans celebrated two hundred and thirty-six years of independence. People showed their patriotism with fireworks displays, parades, cook-outs and parties covered in red, white and blue. Many visited memorials and cemeteries, paying tribute to service members who have fought and died for the United States. In addition to the Fourth of July party, President Obama also hosted twenty-five service members in the White House East Room, where they took their Citizenship Oath before their Commander in Chief. These twenty-five were among more than four thousand service members who became U.S. Citizens during Independence Day.

**7/15/12 & 7/22/12**

(Friday, July 13, 2012, 3:08:06 PM | The Pentagon Channel)

Army Gen. Keith Alexander, the head of the National Security Agency and commander of U.S. Cyber Command, told an audience at the American Enterprise Institute, that the threat of cyber-attacks on the U.S. is growing. Agencies are currently working on providing a mechanism for defense and response to a potential cyber-attack. During a Pentagon press briefing on Thursday, George Little, Acting Assistant Secretary of Defense for Public Affairs said the DoD has gone to great lengths to come up with a budget that preserves capabilities and protects national security while meeting fiscal limitations. The Transportation Security Administration is enacting measures that will enable service members on orders to get through airport security more swiftly by using their common access cards. The "Precheck" program, as it's called is being used right now at Seattle-Tacoma International Airport, Reagan National Airport, and Monterey Peninsula Airport. Scientists at the Naval Research Laboratory are working to improve technology available for gas masks and respiratory protection in the military. With hopes of recruiting and retaining better employees, the DoD, along with the Departments of Justice and State, has embraced the Office of Personnel and Management's Student Loan Repayment Program and has seen major success. With the 59th Anniversary of the Korean War Armistice approaching, the DoD is searching for veterans of the Korean War and their families, so that they may participate in a celebration, titled "Heroes Remembered," on July 27 at Arlington National Cemetery.

**7/29/12 & 8/5/12**

(Friday, July 27, 2012, 3:50:52 PM | The Pentagon Channel)

The U.S. Navy's Great Green Fleet is demonstrating its biofuel capability at this year's Rim of the Pacific (RIMPAC) exercise. The Military Spouse Employment Partnership and Hiring Our Heroes initiative are working to help military spouses find and keep good jobs. A Marine Explosive Tandem Team shows how sometimes demolition can be the best defense. NASA's Desert RATS program helps prepare people and equipment for extreme environments. The 2012 Olympic Games are taking place in London. Among Team USA's Olympic and Paralympic athletes are nearly 30 service members and veterans.

**8/12/12, 8/19/12 & 8/26/12**

(Friday, August 10, 2012, 11:28:33 AM | The Pentagon Channel)

In our news roundup for Friday, August 10: Last week Defense Secretary Leon Panetta visited countries in Northern Africa and the Middle East to discuss regional security issues including the Syrian conflict and the Iranian nuclear program. [http://www.defense.gov/home/features/2012/0712\\_panetta1/](http://www.defense.gov/home/features/2012/0712_panetta1/) Japanese Defense Minister Satoshi Morimoto visited the Pentagon to discuss safety concerns following the deployment of several Marine Corps MV-22 Osprey aircraft to Okinawa. <http://www.defense.gov/> <http://www.pentagonchannel.mil/> The flight restrictions placed on the F-22 Raptor following apparent hypoxia-like symptoms in some pilots will be lifted. The restrictions will be phased out following a successful investigation by the U.S. Air Force. <http://www.defense.gov/News/NewsArticle.aspx?ID=117352> This year marks the 59th anniversary of the end of the Korean War. The Defense Secretary and South Korean Ambassador Choi-Young Jin honored Korean War veterans at a ceremony in Arlington National Cemetery, Va. <http://www.dodlive.mil/index.php/2012/07/remembering-the-korean-war-59-years-later/> <http://koreanwar.defense.gov/> [http://www.defense.gov/home/features/2010/0610\\_koreanwar](http://www.defense.gov/home/features/2010/0610_koreanwar)

**9/02/12**

(Friday, August 31, 2012, 3:51:52 PM | The Pentagon Channel)

Military first responders rescue hundreds in the wake of Isaac.

**9/09/12**

(Friday, Sept 07, 2012, 12:12:32 PM | The Pentagon Channel)

President Barack Obama visited troops at Fort Bliss, Texas. There he thanked troops for their work in Iraq and Afghanistan and explained the military's role in Afghanistan moving forward. Following Hurricane Isaac, units from the New Orleans and Mississippi National Guards are conducting clean-up, relief and rescue efforts. The president visited the region to assess damage and reassure affected residents. September is National Suicide Prevention and Awareness Month. Lt. Gen. Jeffrey Talley and Command Sgt. Maj. Michael Schultz, the Army Reserve's commanding general and command sergeant major respectively, share a message about suicide among reservists. If you need help, or know somebody who does, call the Military Crisis Line -- 1-800-273-8255. Twenty wounded warriors traveled with Team USA to the 2012 Paralympic Games in London. Gen. Martin Dempsey, the Chairman of the Joint Chiefs of Staff, accompanied the American delegation to the Paralympics opening ceremony.

**9/16/12**

(Wednesday, August 23, 2012 | The Pentagon Channel)

Military medicine fights HIV in Africa.

**9/23/12 & 9/30/12**

(Friday, Sept 21, 2012, 12:36:42 PM | The Pentagon Channel)

On Sept. 11, President Barack Obama was joined by Secretary of Defense, Leon Panetta, and Chairman of the Joint Chiefs of Staff, Gen. Martin Dempsey during a ceremony at the Pentagon Memorial, to remember and honor those who perished that day, and those who joined the nations fighting force when the attacks thrust the nation into wars in Iraq and Afghanistan. September is National Suicide Prevention and Awareness Month and the Nation's top enlisted leader, Marine Corps Sgt. Maj. Bryan Battaglia, Senior Enlisted Advisor to the Chairman of the Joint Chiefs, wants service members to use this month as an opportunity to learn what to do when a fellow service member, family member, or veteran reaches out for help. Pam Mitchell, Acting Director for the Federal Voting Assistance Program (FVAP), explains the new FVAP mobile website, which is aimed to help service members make their vote count. Eric Shinseki, Secretary of Veterans Affairs spoke at the 2012 MOAA/NDIA Warrior-Family Symposium to discuss issues among veterans, which include homelessness, mental health, suicides, substance abuse, and more.

- 7/01/12 Why do fireflies light up?
- 7/08/12 What causes auroras?
- 7/15/12 Did meteorites bombard earth with gold?
- 7/22/12 Ancient dog skull suggests we've lived with dogs for 33,000 years
- 7/29/12 Henry Rollins faces an "animal underworld"
- 8/05/12 Dave Pieri on keeping planes safe by watching volcanoes from space
- 8/12/12 Fritz Benedict: A more accurate yardstick for cosmic distances
- 8/19/12 Pollution makes carnivorous plants go vegetarian
- 8/26/12 What makes Venus the brightest planet?
- 9/02/12 Astronomers crack the mystery of the monster stars
- 9/09/12 Skin cancer found in fish for the first time
- 9/16/12 Astronomers spot a star with spiral arms
- 9/23/12 What causes the Aurora Borealis (Northern Lights)?
- 9/30/12 Why do fireflies light up?

**"MY MONEY LIFE"**

*(July - September, 2012)*

**Chuck Bentley**

- 7/01/12 Financial humility
- 7/08/12 Avoiding business scams
- 7/15/12 Career change tips
- 7/22/12 Five goals for your savings
- 7/29/12 Spotting a business opportunity
- 8/05/12 Before you take on debt
- 8/12/12 Cut your car loan
- 8/19/12 Part-time business tips
- 8/26/12 Paying off old debt
- 9/02/12 Raising credit smart children
- 9/09/12 Reducing financial stress
- 9/16/12 Is life insurance Biblical?
- 9/23/12 How to teach kids about money
- 9/30/12 Lending to friends

7/01/12	Dr. Michele Bellantoni	Vitamin D in elderly
7/08/12	Dr. Michael Blaha	Women & statins
7/15/12	*****	Muscle weakness
7/22/12	Dr. Lawrence Cheskin	Weight guidelines
7/29/12	Dr. Julie Freischlag	Gallbladder removal
8/05/12	Dr. Michael Klag	Big killer (physical inactivity)
8/12/12	Dr. Arthur Burnett	Watchful waiting
8/19/12	Dr. Paul B. Rothman	ACA & primary care
8/26/12	Dr. Julie Freischlag	No robot
9/02/12	Dr. William Nelson	Good side effects
9/09/12	Dr. Arthur Burnett	Kidney masses
9/16/12	*****	Treating prostate cancer
9/23/12	Dr. Constantine Lyketsos	No ginkgo
9/30/12	Dr. William Nelson	Mammogram risk

## CONSUMER TIME

*(July - September, 2012)*

7/01/12	Susan Carter, Jessica Shahin	More tools to combat food assistance program fraud
7/08/12	Gary Crawford, Bruce Snead	Stay cool--take your time when you have to replace that a/c unit
7/15/12	Gary Crawford, Joe Harner	Are you considering buying a backup home electric system?
7/22/12	Gary Crawford, Marty Draper	Avoiding tomato crop catastrophies
7/29/12	Gary Crawford, Scott Zaremba, Joe Glauber	A baby step for new blend of gas & ethanol
8/05/12	Gary Crawford, Dr. Rodney St. John	Summer heat & drought hitting lawns hard
8/12/12	Susan Carter, Tina Hanes	Preparing for a flood emergency
8/19/12	Rod Bain, Julie Garden-Robinson	Stretching that family getaway food & drink budget
8/26/12	Gary Crawford, Usha Kalro	Things to know before becoming a vegetarian
9/02/12	Gary Crawford, Diane Van	Food safety concerns when storms bring power outages
9/09/12	Rod Bain, Paul Guillebeau	Bed bugs could hitch a ride to school
9/16/12	Rod Bain, Janet Hurley	Battling mosquitoes in the gridiron & the school yard
9/23/12	Gary Crawford, Sandy Proctor	Lots to consider when packing a school lunch for your kids
9/30/12	Gary Crawford, Kathleen Merrigan, Janey Thornton, Kevin Concannon, Bonnie Swank	A pretty smooth start for new school meal nutrition standards

**AG UPDATE***(July - September, 2012)*

7/01/12	Gary Crawford, Tom Vilsack, Joe Glauber, Bob Dineen	E-5 jumps another hurdle
7/08/12	Gary Crawford, Joe Glauber	It's a weather market now
7/15/12	Gary Crawford, Shayle Shagam	More uncertainties leading to more caution for hog producers
7/22/12	Susan Carter, Heather Zichal, Ray Mabus, Tom Vilsack	Funding boost for renewable fuel investment
7/29/12	Rod Bain, Joe Glauber	Impacts of declining corn yield forecasts
8/05/12	Rod Bain, Gary Lehrsch	Making irrigation systems good to the last drop
8/12/12	Rod Bain, Bill Murphy	Advice for producers filing crop insurance claims
8/19/12	Gary Crawford, Joe Glauber	Drought & price hikes will bring many changes
8/26/12	Rod Bain, Rebecca Blue	Inspecting a key part of US export efforts
9/02/12	Susan Carter, Tracy Leskey	The stink bug--from pest to a national crisis
9/09/12	Gary Crawford, Jim Radintz	The ins & outs of USDA emergency loans
9/16/12	Gary Crawford, Gerry Bange, Phil Sims, Mike Milam, Danny Griffin	Higher feed costs mean lower meat & milk production
9/23/12	Susan Carter, Gerry Bange, Joe Glauber	World corn & soybean production down
9/30/12	Rod Bain, Juan Garcia	A tip for livestock producers - keep good records

**SPECIAL BROADCASTS / COMMUNITY EVENTS**

*(July - September, 2012)*

- August 6, 2012                      WCKB aired a live interview with John Riley, Crimestoppers spokesperson, about the National Night Out event scheduled for August 7th in Dunn. The interview aired from 12n - 12:30pm.
- August 17, 2012                    WCKB aired a live interview with Ella Kelly, ambassador and advisory board member with Hospice of Wake/Harnett County. She discussed Hospice services and volunteer opportunities. The interview aired from 12n - 12:15pm.
- September 26, 2012                WCKB aired a live interview with Aaron Jackson and David Hodges of United Way of Harnett County. They discussed the annual fundraising efforts and United Way services. The interview aired from 12n - 12:30pm.