

# WCKB 780-AM

## ISSUES / PROGRAMS

*July, August, & September, 2022*

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. A topic listing is attached.
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, 2022)*

- 7/05/22 Celebrate your independence with SS
- 7/12/22 Apply for SS benefits online
- 7/19/22 SS is here when you're ready for retirement
- 7/26/22 SS services for the Hispanic community
- 8/02/22 SS online, your first & best place to start
- 8/09/22 New statement fact sheet for people with limited earnings
- 8/16/22 Do you qualify for SS spouse's benefits?
- 8/23/22 Change your address & phone number online with MySocialSecurity
- 8/30/22 A new and faster way to request a SS card
- 9/06/22 Understanding the need for a representative payee
- 9/13/22 Expand your SS knowledge with these five terms
- 9/20/22 SS serves people like you: veterans, women, and more
- 9/27/22 You can apply for medicare online

## **ELDER CARE MADE EASIER**

Dr. Marion Somers

*(July - September, 2022)*

7/06/22	Personal Time
7/13/22	Guilt
7/20/22	Working Caregivers 7
7/27/22	Working Caregivers 8
8/03/22	Working Caregivers 9
8/10/22	Working Caregivers 10
8/17/22	Working Caregivers 11
8/24/22	Working Caregivers 12
8/31/22	Safety Issues
9/07/22	Lines of Communication
9/14/22	Hiring an Aide
9/21/22	Early Signs of Dementia
9/28/22	The Blues

**HEALTH DEPARTMENT REPORT**

*(July - September, 2022)*

7/07/22	Brea Whittenton	Protect your skin while having fun in the sun
7/14/22	.....	Step into summer by scheduling your mammogram
7/21/22	.....	The hot dog days of summer
7/28/22	.....	Mind your meds
8/04/22	.....	National Immunization Awareness Month
8/11/22	.....	Back-to-School health tips
8/18/22	.....	Be prepared for hurricane season
8/25/22	Kayla Shamaly	Summer food safety
9/01/22	.....	National Food Safety Education Month
9/08/22	.....	National Cholesterol Education Month
9/15/22	.....	Talk to youth to prevent e-cigarette use
9/22/22	.....	National Childhood Obesity Month
9/29/22	.....	Back-to-School...power up with breakfast

*Tips for  
Living Well  
on the  
Radio*

**Pam Smith**  
NUTRITIONIST • AUTHOR • SPEAKER



**Sixty Second Daily Radio Programs  
July 2022 Tracksheet**

Date	Day	Title	Time
7/1/22	Fri	How Does Your Garden Grow	:60
7/4/22	Mon	Smart Weight Loss	:60
7/5/22	Tues	A Hard Day's Night	:60
7/6/22	Wed	Raisin-Apple Oatmeal	:60
7/7/22	Thu	A Color Story	:60
7/8/22	Fri	The High Price of Diets	:60
7/11/22	Mon	Accept Procrastination, Sometimes	:60
7/12/22	Tues	The Four Letter Word	:60
7/13/22	Wed	Breakfast Lotto	:60
7/14/22	Thu	Tips for the Road Warrior	:60
7/15/22	Fri	Food Safety	:60
7/18/22	Mon	The Pregnant Father	:60
7/19/22	Tues	Love Potion	:60
7/20/22	Wed	The Best Exercise for You	:60
7/21/22	Thu	Diets Make You Fat-II	:60
7/22/22	Fri	Morning Sickness	:60
7/25/22	Mon	Losing at the Diet Game	:60
7/26/22	Tues	Come and Dine	:60
7/27/22	Wed	Habits	:60
7/28/22	Thu	The Water Advantage	:60
7/29/22	Fri	Dispelling Myths About Dieting	:60

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

*Tips for  
Living Well*  
on the  
Radio

**Pam Smith**  
NUTRITIONIST • AUTHOR • SPEAKER



**Sixty Second Daily Radio Programs**  
**August 2022 Tracksheet**

Date	Day	Title	Time
8/1/22	Mon	Beating the Tiredness Trap	:60
8/2/22	Tues	Buffet Bulge	:60
8/3/22	Wed	Heading off Diabetes	:60
8/4/22	Thu	Memory Fixes	:60
8/5/22	Fri	The High Protein Myth	:60
8/8/22	Mon	Don't Lose It- Use It!	:60
8/9/22	Tues	The Importance of Iron	:60
8/10/22	Wed	Nutrition Capsules?	:60
8/11/22	Thu	The Pay-Later Penalty	:60
8/12/22	Fri	Stabilize Your Blood Sugars	:60
8/15/22	Mon	Chicken Soup	:60
8/16/22	Tues	Dying for Energy	:60
8/17/22	Wed	Feeding Your Young Athlete	:60
8/18/22	Thu	Take Charge of Your Appetite	:60
8/19/22	Fri	The Truth Sets You Free	:60
8/22/22	Mon	Pasta: Brown Gold	:60
8/23/22	Tues	A Sweet Soda	:60
8/24/22	Wed	Your Football Soccer Tennis Athlete	:60
8/25/22	Thu	Calling a Truce to Food Wars	:60
8/26/22	Fri	Starved for Flavor	:60
8/29/22	Mon	Salt: Don't Pass It On!	:60
8/30/22	Tues	Nutrition Martyrdom	:60
8/31/22	Wed	Taming the Appetite Monster	:60

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*Tips for  
Living Well  
on the  
Radio*

**Pam Smith**  
NUTRITIONIST • AUTHOR • SPEAKER



*Sixty Second Daily Radio Programs*

## September 2022 Tracksheet

Date	Day	Title	Time
9/1/22	Thu	The Positive Side of Nutrition	:60
9/2/22	Fri	F-I-T-T Exercise Guide	:60
9/5/22	Mon	Clean Plate Club Dropouts	:60
9/6/22	Tues	Walking: A Fitness Alternative	:60
9/7/22	Wed	What's Eating You?	:60
9/8/22	Thu	Build Better Brainpower	:60
9/9/22	Fri	Liquid Snacks?	:60
9/12/22	Mon	Living Better Longer	:60
9/13/22	Tues	Powering Work-outs	:60
9/14/22	Wed	Snacks vs. Sleep	:60
9/15/22	Thu	Healthy Steaming	:60
9/16/22	Fri	Make Time for Sleep	:60
9/19/22	Mon	Women and Heart Disease	:60
9/20/22	Tues	The Diet Generation	:60
9/21/22	Wed	Fall Harvest	:60
9/22/22	Thu	Overcoming Arsenic Hour-I	:60
9/23/22	Fri	Overcoming Arsenic Hour-II	:60
9/26/22	Mon	The Power of the Nap	:60
9/27/22	Tues	Clean Out the Cholesterol	:60
9/28/22	Wed	What About Fasting?	:60
9/29/22	Thu	The Practical Puree	:60
9/30/22	Fri	Waste or Waist?	:60

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## COOPERATIVE EXTENSION SERVICE REPORT

*(July - September, 2022)*

7/01/22	Elizabeth Merrill	4-H electric projects & programs
7/08/22	Max Knowles	Heat stress reduction in hogs
7/15/22	Brad Hardison	Spotted lantern fly
7/22/22	Elizabeth Merrill	4-H STEM programs
7/29/22	Hunter Rhodes	Corn ear worms scouting & management
8/05/22	Elizabeth Merrill	4-H electric projects & programs
8/12/22	Eileen Coite	National Farmers Market Week
8/19/22	Denise McIntyer	What parents need to know about edibles
8/26/22	James Hartsfield	Biosecurity
9/2/22	Paul Gonzalez	Testing fee
9/9/22	Paul Gonzalez	Testing fee
9/16/22	Max Knowles	Farm hurricane prep
9/23/22	Brad Hardison	Fall planting
9/30/22	Brad Hardison	Fall planting

## MILITARY SPOTLIGHT

*(July - September, 2022)*

- 7/03/22 Naval Academy grad protects civilian mariners, writes children's books
- 7/10/22 NC Guard officer promoted to brigadier general
- 7/17/22 Cpt Daniel Donohoe receives the Soldier's Medal for rescue at Topsail Beach, NC
- 7/24/22 USAMU soldiers claim several wins at high power rifle championships in NC
- 7/31/22 NCNG helps lead Cyber Shield 2022, the DoD's largest unclassified cyber defense exercise
- 8/07/22 16th Military Police Brigade named best squad
- 8/14/22 Ft. Bragg welcomes familiar face as new garrison commander
- 8/21/22 Capt. Charles Varsogea assumes command of Naval Chaplaincy School
- 8/28/22 One US Army Reserve soldier killed, nine injured in lightning strike
- 9/04/22 Center for information warfare training conducts change of command
- 9/11/22 Capt. Werner returns from training, bids farewell to LRD
- 9/18/22 Cherry Point sailors sharpen battlefield medicine skills
- 9/25/22 Military, civilian first responders execute Northern Strike pre-accident plan rehearsal

7/03/22	Treats & weight gain
7/04/22	Young pets
7/10/22	Baseline tests
7/11/22	Pet tags
7/17/22	Training to be a vet
7/18/22	Toxoplasmosis
7/24/22	If your dog is bitten
7/25/22	Swallowing an object
7/31/22	Muzzling your pet
8/01/22	Dental care for cats
8/07/22	Kidney disease
8/08/22	New baby & pets
8/14/22	UTIs
8/15/22	Seniors & pets
8/21/22	Reading cat body language
8/22/22	The importance of bees
8/28/22	Hypnotherapy
8/29/22	Therapy dogs
9/04/22	Requirements for therapy dogs
9/05/22	Osteoarthritis
9/11/22	Being skunked
9/12/22	Leptodpirosis
9/18/22	Encourage your cat to eat
9/19/22	Keeping your pet healthy
9/25/22	Mushroom toxicity
9/26/22	Molecular hypertermia treatment

7/03/22	The importance of bacteria
7/10/22	Tsunamis
7/17/22	Ash blast
7/24/22	Sea change
7/31/22	Phosphorous, part 1
8/07/22	Phosphorous, part 2
8/14/22	Watering the air
8/21/22	Lunging fish
8/28/22	Sleep
9/04/22	Penguins
9/11/22	Pepper
9/18/22	Making things disappear
9/25/22	Math for animals

## **EARTH DATE**

*(July - September, 2022)*

7/03/22	More valuable than gold
7/10/22	Monsoon rains
7/17/22	Cloudy with a chance of bugs
7/24/22	White Sands footprints
7/31/22	Powerful pot ash
8/07/22	It's always oyster season
8/14/22	Water conservation
8/21/22	Making a 200,000-year-old bed
8/28/22	Depleting the Ogallala aquifer
9/04/22	Fantastic ferns
9/11/22	Ferns get social
9/18/22	Super cool cities
9/25/22	DNA out of thin air

- 7/03/22 Tips for a good job interview
- 7/10/22 Title lock
- 7/17/22 Discipline in handling finances
- 7/24/22 What is the "out the door" price?
- 7/31/22 The "buy now, pay later" trap
- 8/07/22 Shrinkflation
- 8/14/22 Control your spending
- 8/21/22 Want to be financially free?
- 8/28/22 Family banks
- 9/04/22 Escape credit card debt
- 9/11/22 Inheriting a houseful of stuff
- 9/18/22 Three rules for borrowing
- 9/25/22 Recession-proof your job

7/03/22	Stuart Ray	What are the limitations of Covid-19 tests?
7/10/22	Stuart Ray	Monoclonal antibodies are being developed in new ways to treat C-19
7/17/22	William Nelson	A new treatment seems to help 100% of people with a type of colorectal cancer
7/24/22	Seth Martin	Can apps improve outcomes for people with heart disease & other chronic diseases?
7/31/22	Arturo Casadevall	Whatever happened to convalescent plasma to treat C-19?
8/07/22	Seth Martin	You may soon be hearing a new term to assess your heart disease risk
8/14/22	Eric Strain	Fragmented health care may be a big reason why treatment for substance use disorders doesn't work
8/21/22	William Nelson	Can a very successful treatment for some cancers result in heart problems?
8/28/22	Amesh Adalja	Do you need to worry about catching monkeypox?
9/04/22	Seth Martin	How easy is it to substitute for salt in your diet?
9/11/22	Sheela Magge	Type 2 diabetes is happening more frequently in children
9/18/22	Sheela Magge	Some kids are more at risk than others when it comes to developing Type 2 diabetes
9/25/22	Alex Pantelyat	Can music help people with movement disorders like Parkinson's disease?

## CONSUMER TIME

*(July - September, 2022)*

7/03/22	Gary Crawford, Meredith Carothers	Handwashing is the most neglected July 4th cookout food safety practice
7/10/22	Gary Crawford, Dr. Maureen Frank	Close encounters of the reptile kind
7/17/22	Gary Crawford, Barbara Stockebrand	Many phone & online scammers targeting older Americans
7/24/22	Rod Bain, Terri Billeisen	Turf grass care to keep pollinator habitat thriving
7/31/22	Gary Crawford, Barbara Stockebrand	How to scam the scammers
8/07/22	Gary Crawford, Arondo Holmes, Karen Blakeslee	Why coffee is a hot commodity again
8/14/22	Gary Crawford, Charles Barden	Your trees & this summer's heat waves & drought
8/21/22	Gary Crawford, Meredith Carothers	How to pack a safe "brown bag" school lunch for your child
8/28/22	Gary Crawford, Meredith Carothers	Food safety tips for late summer/Labor Day outdoor grilling
9/04/22	Gary Crawford, Barbara Stockebrand	Phone scammers
9/11/22	Gary Crawford, Matt MacLachland	Rate of food price increases expected to slow for rest of 2022
9/18/22	Gary Crawford, Meredith Carothers	Safe grilling at that tailgate party
9/25/22	Gary Crawford, Wark Upham	Giving your houseplants some special fall care

## AG UPDATE

*(July - September, 2022)*

7/03/22	Rod Bain, Scott Marlow	Deadline nears for crop acreage reporting
7/10/22	Rod Bain, Jim Salfer	What makes dairy operators successful?
7/17/22	Rod Bain, Sylvie Brouder, Benjamin Houlton, Ali Fares	Climate smart research & ag resiliency
7/24/22	Gary Crawford, Mark Jekanowski	Market outlook for wheat, corn, & soybeans
7/31/22	Rod Bain, Zach Ducheneaux	Time to nominate FSA county committee members
8/07/22	Rod Bain, Terry Crosby	Trying out conservation innovation on the farm level
8/14/22	Rod Bain, Audrey Comerford	Challenges to consider for agritourism operators
8/21/22	Rod Bain, Andy Green	Explaining how poultry grower contracting & compensation works
8/28/22	Rod Bain, Tom Vilsack	An initiative to help farmers transitioning into organic production
9/04/22	Rod Bain, Kelly McAdam	Legal considerations for beginning farmers as they start
9/11/22	Rod Bain, Zach Ducheneaux	What are the reasons for addressing heirs' property issues?
9/18/22	Rod Bain, Dan Neenan	Protecting agriculture's future through farm safety & health
9/25/22	Rod Bain, Tom Vilsack	Examples of climate smart commodities pilot projects

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

*(July - September, 2022)*

7/03/22	Hummingbird flower power
7/10/22	Succulents
7/17/22	Lawn care persona
7/24/22	Landscape bedlines
7/31/22	Smart pest control
8/07/22	Simple hanging baskets
8/14/22	Your ideal garden
8/21/22	What's your compost style?
8/28/22	Shasta daisy
9/04/22	Combining garden color
9/11/22	Edible ornamentals
9/18/22	Goldenrod
9/25/22	Amaranth in the garden

## SPECIAL BROADCASTS / COMMUNITY EVENTS

*(July - September, 2022)*

- August 18, 2022 WCKB aired a live interview with Kevin Moore of the Dunn Police Department, concerning the upcoming local National Night Out event. The interview aired from 12n - 12:20pm.
- September 12, 2022 WCKB aired a live interview with Sheviell Harmon of the Erwin Area Chamber of Commerce. She talked about the upcoming Erwin Denim Days Celebration. The interview aired from 12:05pm - 12:25pm.
- September 14, 2022 WCKB aired a live interview with Christy Bullock of the Dunn Area Tourism Authority. She discussed the upcoming Cotton Festival and other local events. The interview aired from 12:25pm - 12:45pm.
- September 15, 2022 WCKB aired a live interview with Tricia Bristow of the Coats Area Chamber of Commerce. She reviewed upcoming events during the Coats Farmers Day celebration. The interview aired from 12n - 12:20pm.
- September 20, 2022 WCKB aired a live interview with Billy Roach of the Dunn Shrine Club. He talked about the annual Shrine Club Fish Fry, benefitting Shriners Hospitals for Children. The interview aired from 8:45am - 9:00am.