

WCKB 780-AM

ISSUES / PROGRAMS

July, August, and September, 2018

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.
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 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. 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 information on issues faced by home schooling families.
P--WCKB aired "Classical Conversations in Homeschooling," provided by Classical Conversations, each Sunday at 7:28am. A topic listing is attached.
8. 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 2:30 minute feature aired each Sunday at 10:42am.
9. 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 10:45am and each Monday at 12:50pm. A topic listing is attached.

10. 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 10:46am. 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 10:47am each Sunday. A topic listing is attached.
11. 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 10:49am. A topic listing is attached.
12. 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.
13. 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.
14. 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.
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, 2018)

7/01/18	Brenda Brown	SS is a source of independence for millions
7/08/18	*****	Access SS's educator tool kit
7/15/18	*****	Monitoring your earnings record can really pay off
7/22/18	*****	10 powerful ways to use SS online
7/28/18	*****	SS is here for people like you
8/07/18	*****	You'll feel like you're on vacation with how easy this is
8/14/18	*****	SS when you are self-employed
8/21/18	*****	We know what matters--it's you
8/28/18	*****	Working while disabled--SS can help
9/04/18	*****	If you are young & lose a parent
9/11/18	*****	SS celebrates Hispanic Heritage Month
9/18/18	*****	Don't be misled by false Medicare or SS ads
9/25/18	*****	How SS defines disability

ELDER CARE MADE EASIER
Dr. Marion Somers

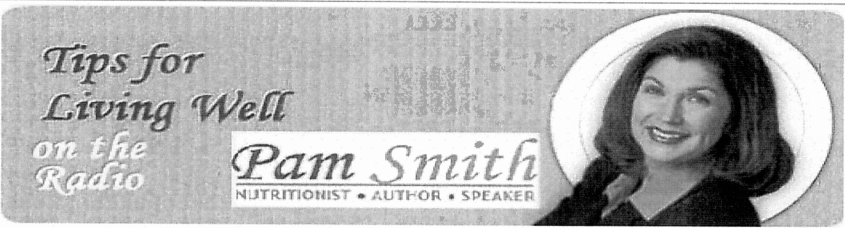
(July - September, 2018)

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|---------|-----------------------|
| 7/04/18 | Credit card debt |
| 7/11/18 | A few travel tips |
| 7/18/18 | Document a life story |
| 7/25/18 | Change habits |
| 8/01/18 | The skin |
| 8/08/18 | Improved sleep |
| 8/15/18 | Sunlight |
| 8/22/18 | The power of art |
| 8/29/18 | Movie night |
| 9/05/18 | Honoring our veterans |
| 9/11/18 | The power of smell |
| 9/18/18 | Gardening |
| 9/25/18 | Small animals |

HEALTH DEPARTMENT REPORT

(July - September, 2018)

7/05/18	Belinda Rayner	Managing diabetes in the summer heat
7/12/18	*****	Make health a family reunion affair
7/19/18	*****	Homemade ice cream--the scoop on salmonella
7/26/18	*****	Home canning
8/02/18	Erin Brown	August is National Immunization Awareness Month
8/09/18	*****	Tip & toss to help control mosquito population
8/16/18	*****	Mind your meds
8/23/18	*****	Keep your cool in hot weather
8/30/18	*****	What to ask your doctor before taking opioids
9/06/18	Belinda Rayner	National Cholesterol Education Month
9/13/18	*****	Food Safety Month
9/20/18	*****	Child Passenger Safety Week
9/27/18	*****	Take steps to prevent Type 2 diabetes



Sixty Second Daily Radio Programs
July 2018 Tracksheet

Date	Day	Title	Time
7/2/18	Mon	Hot Flash!	:60
7/3/18	Tue	Don't Starve Yourself	:60
7/4/18	Wed	Out of Gas	:60
7/5/18	Thur	How Does Your Garden Grow	:60
7/6/18	Fri	Smart Weight Loss	:60
7/9/18	Mon	A Hard Day's Night	:60
7/10/18	Tue	Raisin-Apple Oatmeal	:60
7/11/18	Wed	A Color Story	:60
7/12/18	Thur	The High Price of Diets	:60
7/13/18	Fri	Accept Procrastination, Sometimes	:60
7/16/18	Mon	The Four Letter Word	:60
7/17/18	Tue	Breakfast Lotto	:60
7/18/18	Wed	Tips for the Road Warrior	:60
7/19/18	Thur	Food Safety	:60
7/20/18	Fri	The Pregnant Father	:60
7/23/18	Mon	Love Potion	:60
7/24/18	Tue	The Best Exercise for You	:60
7/25/18	Wed	Diets Make You Fat-II	:60
7/26/18	Thur	Morning Sickness	:60
7/27/18	Fri	Losing at the Diet Game	:60
7/30/18	Mon	Come and Dine	:60
7/31/18	Tue	Habits	:60

For Radio Clearance, contact Nicole Ramsland
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 2018 Tracksheet

Date	Day	Title	Time
8/1/18	Wed	The Water Advantage	:60
8/2/18	Thur	Dispelling Myths About Dieting	:60
8/3/18	Fri	Beating the Tiredness Trap	:60
8/6/18	Mon	Buffet Bulge	:60
8/7/18	Tue	Heading off Diabetes	:60
8/8/18	Wed	Memory Fixes	:60
8/9/18	Thur	The High Protein Myth	:60
8/10/18	Fri	Don't Lose It- Use It!	:60
8/13/18	Mon	The Importance of Iron	:60
8/14/18	Tue	Nutrition Capsules?	:60
8/15/18	Wed	The Pay-Later Penalty	:60
8/16/18	Thur	Stabilize Your Blood Sugars	:60
8/17/18	Fri	Chicken Soup	:60
8/20/18	Mon	Dying for Energy	:60
8/21/18	Tue	Feeding Your Young Athlete	:60
8/22/18	Wed	Take Charge of Your Appetite	:60
8/23/18	Thur	The Truth Sets You Free	:60
8/24/18	Fri	Pasta: Brown Gold	:60
8/27/18	Mon	A Sweet Soda	:60
8/28/18	Tue	Your Football Soccer Tennis Athlete	:60
8/29/18	Wed	Calling a Truce to Food Wars	:60
8/30/18	Thur	Starved for Flavor	:60
8/31/18	Fri	Salt: Don't Pass It On!	:60

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*Tips for
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Sixty Second Daily Radio Programs
September 2018 Tracksheet

Date	Day	Title	Time
9/3/18	Mon	Salt: Don't Pass It On!	:60
9/4/18	Tue	Nutrition Martyrdom	:60
9/5/18	Wed	Taming the Appetite Monster	:60
9/6/18	Thur	The Positive Side of Nutrition	:60
9/7/18	Fri	F-I-T-T Exercise Guide	:60
9/10/18	Mon	Clean Plate Club Dropouts	:60
9/11/18	Tue	Walking: A Fitness Alternative	:60
9/12/18	Wed	What's Eating You?	:60
9/13/18	Thur	Build Better Brainpower	:60
9/14/18	Fri	Liquid Snacks?	:60
9/17/18	Mon	Living Better Longer	:60
9/18/18	Tue	Powering Work-outs	:60
9/19/18	Wed	Snacks vs. Sleep	:60
9/20/18	Thur	Healthy Steaming	:60
9/21/18	Fri	Fall Harvest	:60
9/24/18	Mon	Women and Heart Disease	:60
9/25/18	Tue	The Diet Generation	:60
9/26/18	Wed	Make Time for Sleep	:60
9/27/18	Thur	Overcoming Arsenic Hour-I	:60
9/28/18	Fri	Overcoming Arsenic Hour-II	:60

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COOPERATIVE EXTENSION SERVICE REPORT

(July - September, 2018)

7/06/18	Greg Honeycutt	How long will your food last if the power goes out?
7/13/18	*****	The sunshine vitamin
7/20/18	*****	4 tips for backyard barbecue safety
7/27/18	*****	Money saving tips for healthy meals
8/03/18	*****	How long will your food last if the power goes out?
8/10/18	*****	The sunshine vitamin
8/17/18	*****	4 tips for backyard barbecue safety
8/24/18	*****	Money saving tips for healthy meals
8/31/18	Bryan Parrish	Alfalfa
9/07/18	Greg Honeycutt	How long will your food last if the power goes out?
9/14/18	*****	The sunshine vitamin
9/21/18	*****	4 tips for backyard barbecue safety
9/28/18	Courtney Smith	Hurricane relief-recovery / food safety

CLASSICAL CONVERSATIONS ON HOMESCHOOLING
(Leigh Bortins)

(July - September, 2018)

- 7/01/18 Through the gates of splendor
- 7/08/18 How is education defined worldwide?
- 7/15/18 Where are Americans encouraging homeschooling?
- 7/22/18 Comparing American homeschoolers to other countries
- 7/29/18 Why are parents drawn to home education?
- 8/05/18 Graduate interview series-Amanda Alphs
- 8/12/18 Graduate interview series-James Sanford
- 8/19/18 Graduate interview series-Rebecca Leak
- 8/26/18 Graduate interview series-William Bortins
- 9/01/18 Graduate interview series-Elise Wiggins
- 9/09/18 Homeschool Legal Defense Association
- 9/16/18 What is the Principia?
- 9/23/18 Two reasons for Shakespeare
- 9/30/18 Top five reasons for math

MILITARY SPOTLIGHT

(July - September, 2018)

- 7/01/18 Army recruits experience Airborne Review
- 7/08/15 Hope Mills natives serves with the US Navy half a world away
- 7/15/18 Smithfield natives serves as "workhorse of the fleet"
- 7/22/18 Urban assault course builds morale
- 7/29/18 Captain creates community through choir
- 8/05/18 20th CBRNE Command soldiers compete for best warrior selection
- 8/12/18 New concrete canvas chronicles 407th AEG's history
- 8/19/18 82nd Airborne Division descends on Baltics
- 8/26/18 Oak Hill Sailors, 26th MEU, midshipmen renovate youth club
- 9/02/18 Water purification, lifeblood of QLLEX
- 9/09/18 335th Signal Command welcomes new commander
- 9/16/18 Paratrooper awarded Bronze Star Medal with Valor, 53 years after Operation Power Pack
- 9/23/18 659th conducts first divestment during Iraq deployment
- 9/30/18 NC National Guard welcomes new lieutenants of 2018 OCS Class 60 and Class 29 to its ranks

YOUR VET REPORT (*host: Nancy Shay*)

(July - September, 2018)

7/01/18	Find a fawn		
7/02/18	Bears & bird feeders		
7/08/18	Canine influenza		
7/09/18	Amazing things animals do		
7/15/18	Keeping pets cool in summer		
7/16/18	Fish tank care		
7/22/18	Barbecue & pancreatitis		
7/23/18	Bird care		
7/29/18	Grooming cats		
7/30/18	A dog's body language		
8/05/18	Reading cat body language		
8/06/18	Therapy dogs		
8/12/18	Being skunked		
8/13/18	Keeping your pet healthy		
8/19/18	Exercise based on dog breed		
8/20/18	Gerbils as pets		
8/26/18	Parrots as pets		
8/27/18	Hamsters as pets		
9/02/18	Poisonous plants to avoid		
9/03/18	Proper nutrition for goats		
9/09/18	Safe travel with pets		
9/10/18	Dangers of acorns		
9/16/18	Bathing pets		
9/17/18	Malassezia dermatitis		
9/23/18	Shedding		
9/24/18	Hairballs	9/30/18	Pheromone collars

SCIENCE MADE SIMPLE

(July - September, 2018)

7/01/18	Oldest place on Earth
7/08/18	Carnivorous plants
7/15/18	Creativity & science
7/22/18	Speed of light
7/29/18	Komodo dragon
8/05/18	Mathematicians--amazing things
8/12/18	Young scientists
8/19/18	Martian devil
8/26/18	A taste of chemistry
9/02/18	Sleep
9/09/18	Making things disappear
9/16/18	Words from the past
9/23/18	Dino dining
9/30/18	Planets & gymnastics

EARTH DATE

(July - September, 2018)

7/01/18	Hail, Zealandia
7/08/18	Fantastic beasts
7/15/18	Birth of a monster
7/22/18	The water cycle
7/29/18	Lightning safety
8/05/18	One-part harmony
8/12/18	World's tallest mountain
8/19/18	Rare earth elements
8/26/18	Human-induced earthquakes
9/02/18	Cloud microbes
9/09/18	The Mediterranean Desert
9/16/18	World's oldest water
9/23/18	El Nino
9/30/18	The first Americans

- 7/01/18 Meeting needs within the body of Christ
- 7/08/18 Indulgence or need?
- 7/15/18 All creation gives
- 7/22/18 God uses money to unify the body of Christ
- 7/29/18 The person God blesses
- 8/05/18 Using your surplus wisely
- 8/12/18 Keeping a heavenly focus
- 8/19/18 Job satisfaction
- 8/26/18 Investment apps
- 9/02/18 Submitting your will & wealth to God
- 9/09/18 Finding God's plan for retirement
- 9/16/18 Symptoms leading to divorce
- 9/23/18 A warning about indulgence
- 9/30/18 The source of financial worry

7/01/18	Seth Martin	Medical apps
7/08/18	Karen Swartz	Stress & suicide
7/15/18	Patricia Davidson	Nurses & surrogates
7/22/18	Richard Rothman	Sepsis treatment
7/29/18	Ted Dawson	Treating Parkinson's
8/05/18	Rab Razzak	Choosing a doctor
8/12/18	William Nelson	Brain cancer viral treatment
8/19/18	Patricia Davidson	Toxic isolation
8/26/18	Gabor Kelen	Epinephrine use
9/02/18	Eric Strain	Medicaid help
9/09/18	William Nelson	Understanding choice
9/16/18	Constantine Lyketsos	Alzheimer's cause
9/23/18	Constantine Lyketsos	Alzheimer's cause
9/30/18	Erin Michos	Who needs aspirin?

CONSUMER TIME*(July - September, 2018)*

7/01/18	Gary Crawford, Marianne Gravely	Fourth of July picnic goofs
7/08/18	Gary Crawford, Ann McCann	Vacationing with pets
7/15/18	Gary Crawford, Kayla Johnson	Want fresh raspberries? Grow them yourself
7/22/18	Gary Crawford, Susan Colbert	How much do you know about money matters? Probably not much
7/29/18	Rod Bain, Kathy Goins	Helping vulnerable seniors age smart
8/05/18	Stephanie Ho, Mike Ielmini	You can help the Forest Service spot invasive species
8/12/18	Rod Bain, Angela McCorkle	Back-to-school shopping considerations
8/19/18	Gary Crawford, Sandy Proctor	Packing your child's school lunch? Pack some nutrition in it
8/26/18	Gary Crawford, Carmen Rottenberg, Dr. Edgar Chambers IV, Karen Hamrick	Food thermometers--a hot topic
9/02/18	Gary Crawford, Marianne Gravely	A safe Labor Day weekend cookout/picnic
9/09/18	Rod Bain, Terry Messmer	Preventing wildlife attacks in the backyard
9/16/18	Rod Bain, Greg Ibach	Feeding programs beneficiaries of tariff disruption program
9/23/18	Gary Crawford, Carmen Rottenburg	Many of us ignore basic food safety practices in our kitchens
9/30/18	Gary Crawford, Mary Knapp, Brad Rippey	Folklore or fact? Can animals predict upcoming winter severity?

AG UPDATE*(July - September, 2018)*

7/01/18	Rod Bain, Ashley Wright	Keeping the backyard poultry cool this summer
7/08/18	Rod Bain, Bill Northey, Jim Bellmon, Gary Six, Darren Richardson, Crystal Klein	A ground-level view of farm production & conservation
7/15/18	Rod Bain, Daren Mueller	Farm level issues & considerations for producers
7/22/18	Rod Bain, Seth Meyer	Tariffs don't wipe out US ag export opportunities
7/29/18	Gary Crawford, Ted McKinney	Latest trade mission points way to more exports
8/05/18	Rod Bain, Martin Lowenfish	Extending the initiative on water quality improvements
8/12/18	Gary Crawford, Daniel Prager	Many farm operations are losing money...or are they?
8/19/18	Rod Bain, Warren Preston	A snapshot of farm economic 4-1-1
8/26/18	Rod Bain, Klaus Kellner, Russell Castro, Arnaud LeRoux	A cross-ocean exchange of conservation approaches
9/02/18	Rod Bain, Martin Barbre	The FCIC connection with crop insurance development
9/09/18	Gary Crawford, Rob Johansson	US ag export prospects showing improvement
9/16/18	Gary Crawford, Rob Johansson	USDA farm income forecast confirms what farmers already know
9/23/18	Rod Bain, Pam Pollard	The silver lining of Hurricane Matthew?
9/30/18	Rod Bain, Sonny Perdue	USDA gamut of Florence-related aid & assistance

SPECIAL BROADCASTS / COMMUNITY EVENTS

(July - September, 2018)

- July 11, 2018 WCKB aired a live interview with Tricia Bristow of the Coats Area Chamber of Commerce. She talked about the upcoming Harvest Pageant, part of the annual Coats Farmers Festival. The interview aired from 12:00n - 12:15pm.
- July 25, 2018 WCKB aired a live interview with Lee Ann Bernard, director, and Patsy Castellano, choreographer, about Harnett Regional Theatre's Summer Workshop and its upcoming production of "Disney's Lion King Jr." The interview aired from 12n - 12:20pm.
- September 5, 2018 WCKB aired a live interview with Phil Addison, executive director of the Lillington Area Chamber of Commerce, and Carolyn Cox, executive director of the Harnett Food Pantry. They discussed the upcoming Cape Fear Fest and the collection challenge to benefit the food pantry. The interview aired from 12n - 12:20pm.
- September 12, 2018 WCKB aired a live interview with Harnett County Sheriff Wayne Coats, who shared safety and preparation information in advance of Hurricane Florence. The interview aired from 12n - 12:15pm.
- September 24, 2018 WCKB aired a live interview with Phil Addison, executive director of the Lillington Area Chamber of Commerce, and Carolyn Cox, executive director of the Harnett Food Pantry. They talked about the cancellation of the Cape Fear Fest, the changes to the collection challenge to benefit the food pantry, and local hurricane recovery and assistance efforts. The interview aired from 12n - 12:30pm.
- September 27, 2018 WCKB aired a live interview with Eleni Kelly, administrative assistant with the Erwin Area Chamber of Commerce, discussing the upcoming Denim Days Festival. The interview aired from 12n - 12:20pm.