

# WCKB 780-AM

## ISSUES / PROGRAMS

*July, August and September, 2008*

1. I--Listeners wanted information about area job openings.  
P--WCKB aired a 5 minute report of local job listings, provided by the Dunn office 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 "James Dobson Family Minute," a 1 minute report provided by Focus on the Family, Monday through Friday at 1:30pm. A topic listing is attached.
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 7:27am. A topic listing is attached.
8. I--Listeners wanted information on statewide employment trends and available services.  
P--WCKB aired a 1 minute report provided by the North Carolina Employment Security Commission each Sunday at 10:47am. A topic listing is attached.
9. 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 10:47am. A topic listing is attached.
10. I--Listeners wanted current information on medical research and recommendations.  
P--WCKB aired a report from "Johns Hopkins Health Newsfeed", each Sunday at 10:51am.  
A topic listing is attached.
11. 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.

12. 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.
  
13. I--Listeners expected station participation in local charities and events.  
P--WCKB aired remote broadcasts and special interviews, and participated in several events. A list of these events and broadcasts is attached.

**SOCIAL SECURITY REPORT** *(July - September, 2008)*

7/01/08	Shiryl Evans	Q & A: Disability / SSI / Medicare
7/08/08	.....	Q & A: Disability / SSI / Medicare
7/15/08	.....	Estimate your future SS benefits
7/22/08	.....	Plan ahead for emergencies with direct deposit
7/29/08	.....	Be sure to get your statement
8/05/08	.....	Check out the new look of the SS home page
8/12/08	.....	Q & A: General / Retirement
8/19/08	.....	Q & A: Disability / SSI / Medicare
8/26/08	.....	Trying to decide when to retire? Make an informed decision.
9/02/08	.....	Online information for human resource managers
9/09/08	.....	Turning 18 & getting SS? Turn in your form.
9/16/08	.....	America's #1 protection program
9/23/08	.....	Q & A: General / Retirement / Disability
9/30/08	.....	Q & A: SSI / Medicare

**COUNCIL ON AGING REPORT**

*(July - September, 2008)*

7/02/08	Kimberly Tilghman	Fans
7/09/08	*****	Still waiting for stimulus cash

**ELDER CARE MADE EASIER**  
Dr. Marion Somers

*(July-September, 2008)*

- 9/03/08      Safety issues
- 9/10/08     Hiring an aide
- 9/17/08     Early signs of dementia
- 9/24/08     Legal papers

**HEALTH DEPARTMENT REPORT**

*(July - September, 2008)*

7/03/08	Denise Newkirk	Celebrate safely & prevent fireworks injuries
7/10/08	.....	Barbecue & food safety
7/17/08	.....	WIC makes a healthy difference
7/24/08	.....	Hot cars & kids are a deadly combination
7/31/08	.....	Hot cars & kids are a deadly combination
8/07/08	.....	Eating smart when eating out, part 1
8/14/08	.....	Eating smart when eating out, part 2
8/21/08	.....	The 5 P's of making change
8/28/08	.....	Are you on track?
9/07/08	.....	Beware the kids' meals
9/14/08	.....	Immunization requirements for 2008-09 school year
9/21/08	.....	Assuring catered foods are safe
9/28/08	.....	Brush up on healthy teeth

**COOPERATIVE EXTENSION SERVICE REPORT**

*(July - September, 2008)*

7/04/08	Gary Pierce	Tick Diseases
7/11/08	Alice Thomas	Child care choices
7/18/08	Gary Pierce	Tick Diseases
7/25/08	Kittrane Sanders	Preparing for emergencies
8/01/08	Emily Worrell	Prenatal care
8/08/08	Debbie Byrd	Reducing teen pregnancy by talking with your daughter
8/15/08	.....	Encouraging your kids to wait to have sex
8/22/08	.....	How to say no to sex
8/29/08	Kittrane Sanders	Preparing for emergencies
9/05/08	Melanie Graham	Literacy
9/12/08	.....	Block play
9/19/08	.....	Block Fest
9/25/08	.....	Block Fest



**BRIARGATE.<sup>®</sup>**  
**MEDIA**

P.O. Box 998  
Colorado Springs, CO 80901  
Phone: (719) 531-3300 Fax: (719) 531-3302

# TRACK SHEET

July 2008  
63 TRACKS



Track

**INDEPENDENCE DAY Spots**

- 1 Independence Means Dependence (:30)
- 2 Heroes Proved (:60)
- 3 George Washington (:60)
- 4 Thomas Jefferson (:60)
- 5 Song of Freedom (:60)

**IMAGE Spot (:60)**

- 6 Dave Ramsey Endorsement

**"FOCUS ON THE FAMILY" Generic (:30)**

- 7 Coach Cupid

**"FOCUS ON THE FAMILY WEEKEND MAGAZINE" Generic (:30)**

- 8 It Renews Us--I

**"FAMILY NEWS IN FOCUS" Generic (:30)**

- 9 Fresh News

**"PLUGGED IN MOVIE REVIEWS" Generic (:30)**

- 10 Goobers

**"ADVENTURES IN ODYSSEY" Generic (:60)**

- 11 Revolutionary

**"ADVENTURES IN ODYSSEY" Weekly Promos (:30 each)**

- 12 July 5/6 The Imagination Station - I
- 13 July 12/13 The Imagination Station - II
- 14 July 19/20 First Love
- 15 July 26/27 Someone to Watch Over Me

**"ADVENTURES IN ODYSSEY" Weekly Promos (:30 each)**

- 16 July 1 The Day Independence Came
- 17 July 2 The Midnight Ride
- 18 July 3 By Dawn's Early Light
- 19 July 4 The War Hero

- 20 July 7 Not One of Us
- 21 July 8 Bernard & Joseph - I
- 22 July 9 Bernard & Joseph - II
- 23 July 10 Cousin Albert
- 24 July 11 Melanie's Diary

- 25 July 14 The Vow
- 26 July 15 Over the Airwaves
- 27 July 16 Train Ride
- 28 July 17 Muckraker
- 29 July 18 BTU: Envy

- 30 July 21 The Second Coming
- 31 July 22 Emotional Baggage
- 32 July 23 Where There's a Will...
- 33 July 24 Isaac the Procrastinator
- 34 July 25 Home is Where the Hurt Is

- 35 July 28 And the Last Shall be First
- 36 July 29 The Meaning of Sacrifice
- 37 July 30 Mayor for a Day
- 38 July 31 Coming of Age



**"JAMES DOBSON FAMILY MINUTE" Generics (:30 each)**

- 39 Minute Man - I
- 40 Minute Man - II

**"JAMES DOBSON FAMILY MINUTE" Features (:60 each)**

- 41 July 1 Commitment is Foundational
- 42 July 2 Signs of Being Bullied
- 43 July 3 God's Fingerprints
- 44 July 4 God and Country

**Healthy Commitment**

- 45 July 7 Cain Kills Abel
- 46 July 8 God is Still There
- 47 July 9 Flea From Immorality
- 48 July 10 Do the Best You Can

**Role Model**

- 50 July 14 Ministering to Ministers
- 51 July 15 Hope for an Unsaved Spouse
- 52 July 16 The Idea of Diversity
- 53 July 17 Spiritual Warfare at Home
- 54 July 18 We All Have Needs

**Love and Respect**

- 55 July 21 They're Thinking About It
- 56 July 22 Soccer Moms
- 57 July 23 Singles
- 58 July 24 Rules of the Game
- 59 July 25 Spiritual Leaders at Home

**Time to Communicate**

- 60 July 28 Single Parents Survive
- 61 July 29
- 62 July 30
- 63 July 31

Dr. James Dobson & Dr. Bill Maier  
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# TRACK SHEET

August 2008  
60 TRACKS



**Track**

**BACK TO SCHOOL VIGNETTES (:60 each)**

- 1 Precious Gems
- 2 Talking to Learn
- 3 What's the Point?

**CELEBRITY ENDORSEMENT SPOTS (:30 each)**

- 4 Rebecca St. James Endorsement
- 5 Dave Ramsey Endorsement

**IMAGE SPOT (:60)**

- 6 Lindsey, the Great

**"FOCUS ON THE FAMILY" Generic (:30)**

- 7 Breakfast Mutterings

**"FOCUS ON THE FAMILY WEEKEND MAGAZINE" Generic (:30)**

- 8 Insightful, Timely, Trusted

**"FAMILY NEWS IN FOCUS" Generic Liner (:13)**

- 9 Back to School

**"PLUGGED IN MOVIE REVIEWS" Generic (:60)**

- 10 Role Modeling

**"ADVENTURES IN ODYSSEY" Generic (:60)**

- 11 A Beginning, a Middle and an End

**"ADVENTURES IN ODYSSEY" Weekly Promos (:30 each)**

- 12 August 2/3 Mortal Coil - I
- 13 August 9/10 Mortal Coil - II
- 14 August 16/17 It is Well
- 15 August 23/24 Gone ...
- 16 August 30/31 But Not Forgotten

**"ADVENTURES IN ODYSSEY" Daily Promos (:30 each)**

- 17 August 1 Last in a Long Line
- 18 August 4 Waylaid in the Windy City - I
- 19 August 5 Waylaid in the Windy City - II
- 20 August 6 A Day in the Life
- 21 August 7 The Homecoming
- 22 August 8 A Rathbone of Contention
- 23 August 11 Isaac the True Friend
- 24 August 12 Peacemaker
- 25 August 13 A Model Child
- 26 August 14 Sixties-Something
- 27 August 15 The Curse
- 28 August 18 Bernard & Esther - I
- 29 August 19 Bernard & Esther - II
- 30 August 20 Hold Up!
- 31 August 21 The Cross of Cories - I
- 32 August 22 The Cross of Cories - II
- 33 August 25 A Test for Robyn
- 34 August 26 Room Mates
- 35 August 27 You Gotta Be Wise
- 36 August 28 Isaac the Pure
- 37 August 29 It Takes Integrity



**Track**

**"JAMES DOBSON FAMILY MINUTE" Generics (:30 each)**

- 38 What Can You Do in a Minute?
- 39 Accept the Challenge

**"JAMES DOBSON FAMILY MINUTE" Features (:60 each)**

- |              |                                     |                                   |
|--------------|-------------------------------------|-----------------------------------|
| 40 August 1  | Ministry Misconception              | Dr. James Dobson & Dr. Bill Maier |
| 41 August 4  | A Mind of Their Own                 | Dr. James Dobson & Dr. Bill Maier |
| 42 August 5  | The Power of Adultery               | Dr. James Dobson & Dr. Bill Maier |
| 43 August 6  | Votel                               | Dr. James Dobson & Dr. Bill Maier |
| 44 August 7  | Body Image of Boys                  | Dr. James Dobson & Dr. Bill Maier |
| 45 August 8  | Care for Yourself                   | Dr. James Dobson & Dr. Bill Maier |
| 46 August 11 | The Ultimate Priority               | Dr. James Dobson & Dr. Bill Maier |
| 47 August 12 | Signs of Suicide                    | Dr. James Dobson & Dr. Bill Maier |
| 48 August 13 | Generous Givers                     | Dr. James Dobson & Dr. Bill Maier |
| 49 August 14 | God's Plan for Traditional Marriage | Dr. James Dobson & Dr. Bill Maier |
| 50 August 15 | Crazy Boyz                          | Dr. James Dobson & Dr. Bill Maier |
| 51 August 18 | Passage to Manhood                  | Dr. James Dobson & Dr. Bill Maier |
| 52 August 19 | Christians and Social Policy        | Dr. James Dobson & Dr. Bill Maier |
| 53 August 20 | It Depends                          | Dr. James Dobson & Dr. Bill Maier |
| 54 August 21 | Swimming Upstream                   | Dr. James Dobson & Dr. Bill Maier |
| 55 August 22 | Middle Age Health                   | Dr. James Dobson & Dr. Bill Maier |
| 56 August 25 | Fourth Grade Body Image             | Dr. James Dobson & Dr. Bill Maier |
| 57 August 26 | Silence Swearing                    | Dr. James Dobson & Dr. Bill Maier |
| 58 August 27 | Bullying                            | Dr. James Dobson & Dr. Bill Maier |
| 59 August 28 | Mentoring                           | Dr. James Dobson & Dr. Bill Maier |
| 60 August 29 | The Best Idea                       | Dr. James Dobson & Dr. Bill Maier |





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# TRACK SHEET

## September 2008

64 TRACKS

**FOCUS ON THE FAMILY**  
BROADCASTING

- Track**
- BACK TO SCHOOL Image Spots (:60 each)**
- Smart is Not Just I.Q.
  - The Parent-Teacher Conference
  - Celebrate Kids

- October is "CLERGY APPRECIATION MONTH" (:60 each)**
- Sheep Net
  - Salt
  - Stand up for Your Pastor

- CELEBRITY ENDORSEMENT SPOTS (:60 each)**
- Rebecca St. James Endorsement
  - Dave Ramsey Endorsement

- VOTE Image Spot (:30)**
- American Heritage - Dr. James Dobson

- "FOCUS ON THE FAMILY" Generic (:30)**
- What's Your Plan?

- "FOCUS ON THE FAMILY WEEKEND MAGAZINE" Generic (:30)**
- Race Track

- "FAMILY NEWS IN FOCUS" Generic (:30)**
- News is a Verb

- "PLUGGED IN MOVIE REVIEWS" Generic (:30)**
- Movie Loan

- "ADVENTURES IN ODYSSEY" Generic (:30)**
- What is the New Era?

- "ADVENTURES IN ODYSSEY" Weekly Promos (:30 each)**
- September 6/7 The Time Has Come
  - September 13/14 Clara
  - September 20/21 It's a Pokenberry Christmas - I
  - September 27/28 It's a Pokenberry Christmas - II

- "ADVENTURES IN ODYSSEY" Daily Promos (:30 each)**
- September 1 The Scales of Justice
  - September 2 Tales of Moderation
  - September 3 Isaac the Chivalrous
  - September 4 A Question of Loyalty
  - September 5 The Conscientious Cross-Guard

- September 8 An Act of Nobility
- September 9 The Courage to Stand
- September 10 No, Honestly!
- September 11 Moses, the Passover - I
- September 12 Moses, the Passover - II
- September 15 Modesty is the Best Policy
- September 16 A Tongue of Fire
- September 17 A License to Drive
- September 18 Father's Day
- September 19 Harlow Doyle, Private Eye



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- Track**
- September 22 The Midnight Ride
  - September 23 Treasure Hunt
  - September 24 The 'No' Factor
  - September 25 Feud for Thought
  - September 26 Fair-Weather Fans
  - September 29 Timmy's Cabin
  - September 30 Double Trouble

- "JAMES DOBSON FAMILY MINUTE" Generics (:30 each)**
- Flight Plan
  - In a James Dobson Minute

- "JAMES DOBSON FAMILY MINUTE" Features (:60 each)**
- September 1 More to a Fire
  - September 2 Too-Busy Parents
  - September 3 Adultery's Slippery Slope
  - September 4 Time to be Healthy
  - September 5 A Grandparent's First Priority

- September 8 Toilet Seat and Thermostats
- September 9 Only a Man
- September 10 School of Guilt
- September 11 Raising Kids With ADD
- September 12 Absence of Community

- September 15 Adult Kids Living at Home
- September 16 Intact Relationship
- September 17 Boys in School
- September 18 Vote!
- September 19 Core Marriage Issues

- September 22 Wonderful Womanhood
- September 23 That Glorious Day
- September 24 Talking Through Anger
- September 25 An Unfortunate Issue
- September 26 Male Leadership

- September 29 Kick Fights
- September 30 A Balanced Marriage

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- 7/06/08      How do we respond to contradictions?
- 7/13/08      Archeology in the classroom
- 7/20/08      Teach my student to read, write and play music?
- 7/27/08      Teaching style vs. learning style
- 8/03/08      Putting fun back in reading
- 8/10/08      Getting the family involved
- 8/17/08      Helping one another
- 8/24/08      Making a memorable mark
- 8/31/08      Rescuing your children from irresponsibility
- 9/07/08      The Parental Right Amendment
- 9/14/08      Protecting rights or changing laws?
- 9/21/08      When Johnny can't count
- 9/28/08      Get some autumn air

NC EMPLOYMENT SECURITY COMMISSION REPORT

(July - September, 2008)

7/06/08	Harry Payne (ESC Chairman)	North Carolina Navigator
7/13/08	.....	Alternative Trade Adjustment Assistance
7/20/08	.....	Health Care Tax Credit
7/27/08	.....	SUTA Dumping
8/03/08	.....	ESC/Community College Partnership
8/10/08	.....	Uniformed Services Employment & Re-employment Rights Act
8/17/08	.....	Extended Benefits Program
8/24/08	.....	ESC/Community College Partnership
8/31/08	.....	Extended Benefits Program
9/07/08	.....	Workforce Investment Act
9/14/08	.....	ESC online services
9/21/08	.....	Work Opportunity Tax Credit
9/28/08	.....	Career Resource Centers

## "MY MONEY LIFE"

Chuck Bentley

*(July - September, 2008)*

- 7/06/08 Cutting your telephone landline
- 7/13/08 Saving money on groceries
- 7/20/08 Is a hybrid car a good choice?
- 7/27/08 Lessons to learn from Tim Russert
- 8/03/08 What not to say to a car dealer
- 8/10/08 Getting the okay to work from home
- 8/17/08 Student credit cards
- 8/24/08 More ways to stretch your gas mileage
- 8/31/08 Protecting your privacy when buying online
- 9/07/08 Why teach about money?
- 9/14/08 What's not covered by FDIC insurance?
- 9/21/08 Tips for savings procrastinators
- 9/28/08 Job search tips

7/06/08	Christopher Saudek	Foot ulcers
7/13/08	Sherita Golden	Diabetes & depression
7/20/08	Peter Kwiterovitch	Kids' cholesterol
7/27/08	Rafael Llinas	Strokes & anti-depressants
8/03/08	Rosalyn Juergens	Freezing tumors
8/10/08	Paul Talalay	Broccoli benefit
8/17/08	Lawrence Cheskin	Best diet?
8/24/08	Lawrence Cheskin	No exercise
8/31/08	Jennifer Wolff	Companion helps
9/07/08	Ben Park	Osteoporosis meds & breast cancer
9/14/08	Ben Park	No nausea
9/21/08	Anne Burke	Infant mortality
9/28/08	Elizabeth Ratchford	DVT

## CONSUMER TIME

*(July - September, 2008)*

7/06/08	Gary Crawford, Elaine Johannes	Technology trials & tribulations
7/13/08	Susan Carter, Harry Baumes, Hosein Shapouri	Gas prices hit workers hard
7/20/08	Gary Crawford, Jim Andrew, Glenn English	Conserve energy & save money
7/27/08	Susan Carter, Tracey Devinard, Lynn St. Claire, Velma Lakins	Renewed interest in local farmers markets
8/03/08	Gary Crawford, Ephriam Leibtag	Food price inflation may slow a little in 2009
8/10/08	Gary Crawford, Carol Young	Back to school on a budget
8/17/08	Gary Crawford, Charles Lee	Homeowners vs wildlife
8/24/08	Gary Crawford, Hudson Riehle, Annette Clauson	Eating out is big business & getting bigger
8/31/08	Gary Crawford, Sandy Proctor	School lunches--to bag or not to bag
9/07/08	Gary Crawford, Sandy Proctor	Packing a nutritious school lunch
9/14/08	Gary Crawford, Joel Greene, Ephriam Leibtag	Beef at record high prices with more to come
9/21/08	Gary Crawford, Karen Blakeslee	Tailgate parties & safe food
9/28/08	Gary Crawford, Karen Blakeslee	Expert answers some strange food questions

**AG UPDATE***(July - September, 2008)*

7/06/08	Rod Bain, John Johnson	Quality loss crop disaster payment signup underway
7/13/08	Gary Crawford, Steve Godlin, Edward Flanagan, Dr. Edward Knipling, Robert Edwards	Bee colony collapse affecting many farmers
7/20/08	Susan Carter, Greg Lardy, Becky Adcock	Caring for animals large or small during a flood
7/27/08	Gary Crawford, Gary Lucier	Tomato growers hit by more than salmonella situation
8/03/08	Rod Bain, Steve Evett	Time-temperature thresholds & water management
8/10/08	Rod Bain, Arlen Lancaster	Funding for two Farm Bill conservation programs now available
8/17/08	Rod Bain, Joe Glauber	Farmland values set record for 2008
8/24/08	Rod Bain, Kevin Barnes	Farm production expenditures hit a record high
8/31/08	Susan Carter, Paul Simons, Roberta Cook	US farmers expand produce operations into Mexico
9/07/08	Rod Bain, Lloyd Day	Getting retailers up to speed on country of origin labeling
9/14/08	Rod Bain, Eldon Gould	New & expanded biotech insurance endorsements for 2009
9/21/08	Susan Carter, Al Christopherson, Tom Dorr	Renewable energy efforts are stepped up
9/28/08	Susan Carter, Joe Glauber	September crop production overview



**SPECIAL BROADCASTS / COMMUNITY EVENTS**

*(July - September, 2008)*

August 5

WCKB broadcast live from the local National Night Out event from 5pm til 8pm. The event encouraged community watch programs and crime prevention.