

WCKB 780-AM

ISSUES / PROGRAMS

January, February, and March, 2024

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

(January - March, 2024)

1/02/24	SS's top web pages for 2024
1/09/24	SS & scam awareness
1/16/24	How providing race & ethnicity data helps all customers
1/23/24	Things to know when your child with disabilities turns 18 (part 1)
1/30/24	Things to know when your child with disabilities turns 18 (part 2)
2/06/24	Things to know when your child with disabilities turns 18 (part 3)
2/13/24	Learn about SS online
2/20/24	SS cards are safer at home
2/27/24	Do you need a new or replacement SS card? We're making it easier
3/05/24	SS improves customer experience ranking
3/12/24	How to spot a scam
3/19/24	Help someone you love apply for SS and more
3/26/24	SS celebrates Women's History Month
3/31/24	Slam the scam--how to spot government imposters

ELDER CARE MADE EASIER

Dr. Marion Somers

(January - March, 2024)

- 1/03/24 Handicapped elevators
- 1/10/24 Meditation
- 1/17/24 Volunteering
- 1/24/24 Humor therapy
- 1/31/24 Reminiscence therapy
- 2/07/24 Keeping meds straight
- 2/14/24 Teaching the computer
- 2/21/24 Ask your elder for help
- 2/28/24 Wish fulfillment
- 3/06/24 Brain exercises
- 3/13/24 Set goals
- 3/20/24 The mini-vacation
- 3/27/24 Get in touch with nature

HEALTH DEPARTMENT REPORT

(January - March, 2024)

1/04/24	Kayla Shamaly	Resolutions for a healthy new year
1/11/24	*****	Make 2024 your year to quit smoking
1/18/24	*****	Nat'l Healthy Weight Week
1/25/24	*****	Cervical Health Awareness Month
2/01/24	*****	Nationa; Wear Red Day
2/08/24	*****	Treat yourself to a mammogram this Valentine's Day
2/15/24	*****	American Heart Month
2/22/24	Jade Butcher	Heart health benefits of physical activity
2/29/24	Kayla Shamaly	National Children's Dental Health Month
3/07/24	*****	National Nutrition Month
3/14/24	*****	National Poison Prevention Week
3/21/24	*****	Diabetes Alert Day
3/28/24	*****	National Kidney Month

COOPERATIVE EXTENSION SERVICE REPORT

(January - March, 2024)

1/05/24	Zachary Parker	Soil sampling techniques
1/12/24	Zachary Parker	Soil sampling techniques
1/19/24	Max Knowles	Sample collection days
1/26/24	Brad Hardison	Ag Day 2024
2/02/24	Elizabeth Merrill	Why participate in 4-H programs?
2/09/24	Zachary Parker	Sampson County Ag Day
2/16/24	Sydney Knowles	American Heart Month
2/23/24	Brad Hardison	Ag Day 2024
3/01/24	Denise McIntyre	National Unplugging Day
3/08/24	James Hartsfield	Small Farms Week
3/15/24	Paul Gonzales	Lice
3/22/24	Brad Hardison	Ag Day 2024
3/29/24	Max Knowles	Permit renewal

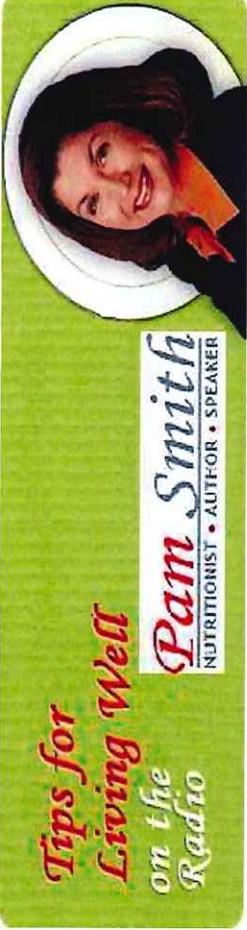


Sixty Second Daily Radio Programs

January 2024 Tracksheet

Date	Day	Title	Time
1/1/24	Mon	Workout Shoe Smarts	:60
1/2/24	Tues	Dieting Tips-II	:60
1/3/24	Wed	Workout Fatigue	:60
1/4/24	Thu	Snack Around the Clock	:60
1/5/24	Fri	Turn off the Tubel	:60
1/8/24	Mon	Cheese Apple Slices	:60
1/9/24	Tues	Cut the Fat	:60
1/10/24	Wed	Chicken Soup	:60
1/11/24	Thu	The Eating-Energy Connection	:60
1/12/24	Fri	Hormone Hurricanes	:60
1/15/24	Mon	The Ever Changing Grocery Store	:60
1/16/24	Tues	A Nutrition Quiz	:60
1/17/24	Wed	Olive Oil	:60
1/18/24	Thu	Eating the Smart Weigh	:60
1/19/24	Fri	Too Much Too Late	:60
1/22/24	Mon	The Love Ingredient	:60
1/23/24	Tues	The Wonder Ingredient	:60
1/24/24	Wed	Surgery Snap-Back	:60
1/25/24	Thu	A Basket of Youth	:60
1/26/24	Fri	The Breakfast Solution	:60
1/29/24	Mon	PMS Blues	:60
1/30/24	Tues	The True Breakfast of Champions	:60
1/31/24	Wed	An Immune Boosting Prescription	:60

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



Sixty Second Daily Radio Programs

February 2024 Tracksheet

Date	Day	Title	Time
2/1/24	Thu	Time or Energy?	:60
2/2/24	Fri	Cyberstress Roadblocks	:60
2/5/24	Mon	Take Time Out for Energy	:60
2/6/24	Tues	Rest for Energy	:60
2/7/24	Wed	Bad Mood Glue	:60
2/8/24	Thu	Juicing	:60
2/9/24	Fri	Family Table	:60
2/12/24	Mon	So Why Does Bread Make You Fat?	:60
2/13/24	Tues	Weekly Checkup	:60
2/14/24	Wed	The Perfect Lunch	:60
2/15/24	Thu	Breathe to Energize	:60
2/16/24	Fri	Fat: The Good, the Bad and the Very Confusing	:60
2/19/24	Mon	Hydration Helps	:60
2/20/24	Tues	Hot Flash Hiatus	:60
2/21/24	Wed	CFS	:60
2/22/24	Thu	More Water Please	:60
2/23/24	Fri	The Best News on the Exercise Front	:60
2/26/24	Mon	Feeding Your Workout	:60
2/27/24	Tues	Food Battles	:60
2/28/24	Wed	Drink Water to Energize	:60
2/29/24	Thu	Jump Start your Energy with Exercise	:60

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Sixty Second Daily Radio Programs

March 2024 Tracksheet

Date	Day	Title	Time
3/1/24	Fri	Quick Pick Fruit Tips-II	:60
3/4/24	Mon	Quick Energy Tips	:60
3/5/24	Tues	Turn on the Tunes	:60
3/6/24	Wed	Eat More, Weigh Less	:60
3/7/24	Thu	Fine Tune Your Workout	:60
3/8/24	Fri	Sleep Robbers	:60
3/11/24	Mon	After Lunch Blues	:60
3/12/24	Tues	Energize Through Exercise	:60
3/13/24	Wed	Just Breathe	:60
3/14/24	Thu	Go Fish	:60
3/15/24	Fri	Try Ninel	:60
3/18/24	Mon	Welcome Spring	:60
3/19/24	Tues	Purify the Air with Plants	:60
3/20/24	Wed	Sweet Sleep	:60
3/21/24	Thu	The Drink that Refreshes	:60
3/22/24	Fri	The Engine that was Energized	:60
3/25/24	Mon	Yogurt Fights Yeast	:60
3/26/24	Tues	Win with Calcium	:60
3/27/24	Wed	Cancer Fighter-I	:60
3/28/24	Thu	Cancer Fighter-II	:60
3/29/24	Fri	Workplace Snacking	:60

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MILITARY SPOTLIGHT

(January - March, 2024)

- 1/07/24 FRCE celebrates the season of giving with Toys for Tots
- 1/14/24 Ft. Liberty host NC high school students during Meet Your Army Day 2023
- 1/21/24 24th Marine Expeditionary Unit realistic urban training
- 1/28/24 FRCE leading organic manufacturing efforts across defense department
- 2/04/24 New blood bank capability enhances trauma care at WAMC
- 2/11/24 Liberty families find inclusivity through adaptive activities
- 2/18/24 Ft. Liberty CYS passes inspections with flying colors
- 2/25/24 Range operation employees receive awards during engineer symposium
- 3/03/24 2nd Marine Logistics Group unveils human performance center
- 3/10/24 Army surgeon general excited about Warrior Games 2024
- 3/17/24 Army emergency Relief campaign jumps into Fort Liberty
- 3/24/24 Puppies & Pi(e), a perfect combination of cute & delicious
- 3/31/24 2nd Network Battalion welcomes new sergeant major

1/01/24	Canine influenza
1/07/24	Hypertension in cats
1/08/24	Cats are living longer
1/14/24	Barking dogs
1/15/24	Owning a horse
1/21/24	Sugar glider
1/22/24	Cushing's disease
1/28/24	Our prolific cats
1/29/24	Trap, neuter & release programs
2/04/24	Shedding
2/05/24	Hairballs
2/11/24	Litter box training
2/12/24	The bloat
2/18/24	Diabetes
2/19/24	Declawing
2/25/24	Outdoor poisons
2/26/24	Carry-on baggage
3/03/24	Treats & weight gain
3/04/24	Young pets
3/10/24	Baseline tests
3/11/24	Pet tags
3/17/24	Training to be a vet
3/18/24	Toxoplasmosis
3/24/24	If your dog is bitten
3/25/24	Swallowing an object
3/31/24	Muzzling your pet

SCIENCE MADE SIMPLE

(January - March, 2024)

1/07/24	Microbes with music
1/14/24	Blood
1/21/24	Genes
1/28/24	The importance of bacteria
2/04/24	Tsunamis
2/11/24	Ash blast
2/18/24	Sea change
2/25/24	Phosphorous, part 1
3/03/24	Phosphorous, part 2
3/10/24	Watering the air
3/17/24	Lunging fish
3/24/24	Sleep
3/31/24	Penguins

EARTH DATE

(January - March, 2024)

1/07/24	Extreme nematodes
1/14/24	Fast-moving India
1/21/24	Rain shadow
1/28/24	Supersonic jets
2/04/24	We are stardust
2/11/24	Cities are sinking
2/18/24	Delicate T-Rex smile
2/25/24	Sinkholes
3/03/24	Bees of the seas
3/10/24	Great American eclipse II--April 8, 2024
3/17/24	Pi (π) is everywhere
3/24/24	Fish out of water
3/31/24	Secrets under ice

MY MONEY LIFE (Chuck Bentley)

(January - March, 2024)

- 1/07/24 Doom spending
- 1/14/24 Birthdays need not be costly
- 1/21/24 Girl math vs God's math
- 1/28/24 Helping adult children get a house
- 2/04/24 You need accountability
- 2/11/24 Protect your debit card
- 2/18/24 Budgeting for pets
- 2/25/24 Be financially free
- 3/03/24 Save with a plan
- 3/10/24 Financial freedom of used cars
- 3/17/24 Your identity is not in money
- 3/24/24 Aim to be good
- 3/31/24 Do you have life insurance?

1/07/24	William Nelson	A new strategy for treating bladder cancer seems to be bearing fruit
1/14/24	Halima Amjad	The term dementia refers to a number of different diseases
1/21/24	William Nelson	AI may help diagnose early pancreas cancer
1/28/24	Michael Fingerhood	Substances sold in gas stations & convenience stores are accelerating the drug overdose epidemic
2/04/24	William Nelson	Do self-sampling kits for cancer screening herald a new trend in medicine?
2/11/24	Michael Fingerhood	What is tianeptine & why should you avoid it?
2/18/24	William Nelson	How often is immunotherapy for cancer used shortly before death?
2/25/24	Mahadevappa Mahesh	Should you feel concerned if you see a radiation technician using a lead apron?
3/03/24	Michael Fingerhood	Why can't more physicians prescribe medicines to treat addiction?
3/10/24	Lolita Nidadavolu	Would sildenafil work to reduce Alzheimer's disease risk in women?
3/17/24	Andrew Huhn	Can your sleep patterns be making your sick?
3/24/24	William Nelson	Should cancers be named differently?
3/31/24	Robert Wood	Severe food allergies do not usually occur alone

CONSUMER TIME*(January - March, 2024)*

1/07/24	Gary Crawford, Amanda Woods	Addressing debt after holiday shopping
1/14/24	Gary Crawford, Dr. Karen Ensle	Are you keeping that resolution to exercise regularly? Probably not!
1/21/24	Gary Crawford, Dr. Susan Nelson	Still feel fat after the holiday? You pet may also be feeling fat
1/28/24	Gary Crawford, Dr. Dawn Fitzhugh	Dogs not immune from problems caused by severe winter weather
2/04/24	Gary Crawford, Drew Ricketts	Making your house & home less inviting to raccoons
2/11/24	Gary Crawford, Meredith Carothers	Under further review--Super Bowl party food safety practices
2/18/24	Gary Crawford, Barbara Stockebrand	If you are over 65, be alert--phone & online scammers are targeting you
2/25/24	Gary Crawford, Janae McNally	Identity theft--someone wants to be you
3/03/24	Gary Crawford, Megan Sweitzer	Low to moderate food price inflations expected for this year
3/10/24	Gary Crawford, Susie Latta	Finding a trustworthy & reliable tax preparer
3/17/24	Gary Crawford, Lauren Jones	The truth about instant tax refunds
3/24/24	Gary Crawford, Anne Effland	Springtime is bunny & egg time
3/31/24	Gary Crawford, Meredith Carothers	Think twice before eating those pretty Easter eggs

AG UPDATE*(January - March, 2024)*

1/07/24	Rod Bain, Zach Ducheneaux	Diverse service & programs illustrate FSA
1/14/24	Rod Bain, Jobe Young, Andy LaVigne, Michael Stranz, Josh Gackle	Farm Bill extensions & effects on farm group wish lists
1/21/24	Rod Bain, Seth Meyer	Trends in USDA January quarterly sales forecast
1/28/24	Rod Bain, Brad Rippey	Compelling cross of data in state stories
2/04/24	Rod Bain, Greg Frey	Tax considerations for farmers with forest land
2/11/24	Rod Bain, Brad Rippey	Highlights from end of January state stories
2/18/24	Rod Bain, Xochitl Torres Small	Online direct farm loan payment option available
2/25/24	Rod Bain, Joe Cooper	USDA ag baseline projections for coming decade
3/03/24	Rod Bain, Tom Vilsack	Illustrations of USDA Equity Commission recommendations
3/10/24	Rod Bain, Michael Regan, Tom Vilsack	Efforts to improve EPA-farmer relations
3/17/24	Rod Bain, Robert Bonnie	Details on latest general CRP sign up
3/24/24	Rod Bain, Stephen MacDonald	What's up? Several categories in US cotton balance sheet
3/31/24	Rod Bain, Tia McDonald	Sunsetting tax provisions & potential impacts to family farm households

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

(January - March, 2024)

1/07/24	Rice paper plant
1/14/24	Winter hawthorn
1/21/24	Temporary greenhouses
1/28/24	Nandina winter foliage
2/04/24	Winter bulbs
2/11/24	Saving gardening dollars
2/18/24	Planning for summer trouble
2/25/24	Top tomato tips
3/03/24	Early spring bedding plants
3/10/24	Container potting mix
3/17/24	Good bugs
3/24/24	Herbs in home gardens
3/31/24	Made in the shade

SPECIAL BROADCASTS / COMMUNITY EVENTS

(January - March, 2024)

- February 1, 2024 WCKB aired a live interview with Danny Mack Holland, board member of the State Annual Singing Convention. He shared information about the upcoming dinner concert fundraiser. The interview aired from 3:15pm - 3:25pm.
- February 22, 2024 WCKB aired a live interview with Sgt. Trae Hayes of the Dunn Police Department. He talked about the upcoming Police Department Special Olympics fundraiser and the Dunn Police Academy. The interview aired from 12:15pm - 12:30pm.
- March 14, 2024 WCKB aired a live interview with Earl House of the Erwin Lions Club. He talked about the upcoming fundraiser for the Boys & Girls Home of North Carolina in Lake Waccamaw and other club projects. The interview aired from 12n - 12:10pm.