

WCKB 780-AM

ISSUES / PROGRAMS

October, November, and December, 2023

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

(October - December, 2023)

- 10/03/23 Recognizing the needs of people on the autism spectrum & their families
- 10/10/23 SS expands outreach & access for SSI
- 10/17/23 How ssa.gov helps you
- 10/24/23 SS announces 3.2% benefit increase for 2024
- 10/31/23 Celebrating 88 years of SS
- 11/07/23 Minimizing the risk of financial abuse for people living with dementia
- 11/14/23 At home or on the go, SS is online
- 11/21/23 Save your place in line with mobile check-in express
- 11/28/23 Celebrating 80 years of the Rehabilitation Act
- 12/05/23 How business owners can make SS part of their retirement planning
- 12/12/23 Happy holidays from SS
- 12/19/23 SS Talks: Will SS be there when I retire? / Check the status of your SS claim online
- 12/26/23 SS benefits increase in 2024

ELDER CARE MADE EASIER

Dr. Marion Somers

(October - December, 2023)

10/04/23	E-mail & the computer
10/11/23	Pets
10/18/23	Know your elder
10/25/23	Construction
11/01/23	Hospice
11/08/23	Warning signs
11/15/23	Alternative therapies
11/22/23	Elder care forms
11/29/23	By the numbers
12/06/23	Take inventory
12/13/23	Reverse mortgage
12/20/23	Elder housing staff
12/27/23	Cars, trucks & SUVs

HEALTH DEPARTMENT REPORT

(October - December, 2023)

10/05/23	Kayla Shamaly	Breast Cancer Awareness Month
10/12/23	SIDS Awareness Month
10/19/23	National Protect Your Hearing Month
10/26/23	Enjoy a healthy & happy Halloween
11/02/23	National Diabetes Month
11/09/23	The Great American Smoke Out
11/16/23	Thanksgiving food safety
11/23/23	Antibiotics Awareness Week
11/30/23	Avoid holiday weight gains
12/07/23	National Hand Washing Awareness Week
12/14/23	Balancing holiday stress
12/21/23	Say no to raw dough
12/28/23	Stop the spread

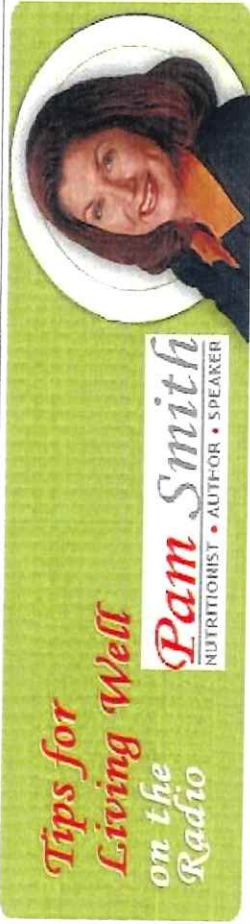


Sixty Second Daily Radio Programs

October 2023 Tracksheet

Date	Day	Title	Time
10/2/23	Mon	Sugar Roller Coaster Rides	:60
10/3/23	Tues	Osteoporosis	:60
10/4/23	Wed	Iron Poor Blood	:60
10/5/23	Thu	Sweet Alternatives	:60
10/6/23	Fri	Sweet Tooth	:60
10/9/23	Mon	Overcoming Setbacks	:60
10/10/23	Tues	The Ten Worst Foods-I	:60
10/11/23	Wed	The Ten Worst Foods-II	:60
10/12/23	Thu	Boosting HDL's	:60
10/13/23	Fri	The Fast Food Option	:60
10/16/23	Mon	Tasty Vinaigrettes	:60
10/17/23	Tues	Living Longer Better	:60
10/18/23	Wed	Marvelous Muffins	:60
10/19/23	Thu	Forgive to Live	:60
10/20/23	Fri	Calories are Not the Enemy!	:60
10/23/23	Mon	Magnesium Magic	:60
10/24/23	Tues	Peak Performance Traveling	:60
10/25/23	Wed	Wonderful Fish	:60
10/26/23	Thu	Whole Wheat or Rye?	:60
10/27/23	Fri	Energizing Decluttering	:60
10/30/23	Mon	America's Newest Nicotine?	:60
10/31/23	Tues	Energy to Sniff	: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

November 2023 Tracksheet

Date	Day	Title	Time
11/1/23	Wed	Holiday Menu Make-Overs	:60
11/2/23	Thu	Are You Stress Sick?	:60
11/3/23	Fri	Starving for Nutrition	:60
11/6/23	Mon	Natural isn't Always Safe	:60
11/7/23	Tues	Exercise Motivation	:60
11/8/23	Wed	The Top Six	:60
11/9/23	Thu	Holiday Battles	:60
11/10/23	Fri	Healthy Holidays-III	:60
11/13/23	Mon	See the Light	:60
11/14/23	Tues	Healthy Holidays-II	:60
11/15/23	Wed	Turn off the Tubel	:60
11/16/23	Thu	Giving and Receiving	:60
11/17/23	Fri	Lactose Intolerance	:60
11/20/23	Mon	Energy-Filled Holidays	:60
11/21/23	Tues	Party Well!	:60
11/22/23	Wed	Brain Food	:60
11/23/23	Thu	Smoothies 101	:60
11/24/23	Fri	Holiday Happiness	:60
11/27/23	Mon	The Season to be Stressed	:60
11/28/23	Tues	Time Release Capsule	:60
11/29/23	Wed	Build up, Don't Fluff up	:60
11/30/23	Thu	Holiday Survival 101	:60

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Sixty Second Daily Radio Programs

December 2023 Tracksheet

Date	Day	Title	Time
12/1/23	Fri	Power in a Bar	:60
12/4/23	Mon	I Hate to Cook Guide	:60
12/5/23	Tues	Shoe Retirement	:60
12/6/23	Wed	My Quickest Meals	:60
12/7/23	Thu	Kicking the Caffeine Habit	:60
12/8/23	Fri	The Pill Bonanza	:60
12/11/23	Mon	A Ginger Idea	:60
12/12/23	Tues	Blood Pressure	:60
12/13/23	Wed	Winter Weight Control	:60
12/14/23	Thu	May Cause Drowsiness	:60
12/15/23	Fri	Dieting Tips-I	:60
12/18/23	Mon	Energy to Exercise	:60
12/19/23	Tues	The Energy to Exercise	:60
12/20/23	Wed	Zinc Sense	:60
12/21/23	Thu	Ten Reasons to Exercise	:60
12/22/23	Fri	Winter Exercise	:60
12/25/23	Mon	Christmas Day	:60
12/26/23	Tues	Start Small	:60
12/27/23	Wed	Water Exercise	:60
12/28/23	Thu	Zesty Little Powerhouses	:60
12/29/23	Fri	Facing the New Year	:60

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COOPERATIVE EXTENSION SERVICE REPORT

(October - December, 2023)

10/6/23	Eileen Coite	Sampson County agriculture production
10/13/23	James Hartsfield	Biosecurity
10/20/23	James Hartsfield	Importance of collecting soil samples
10/27/23	Paul Gonzalez	Testing feed
11/03/23	Amanda Knights	4-H activities for fall
11/10/23	Max Knowles	Animal waste operators continuing education classes
11/17/23	Brad Hardison	Insects
11/24/23	Paul Gonzalez	Testing feed
12/01/23	Zachary Parker	Soil sampling techniques
12/08/23	Max Knowles	Animal waste operators continuing education classes
12/15/23	Eileen Coite	What the extension service offers
12/22/23	Denise McIntyre	How big is your drink?
12/29/23	James Hartfield	Alternative enterprises

MILITARY SPOTLIGHT

(October - December, 2023)

- 10/01/23 US Army soldiers sweep Generation III 3 gun championships
- 10/08/23 Ft. Leonard Wood soldiers march to honor fallen explosive ordnance disposal sergeant major
- 10/15/23 Pilots achieve readiness through virtual reality training
- 10/22/23 US Army specialist wins prestigious Canadian rifle match
- 10/29/23 Shannon, NC native serves aboard Navy warship in Norfolk
- 11/05/23 Provider Cafe is the best in garrison
- 11/12/23 NC Guard soldier earns NC state government employee highest honor
- 11/19/23 US Army WCAP soldier-athletes shine at the Pan American Games
- 11/26/23 Battle at Liberty, collegiate wrestling
- 12/03/23 OICC Florence attends topping out ceremony for new CH-53K maintenance hangar
- 12/10/23 NC Guard honors community leader for soldier & veteran support
- 12/17/23 NAVFAC MIDLANT awards contract for architect-engineer services at MCAS Cherry Point
- 12/24/23 Family of the Year receives 300,000th donated Christmas tree
- 12/31/23 MARSOC conducts small unit tactics training with BLT 1/8

10/01/23 Giving medications
10/02/23 Good nutrition

10/08/23 Dogs dragging food away
10/09/23 Best spots for dogs & cats

10/15/23 Animal intelligence
10/16/23 Improving pet health

10/22/23 Antifreeze poisoning
10/23/23 Fun facts about dogs

10/29/23 Fun facts about cats
10/30/23 Fun facts about birds

11/05/23 Care of iguanas
11/06/23 Communicating with our pets

11/12/23 Euthanasia
11/13/23 Coughing in cats

11/19/23 Ticks
11/20/23 Thanksgiving dinner

11/26/23 Giving a gift to a shelter
11/27/23 Adopting a pet

12/03/23 Vets & diagnosis
12/04/23 Stray cats

12/10/23 Cats & litter boxes
12/11/23 Subcutaneous fluids

12/17/23 IBD
12/18/23 Laryngo paralysis

12/24/23 Urinary tract infection
12/25/23 Hardware disease

12/31/23 Parasites & horses

SCIENCE MADE SIMPLE

(October - December, 2023)

10/01/23	Scorpions
10/08/23	Writing on eggshells
10/15/23	Fakes at museums
10/22/23	Caveman personality
10/29/23	Chicken travelers
11/05/23	Prehistoric dentist
11/12/23	Electromagnetic radiation
11/19/23	The center of the Earth
11/26/23	Watson
12/03/23	The Hubble spacecraft
12/10/23	Small world
12/17/23	Alice
12/24/23	Games with a purpose
12/31/23	Worms

EARTH DATE

(October - December, 2023)

10/01/23	Scorpions
10/08/23	Evolution hatches the egg
10/15/23	How tall Earth's mountains get?
10/22/23	So many fish in the sea
10/29/23	When paints don't need pigment
11/05/23	Spooky-smart slime molds
11/12/23	Hearing, speaking plants
11/19/23	Transforming batteries
11/26/23	I yam not a sweet potato
12/03/23	Our water supply is blown away
12/10/23	Roman aqueducts
12/17/23	Glaciers vs volcanoes
12/24/23	Holiday mistletoe
12/31/23	Deep time

10/01/23	How to reduce emergency care expenses
10/08/23	Warranty scams
10/15/23	Title insurance
10/22/23	Life insurance coverage
10/29/23	Drowning in debt
11/05/23	Swedish death cleaning
11/12/23	Prioritize giving
11/19/23	Don't ignore gray swans
11/26/23	The basics of financial literacy for families
12/03/23	Debt-free holidays
12/10/23	Stop buying things you don't need
12/17/23	Don't threaten to quit
12/24/23	Check your credit report
12/31/23	Pros & cons of store credit cards

10/01/23	William Nelson	Things for many people with breast cancer continue to improve
10/08/23	Colleen Christmas	What is ageism & how might it be affecting your health?
10/15/23	Mary Shue	Illnesses spread by mosquitoes & ticks are on the rise
10/22/23	William Nelson	Can an infectious agent be used for cancer therapy?
10/29/23	William Nelson	Should you be worried about aspartame & cancer risk?
11/05/23	Chaidi Ndumele	A new syndrome has just been identified by the American Heart Assn
11/12/23	William Nelson	Why do so many people withdraw from clinical trials for cancer?
11/19/23	Sabra Klein	How can differences in immune response between men & women be explained?
11/26/23	William Nelson	Rates of infection with human papilloma virus among males worldwide are high
12/03/23	Sabra Klein	Faster & higher immune responses among women are a thing
12/10/23	Denis Antoine	How do you know if your alcohol use is a problem?
12/17/23	Jennifer Mammen	What are the risks of taking too much thyroid hormone?
12/24/23	Jennifer Mammen	How are thyroid hormone levels assessed?
12/31/23	William Nelson	How does obesity rank as a risk factor for cancer?

CONSUMER TIME*(October - December, 2023)*

10/01/23	Gary Crawford, Dennis Patton	Putting new life into that summer-stressed lawn
10/08/23	Gary Crawford, Wark Upham	Giving your house plants some special fall season care
10/15/23	Gary Crawford, Ward Upham	Amazing pumpkin facts & figures
10/22/23	Gary Crawford, Shayle Shagam	That Thanksgiving turkey could cost less this year
10/29/23	Gary Crawford, Anne Effland	In search of the origins of some Halloween happenings
11/05/23	Rod Bain, Brad Rippey	The weather outlook for winter 2023-24
11/12/23	Gary Crawford, Meredith Carothers	That turkey you've just found has been frozen for years...is it safe to eat?
11/19/23	Gary Crawford, Shayle Shagam	Shoppers gobbling up turkey bargains
11/26/23	Gary Crawford, Elizabeth Kiss, Matt Shay	Shopping responsibly for the holidays
12/03/23	Gary Crawford, Susan Harris	New evidence of the importance of getting enough sleep
12/10/23	Gary Crawford, Josh (last name withheld)	Keeping that real Christmas tree in top shape
12/17/23	Gary Crawford, Sharolyn Jackson	Running the holiday food marathon
12/24/23	Gary Crawford, Anne Effland	Santa Claus--international celebrity
12/31/23	Gary Crawford, Charlie Barden	Lots of post-holiday uses for that real Christmas tree

AG UPDATE*(October - December, 2023)*

10/01/23	Rod Bain, Johnathan McFadden, Terry Griffin	A digital approach to precision agriculture
10/08/23	Rod Bain, Shayle Shagam	A slight rise in hog & pig inventory this quarter
10/15/23	Rod Bain, Seth Meyer	An outlook on the farm economy
10/22/23	Rod Bain, Gloria Montaña Greene	A pilot to improve the ag workforce
10/29/23	Rod Bain, Christie Loiacono	Partnering to improve animal disease detection & protection
11/05/23	Gary Crawford, Tom Vilsack	New investment to boost US international trade promotion activation
11/12/23	Rod Bain, Zach Ducheneaux	Voting underway in FSA county committee elections
11/19/23	Rod Bain, Tom Vilsack, Jonathan Coppess	A farm bill extension is not a recent exception
11/26/23	Rod Bain, Tom Vilsack	Reviewing RAPP & previewing 2024 ag trade missions
12/03/23	Rod Bain, Mark Jekanowski	The latest line-up announcements for 2024 ag outlook forum
12/10/23	Rod Bain, Tom Vilsack	Now being accepted--funding applications for RAPP
12/17/23	Rod Bain, Tom Vilsack	Progress report on USDA equity & diversity efforts
12/24/23	Rod Bain, Xochitl Torres Small	New FSA online loan application available
12/31/23	Rod Bain, Marcia Bunger	RMA livestock road show travels in 2024

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

(October - December, 2023)

10/01/23	Garden neighbors
10/08/23	Cold frames
10/15/23	Seasonal changes
10/22/23	Winter plant protection
10/29/23	Mail order plants
11/05/23	Garden neighbors
11/12/23	Garden gnomes
11/19/23	Winter lichen
11/26/23	Compost style
12/03/23	Mail order plants
12/10/23	Nature's mulch
12/17/23	Twisted plants
12/24/23	Living wreaths
12/31/23	Giant allium

SPECIAL BROADCASTS / COMMUNITY EVENTS*(October - December, 2023)*

- October 3, 2023 WCKB aired a live interview with Eddy Blackwood and Earl House of the Erwin Lions Club. They shared information about the "Kids Sight" screening event at Erwin Denim Days and the upcoming Vision Ball fundraiser. The interview aired from 12n - 12:20pm.
- October 4, 2023 WCKB aired a live interview with Lee Ann Blackman of the Harnett County Division on Aging. She discussed the annual Medicare open enrollment period. The interview aired from 12n - 12:30pm.
- October 12, 2023 WCKB aired a live interview with Tricia Bristow of the Coats Area Chamber of Commerce. She talked about the upcoming Coats Farmers Day event. The interview aired from 12n - 12:30pm.
- October 17, 2023 WCKB aired a live interview with Rev. Benjamin Nakuku, National Director of PFWB Kenya. He discussed the PFWB efforts in Kenya and his upcoming local speaking engagements. The interview aired from 12n - 12:20pm.
- October 26, 2023 WCKB aired a live interview with Christy Bullock of the Dunn Area Tourism Authority. She talked about upcoming events in the area, particularly the NC Cotton Festival. The interview aired from 12n - 12:30pm.
- November 14, 2023 WCKB aired a live interview with Kayla Love and Frank Toth of the Erwin Area Chamber of Commerce. She shared information about upcoming Christmas events in the Erwin area. The interview aired from 12n-12:15pm.