

WCKB 780-AM

ISSUES / PROGRAMS

April, May, and June, 2017

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.
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 "Home School Heartbeat," a 2 minute report provided by the Home School Legal Defense Fund, each Sunday at 7:57am. 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 10:44am 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 10:47am. A topic listing is attached.
10. I--Listeners wanted information about credit, budgeting and finance.
P--WCKB aired "Family Money Minute," a 1 minute report by Sami Cone, each Sunday at 10:49am. 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 10:51am.
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 10:53am. 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 10:57am. A topic listing is attached.
14. 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.

AG UPDATE*(April - June, 2017)*

4/02/17	Stephanie Ho, George Siemon, Rajiv Singh, Bruce Stewart-Brown	Consumers affect ag production
4/09/17	Rod Bain, Brad Rippey	Southeast freeze event & latest on crop damage
4/16/17	Rod Bain, Leonard Lordan	New CSP options & enhancements available
4/23/17	Gary Crawford, Dr. Sonny Ramaswamy	Getting more veterinary students to go into livestock animal practice
4/30/17	Rod Bain, Dave White, Suzy Friedman, Tina May, Eric Lindstrom	Building upon farm bill based conservation successes
5/07/17	Rod Bain, Ryan Quarles, Krysta Harden, Laura Batcha, Travis Medine	Beginning farmer programs & a new farm bill
5/14/17	Rod Bain, Rob Johansson	A snapshot of current farm economy
5/21/17	Rod Bain, Haila Tewolde	Poultry litter, field application, & maximum profitability
5/28/17	Rod Bain, Bill Buckner, Wayne Honeycutt, Leonard Jordan	Taking action on soil health improvements
6/04/17	Rod Bain, Tom Worth	Building upon margin protection crop insurance pilot
6/11/17	Stephanie Ho, Chip Bowling, Beverly Flores, Sonny Perdue	Ag technology includes much more than just plows
6/18/17	Rod Bain, Jim MacDonald	Agribusiness mergers--a study of process & possibility
6/25/17	Gary Crawford, Donald Trump, Sonny Perdue	Rural prosperity task force gets to work

CONSUMER TIME

(April - June, 2017)

4/02/17	Gary Crawford, Lauren Jones	Some instant tax refund may not be such a good deal
4/09/17	Gary Crawford, Andrew Harig	Supermarkets undergoing another transformation
4/16/17	Gary Crawford, Annemarie Kuhns	Our food shopping patterns are changing
4/23/17	Rod Bain, Julie Garden-Robinson	Storage & prep tips for some spring time produce
4/30/17	Gary Crawford, Karen Ensle, Dr. Anna Maria Siega-Ris, Penny Kris-Etherton, Amanda Barnes	Nutritionists suggest avoiding food fads & fancies
5/07/17	Gary Crawford, Bruce Snead	Is your home air conditioner ready for duty?
5/14/17	Gary Crawford, Sonny Perdue, Bonnie Swank, Timothy Cipriano	Making school meals tastier
5/21/17	Gary Crawford, Shayle Shagam, Annemarie Kuhns	Meat for the grill will cost less this summer
5/28/17	Gary Crawford, Marianne Gravely	Avoiding some holiday picnic mistakes
6/04/17	Stephanie Ho, Paul Chaloux	Get rid of gypsy moth egg masses before you hit the road
6/11/17	Rod Bain, Brad Rippey, Mary Erickson	Preparing for oncoming tropical storms
6/18/17	Gary Crawford, Anne Alonzo, Howard Helmer	"Egg-citing" news about eggs
6/25/17	Stephanie Ho, Annie Ceccarini	Plant pollinator-friendly plants

ELDER CARE MADE EASIER

Dr. Marion Somers

(April - June, 2017)

- 4/05/17 The will
- 4/12/17 Driving
- 4/19/17 Public transportation
- 4/26/17 Long distance travel tips
- 5/03/17 Grief
- 5/10/17 Children & death
- 5/17/17 Online resources
- 5/24/17 Warning signs
- 5/31/17 Alternative therapies
- 6/07/17 Accept your elder
- 6/14/17 Bring a prop
- 6/21/17 Cultural differences
- 6/28/17 Elder care ethics

COOPERATIVE EXTENSION SERVICE REPORT

(April - June, 2017)

4/07/17	Brian Parrish	Pond weeds
4/14/17	*****	Beaver management
4/21/17	*****	Present use value taxes
4/28/17	*****	Forages
5/05/17	Matt Jones	Native plants
5/12/17	*****	Vegetable gardening
5/19/17	*****	Gardening for the birds
5/26/17	*****	Okra / collards
6/02/17	*****	Native plants
6/09/17	Kittrane Sanders	Building wealth
6/16/17	Matt Jones	Colorado potato beetle / tomato fruit worm
6/23/17	*****	Backyard wildlife
6/30/17	*****	Master gardening program

FAMILY MONEY MINUTE
Sami Cone

(April - June, 2017)

- 4/02/17 Take-out to dine-out
- 4/09/17 Family money personality
- 4/16/17 Direct deposit tax refund
- 4/23/17 Savings accountability
- 4/30/17 Ask for help
- 5/07/17 Buying a used car
- 5/14/17 What not to buy in May
- 5/21/17 Create frozen foods
- 5/28/17 Free summer movies
- 6/04/17 What not to buy in June
- 6/11/17 Get it in writing
- 6/18/17 Father's Day dining
- 6/25/17 Summer beauty tips

HEALTH DEPARTMENT REPORT

(April - June, 2017)

4/06/17	Erin Brown	April is Public Health Month
4/13/17	""""""""""	Spring into action--get a mammogram
4/20/17	""""""""""	National Infant Immunization Week
4/27/17	""""""""""	Go 40 or below--food safety tips
5/04/17	Belinda Rayner	Warm weather brings threat of mosquitoes
5/11/17	""""""""""	High Blood Pressure Month
5/18/17	""""""""""	Asthma Awareness Month
5/25/17	""""""""""	Stroke Awareness Month
6/01/17	Erin Brown	Food safety for the grill
6/08/17	""""""""""	Sun safety tips--protect yourself against skin cancer
6/15/17	""""""""""	Celebrate a smoke free Father's Day
6/22/17	""""""""""	Make health a family reunion affair
6/29/17	""""""""""	Tip & toss to help control mosquito population

HOME SCHOOL HEARTBEAT

(April - June, 2017)

- 4/02/17 God, Golf, & Going the Extra Mile--Amy Anderson: Going the Extra Mile
- 4/09/17 Four Steps to Building an Effective Transcript--Diane Kuhmer: Building the Foundation
- 4/16/17 Building Better Lives for Refugees--Chris Woodruff: Whoever Has the World's Goods
- 4/23/17 Five Things Every New Homeschooling Parent Needs to Know--Vickie Bently: Cutting Through the Curriculum Noise
- 4/30/17 Homeschooling: Open Up a World of Opportunity--Ben Uyeda: Limited Means, Unlimited Options
- 5/07/17 Encouraging a Child with Anxiety--Cheryl Swope: (Don't) W-O-R-R-Y
- 5/14/17 Employable Youth: Creating High School Resumés--Becky Cook: Put Your Best Foot Forward
- 5/21/17 Homeschool Curriculum 101: Cutting Through the Noise--Stacey Wolking: Meeting Your Child's Needs
- 5/28/17 The #1 Qualification for Teaching Your Kids--Tanya Smith-Johnson: You Don't Need a PhD
- 6/04/17 Curriculum Solutions for Struggling Learners--Krisa Winn: Courses for Struggling Readers
- 6/11/17 Get Inside Your Pre-Schooler's Mind--Vicky Bentley: You're Already Homeschooling
- 6/18/17 Why Every Homeschooler Is a Rebel--Peter Cook: Why Homeschooling?
- 6/25/17 Banish Boring from Your Summer Break--Rachelle Reitz: Regrouping & Evaluating

4/02/17	Constantine Lyketsos	Brain meds
4/09/17	Adriana Andrade	Supplement help
4/16/17	Kapil Ramachandran	Cell trash
4/23/17	Ashley Deemer	Low vision & OT
4/30/17	Mariana Lazo	History best
5/07/17	Alicia Arbaje	Tweaking meds
5/14/17	Pablo Celnik	Outpatient rehab
5/21/17	Rebecca Gottesman	Plaque & Alzheimer's
5/28/17	Carmen Alvarez	Abuse & health
6/04/17	Peter Campochiaro	Eye treatment
6/11/17	Dr. Erin Michos	Vitamin D levels
6/18/17	Laura Davis	No juice
6/25/17	Rita Kalyani	Test strips

SCIENCE MADE SIMPLE

(April - June, 2017)

4/02/17	Genetic flower survival
4/09/17	Dino death march
4/16/17	Deep sea mining
4/23/17	Gases on Mars
4/30/17	New eyes
5/07/17	Third dimension
5/14/17	New virus
5/21/17	Baby brain
5/28/17	Brain to brain
6/04/17	Model forest
6/11/17	New species
6/18/17	Dinosaur fossils
6/25/17	Social media & depression

SOCIAL SECURITY REPORT

(April - June, 2017)

4/04/17	Brenda Brown	See all types of green this spring--Financial Literacy Month
4/11/17	*****	As tax day approaches, get your benefit statement online
4/18/17	*****	Secure your future with National SS Month
4/25/17	*****	Receiving housing benefits--a trip to SS may not be necessary
5/02/17	*****	Representative payee--help a loved one with SS
5/09/17	*****	What you can teach your grandchild about SS
5/16/17	*****	Access SS online resources when you travel
5/23/17	*****	Honoring our heroes on Memorial Day
5/30/17	*****	SS supports National Cancer Survivors Day
6/06/17	*****	Your SS tax supports millions
6/13/17	*****	On vacation? SS is still here for you
6/20/17	*****	SS helps small businesses
6/27/17	*****	What your grandchild can teach you about SS

SPECIAL BROADCASTS / COMMUNITY EVENTS

(April - June, 2017)

- May 1, 2017 WCKB aired a live interview with Gail Penny about the Coats Community Day/ Celebrating Spiritual Unity event. The interview aired from 12n - 12:15pm.
- May 9, 2017 WCKB aired a live interview with Mayor Patsy Carson and Chamber of Commerce president Norman Avery, discussing the Erwin Spring Fling event. The interview aired from 12n - 12:25pm.
- May 10, 2017 WCKB aired a live interview with David Nelms of TTI (The Timothy Initiative) Ministries. He shared information about church planting efforts around the world. The interview aired from 12n - 12:30pm.
- May 16, 2017 WCKB aired a live interview with Darren Hughes of Central Baptist Church. He talked about upcoming events, Gerald Wolfe's Gospel Music Hymn Sing Tour and the Dunn Patriotic Explosion, hosted by the church. The interview aired from 12n - 12:20pm.
- June 21, 2017 WCKB aired a live interview with Danny Mack Holland about the State Annual Singing Convention. The interview aired from 3:30pm - 4pm.

*Tips for
Living Well
on the
Radio*

Pam Smith
NUTRITIONIST • AUTHOR • SPEAKER



Sixty Second Daily Radio Programs
May 2017 Tracksheet

Date	Day	Title	Time
5/1/17	Mon	Getting the Calcium Goods	:60
5/2/17	Tue	Cool the Heartburn	:60
5/3/17	Wed	The Pregnant Father	:60
5/4/17	Thur	Fast (and Healthy?) Food	:60
5/5/17	Fri	Successful Eating Tips	:60
5/8/17	Mon	Flavored Vinegars	:60
5/9/17	Tue	Turn on the Tunes	:60
5/10/17	Wed	Trim the Fat	:60
5/11/17	Thur	The Perfect Lemon	:60
5/12/17	Fri	Want Fries with That?	:60
5/15/17	Mon	The Quick Cook	:60
5/16/17	Tue	Exercise and Stress-I	:60
5/17/17	Wed	Exercise and Stress-II	:60
5/18/17	Thur	Bad Diet Signs	:60
5/19/17	Fri	Vigorous Vacuuming!	:60
5/22/17	Mon	Echinacea	:60
5/23/17	Tue	Keeping Grandma Healthy	:60
5/24/17	Wed	The Power of Breakfast	:60
5/25/17	Thur	The Wrap	:60
5/26/17	Fri	Go Fish	:60
5/29/17	Mon	Jolt Drinks	:60
5/30/17	Tue	Go for the B's	:60
5/31/17	Wed	Think Well, Live Well	: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

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Sixty Second Daily Radio Programs
June 2017 Tracksheet

Date	Day	Title	Time
6/1/17	Thur	Nutrition Therapy	:60
6/2/17	Fri	How Much is Enough?	:60
6/5/17	Mon	Bad News Diets	:60
6/6/17	Tue	Power Snacking	:60
6/7/17	Wed	Let There be Light!	:60
6/8/17	Thur	Stoking the Campfire	:60
6/9/17	Fri	Worried Sick?	:60
6/12/17	Mon	The Food Trap	:60
6/13/17	Tue	When Hormones go Haywire	:60
6/14/17	Wed	Mind Weed and Feed	:60
6/15/17	Thur	Stress Busters	:60
6/16/17	Fri	Getting Even	:60
6/19/17	Mon	Sweet Self Talk	:60
6/20/17	Tue	Headache	:60
6/21/17	Wed	Headache-II	:60
6/22/17	Thur	Summertime Snacking	:60
6/23/17	Fri	Kids, Computers and Summer	:60
6/26/17	Mon	Summertime Travels-I	:60
6/27/17	Tue	Summertime Travels-II	:60
6/28/17	Wed	Summertime Travels-III	:60
6/29/17	Thur	Out of the Diet Trap	:60
6/30/17	Fri	Hot Flash!	:60

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4/02/17	Leukemia in cats
4/03/17	Choosing a dog for your family
4/09/17	Rain rot in horses
4/10/17	Pet identification
4/16/17	Autoimmune disease
4/17/17	How to socialize a kitten
4/23/17	Horses & spring grass
4/24/17	Grape toxicity
4/30/17	House training a new puppy
5/01/17	Vaccinating outdoor cats for leukemia
5/07/17	Fear-free vets
5/08/17	Out of shape pets
5/14/17	Heartworm
5/15/17	Fleas
5/21/17	Socializing your dog
5/22/17	Introducing a new cat
5/28/17	Baby animals
5/29/17	Hummingbirds
6/04/17	Leaving pets in the car
6/05/17	Harness vs haltie collars
6/11/17	Using a cat fence
6/12/17	Care of wildlife
6/18/17	Summer grooming

6/19/17 Plants that attract butterflies

6/25/17 Checking out stray kittens

6/26/17 Swimming with your dogs