

WCKB 780-AM

ISSUES / PROGRAMS

October, November and December, 2003

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 5 minute report, provided by the Johnston County Council on Aging, each Wednesday at 12:45pm. A topic listing is attached.
4. I--Listeners needed information about getting and staying healthy.
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 information about credit, budgeting and finance.
P--WCKB aired "Money Help Minute," a 1 minute report provided by Myvesta.org (formerly Debt Counselors of America), each Sunday at 7:20am. A topic listing is attached.
7. I--Listeners wanted to know about recent health research.
P--WCKB aired "Duke MedMinute," a 2 minute report provided by the Duke University News Service, each Sunday at 7:22am. A topic listing is attached.
8. 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 7:24am. A topic listing is attached.
9. 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.
10. I--Listeners wanted current information on various health, financial, scientific, social, and general interest subjects.
P--WCKB aired an 8 to 10 minute interview, produced by station personnel, each Sunday at 10:50am. Information on interview topics and guests is attached.
11. 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 (October - December, 2003)

10/07/03	Shiryl Evans	5 common misconceptions about social security
10/14/03	*****	Q & A: Retirement/Dependents/Survivors Benefits
10/21/03	*****	Q & A: Survivor/Disability/SSI
10/28/03	*****	September 11th: Remembering families
11/04/03	*****	Social Security 2004 changes
11/11/03	*****	Applying for SS disability benefits
11/18/03	*****	SS financial planning for divorced women
11/25/03	*****	What to do if you receive benefits you are not due
12/02/03	*****	Q & A: Retirement/Dependents/Survivors Benefits
12/09/03	*****	Q & A: Disability/SSI
12/16/03	*****	Ticket to work available nationwide
12/23/03	*****	Helping the homeless
12/30/03	*****	Social Security "hot sites"

COUNCIL ON AGING REPORT

(October - December, 2003)

10/01/03	Walter Blackman	Dealing with anxiety
10/08/03	*****	Dealing with anxiety
10/15/03	*****	Balancing work and caregiving
10/22/03	*****	Volunteering
10/29/03	*****	Flu shots
11/05/03	*****	Flu shots
11/12/03	*****	Flu shots
11/19/03	*****	Flu shots
11/26/03	*****	Involving the family in caregiving
12/03/03	*****	Involving the family in caregiving
12/10/03	*****	Involving the family in caregiving
12/17/03	*****	Questions you should ask your doctor
12/24/03	*****	Questions you should ask your doctor
12/31/03	*****	Questions you should ask you doctor

HEALTH DEPARTMENT REPORT

(October - December, 2003)

10/02/03	Debra Hawkins	Flu shots/Senior Vaccination Sunday
10/09/03	*****	Flu shots/Senior Vaccination Sunday
10/16/03	*****	Protect your kids from carbon monoxide poisoning
10/23/03	Denise Newkirk	Breast cancer awareness month
10/30/03	*****	Diabetes & the flu shot
11/06/03	*****	Diabetes & the flu shot
11/13/03	*****	Diabetes & the flu shot
11/20/03	*****	Diabetes & the flu shot
11/27/03	Deborah Anderson	World Aids Day
12/04/03	Denise Newkirk	Diabetes & the flu shot
12/11/03	Debra Hawkins	There's still time to get a flu shot
12/18/03	*****	Holiday food safety
12/25/03	*****	Holiday food safety

- **MONEY HELP MINUTE**

(October - December, 2003)

- 10/05/03 What's in a credit score
- 10/12/03 What to do when you can't pay the mortgage
- 10/19/03 Money and marriage
- 10/26/03 Do you need cash in case of a terrorist attack
- 11/02/03 Can you afford that loan
- 11/09/03 Do you know the interest rates on your credit cards
- 11/16/03 Protecting yourself from ID theft
- 11/23/03 Helping loved ones with money problems
- 11/30/03 Closing credit cards
- 12/07/03 Using a credit card overseas
- 12/14/03 Surviving a job loss
- 12/21/03 Convenience checks
- 12/28/03 Choosing the right cell phone plan

DUKE MEDMINUTE*(October - December, 2003)*

10/05/03	Dr. Diana McNeill	Living with diabetes
10/12/03	Prof. Ed Leven	Teen smokers face more nicotine risks
10/19/03	Phys.Asst Justine Strand	Taking flu season seriously
10/26/03	Pediatric Nurse Pract. Liz Rendy	Helping small children deal w/Halloween fears
11/02/03	Prof. Scott Schwartzwelder	Alcohol is a two-edged sword for teens
11/09/03	Elizabeth Mehia-Milan	Pharmacists' roles in health care are changing
11/16/03	Dr. Keith Sullivan	Give the life-saving gift of bone marrow
11/23/03	Elisabetta Poleetti	Making wise diet decisions on turkey day
11/30/03	Prof. Jennifer Chang	"Baby fat" is a serious problem
12/07/03	Lauren Culbridge	Battle holiday bulge & stress with workday workouts
12/14/03	Phys.Asst Justine Strand	Flu season is hitting harder than expected
12/21/03	Marilyn Sparling	Healthier holiday pit stops
12/28/03	Cathy Finch	Holidays & the flu may reduce the blood donor pool

- HOME SCHOOL HEARTBEAT

(October - December, 2003)

- 10/05/03 Identifying your child's strengths & weaknesses
- 10/12/03 Applying a Christian worldview to vocation & calling
- 10/19/03 The importance of the homeschooling father
- 10/26/03 Help for the harried homeschooler
- 11/02/03 Impacting our culture
- 11/09/03 Preparing tomorrow's leaders: the Joshua Generation
- 11/16/03 The federal government & public education
- 11/23/03 The myth of the perfect child
- 11/30/03 Different families, different methods
- 12/07/03 Fixing homeschool discrimination
- 12/14/03 Looking outward--homeschooling around the world
- 12/21/03 Why teach current events?
- 12/28/03 Pitfalls of the Media Age

EXTENSION SERVICE REPORT

(October - December, 2003)

10/03/03	Jennifer Walker/David Harstin	4-H- new youth development agent
10/10/03	David Harstin/Mary Catherine Hardison	4-H
10/17/03	*****	4-H
10/24/03	Sharon Williams	Farm City Week
10/31/03	Jennifer Walker	Value of exercise
11/07/03	Kittrane Sanders	Is your holiday turkey in jeopardy
11/14/03	*****	Is your holiday turkey in jeopardy
11/21/03	Lisa Childers	Don't neglect good nutrition during the holidays
11/28/03	*****	Turkey fryers
12/05/03	Connie Greene	Afterschool programs
12/12/03	*****	Afterschool programs
12/19/03	*****	Children & stress
12/26/03	*****	Afterschool programs

SPECIAL BROADCASTS / COMMUNITY EVENTS

(October - December, 2003)

- October 18 WCKB broadcast live from the Children's Health Fair at Betsy Johnson Regional Hospital. Free medical screenings and health information for children and parents was offered by hospital staff and health-related businesses and organizations.
- November 17-21 WCKB served as a drop-off location for Operation Christmas Child, an outreach of Samaritan's Purse. Listeners filled shoeboxes with small gifts (toys, candy, school supplies, hygiene items) to be collected and distributed to children in areas affected by war or natural disaster.

TRACK SHEET



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



OCTOBER 2003
 Total Tracks: 78

TRACK

"JAMES DOBSON FAMILY MINUTE" Promos

- 1 Finally a Minute! (:30)
- 2 It Only Takes One (:10)



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

- | | | | |
|----|------------|------------------------------------|------------------|
| 3 | October 1 | Getting Out of Debt | Ron Blue |
| 4 | October 2 | The Lure of Infidelity | Dr. James Dobson |
| 5 | October 3 | Child Athletics: Caution | John Dobbert |
| 6 | October 6 | Emotional Needs of Married Women | Dr. James Dobson |
| 7 | October 7 | Slow Speech Development in Boys | Dr. Donald Joy |
| 8 | October 8 | A Pastor's Needs | Rev. H.B. London |
| 9 | October 9 | Nature of Today's Culture | Dr. James Dobson |
| 10 | October 10 | Always Ready to Listen | Dr. James Dobson |
| 11 | October 13 | Enabling or Training? | Sandra Felton |
| 12 | October 14 | Silence Swearing | Dr. James Dobson |
| 13 | October 15 | Overcoming Addictions: Pornography | Dr. James Dobson |
| 14 | October 16 | Bailing Out Your Young Adult | Larry Burkett |
| 15 | October 17 | God's Calling | Dr. James Dobson |
| 16 | October 20 | Coping as a Single Parent | Sue Stephens |
| 17 | October 21 | Changing Roles as a Woman | Dr. James Dobson |
| 18 | October 22 | The Need for Significance | Dr. James Dobson |
| 19 | October 23 | High Hopes | Dr. David Field |
| 20 | October 24 | Children and Responsibility | Dr. James Dobson |
| 21 | October 27 | Actions Destroy the Nation | Dr. James Dobson |
| 22 | October 28 | The Single Adult | Carolyn Koons |
| 23 | October 29 | Parents Are on the Hook | Dr. James Dobson |
| 24 | October 30 | The Story of Lily | Missy Tate |
| 25 | October 31 | Making a Transfer Easier | Cheri Fuller |

"FOCUS ON THE FAMILY" Generic Promos

- 26 Cross-Promotion: A Visit With Sean Hannity (AC) (:30)
- 27 Cross-Promotion: A Visit With Sean Hannity (Inspo) (:30)
- 28 Intern Midterm (:60)



"Weekend Magazine" Generic (:30)

- 29 There's Never Enough Time

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

- 30 October 1 Train Ride
- 31 October 2 Muckraker
- 32 October 3 Someone to Watch Over Me
- 33 October 6 The Second Coming
- 34 October 7 Emotional Baggage
- 35 October 8 Where's a Will
- 36 October 9 Isaac the Procrastinator
- 37 October 10 Home Is Where the Hurt Is
- 38 October 13 And the First Shall Be Last
- 39 October 14 The Meaning of Sacrifice
- 40 October 15 Mayor for a Day
- 41 October 16 Coming of Age
- 42 October 17 Last in a Long Line



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NOVEMBER 2003
Total Tracks: 74

TRACK

"JAMES DOBSON FAMILY MINUTE" Promos (:30 each)

- 1 Ultimate Safety
- 2 A Life-Changing Minute



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

- | | | | |
|----|-------------|---|-------------------|
| 3 | November 3 | Balancing Love and Discipline | Dr. James Dobson |
| 4 | November 4 | Teaching Children to Handle Inheritance | Ron Blue |
| 5 | November 5 | Teaching Failure to Children | John Dobbert |
| 6 | November 6 | The Benefit of Premarital Counseling | Dr. James Dobson |
| 7 | November 7 | Knowing God's Will | Dr. James Dobson |
| | | | |
| 8 | November 10 | Introduce Them | Dr. James Dobson |
| 9 | November 11 | Healing Painful Blessings | Patsy Clairmont |
| 10 | November 12 | A Defiant Nature | Dr. James Dobson |
| 11 | November 13 | Marriage Beyond the Empty Nest | Ed Fisher |
| 12 | November 14 | Reconciling Authority and Love | Dr. James Dobson |
| | | | |
| 13 | November 17 | Adolescent Security | Dr. James Dobson |
| 14 | November 18 | Reduce Your Guilt | Dr. James Dobson |
| 15 | November 19 | Planting Seeds of Encouragement | Dennis Rainey |
| 16 | November 20 | The Relationship of Sisters | Dee Brestin |
| 17 | November 21 | Strong-Willed Compliant Children | Dr. James Dobson |
| | | | |
| 18 | November 24 | Stand Firm | Dr. James Dobson |
| 19 | November 25 | The "Relevant" Commandments | Dr. Adrian Rogers |
| 20 | November 26 | Waiting Till Marriage | Dr. James Dobson |
| 21 | November 27 | Thanksgiving Kernels of Corn | Dr. James Dobson |
| 22 | November 28 | Process Brings Results | Lee Ellis |

"FOCUS ON THE FAMILY" Generic Promos

- 23 Cross-Promotion: Reaching Hearts on Abortion (AC) (:30)
- 24 Cross-Promotion: Reaching Hearts on Abortion (Inspo) (:30)
- 25 The Audition (Constance Towers) (:60)

"WEEKEND MAGAZINE" Generic (:30)

- 26 Soap Opera

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

- 27 November 3 Sixties-Something
- 28 November 4 The Curse
- 29 November 5 A Test for Robyn
- 30 November 6/7 The Cross of Cortez - I & II
| | | | |
- 31 November 10 Holdup!
- 32 November 11 Roommates
- 33 November 12 You Gotta Be Wise
- 34 November 13 Isaac the Pure
- 35 November 14 It Takes Integrity
| | | | |
- 36 November 17 The Scales of Justice
- 37 November 18 Tales of Moderation
- 38 November 19 Isaac the Chivalrous
- 39 November 20 A Question of Loyalty
- 40 November 21 The Conscientious Cross Guard



TRACK SHEET



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DECEMBER 2003

Total Tracks: 73

TRACK

"Federal Marriage Amendment" Spot (:30)

1 Diamonds Are Forever: What About Marriage?

"JAMES DOBSON FAMILY MINUTE" Promo (:30)

2 A Christmas Minute



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

3	December 1	The Light Will Return	Verdell Davis
4	December 2	Boundaries of Discipline	Dr. James Dobson
5	December 3	Rocket Girl	Dr. James Dobson
6	December 4	Renewing the Dream	Dr. Neil Clark Warren
7	December 5	Questioning God	Mary White
8	December 8	Clearly Define Priorities	Dr. James Dobson
9	December 9	Bring Your Children	Missy Tate
10	December 10	The Church's Duty	Dr. James Dobson
11	December 11	My Pain — Your Pain	Verdell Davis
12	December 12	Grandparenting	Dr. Jay Kesler
13	December 15	Emotions Mislead	Dr. James Dobson
14	December 16	Common Interest in Marriage	Dr. Neill Clark Warren
15	December 17	The Seeds of Adolescence	Dr. James Dobson
16	December 18	Important to Celebrate	Ray Vander Laan
17	December 19	The Balance of Love and Discipline	Dr. James Dobson
18	December 22	Who Wins It?	Dr. James Dobson
19	December 23	Becoming Merciful	Patsy Clairmont
20	December 24	The Fantasies of Christmas	Dr. James Dobson
21	December 25	Twenty Bucks of Hope	Dr. James Dobson
22	December 26	Women at Work	Dr. Norman Wright
23	December 29	Differing Assumptions	Dr. James Dobson
24	December 30	Teaching Financial Responsibility	Ron Blue
25	December 31	Passing the Baton	Joe White

"FOCUS ON THE FAMILY" Generic Promos

26 All the Best (:30)
27 Cross Promotion — "Meeting Your Wife's Desires" (:30)
28 Larnelle Harris Christmas Liner (:13)

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

29 No Better Christmas Present

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

30 December 1 An Act of Nobility
31 December 2 The Courage to Stand
32 December 3 No, Honestly
33 December 4/5 Moses, the Passover — I & II
34 December 8 East Winds, Raining
35 December 9 Gifts for Madge & Guy
36 December 10 Peace on Earth
37 December 11 The Visitors
38 December 12 Where's Your Daddy?



FOCUS ON THE FAMILY
weekend
MAGAZINE

Adventures
in
ODYSSEY

FOR IMMEDIATE RELEASE

CONTACT: NATALIE MACLEOD 910-483-3691

Div. Director

**HARNETT COUNTY WORKING TO SAVE BABIES BY
JOINING MARCH OF DIMES WALKAMERICA**
Walking to Raise Money to Help Save Babies from Premature Birth

WHAT:

- WalkAmerica is the March of Dimes biggest and best-known fund raising event, now in its 33rd year. It takes place in 1200 communities, and has more than 500,000 walkers nationwide. Here in HARNETT COUNTY more than 300 participants are expected, who are walking to raise \$35,000 to save babies.

WHEN:

- SATURDAY, OCTOBER 11, 2003
- Registration begins at 8:00 A.M. The official WalkAmerica starting time is 9:00 A.M.

WHERE:

- Tyler Park

WHO:

- Corporate teams such as: ABC Pediatrics, RBC Centura, Machine & Welding, and Midway High School

WHY:

- Through WalkAmerica, residents of HARNETT COUNTY are helping the March of Dimes find out why some babies are born too soon. Each year, more than 460,000 babies in the U. S. are born prematurely, nearly half of them for unknown reasons. The money raised through WalkAmerica supports research and programs to save babies from premature birth, birth defects, and other threats to their health—babies across the nation and right here in HARNETT COUNTY.

HOW:

Register by visiting www.walkamerica.org, or calling 910-483-3691.

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education, and advocacy to save babies and in 2003 launched a five-year campaign to address the increasing rate of premature birth. For more information, visit the March of Dimes Web site at www.marchofdimes.com, its Spanish Web site at www.nacer.sano.org, or call 1-888-MODIMES.

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The mission of the March of Dimes is to improve the health of all babies
by preventing birth defects and infant mortality.

*B'c 2/11/03
10502
Sun 10-5-03*

Great Guest #3 - **JUDITH LOPEZ** Explains the Cause of the Modern Medical Mystery: Chronic Fatigue Author of *Immune Dysfunction: Winning My Battle Against Toxins, Illness and the Medical Establishment*, she will teach you audience how to overcome the illness by identifying the immune-suppressing elements in their environment, diet, and lifestyle. They'll also learn how CFS is related to other modern "mystery" diseases, Environmental Illness and Fibromyalgia. Judith is a knowledgeable, compelling speaker who will give your listeners a new perspective on Chronic Fatigue Syndrome, and a positive message of hope and recovery. Call (415) 388-2730 or email: millpondpress@aol.com


Here are five discussion points, followed by "why this is important" in parentheses:

1. Chronic Fatigue Syndrome is a growing epidemic in which many medical authorities do not believe.
(Therefore many very sick patients are left without medical validation or social support.)
2. People with CFS are likely to be told that it is "all in their heads" or that it is a mystery disease with no reliable treatment.
(Both are untrue; both leave the patient with no hope.)
3. Doctors are trained in the traditional diseases of the past that are caused by specific microbes, produce specific symptoms, and can be identified by laboratory tests. They often do not understand the pathological effects of a chemically altered environment.
(CFS has a non-microbial origin, causes a multitude of possible symptoms, and there is no test. Without a test, you cannot be "really sick.")
4. CFS is a modern disease caused by toxic exposures in everyday life -environment, diet, even some recreational and prescription drugs - which damage the immune system.
(A deficient immune system leaves the body vulnerable to opportunistic viral, fungal, and other infections that produce the symptoms of CFS.)
5. CFS can be successfully treated by identifying, and eliminating, the toxic elements in each person's life as well as by addressing serious opportunistic infections such as Candida (yeast infection).
(Each person can find the path to recovery.)

Some possible interview questions:

1. What is Chronic Fatigue Syndrome?
2. Why is the medical world often confused by, or hostile to, CFS?
3. What is the relationship of CFS to Environmental Illness and Fibromyalgia?
4. What is the Candida connection?
5. What is the role of toxic substances?
6. Is there any evidence that CFS is contagious?
7. Is there any evidence that it is caused by a virus?
8. Why did CFS emerge so strongly in the late 20th century?
9. Why does this illness primarily affect women?
10. What kinds of treatment are effective?

And: the toll-free number where *Immune Dysfunction* can be ordered: 1-800-852-4890.

Thanks!


BIC 20th Jun, 10-12-03
 10502



NATIONAL SLEEP
FOUNDATION

Waking America to the Importance of Sleep

February 7, 2002

Lottie:

Thanks for your interest in doing an interview regarding our new PSA campaign. I'm enclosing the radio packet, along with sleep centers in your area that are currently participating in our Community Sleep Awareness Partners program. Any of them should be able to make a spokesperson available for an interview on the importance of sleep and the dangers associated with sleep deprivation. However, if they are new to this program, they may not be familiar with the PSA campaign itself. Please tell whomever you call that we referred you.

I hope this works and again, we appreciate your help in waking America to the importance of sleep

Cordially,

Marcia Stein

Marcia Stein
Public Relations Director

for interview, referred to

** Dr. A. Thomas Perkins*

*Medical Director of Sleep
Medicine Psm @ Raleigh
Neurology 919-788-9071*

*Bizst Yun 10/19/03
10502*



Attention Lottie Squires
910-892-3135

FOR IMMEDIATE RELEASE

Press Contact:

Jane Smith Patterson, ex.dir.

Questions? Call
Jennifer Monday
919-754-9831

E-NC AWARDS ADDITIONAL \$167,900 TO E-COMMUNITIES

Fifty-six counties across North Carolina to receive funds

RALEIGH, N.C. (Sept. 25, 2003) – Today the e-NC Initiative voted to award \$167,900 to 56 counties across the state. The funds will be used to continue e-NC's e-communities program, a community outreach effort to galvanize local support for and involvement in bringing high-speed Internet access and training to all areas of the state.

"The e-communities program has been a great success," said Dr. James Leutze, chairman of the Rural Internet Access Authority, which is leading the e-NC Initiative to connect all North Carolinians to the Internet and a better future. "The e-communities program has provided funding used by counties to determine and implement technology programs tailored to local needs. Some areas have needed infrastructure, a free place to check e-mail, or computer training classes. E-NC has worked with local communities to meet each individual need."

E-communities Support Grants of approximately \$3,000 each were offered to all 86 rural e-communities in North Carolina. Fifty-five applications were received on behalf of 56 counties, all of which were approved by e-NC. Nine counties' receipt of funds is contingent on their supplying final information to e-NC. In addition to e-NC funding, recipient counties have leveraged nearly \$169,900 in public, private and in-kind donations to support e-communities projects.

Proposed projects were accepted in categories such as connectivity, digital literacy training, public access, applications, community engagement and strategic technology planning. All grantees must designate an e-champion, or local technology champion, hold at least one steering committee meeting, and conduct at least one public engagement meeting to discuss the county's status and plans for progress in relation to technology.

The e-communities program began in 2001 when e-NC awarded planning grants worth \$820,000 to 81 North Carolina counties and the Eastern Band of the Cherokee. In 2002, once the planning process was complete, e-NC awarded competitive grants totaling \$1.8 million to qualifying e-communities. Recently, four additional rural counties chose to complete a \$5,000 planning and public engagement grant in order to become official e-communities. This means all of the state's 85 rural counties, as well as the Eastern Band of the Cherokee, are participating in the program. Many e-communities also have received grants for public Internet access sites, digital literacy training programs and connectivity projects from e-NC.

About the Rural Internet Access Authority and the e-NC Authority:

The Rural Internet Access Authority leads grassroots efforts to connect all North Carolinians to the Internet and a better future, and its work will be continued as the e-NC Authority as of January 2004. Created by the N.C. General Assembly, the authority has supported nearly all projects to date through \$30 million in private funding committed by MCNC, a self-supporting nonprofit organization since 1998, and through cash or in-kind contributions from more than 80 other organizations. For more information, visit www.e-nc.org or call 1-866-NCRURAL.

- For a list of grant awards, see pages 2 to 3. -

B'c 25th Sun 10-26-03
1050-

e-NC grants, page 2 of 3

Additional e-communities funds:

*For project details or local contacts, please call 919-754-9831. Key: * indicates contingent funds.*

County	Recipient Organization	County	Recipient Organization
Alexander	Hiddenite Center *	Hyde	Hyde County Community Development
Anson	Anson County	Iredell	Mitchell Community College
Ashe	Wilkes Community College	Johnston	Johnston Community College
Bertie	Bertie County	Jones	Jones County
Burke	Burke County Public Library	Lenoir	Lenoir County *
Caldwell	Caldwell County	Lincoln	Lincoln County
Carteret	Carteret County Economic Development Council	Macon	Macon County
Caswell	Caswell County *	Montgomery	Montgomery County *
Cherokee	Cherokee County	Northampton	Halifax Community College
Clay	Clay County	Onslow	Jacksonville-Onslow Chamber of Commerce *
Cleveland	City of Kings Mountain	Pamlico	Pamlico Community College
Columbus	Southeastern Community College	Pender	Pender County
Duplin	Duplin County Economic Development Commission	Perquimans	Perquimans County Schools
Franklin	Franklin County	Person	Piedmont Community College
Graham	Graham County	Pitt	Pitt County
Granville	Granville County	Polk	e-Polk
Greene	Contentnea Development Partnership *	Randolph	Randolph Community College
Halifax	Halifax Community College	Robeson	Robeson County
Hamett	Hamett County	Rockingham	Rockingham County
Haywood	Haywood County	Rutherford	Rutherford County
Henderson	Henderson County	Scotland	Scotland County
Hertford	Roanoke Chowan Community College	Stanly	Stanly Community College
Hoke	Hoke County *	Stokes	Stokes County
		Surry	Surry County *

-more-

e-NC grants, page 3 of 3

County	Recipient Organization	County	Recipient Organization
Tyrrell	Partnership for the Sounds *	Watauga	Appalachian State University
Union	Union County Chamber of Commerce	Wayne	Wayne County
Vance	Vance County	Wilkes	Wilkes Community College
Warren	Warren County	Yadkin	Northwest Regional Library
		Yancey	Yancey County

*For project details or local contacts, please call 919-754-9831. Key: * indicates contingent funds.*

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EquusHeals

Logo adapted from Magic Horse design by rodeoridin and artist, David Caprice.

647 D.L. Phillips Lane, Broadway, NC 27505
919-499-1556

<http://www.equusheals.homestead.com/>

VOLUNTEERS NEEDED! Equus Heals is a small, local, grassroots non-profit organization. We offer creative therapeutic & educational opportunities for children with disabilities, and their families. The far-reaching emotional & physical benefit of animal assisted therapy is the basis of our program. Therapeutic horseback riding and other horse interaction experience, in particular, is our focus.

20-25 children are seen each week. Equus Heals, however, is much more than "pony rides for kids". Our therapist & special educator individualize sessions and incorporate the specific needs of each child into a motivating & safe experience. Among our children have been those with mental retardation, cerebral palsy, juvenile arthritis, autism, birth defects and learning disabilities.

Our most successful sessions include opportunities for siblings and parents to actively share in the activity. It is our way of demonstrating respect for each child as a family member, as well as an individual. A visit to Equus Heals might include an assisted horseback ride, a cooperative game, a horse grooming &/or feeding activity, a craft or a music activity, or instruction about horses and their care.

It is the goal of Equus Heals to continue extending our services to children with disabilities, regardless of ability to pay. We do ask that for each session, the participating child's family contribute a donation to assist in covering operating expenses. We depend entirely upon donations, grants & volunteer service for operation. We will be having our 1st Golf Tournament at Carolina Lakes on 16 November.

Our Board of Directors and all of the facilitators of family sessions are volunteers. Dedicated people from our community work directly with children or horses, or provide labor for repairs and improvements, or assist with administrative tasks. They have an enthusiasm for their work and compliment each other in extending a service of distinct merit. The high costs & time-consuming nature of such a project does make for a continuing challenge, but the partnership of professional guidance, community support and the joys of animal companionship have been the recipe for our success. There is no need for experience or for an ongoing commitment. We extend an invitation to anyone who enjoys the company of animals and children to join us for the fun. Equus Heals is located a few miles off of Route 87, just north of Spring Lake. We are so proud to be "up and running", and do love company. Come see us in action. Call 919-499-1556 to arrange a visit or to register for the golf tournament. Thanks so much.

Sandra L. Tull, M.A.
Early Childhood Special Educator
Owner and Director

B'cuzt Jan 11-2-03
10502

Sue Zislis, M.S., P.T.
Physical Therapist
Board of Directors

Equus Heals is a member of The North American Riding for the Handicapped Association and a Non-Profit 501(c)(3) Corporation. Donations are Tax Deductible. Sandra Tull, Owner & Director. Board of Directors: Bellina Ayer, Rebecca Bvingolf, Jim McCormick, Liz Munson, Dan Weston, Frank Westart, Lisa Yenter, Sue Zislis, Ted Zislis.



PRISON
FELLOWSHIP®
Ministries

Post Office Box 5892
Cary, NC 27512
(919) 481-0677 • Fax (919) 481-0608

August 1, 2003

WCKB-AM
NC Central Broadcasters, Inc.
Attn: Ron Tart
PO Box 789
Dunn, NC 28335-0789

Dear Ron,

You have already received, or will soon receive, a packet of information from Prison Fellowship Ministries including public service announcements (psas) concerning our signature ministry to the children of incarcerated parents, Angel Tree®.

Last year at Christmas, Prison Fellowship Ministries nationally served some 600,000 of these special children through our partnership with local churches in the area where Angel Tree® children live. Our local office of Prison Fellowship received applications to serve 33,000 children in our areas of responsibility – North Carolina, South Carolina, and Kentucky. This year, we expect those numbers to grow. Therefore, we desperately need your help to reach and register more churches to serve Angel Tree® children.

If you have specific questions concerning this ministry, you may contact me directly at my office in Cary, NC at 800-445-5244. You may also go to our website www.pfm.org or www.angeltree.org.

Thank you for playing the psas as often as possible and for participating in a life-lifting effort on behalf of children who are the most innocent victims of crime and incarceration.

Sincerely and Faithfully,

W. Edward Privette, Executive Director
Prison Fellowship Ministries, NC/SC/KY

B'cast SUN, 11-9-03
1050Z

*"A bruised reed he will not break...
In faithfulness he will bring forth justice."
Isaiah 42:3*

30 SECOND PSA

THERE'S NO PLACE LIKE YOUR HOME TO THE NORTH CAROLINA CHILDREN IN NEED OF ADOPTIVE OR FOSTER FAMILIES. THE MAJORITY OF CHILDREN HAVE SPECIAL NEEDS—THEY'RE TEENAGERS, CHILDREN OF COLOR, CHILDREN WITH PHYSICAL OR EMOTIONAL CHALLENGES, AND SIBLINGS. THEY NEED YOUR LOVE! OTHER CHILDREN NEED FOSTER FAMILIES TO SHARE THEIR HEARTS AND HOMES UNTIL THEY CAN RETURN TO THEIR PARENTS OR ARE ADOPTED PERMANENTLY. CONSIDER BEING ONE OF THEM. THIS NOVEMBER, REMEMBER—TO THE THOUSANDS OF CHILDREN IN NEED OF ADOPTION, THERE'S NO PLACE LIKE YOUR HOME. FOR MORE INFORMATION, CALL HARNETT COUNTY DEPARTMENT OF SOCIAL SERVICES AT (910) 893-7500 OR NC KIDS ADOPTION & FOSTER CARE NETWORK AT 1-877-625-4371. ###

Wandy Butcher
Adoption Social Worker

B'c 2st Jan, 11/16/03 +
11/23/03
10502

**NORTH CAROLINA SOCIETY OF
EYE PHYSICIANS & SURGEONS**

Eye M.D.s of North Carolina

PO Box 27167 · Raleigh, NC 27611 · (919) 833-3836 · Fax - (919) 833-2023 · Email -
ncoph@ncmedsoc.org

NEWS RELEASE

Date: October 29, 2003
Release: For Immediate Release
Contact: Alan Skipper, Executive Director
E-mail: ncoph@ncmedsoc.org

DR. SHARON SEKRAT

Millions At Risk For Blindness Due to Diabetes

[Raleigh] - There are approximately 10.3 million Americans that have diabetes and more than half are at risk for vision loss because they do not know they have the disease.

"This is a tragedy waiting to happen because people with diabetes can develop diabetic retinopathy, a degenerative disease of the retina (the sensitive area at the back of the eye), which affects 5.3 million Americans age eighteen and older," said Dr. James Antoszyk, an Eye M.D. in Charlotte and President of the North Carolina Society of Eye Physicians and Surgeons.

More than one third of those diagnosed with diabetes do not adhere to vision care guidelines by obtaining a dilated eye exam every year. So, as part of November's Diabetic Eye Disease Awareness Month, Eye M.D.s (ophthalmologists) across the country are urging Americans with diabetes to have a dilated eye exam every year.

The longer a person has diabetes, the greater his or her risk is for developing diabetic retinopathy. However, diabetic retinopathy does not only affect people who have had diabetes for many years, it can also appear within the first year or two after the onset of the disease. For some people, diabetic retinopathy is one of the first signs that they have diabetes.

High blood sugar levels can weaken blood vessels in the eye's retina causing them to leak blood or fluid. This causes the retina to swell and form deposits that can lead to vision loss. Blood sugar fluctuations can also promote growth of new, fragile blood vessels on the retina, which can break easily and leak blood into the vitreous (the clear, jelly-like substance that fills the center of the eye.) This can also blur vision and lead to permanent vision impairment.

What are the signs to look for? "Because fluctuations in blood sugar levels can temporarily affect vision, it's sometimes hard to know if a serious eye problem is developing," says Dr. Antoszyk. "That's one of the reasons good control of your blood sugar is so important. If you notice a vision change in one eye, a change that lasts more than a day or two, or a change not associated with fluctuations in blood sugar call your Eye M.D. promptly."

If you're diagnosed with diabetes, schedule a complete dilated eye exam once a year or as often as your Eye M.D. suggests and keep your blood sugar under control through diet and exercise.

The North Carolina Society of Eye Physicians and Surgeons is the statewide association of Eye M.D.s in North Carolina. To find an Eye M.D. in your area, contact the NCSF&S.

To arrange for an interview with a local ophthalmologist, please contact the NC Society of Eye Physicians & Surgeons. Thank you!

Blcst Sun, 11/30/03
10502

NORTH CAROLINA SOCIETY OF EYE PHYSICIANS & SURGEONS

Eye M.D.s of North Carolina

PO Box 27167 · Raleigh, NC 27611 · (919) 833-3836 · Fax - (919) 833-2023 · Email -
ncoph@ncmedsoc.org

Diabetic Eye Disease

1. During November's Diabetic Eye Disease Awareness, the American Academy of Ophthalmology and Eye M.D.s want to remind those with diabetes to protect their vision by having a dilated eye exam every year.
 - Diabetic eye problems are among the most common complications facing people with diabetes.
 - Approximately 10.3 million Americans have diabetes. And half are at risk for vision loss because they do not know they have the disease.
 - Diabetic retinopathy, a degenerative disease of the retina (the sensitive area at the back of the eye), affects 5.3 million Americans age eighteen and older each year.
 - Diabetic retinopathy is the leading cause of blindness among working-age Americans.
 - Your risk of developing diabetic retinopathy increases with the number of years you've had diabetes. After 15 years with the disease, almost 80 percent of people with Type 1 diabetes have some form of diabetic eye disease.
 - Diabetes can also affect your vision by causing cataracts and glaucoma.
2. Yearly dilated eye exams are crucial for protecting vision in people with diabetes.
 - Early detection and treatment of diabetic retinopathy can usually prevent permanent vision loss.
 - More than one third of those diagnosed with diabetes do not receive the recommended vision care and may be at risk for blindness.
 - Call your Eye M.D. if you have diabetes and you notice vision changes that affect only one eye, last more than a few days or are not associated with changes in your blood sugar.
 - Pregnant women with diabetes should have an eye exam in the first trimester - diabetic eye disease can progress rapidly during pregnancy.
3. Keeping your blood sugar under control decreases your risks of many complications associated with diabetes, including eye disease.
 - High blood sugar can damage the blood vessels in the retina, which can lead to vision damage.
 - Rapid changes in blood sugar can cause temporary changes in vision, even if diabetic eye diseases aren't present.
 - It's especially important to keep blood sugar in good control for a few days before being examined for glasses because your blood sugar levels can affect your vision and you may end up with corrective lenses that don't work for you later.

The North Carolina Society of Eye Physicians and Surgeons is the statewide association of Eye M.D.s in North Carolina. To find an Eye M.D. in your area, contact the NCSFES.

***To arrange for an interview with a local ophthalmologist, please contact the
NC Society of Eye Physicians & Surgeons. Thank you!***

HOLIDAY SAFETY ADVICE.....

CHRISTMAS TREE: WHAT TO LOOK FOR WHEN CHOOSING A LIVE TREE

SPECIAL ADVICE FOR ARTIFICIAL TREES

DECORATING TIPS AND WARNINGS

OUTDOOR DECORATIONS: GUIDELINES FOR TYPES, POWER USAGE

GIFTS: RECOMMENDATIONS FOR SAFE TOYS

HOW TO TEACH CHILDREN TO CHOOSE SAFETY

PETS: WARNINGS ABOUT DECORATIONS OR GIFTS

SMOKE DETECTORS!

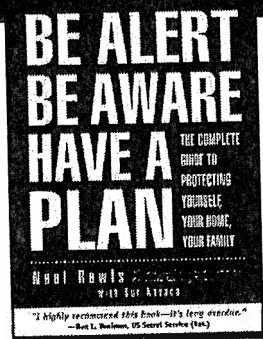
John Drengenberg

B'cast sum 12/7/83
10502

**Don't Be
a Victim of Crime
This Holiday Season!**

Crime increases during the holidays — more muggings, robbery and burglary. But there's also more road rage, increased workplace and domestic violence, and a higher possibility of terrorism. You can learn to protect yourself using the same time-tested techniques police officers use to stay safe.

Security expert and veteran cop **Neal Rawls** reveals these easy-to-learn techniques and much more when you interview him on your show. Just in time for the holiday shopping season, bring Neal in for practical advice your listeners need and can really use to stay safe in today's dangerous world. Neal will reveal:



- How to become "streetwise" to avoid being mugged, abducted, or robbed at an ATM.
- 10 tips to avoid getting carjacked.
- 10 ways to quell road rage.
- What to do if you're being followed.
- How to protect your home against intruders.
- 10 ways to stay safe at work.

ATTENTION PRODUCERS! Other topics Neal can discuss include: • Child abduction. • Identity theft. • Terrorism and biological attacks. • School or workplace violence. • Natural disasters. • Child or spouse abuse... and much more!

CREDENTIALS: Neal Rawls is a street cop with a master's degree and 14 commendations, currently security chief of an international security corporation. He is the co-author, with Sue Kovach, of *BE ALERT, BE AWARE, HAVE A PLAN: The Complete Guide to Protecting Yourself, Your Home, Your Family*. He is frequently quoted in the media. The book has been selected by the Book of the Month Club, Doubleday Book Club, and the Crossings Christian Book Club.

AVAILABILITY: FL, nationwide by arrangement and via telephone; available as a last-minute guest
CONTACT: Sue Kovach, (561) 736-1176 (FL); e-mail suekovach@yahoo.com

*Blitz Sun 12-14-03
10502*

Great Call-in Show
What's the Most Unusual Christmas Gift You've Ever Gotten or Given?

Last-minute gift shopping is a challenge. What to buy? What about *your* list? Women often find themselves opening a package with anticipation, only to find tools, boring kitchen appliances or other things that would be "really handy"...to the gift-giver. And men open the box and oh no! The dreaded cologne or neckties!

Sound familiar? If you've had this experience, bring **John Drummond** on your show. He'll acquaint your audience with his own unique gift idea that's perfect for men, women and children of all ages...the unicycle!

Talk to John about:

- How anyone can learn to ride a unicycle—the Drummond's youngest son has been riding since age 4, and their oldest client bought his first unicycle at 84.
- Why unicycling makes a great low-impact exercise (more fun than biking—you can't coast!).
- The study by the University of Japan students indicating that kids who unicycle perform better in school than kids who don't.



NO

ATTENTION PRODUCERS:
 John will give away a unicycle or a unicycling video to the listener with the most unique Christmas gift story!

Unicycle.com
 1-800-unicycle

CREDENTIALS: John Drummond and his wife Amy are the owners of Unicycle.com, the world's largest retailer of one-wheel cycles. Together, the Drummond family has won four gold, two silver and two bronze medals in unicycling competitions. Two sons are world champions. They have been featured on *Good Morning Atlanta* and appeared in articles on CNN.com, MSNBC and Business Week Online, in *Fortune Small Business* and the *New York Times*.

AVAILABILITY: GA, nationwide by arrangement and via telephone

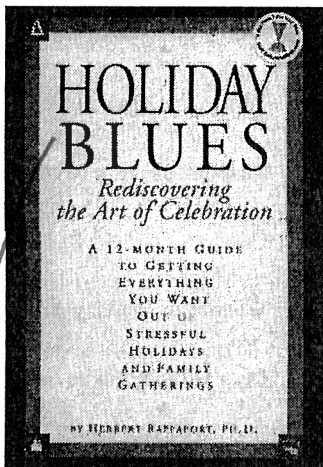
CONTACT: John Drummond, (678) 494-4962 (GA) or 1-800-UNICYCLE (1-800-864-2925); e-mail john@unicycle.com

Grinch, Loner, Merrymaker...

~~What's Your Holiday Personality?~~

Do you approach the holidays with:

- Too much to do and "too many balls in the air?"
- Exact and elaborate plans as to how various celebrations must unfold?
- A party animal strategy that shouts "Indulge, indulge, indulge?"
- Dread, sadness, and an over-abundance of memories dealing with Christmases past?



Whether you're a Juggler, Perfectionist, Merrymaker, or Mourner, **Herb Rappaport, Ph.D.**, asserts you're a holiday disaster waiting to happen. The added stresses of seasonal celebrations simply enhance or exacerbate our existing personality traits. So if you're always taking on too many projects, are an inveterate micro-manager, the perennial life of the party, or conversely, the black cloud, Dr. Rappaport says, "Stop!"

Now that you're ready to back up, re-evaluate and approach the holidays from a completely different — and healthier — angle, invite this compelling speaker on to discuss:

- The dynamics behind each previously mentioned personality, as well as the Loner, Lost Soul, Fixer, and that classic curmudgeon, the Grinch.
- How to combat the depression that accompanies each personality.
- Valuable suggestions for surviving and enjoying the holidays, regardless of your personality type.

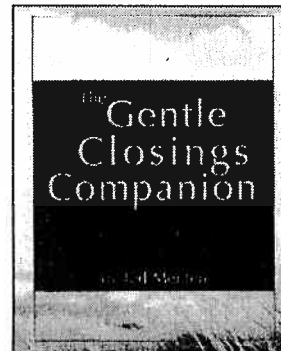
CREDENTIALS: Herbert Rappaport, Ph.D., author of *HOLIDAY BLUES: Rediscovering the Art of Celebration*, is a professor at Temple University where he has served as the director of the psychology clinic and doctoral program. In addition to being published in a variety of prestigious psychology journals, Dr. Rappaport and his book are featured this fall/winter in *Health & Prevention* and *Woman's World* magazines.

AVAILABILITY: Philadelphia, nationwide by arrangement and via telephone

CONTACT: Sam Caggiula, (215) 567-5080, ext.271 (PA); scaggiula@runningpress.com

~~How to Handle the Mondays After Losing a Loved One~~

Sure to be this season's most memorable guest, nationally recognized grief counselor **Ted Menten** has counseled survivors of the Oklahoma City Bombing, Columbine, and 9/11. Whether your listeners are coping with the first holiday after a family death, facing the imminent loss of a loved one, or exploring such issues as survivor guilt and the various stages of grief, Menten provides thought-provoking, as well as comforting, insights and observations.



Invite this experienced media personality to discuss:

- Why we're wrong when we say God doesn't answer our prayers.
- "Will I ever stop grieving?" and other difficult questions.
- Why society's attitude that grief is something to overcome, outgrow, and leave behind is an insult to all those who have lost loved ones.
- Whether "closure" is a meaningless concept.
- How to say goodbye to those who are in the process of dying.
- Whether talking to children with terminal illness is any different from talking to terminal adults.
- How to respond to a survivor who says, "It should have been me."

CREDENTIALS: Ted Menten is the author of *THE GENTLE CLOSINGS COMPANION: Questions and Answers for Coping with the Death of Someone You Love* and several other books published by Running Press.

AVAILABILITY: New York, nationwide by arrangement and via telephone

CONTACT: Jennifer Brunn, (215) 567-5080, ext. 214 (PA); jbrunn@runningpress.com

B'czt Sun 12-21-03
1050

The #1 Reason People Get Ripped Off by Salesmen



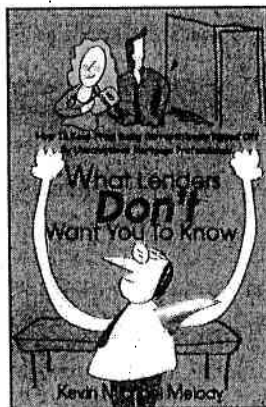
Your mechanic told you your car needs a new "chip", which will cost \$800 to replace. Your loan officer bumped the rate and fees on your refinance at the last minute and claims it's due to a previously undiscovered "derog" on your credit report. Your stockbroker is urging you to sell now because disaster looms. If you're not a mechanic, a loan officer, or a stockbroker, how do you know

if the "expert" you're dealing with on any complex, big-ticket transaction really knows what he's talking about? How can you know whom to trust and whom to avoid?

Sleazy salesmen beware: **Kevin Melody** is here with the best defense against getting ripped off. He'll share with your audience what you need to know before you buy anything and whom you should trust with your hard-earned money. Your listeners will thank you for the informative and revealing show.

They'll learn:

- Why a consumer's only choice is to work with an honest expert, or to become one himself.
- Why it's impossible to beat a dishonest salesperson, no matter how well you prepare.
- How to use a simple, four-step method for finding competent people who are also honest.



CREDENTIALS: Kevin Melody has over a decade of experience in the mortgage industry and regularly conducts workshops in consumer protection. He is the author of *WHAT LENDERS DON'T WANT YOU TO KNOW: How to Keep from Being Surreptitiously Ripped Off by Unscrupulous Mortgage Professionals.*

AVAILABILITY: Southern California and nationwide by arrangement and via telephone

CONTACT: Kevin Melody, (323) 666-1182 (CA)

Most People Don't Keep Their New Year's Resolutions

This Guest Reveals How YOU Can

Almost everyone resolves to improve their lives each December as we move into a new year, and a new start. But by January, the diets are done, the exercise equipment is exhausted, and all those great organizational gadgets are collecting dust in a desk drawer. Will we ever stop stalling and get our acts together?

Let **Maura Schreier-Fleming** tell your audience how to set great goals—and actually stick to them! Her proven techniques for business success can be applied to any area of your life, with the same spectacular results.

Interview Maura today as she explains how to:

- Tackle one thing at a time: Why setting too many goals at once puts you in place for immediate failure.
- Let time work for you: The best way to break up big goals and, with patience and self-permission, get the results you want.
- Put process before results: Learn to turn apparent setbacks into ample opportunities.
- Play "what's wrong with this picture": How to discover — and fix — the flaws in your plans, and keep from reverting to old habits.



CREDENTIALS: Maura Schreier-Fleming is founder and president of Best@Selling, a performance consulting firm in Dallas, Texas. She has helped thousands of business professionals and managers improve their people skills and obtain better results. Her columns on selling and business appear in several publications, and she is the author of *REAL-WORLD SELLING FOR OUT-OF-THIS-WORLD RESULTS.*

AVAILABILITY: TX, nationwide by arrangement and via telephone; available as a last-minute guest

CONTACT: Maura Schreier-Fleming, (972) 380-0200 (TX); e-mail maura@bestatselling.com

Best Jan 12-28-03
10502