

ISSUES / PROGRAMS

January, February and March, 2006

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 practical, easy to understand health advice.
P--WCKB aired "The Great Physician's Daily Prescription," with Jordan Rubin, 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.

SOCIAL SECURITY REPORT (January - March, 2006)

1/03/06	Shiryl Evans	Q & A: New medicare prescription drug program
1/10/06	Q & A: SS programs & benefits
1/17/06	Medicare prescription drug program information
1/24/06	Where to get info on the new Medicare prescription drug plan
1/31/06	Retirement age vs retirement income: strike the right balance
2/07/06	How work can affect SS benefits
2/14/06	Play the percentages in retirement financial planning
2/21/06	Help with Medicare prescription drug program decisions
2/28/06	Q & A: various SS programs & benefits
3/7/06	Protect your SS # and protect yourself from identity theft
3/14/06	Apply for extra help w/ costs of Medicare prescription drug plan
3/21/06	Form 1099 / SS benefit statements available online
3/28/06	Save a trip by visiting www.socialsecurity.gov

COUNCIL ON AGING REPORT

(January - March, 2006)

1/04/06	Kimberly Tilghman	Nutritional supplements
1/11/06	Home delivered meals
1/18/06	Medicare Part D
1/25/06	Should I join Medicare plan?
2/01/06	How often can I switch?
2/08/06	How should I compare plans?
2/15/06	Family caregivers
2/22/06	Family caregivers in NC
3/01/06	Everyone can expect to become a caregiver
3/08/06	Caregivers & the long-term care system
3/15/06	Caregiving has many rewards
3/22/06	Choosing a home care agency
3/29/06	Community services for caregivers

HEALTH DEPARTMENT REPORT

(January - March, 2006)

1/05/06	Denise Newkirk	January is cervical health month
1/12/06	January in cervical health month
2/02/06	American Heart Assn/"Go Red" campaign
2/09/06	American Heart Assn/"Go Red" campaign
2/16/06	February is Children's Dental Health Month
2/23/06	Stopping tobacco use in restaurants
3/02/06	March is nutrition month
3/09/06	March is nutrition month
3/16/06	March is nutrition month
3/23/06	March is nutrition month
3/30/06	Diabetes in school-age children

EXTENSION SERVICE REPORT

(January - March, 2006)

1/06/06	Tyrone Fisher	Benefits of joining a livestock association
1/13/06	""""""""""	Work begins on new Harnett County Fair
1/20/06	Dan Campeau	Avian flu
2/03/06	Tyrone Fisher	Animal waste operators' licensing
2/10/06	""""""""""	Animal waste operators' licensing
2/24/06	Jennifer Walker	Love your heart
3/03/06	Teresa Kicher	Transfats
3/10/06	Jennifer Walker	African-American women & heart disease
3/17/06	Jennifer Walker	Love your heart
3/24/06	Teresa Kicher	Transfats
3/31/06	Jennifer Walker	African-American women & heart disease

MONEY HELP MINUTE*(January - March, 2006)*

- 2/05/06 Loaning money to friends and family
- 2/12/06 Establishing credit for the first time
- 2/19/06 Planning for a financial windfall
- 2/26/06 What's in a credit score?
- 3/05/06 What to do when you can't pay the mortgage
- 3/12/06 Money & marriage
- 3/19/06 Do you need cash in case of a terrorist attack?
- 3/26/06 Can you afford that loan?

2/05/06 Your body, the temple

2/12/06 Adding fiber to your diet

2/19/06 Eat to live -- chew your food

2/26/06 Eat to live -- fasting

3/05/06 Water -- God's Gatorade

3/12/06 Nutrition in a bar

3/19/06 You don't have to clean your plate

3/26/06 Supplements, not substitutes

HOME SCHOOL HEARTBEAT

(January - March, 2006)

- 2/05/06 Thinking "Christianly" about literature
- 2/12/06 Seeing God's sovereignty in history
- 2/19/06 Tips on using money wisely at curriculum fairs
- 2/26/06 Studying science at home/Glimpses of God's eternal power & divine nature
- 3/05/06 Developing public speaking skills/Don't be afraid to speak out
- 3/12/06 Advice from home school pioneer, Cheri Moore
- 3/19/06 Counting the cost of home schooling
- 3/26/06 Why etiquette is important



P.O. Box 998
Colorado Springs, CO 80901
Phone: (719) 531-3300 Fax: (719) 531-3330

TRACK SHEET

FEBRUARY 2006

67 TRACKS



Track

VALENTINE IMAGE Spots (:60 each)

- 1 Isn't it Romantic?
- 2 Football Love
- 3 Kiss Someone You Love
- 4 Movie Love
- 5 Valentine's Cliché
- 6 A Valentine Limerick
- 7 The Yard Sale
- 8 Paper Hearts

BLACK HISTORY MONTH Spots (:60)

- 9 Why We Celebrate - I

10 Please do not use the spot on this track. The brochure mentioned is no longer available. An alternate spot is available on the .fip site. "Why We Celebrate - II" (:30)

"FOCUS ON THE FAMILY" Generic (:60)

- 11 Soliloquy

CROSS-PROMOTION Spots (:30 each)

- 12 Fill up your Love Tank
- 13 Fill up your Love Tank

Inspo Version
AC Version

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

- 14 Just Another Weekend

"FAMILY NEWS IN FOCUS" Generic (:30)

- 15 Wedding Song

"PLUGGED IN MOVIE REVIEW" Generic (:30)

- 16 Wrong Number

NATIONAL DAY OF PRAYER TASK FORCE Generic (:60)

- 17 Universal

"FIRST THURSDAY" (:60) [Air 1st Thursday in February]

- 18 Introducing the Prayer Minute

CLERGY APPRECIATION Generic (:60)

- 19 The Drill

SANCTITY OF HUMAN LIFE Generic (:30)

- 20 Value

"ADVENTURES IN ODYSSEY" Generic (:60)

- 21 A Producer and an Idea Meet Again and Again ...

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

- 22 February 4/5 Dead Ends
- 23 February 11/12 The Poor Rich Guy
- 24 February 18/19 The Cheater Cheated
- 25 February 25/26 Bringing Up Docs

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

- 26 February 1 Emotional Baggage
- 27 February 2 Where There's a Will ...
- 28 February 3 Isaac, The Procrastinator

Track

- 29 February 6 Home Is Where the Hurt Is
- 30 February 7 And the First Shall Be Last
- 31 February 8 The Meaning of Sacrifice
- 32 February 9 Mayor for a Day
- 33 February 10 Coming of Age
- 34 February 13/14 Waylaid in the Windy City - I & II
- 35 February 15 Last in a Long Line
- 36 February 16 A Day in the Life
- 37 February 17 The Homecoming
- 38 February 20 A Rathbone of Contention
- 39 February 21 Isaac, the True Friend
- 40 February 22 Peacemaker
- 41 February 23 A Model Child
- 42 February 24 Sixties-Something
- 43 February 27/28 Bernard & Esther - I & II

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

- 44 Teens' Natural Habitat
- 45 Special Minute

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

- 46 February 1 The Strong-Will Advantage
- 47 February 2 Flat Tires
- 48 February 3 Making Time for Marriage
- 49 February 4 Boy/Girl Differences
- 50 February 5 Men's Ministries
- 51 February 6 Hands on the Wheel
- 52 February 7 Is it Love or Infatuation?
- 53 February 8 The Test of Love
- 54 February 13 Unique Communication
- 55 February 14 Water Your Love
- 56 February 15 The Void
- 57 February 16 Dating: Keep Your Eyes Open
- 58 February 17 Buoyant Balloons
- 59 February 20 How to Handle Group Pressure
- 60 February 21 A Man's Job Description
- 61 February 22 Be There for Your Kids
- 62 February 23 Early Bonding With Mom
- 63 February 24 Tough Love
- 64 February 27 Vitamin "M"
- 65 February 28 Inside the Workaholic

PDF FILES

- 66 Affiliate Info Sheet
- 67 Scripted Promos



- Dr. James Dobson & Dr. Bill Maier
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BRIARGATE
M E D I A

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TRACK SHEET

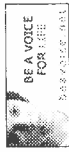
March 2006

64 TRACKS

FOCUS ON THE FAMILY
BROADCASTING

Track

- IMAGE Spot (:30)**
1 Everyday Family Man
- "FOCUS ON THE FAMILY" Generic (:60)**
2 Life in the Jungle
- CROSS-PROMOTION Spots (:30 each)**
3 Mel Gibson's Passion
4 Mel Gibson's Passion
- "FOCUS ON THE FAMILY WEEKEND MAGAZINE" Generic (:30)**
5 Relaxing Weekend
6 Battle Scared
- "FAMILY NEWS IN FOCUS" Generic (:30)**
7 A Man and His Opinion
- "PLUGGED IN MOVIE REVIEW" Generic (:30)**
8 Get Ready to Pray!
- NATIONAL DAY OF PRAYER TASK FORCE Generic (:30)**
9 Prayer for Hollywood
- "FIRST THURSDAY" (:60) [Air 1st Thursday in March]**
10 Clergy Appreciation Generic (:60)
11 Fishbowl
- SANCTITY OF HUMAN LIFE Generic (:60)**
12 Christian Homes for Special Kids
- "ADVENTURES IN ODYSSEY" Generic (:60)**
13 Candlelight Dinner and an Adventure
- "ADVENTURES IN ODYSSEY" Weekly Promos (:30 each)**
14 March 4/5 Broken Armed and Dangerous
15 March 11/12 The Impossible
16 March 18/19 The Last 'I Do'
17 March 25/26 Tuesday's with Woolen
- "ADVENTURES IN ODYSSEY" Weekly Promos (:30 each)**
18 March 1 The Curse
19 March 2 Hold Up!
20 March 3 A Test for Robyn
21 March 6/7 The Cross of Cortes - I & II
22 March 8 Room Mates
23 March 9 You Gotta Be Wise
24 March 10 Isaac the Pure
25 March 13 It Takes Integrity
26 March 14 The Scales of Justice
27 March 15 Tales of Moderation
28 March 16 Isaac the Chivalrous
29 March 17 A Question of Loyalty
- Inspo Version
AC Version



Track

- 29 March 20 The Conscientious Cross-Guard
30 March 21 An Act of Nobility
31 March 22 The Courage to Stand
32 March 23 No, Honestly!
33 March 24 Modesty is the Best Policy
- 34 March 27/28 Moses, the Passover - I & II
35 March 29 A Tongue of Fire
36 March 30 A License to Drive
37 March 31 Father's Day
- "JAMES DOBSON FAMILY MINUTE" Generics**
38 The "Ah-Ha!" Moment (:60)
39 Facets of Life (:30)
- "JAMES DOBSON FAMILY MINUTE" Features (:60 each)**
40 March 1 Inadequate Parents
41 March 2 Wild Boyz
42 March 3 Moving too Fast
43 March 4 Sibling Rivalry: It's Part of the Game
44 March 5 Men Without Christ
45 March 6 Cautious Humor
46 March 7 Loved too Deeply
47 March 8 The Myth of Safe Sex
- 48 March 13 Boys at Risk
49 March 14 When There Are Two Breadwinners
50 March 15 Recognizing Depression
51 March 16 Singles
52 March 17 Fourth Grade Body Image
53 March 20 Evaluating Your Life Before It's Over
54 March 21 Detachment and Differentiation
55 March 22 Suffering From Divorce
56 March 23 Signs of Being Bullied
57 March 24 Absence of Community
58 March 27 Finding Your Spouse
59 March 28 We All Have Needs
60 March 29 Father to Son Blessing
61 March 30 Adult Kids: Living at Home
62 March 31 Strange Kids

PDF FILES

- 63 Affiliate Info Sheet
64 Scripted Promos



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The #1 Reason People Get Ripped Off by Salesmen



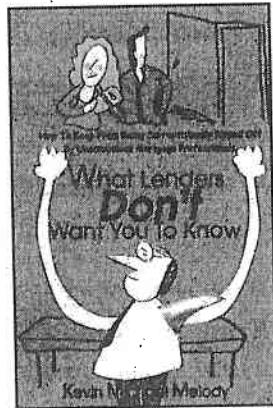
Your mechanic told you your car needs a new "chip", which will cost \$800 to replace. Your loan officer bumped the rate and fees on your refinance at the last minute and claims it's due to a previously undiscovered "derog" on your credit report. Your stockbroker is urging you to sell now because disaster 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~~

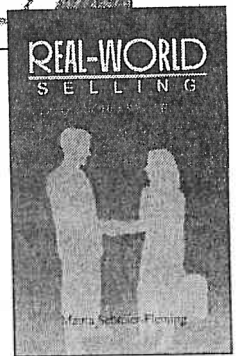
This Guest Reveals How YOU Can

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

3:25 PM, 1-1-08 10:50

TYNDALE PRODUCTS

- NEWS
- FICTION
- NON-FICTION
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- BIBLES/REFERENCE
- KIDS/YOUTH
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- AV/INTERACTIVE
- RESOURCES
- GIFTS
- COMPANY
- BRANDS
- SEARCH

Home :: Products :: Non-Fiction :: Out of Harm's Way

DETAILS

OUT OF HARM'S WAY
Jack Thompson



READ FIRST CHAPTER .PDF (Acrobat Reader Required)

HIGHLIGHTS

Summary

Jack Thompson eats giants for breakfast. Just ask media giant and shock-jock Howard Stern, who ranted on air about the "one lunatic lawyer" who got him kicked off the air. Jack, an outraged father and activist lawyer, is on a mission to protect children from the violent & obscene video games, music videos, shock jocks, radio shows & television programs he says are creating a culture of violence & degradation. Going beyond outrage, Thompson chronicles his own spiritual journey from bystander to activist and offers the sociological, medical, scientific, and legal evidence that will motivate all Americans--especially parents--to get involved.

** Specialized in litigation against entertainment industry since 1987*

List Price: **\$19.99**
 Binding: **Hardcover**
 Page Count: **256**
 Trim Size: **6 x 9**
 ISBN: **1-4143-0442-0**
 CPC Sub Category: **Biography & Autobiography**
 Release Date: **December 2005**

More resources available at:



*File 2 of 501
1052001
1-8-08*

lottie

From: "Merilee:::Kern Communications" <merilee@kerncommunications.com>
To: <merileek@kerncommunications.com>
Sent: Monday, January 02, 2006 11:48 PM
Subject: Top Six Retirement Tips for '06

Financial New Year's Resolutions? "Yes!" Expert Says

The Senior Financial Coach's "Top Six Tips for 2006" for Creating a Retirement Nest Egg That's Sunny Side Up

There's an epidemic in America – financial planning procrastination! Far too many are approaching their golden years much less financially prepared than they had hoped to be. A fresh, new year is here and people young and old alike should forego the ever popular New Year's resolution to lose weight and, instead, commit to getting their "financial house" in order. Doing so will help assure they enter senior citizenship with a financial nest egg that allows them to maintain their desired standard of living and, in doing so, peace of mind.

According to Senior Financial Coach Hank Parrott, President of Estate & Financial Strategies, Inc., "To achieve one's desired retirement lifestyle, it's imperative to have a sound financial game plan in place - and in the shortest order possible. Corporate pension plans have become far too unreliable, so American's need to assure all of their retirement eggs are not in one basket and take complementary measures to help secure their financial future."

To help us get our collective ducks in a row for the New Year, Parrott offers these "Top Six Tips for 2006" for retirement planning success:

1. **Take stock.** Assess where you are - financially speaking - right now. What is your current income? What are your current expenses? What assets do you currently have and what, if any, debt? This information is imperative for mapping out your financial future, as you won't know where to go if you don't know where you are.
2. **Dig deeper.** Next, attempt to identify income-generating opportunities and potential risks you may face. How can you eliminate any debt as quickly as possible? Do you anticipate any major increases or decreases in income or expenses? Are there any specific medical issues to deal with and/or plan for?
3. **Forecast.** Look ahead to where you intend to be based on your current path or plan. What can you count on in ten years? Will you have pension, Social Security and/or other income and, if so, how much? How much income will be needed from investments to cover living expenses and when?
4. **Develop a financial game plan.** Discern what available investment vehicles will improve the likelihood of having the lifestyle you desire with the least amount of risk? What is the minimal amount of return on your investments necessary to attain your goals? If you can attain your goals without, or with very little, risk, why put your retirement funds in jeopardy to chase higher returns? The best plan will account for inflation and taxes while preserving principle.
5. **Foresee the unforeseen.** Plan ahead for potential risks, such as high medical, insurance, prescription medication, and long term care expenses. Know what your options are with respect to Medicare and otherwise, which will be critically important once employer-based benefits are no longer available.
6. **Pull the trigger.** Once you have developed a solid financial game plan, implement those strategies ASAP and stay the investment course – with just 10 or fewer years until retirement, time "is" of the essence, after all, and looking for greener grass is a sure-fire hazard. Monitor your investments regularly to ensure all stays on track toward your goal.

Please contact me at 858-577-0206 or merilee@kerncommunications.com to arrange a conversation with Henry "Hank" Parrott, The Senior Financial Coach - a Certified Retirement Financial Advisor™, Senior Advisor and Estate Planner, a Chartered Financial Consultant, an Accredited Estate Planner, a Registered Financial Consultant, and a member of Ed Slott's Elite IRA Advisor Group™ - a distinction currently held by only 80 financial planners worldwide.

Best Regards,

*Best Sun 1-15-06
10:50am*

1/3/2006

lottie

From: "Ryan Clancy" <ryan.clancy@rosengrouppr.com>
To: <lotties@wckb780.com>
Sent: Wednesday, January 04, 2006 12:13 PM
Subject: Segment: Office Resolutions You Can Actually Keep

Hi Lottie,

Forget losing 50 pounds or quitting smoking. Most people can't even sustain a New Year's resolution to keep their desks clean. Promises to clean up our act at work are among the most popular forms of delusion to start the New Year. That's why I'd like to offer up Inc. online senior editor Rod Kurtz to discuss techniques for making your office resolutions stick for a change:

- **Fight the tyranny of the urgent:** The adrenaline and stress of deadlines for small projects can often obscure larger, long-term thinking. Set aside a block of time every day to put these smaller fires out.
- **Clean your desk, really:** "I really do know where everything is," is a copout. Treat it like a break, and take 10 minutes every afternoon to stash the clutter. Saves time in the long run.
- **Come in early, leave on time:** Staying late isn't always the solution. Giving your day more structure will force you to plan, rather than simply wasting time and putting things off until later.
- **Don't shoot from the hip:** In the age of the Blackberry, it's easy to spout off by email or text message. Take a few minutes to slow down and edit all your communiqués.
- **Develop Yourself:** Taking responsibility for your professional development means a lot – even if you have to pay for it.
- **Thank people and give positive feedback:** Promise yourself that when a coworker does something special, they're rewarded with recognition. They'll probably return the favor when talking about you one day.

Rod has done plenty of radio before. Please let me know if you are interested.

Thank you,
Ryan Clancy
212.255.8455 ext. 22

*Best Sun 1-22-06
10:10*

lottie

From: "David E. Johnson" <djohnson@strategicvision.biz>
To: <lotties@wckb780.com>
Sent: Tuesday, January 10, 2006 2:31 PM
Subject: Possible Guest

Businesses in 2005 were hit with unprecedented disasters, both natural and manmade ones. In 2006 it has been predicted that businesses will face even greater challenges from ID Theft to Avian Flu. What are the challenges that businesses should be prepared for? What new disasters will businesses face? How prepared are American businesses overall?

Able to discuss this and more is Norris L. Beren, Executive Director of the Emergency Preparedness Educational Institute (EPEI) and author of WHEN DISASTER STRIKES HOME! Mr. Beren advises numerous businesses on how to prepare for any potential disaster. He has appeared on CNN, FOX News, MSNBC, ABC, and in the Baltimore Sun, New York Times, and countless shows and publications across the country. Would you be interested in interviewing him on this subject?

Thanks for any consideration.

David E. Johnson
Ph: (404) 880-0098
Cell: (404) 441-7590
Fx: (404) 880-0084
www.strategicvision.biz

*Best Sun 1-29-06
1050*



Edward B. Fiske

Edward B. Fiske served for 17 years as education editor of the *New York Times*. He has edited *The Fiske Guide to Colleges* for over twenty years.



Bruce Hammond

Bruce Hammond was editor-in-chief of *The Insider's Guide to Colleges*. He is the author of *Discounts and Deals at the Nation's 360 Best Colleges*, and is the school and college expert at *Parent Soup*. He lives in Albuquerque, New Mexico.

interview: Bruce Hammond

Find the College That's Right for You!

**THE FISKE
GUIDE TO**

**Getting into
the Right
College**

- ✓ How to choose the right college for you
- ✓ Secrets from admissions officers
- ✓ Financial aid information and timelines
- ✓ How to use the Internet to get into college
- ✓ Successful strategies for applying and interviewing

Use the One-Hour College Finder to help find the right school for you.

EDWARD B. FISKE & BRUCE G. HAMMOND

There are more than 20 million parents of high-school students in the country who are thinking about the college application process. How will their kids ever get accepted into their No. 1 choice?

Blazst Jan 2-5-06
10502



FOR IMMEDIATE RELEASE UNTIL JUNE 15,
FOR ON-THE-AIR OR TAPED ACTUALITIES, CALL JOHN DOTY, 1-888-PIE-USA1

943-80721

ex. dir.

:30 PSA

4**14*****MIXED AADC 901
Ms. Lottie Squires, Public Service Director
Wckb-am
PO Box 789
Dunn NC 28335-0789



Dunn Area Host Families Urgently Needed For Foreign Students

LEARN FIRSTHAND ABOUT ANOTHER CULTURE WITHOUT LEAVING THE UNITED STATES AND ESTABLISH A FRIENDSHIP THAT WILL LAST A LIFETIME. P.I.E. HAS INTERNATIONAL STUDENTS FROM MORE THAN 40 COUNTRIES ARRIVING INTO THE AREA AND SURROUNDING COMMUNITIES FOR HOMESTAY PROGRAMS. THEY NEED YOUR HELP. THE NON-PROFIT ORGANIZATION IS LOOKING FOR A FEW MORE CARING HOST FAMILIES TO SHARE THE AMERICAN WAY OF LIFE. IF YOU THINK YOU MAY BE INTERESTED IN HOSTING A FOREIGN TEEN -- OR WOULD LIKE MORE INFORMATION ABOUT THE PROGRAM -- PLEASE CALL P.I.E. IMMEDIATELY AT 1-800-828-9001.

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*B/cwt 2-12-06
10502*

(OVER, PLEASE)



ADVERTISING UPDATE

JANE QUINN
(director)
212 949-4951

Community Schools for Excellence

Campaign Sponsor: The Children's Aid Society and the Coalition for Community Schools

Volunteer Advertising Agency: BBDO New York

BACKGROUND:

Public schools in America could do more, be more, and help kids, families, and communities more. The Children's Aid Society aims to improve the standard of public education with its new public school model called the Community School for Excellence. A Community School is a public school that combines the highest quality educational practices with a wide range of vital in-house health and social services to ensure that children are physically and emotionally prepared to learn.

CAMPAIGN OBJECTIVE:

To create a broad awareness of Community Schools and a predisposition for people to want them in their communities. Additionally, the public is encouraged to call 1-877-LOVE-2 LEARN in order to receive a brochure and find out more about Community Schools for Excellence and how they can change the public schools in their neighborhoods.

TARGET AUDIENCE:

- Parents of school-aged children in public schools who are dissatisfied with the current public school system.
- Hardworking people of middle to lower income status who are very concerned about their children's education. They want the best education for their children and feel frustrated and even angry that there doesn't seem to be a way to provide it.
- Community leaders, educators, and influencers.

DID YOU KNOW:

- Community Schools for Excellence can provide:
 - Expanded-day programs available up to 15 hours a day, six days a week, and 52 weeks a year.
 - A variety of academic, recreational, and cultural opportunities.
 - Teen and adult education classes.
 - A social worker, as well as medical and dental services on site.
 - Volunteer activities.
 - Parent support programs, and much, much more.

FOR MORE CAMPAIGN INFORMATION, PLEASE CONTACT:

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The Children's Aid Society
105 East 22nd Street, Room 504
New York, NY 10010
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Phone: (212) 949-4938
Fax: (212) 477-3705
www.childrensaidsociety.org

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261 Madison Avenue, 11th Floor
New York, NY 10016-2303
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TO ORDER ADDITIONAL CAMPAIGN MATERIALS, PLEASE CONTACT:

Hartford Direct
P.O. Box 7382
Berlin, CT 06037-7382
Telephone: (800) 933-PSAS (7727)
Fax: (860) 829-2343

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B' est Sun 2-19-06
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What Couples Wish They Knew Before They Retired

Nearly everyone in your audience has a retirement fantasy. Whether crystal clear or pleasantly hazy, they imagine themselves doing something daring or different in their retirement years. Perhaps taking a trip around the world, driving a motor home across the U.S. or volunteering in a Third World country. But what happens when fantasy and reality meet?

Interview **Marlene and Bob Allen** for a warm, humorous and enlightening discussion on the seldom-discussed emotional aspects of retirement.

They'll share:

- How retirement really affects couples.
- What to do if "his" and "her" retirement fantasies are different.
- The most important lessons they learned as a couple when they took early retirement 16 years ago.
- Why adventure is not just for the young.
- How they managed to stay best friends for 50 years and to survive living together 24-hours a day, in 41-feet of living space for 365 days.



Great Call-in Show

Have listeners call in with their own retirement experiences and future plans. The Allens can offer them valuable advice on making it work.

CREDENTIALS: Marlene and Bob Allen retired when Bob was 55 and were able to live the retirement fantasy they dreamed about for 35 years — taking a yearlong cruise aboard their sailboat. Marlene wrote a book about their experiences called *RUNNING WITH THE TIDE*.

AVAILABILITY: San Francisco Bay area, Sacramento, San Jose, Los Angeles, nationwide by arrangement and via telephone

CONTACT: RTIR Media Relations Dept., 1-888-784-4936 (toll free/24 hours a day), or fax to (610) 284-7725. Indicate Guest #71

direct ph: 415-883-2672

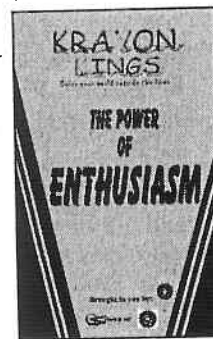
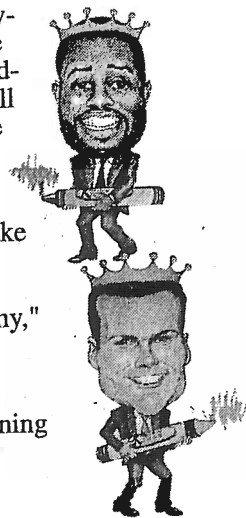
Never Grow Up!

Why the Most Productive Adults Think Like Kids

As children, we're intrigued by everything. Living fully in the present, we remain free from self-imposed boundaries. As we age, however, people tell us to grow up and to stop acting like children. Sadly, most of us comply.

But according to **Bryan Fiese and Ken Canion**, those who refuse to take this soul-zapping advice are more productive and successful. Sharing their color-coded "Krayon Philosophy," they'll reveal why:

- We can still be responsible, productive adults, while maintaining a childlike zest for living.
- You have to shatter your belief system of who you are and how you think you should act before you can be successful.
- Defining yourself by your profession hinders enjoyment in life — and sets you up for failure.
- Ways peoples' thinking changes when they put on a uniform — and how to shed beliefs that hold you back.
- How to restore enthusiasm and conquer fear, while becoming more generous and building stronger relationships.



CREDENTIALS: "Krayon Kings" Bryan Fiese and Ken Canion are the co-authors of *THE POWER OF ENTHUSIASM*. A contagiously enthusiastic speaker, Bryan Fiese is co-founder of the consulting firm, the QS Group, and author of *Two Steps Back, a Lifetime Forward*. Ken Canion, a passionate motivational speaker who specializes in "keeping it real," is founder and president of Prosperity Marketing Inc, and author of *God, I Ain't Trying To Hear All That!*

AVAILABILITY: Texas, North Carolina, nationwide by arrangement and via telephone; available for last minute interviews

CONTACT: Bryan Fiese, (214) 394-8262 (TX); bryan@getumotivated.com

Best Jan 2-26-06 1050

Anna Graf Williams, Ph.D

Anna Graf Williams, Ph.D. is a successful businesswoman and cofounder of Learnovation®, LLC. Anna has worked for years as an educator and trainer in the fields of technology, service, hospitality and strategic planning. Over the years she has developed and led visioning sessions, re-organization plans and product positioning for the service industry. Anna and her partner Karen J. Hall have spent years helping people advance their careers and seek out personal fulfillment. Anna has worked with business and industry to help them achieve profit and success. Throughout her career she has advised many local governments and chambers of commerce on economic development and customer service issues.

She is the co-author of several books—**Creating Your Career Portfolio: At a Glance Guide 2nd Edition** and **Immigrants Guide to the American Workplace**. She has given hundreds of seminars and keynotes across the country. She has also academically published over 250 articles. In Anna's former life she was one of the youngest full professors in the country working on the academic topics of experiential education, outcomes assessment and hospitality/tourism economic impact studies.

Anna and her husband George are active volunteers in the greater Indianapolis area. They have three growing boys—Karl, Peter and Paul. In any spare time she works in her herb garden, enjoys baking and cooking, and works on her photography interests. She enjoys the world of business and eating good quality dark chocolate.

Suggested Interview Questions

1. What exactly IS a career portfolio? Isn't that something primarily used by artists and writers?
2. Why go to all the work of putting together a career portfolio? Doesn't the current job market already favor the job seeker more than the employer?

~~What can a person do who if they don't have a lot of job experience?~~

~~What about community service and transferable skills?~~

3. So how do you use this portfolio in a job interview? Do you just slap it down on the table and say this is what I've done?
4. What if the interviewer wants to keep the portfolio and you have another interview the same day?
5. In *Creating Your Career Portfolio*, you say that the portfolio is not only for job search, but also to use on the job -- for performance reviews or for promotions. Why? Doesn't your current employer already have the information at hand?
6. In your seminars, you say that good customer service can help you get the job you want. Please explain what you mean by that.
7. The U.S. Department of Justice's Immigration and Naturalization Service says there has been a dramatic rise in the number of applications for citizenship in recent years. How do you develop a career portfolio for job search in a new country, especially if all of the documents that might go in your portfolio are written in a language other than English?

B'cuz Jun 3-5-06
10572

Interview: Dr. Steven Rosenblatt

Top Ten Lies Overweight People Tell Themselves

1. If I lose weight, I'll be able to respect myself.

No- it's the other way around. When you start respecting yourself, you'll take care of yourself and stop doing the things that ruin your life, including overeating. Make a list of all the things you love about yourself. Make a list of all the things you hate about yourself. Then tear up the hate list and put the love list where you will see it every day. Accept yourself. It's the only way to be happy, and you'll never be thin until you are happy. Whether you are fat or thin, you still deserve your own respect. Don't make your weight more important than it really is. If you're a good decent person, you have absolutely no reason not to respect yourself, and to demand respect from others.

2. If I lose weight it will change my life.

Reality: If you change your life, you will lose weight. Forget those commercials where somebody gets all teary eyed about how their new thin body won them love and self respect. In real life, it happens the other way around. First, you learn how to love and respect yourself; then you lose weight. In fact, this is one of the dirty secrets of the diet industry: a major reason people regain their weight after a diet is because they thought the weight loss would change their lives. When it didn't, they quit trying.

3. If I could just lose weight, I'll look almost perfect.

The secret to perfection: knowing there is no such thing as perfection. If you understand that secret, you'll have a better feeling about yourself and life in general. Perfectionism is just fear of failure, disguised as ambition. It's an illusion, a crippling illusion.

4. I can't lose weight without being hungry.

In reality, you can't lose weight without being full. Satiety is the key to fat loss, not hunger. If you are hungry, sooner or later you will eat. Everybody does. What's the point of being hungry every day? That's not living, it's suffering. Learn to live, not suffer. Learn to be full by eating all that you need.

5. Food is love.

That ended when your mother stopped feeding you. If you're still eating fattening comfort foods from Mom's home cooking menu, stop. That food is not your mother. Your mother is your mother. If you need to get in touch with her, use the telephone. Good advice, but easier said than done, right? Just about everybody has a comfort food. The key is to know when you're comforting yourself and know when to stop. If you get too much food "comfort," you will feel worse instead of better.

6. Eating relieves stress.

It did when it corrected the biochemical imbalances that once plagued you-before you began using starch blockers. But now you have a new carbohydrate metabolism and more stability in your levels of serotonin, endorphins, and blood sugar. You won't get the same carb rush anymore, so don't even try. To some extent, eating will still relieve stress by providing pleasure that won't make fat and regretful. You know what you enjoy. Do it.

B'cast Jun 13-12-06
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10 Unmistakable Signs You're Headed for Burnout

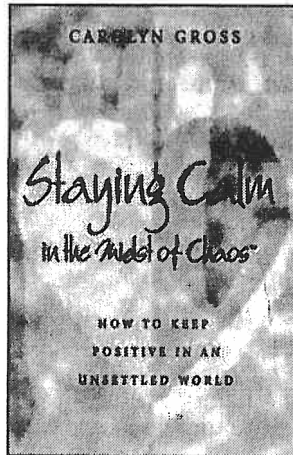


When activities that used to give you pleasure like gardening, golfing, hiking or tinkering with your car suddenly seem like chores, that's one sign you could be headed for burnout. So says time management and stress expert **Carolyn Gross**. She should know: she suffered two career burnouts by the age of 40 before learning to change her ways. Bring her on your program to

learn how to tell if you are headed for burnout and, most importantly, what you can do to reclaim your life.

She'll reveal:

- Why you can't separate personal problems from work performance.
- The importance of making deposits in a personal crisis reserve account.
- How to align your time to be more productive.
- Why most of the insanity in our lives comes from within us — not external circumstances.



CREDENTIALS: Carolyn Gross is a certified time management trainer, professional speaker, massage therapist, and health and wellness expert who has helped hundreds of people recover from burnout. Carolyn delivers her inspiring messages at conferences nationwide. She wrote the book *STAYING CALM IN THE MIDST OF CHAOS* and created a tape series, "From Burnout to Brilliance."

SAMPLE QUESTIONS: Why are most people too afraid to slow down? What makes for true career satisfaction? How can one go from burnout to brilliance?

AVAILABILITY: Detroit and Chicago in November, California, nationwide by arrangement and via telephone; available last minute

CONTACT: Carolyn Gross, toll free, (866) 246-0462 (CA)

*B'cast on 3/19/06
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'He's Never Hit Me!' Domestic Violence Myths that Could Get You Killed

- Domestic violence only happens among the poor.
- Divorce or restraining orders end domestic violence.
- Physical abuse leaves more devastating emotional scars than mental abuse.
- Victims can stop being abused by changing the behavior that upsets their spouse.
- Once a battered spouse leaves her abuser, she is more likely to become involved in a healthy relationship.
- Victims hate their abuser.



If you agree with any of the previous statements, **Valerie Clark** says you are buying into dangerous, possibly life-threatening myths. Clark knows all too well how a dream romance can turn into a twisted nightmare. When the line between love and abuse occurs, no one is exempt from the horrifying results.

For all those who are enmeshed in an endless cycle of victimhood — or who are themselves abusers — Clark will change their lives. Invite this impassioned advocate to discuss:

- Why fantasy and denial are an integral part of abuse.
- Why domestic violence is a silent epidemic among the rich and well-educated.
- Why the perpetrator is actually the original victim.
- The only permanent way an individual can escape the cycle of abusive relationships.

CREDENTIALS: Valerie Clark, author of the novel, *TORMENTED WITHOUT A TRACE*, is the founder and CEO of Tigress Entertainment, a multi-service entertainment company. A former Wall Street marketing professional, she now works as a consultant for non-profit organizations dealing with challenging social issues. An accomplished pianist, singer, songwriter and dancer, she will star in a forthcoming feature film based on her book.

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

CONTACT: Nancy Katz, (770) 346-9913 (GA)

Dr. Mark Berkowitz

PSYCHOLOGIST

Dr. Mark Berkowitz has been a practicing psychologist working with children and families for more than twenty years. In addition to his work as a psychologist, his parenting perspectives and strategies are shaped by his personal parenting journey. Dr. "B" continues to search for unique but practical ways to help parents communicate more effectively with their children. He believes by using creativity and humor to convey important values and expectations, parents can help children make appropriate choices toward fulfilling their personal destinies.

AUTHOR

Author of *DON'T DROWN IN THE CAR POOL! -- Creative Ways To Raise Great Kids*, Dr. "B" has written a highly entertaining and practical book to empower parents to raise happy, well adjusted and caring children who understand that it's not "always about them!" *DON'T DROWN IN THE CAR POOL!* takes parents on a fast paced and often humorous journey to effective parenting.

SPEAKER

Dr. Mark Berkowitz, is a highly entertaining and insightful presenter who understands how parents and children can create mutually rewarding relationships while avoiding unnecessary power struggles. Audience members praise his programs as energizing, educational, and inspirational. Simple, but valuable tools are provided which have an immediate and positive impact on family life. Successful parenting, according to Dr. "B", is helping your kids get the most from life while they take the least out of you.

COMMENTATOR

Dr. Mark Berkowitz is the creator and host of the radio program, *It's A Parent To Me with Dr. "B"*. His sixty-second features offer parents effective tips to ease the stress of raising children. His creative, often humorous approach to parenting is balanced by his poignant, heartfelt messages that help parents achieve more balanced and rewarding lives. Joel Roberts, former afternoon drive time talk show host, KABC Los Angeles, says, "Dr. Mark Berkowitz is insightful, funny and has his own unique brand of charisma. His radio features are highly entertaining and extremely important. I recommend him highly!"

It's A Parent To Me with Dr. "B"

1-888-DRB-1613

*Best Sun 3-26-04
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