

# WCKB 780-AM

## ISSUES / PROGRAMS

*October, November and December, 2014*

1. I--Listeners wanted information about area job openings.  
P--WCKB aired a 5 minute report of local job listings, gathered from the NC Works website of the North Carolina Division of Workforce Solutions, each Monday at 12:45pm.
2. I--Listeners needed information on Social Security benefits, services and requirements.  
P--WCKB aired a 5 minute report, provided by the Fayetteville office of the Social Security Administration, each Tuesday at 12:45pm. A topic listing is attached.
3. I--Listeners wanted to know about problems and issues faced by senior citizens.  
P--WCKB aired a 1 minute feature, "Elder Care Made Easier," each Wednesday at 12:45pm. A topic listing is attached.
4. I--Listeners needed information about personal and public health issues.  
P--WCKB aired a 5 minute report, provided by the Harnett County Department of Public Health, each Thursday at 12:45pm. A topic listing is attached.
5. I--Listeners wanted to hear about programs and services offered by the Extension Service.  
P--WCKB aired a 5 minute report, provided by the Harnett County Cooperative Extension Service, each Friday at 12:45pm. A topic listing is attached.
6. I--Listeners wanted advice on issues facing today's families.  
P--WCKB aired "Focus on the Family Minute," Monday through Friday at 1:30pm (1 minute), and "Citizen Link," Saturday at 11:30am (2 minute). Each report, provided by Focus on the Family, dealt with questions and issues faced within the family and how current news impacts families
7. I--Listeners wanted information on issues faced by home schooling families.  
P--WCKB aired "Home School Heartbeat," a 2 minute report provided by the Home School Legal Defense Fund, each Sunday at 7:57am. A topic listing is attached.
8. I--Listeners wanted information on issues faced by and services available to military personnel, veterans, and their families.  
P--WCKB aired "DOD News Now," found at [www.pentagonchannel.mil](http://www.pentagonchannel.mil). These 4½ minute segments aired each Sunday at 10:40am. A topic listing is attached.
9. I--Listeners wanted the latest information on science topics.  
P--WCKB aired a 90 second report, provided by EarthSky.org, each Sunday at 10:45am. A topic listing is attached.
10. I--Listeners wanted information about credit, budgeting and finance.  
P--WCKB aired "My Money Life," a 2 minute report provided by Crown Financial Ministries, each Sunday at 10:48am. A topic listing is attached.

11. I--Listeners wanted current information on medical research and recommendations.  
P--WCKB aired a 1 minute report from "Johns Hopkins Health Newsfeed", each Sunday at 10:51am.  
A topic listing is attached.
12. I--Listeners wanted current information on consumer interest topics.  
P--WCKB aired "Consumer Time," a 3 minute report provided by the United States Department of Agriculture, each Sunday at 10:53am. A topic listing is attached.
13. I--Listeners needed information on current agricultural issues and trends.  
P--WCKB aired "Ag Update," a 2 1/2 minute report provided by the United States Department of Agriculture, each Sunday at 10:57am. A topic listing is attached.
14. I--Listeners expected station participation in local charities and events.  
P--WCKB aired remote broadcasts and special interviews and public service announcements, and participated in local events. A list of the special on-air interviews is attached.

**SOCIAL SECURITY REPORT**

*(October - December, 2014)*

10/07/14	Brenda Brown	Someday is closer than you think
10/14/14	*****	Football & SS
10/21/14	*****	Easy way to get benefit verification
10/28/14	*****	Trick, don't treat, cyber criminals
11/04/14	*****	Questions & answers
11/11/14	*****	Serving veterans on Veterans Day and always
11/18/14	*****	Quick--retire online in a flash
11/25/14	*****	Let's talk about Medicare
12/02/14	*****	Faces & facts tell the story of disability
12/09/14	*****	Being aware of fraud is your first step to avoiding it
12/16/14	*****	Questions & answers
12/23/14	*****	No more errands; stay home for the holidays
12/30/14	*****	SS benefits children all year long

## **ELDER CARE MADE EASIER**

Dr. Marion Somers

*(October - December, 2014)*

10/01/14	Velcro
10/08/14	What is HIPAA?
10/15/14	E-mail & the computer
10/22/14	Pets
10/29/14	Know your elder
11/05/14	Construction
11/12/14	Hospice
11/19/14	Warning signs
11/26/14	Alternative therapies
12/03/14	Elder care forms
12/10/14	By the numbers
12/17/14	Home for the holidays
12/24/14	Take inventory
12/31/14	Reverse mortgage

**HEALTH DEPARTMENT REPORT**

*(October - December, 2014)*

10/02/14	Belinda Rayner	Roll up your sleeves--it's time for flu shots
10/09/14	*****	Breast cancer awareness month
10/16/14	*****	Eat more fruits & vegetables
10/23/14	*****	Diabetes & heart disease
10/30/14	*****	Halloween the healthy way
11/06/14	*****	National Diabetes Month
11/13/14	*****	Great American Smokeout
11/20/14	*****	Holiday challenge
11/27/14	*****	Thanksgiving food safety
12/04/14	*****	Balancing holiday stress
12/11/14	*****	Food safety for homemade egg nog
12/18/14	*****	Holiday heart to heart
12/25/14	*****	Fitting in winter activity

**COOPERATIVE EXTENSION SERVICE REPORT**

*(October - December, 2014)*

10/03/14	Debbie Byrd	Encouraging abstinence
10/10/14	Lauren McDowell	Just play
10/17/14	""""""""""	Harnett County child care resources services
10/24/14	""""""""""	Halloween safety
10/31/14	""""""""""	Halloween safety
11/07/14	Debbie Byrd	Encouraging abstinence
11/14/14	Melanie Graham	The gift & responsibility of raising a child
11/21/14	Lauren McDowell	Harnett County child care resources services
11/28/14	""""""""""	Halloween safety
12/05/14	Tyrone Fisher	Choosing the right blanket for your horse
12/12/14	""""""""""	Factors affecting calving difficulties
12/19/14	""""""""""	Minimizing hay loss with good feeding management
12/26/14	""""""""""	Tapeworms in small ruminants

Back-up programs:

Debbie Byrd	Encouraging abstinence
""""""""""	The benefits of fathers' involvement with children
""""""""""	Building your child's confidence
""""""""""	Children's sleep habits

- 10/05/14 Studying Shakespeare--Deborah Taylor-Hough: To Thine Own Self Be True
- 10/12/14 Help for the Dyslexic Learner--Faith Berens: Help Is Out There
- 10/19/14 The Write Perspective/Homeschooling Bloggers--Andrea McKenzie: Breaking the Ice
- 10/26/14 A Journey into Literature--Dr. Leland Ryken: Your Adventure Awaits
- 11/02/14 Finding Foreign Language Options--Diane Kummer: Fulfilling Language Requirements
- 11/09/14 Snowboarding at the Olympics--Sage Kotsenburg: Find Your Balance
- 11/16/14 Rediscovering Joy--Sally Clarkson: Comfort for Tired Moms
- 11/23/14 Do-It-Yourself Government--Gov. Bobby Jindal: The Courage of Our Convictions
- 11/30/14 The Case for Poetry--Kathy Weitz: Why Poetry?
- 12/07/14 Faith, Work & Economics--Hugh Welchel: All Work Matters to God
- 12/14/14 Going to College for the First Time--Diane Kummer: Learn the Ropes
- 12/21/14 Get a Job in Space--John Palme: Space Is Big Business
- 12/28/14 Journey on the Latin Road--Barbara Beers: Latin Is Everywhere

- 10/05/14** (Thursday, October 02, 2014, 9:49:39 AM)  
Defense Secretary Hagel releases a review of the Military Health System, National Guardsmen train with Latvian troops and we meet members of the Air Force team at the Warrior Games.
- 10/12/14** (Thursday, October 09, 2014, 2:38:42 PM)  
DOD breaks small business records, Defense Secretary Chuck Hagel meets with leaders in Colombia, Chile and Peru and raising awareness of domestic violence.
- 10/19/14** (Thursday, October 16, 2014, 3:36:20 PM)  
More than 500 American service members are now supporting the fight against Ebola in Africa and World War II veterans get the red carpet treatment.
- 10/26/14** (Wednesday, Oct 22, 2014, 1:25:22 PM)  
The Chairman of the Joint Chiefs delivers a message to troops supporting Operation United Assistance, Marines and ROK forces take part in a live-fire exercise and behind the scenes with the Hurricane Hunters.
- 11/02/14** (Thursday, October 30, 2014, 2:02:43PM)  
Protecting service members deploying for the Ebola response, an Air Force cancer center offers state of the art care and the Labor Secretary meets service members transitioning to the civilian workforce.
- 11/09/14** (Thursday, November 06, 2014, 1:45:38PM)  
A Civil War Soldier receives the Medal of Honor, Russian actions may lead to a greater U.S. presence in Europe and a 97-year-old woman becomes an honorary Green Beret.
- 11/16/14** (Wednesday, Nov 12, 2014, 12:53:23 PM)  
Defense Secretary Chuck Hagel calls for renewed support of America's veterans, the countdown to a new mission in Afghanistan and honoring Native Americans' contributions to the nation's defense.
- 11/23/14** (Thursday, Nov 20, 2014, 2:43:55 PM)  
Defense Secretary Chuck Hagel discusses threats to national security and Sailors get lessons on holiday safety.
- 11/30/14** (Wednesday, Nov 26, 2014, 1:32:21 PM)  
An update from Iraq on the fight against ISIL, selfies with a vet could help call attention to wounded warriors and women hit the gridiron.
- 12/07/14** (Monday, December 01, 2014, 3:23:11 PM)  
A living memorial for the fallen, a changing role for American troops in Afghanistan and a brighter holiday for kids in need.



**12/14/14**

(Wednesday, Dec 10, 2014, 2:38:31 PM)

Marines prepare for a new mission in Afghanistan, the Air Force Secretary outlines her vision for the future of the force and building bonds through competition and cocoa.

**12/21/14**

(Wednesday, Dec 17, 2014, 1:38:30 PM)

CENTCOM begins its train, advise and assist mission with Iraqi troops, the Coast Guard intercepts \$44 million in drugs and wreaths honor the country's fallen overseas.

**12/28/14**

(Tuesday, December 23, 2014, 9:37:23 AM)

An attraction at the Vietnam Veterans Memorial is expanding, holiday cheer from Sasebo is on its way to deployed sailors, and the Secretary of Defense is sending holiday wishes to service members.

- 10/05/14 Solar storms can cause power grids to fail at lower latitudes
- 10/12/14 Pluto's moons might be hazard for NASA spacecraft
- 10/19/14 Earth-size planet in Alpha Centauri system
- 10/26/14 How long would it take to get to Alpha Centauri?
- 11/02/14 What bird migrates the farthest?
- 11/09/14 Habitable zones around stars might be larger than we think
- 11/16/14 Snake venom discovery could aid drug development
- 11/23/14 Pluto's moons might be hazard for NASA spacecraft
- 11/30/14 Large brains of tiny spiders overflow into their legs
- 12/07/14 Asteroid 2011 SG5 will not collide with Earth in 2040
- 12/14/14 Amazon's diversity loss shows up in the soil
- 12/21/14 How do flocking birds move in unison?
- 12/28/14 Witnessing the birth of a giant iceberg

**"MY MONEY LIFE"**

*(October - December, 2014)*

**Chuck Bentley**

- 10/05/14      How to build a better nest egg
- 10/12/14      Larry Burkett: Controlling your temper in the workplace
- 10/19/14      Larry Burkett: Keeping a vow
- 10/26/14      God at work through Crown Financial Ministries
- 11/02/14      Larry Burkett: Choosing a balanced lifestyle
- 11/09/14      Larry Burkett: Can a Christian offer a Bible?
- 11/16/14      Attack the debt
- 11/23/14      Larry Burkett: Road hazards to budgeting
- 11/30/14      Layaway making a comeback

10/05/14	Keisha Pollack	Pedestrian death & injury
10/12/14	Gregory Prokopowicz	Keep in control
10/19/14	Matthew Johnson	E-cigarettes & cancer
10/26/14	Thomas Smith	Facing death
11/02/14	Anna Minta	Wash hands
11/09/14	Dan Ford	Clinical insight
11/16/14	Meg Stoltzfus	Vending machine
11/23/14	Sanjay Jain	Imaging infection
11/30/14	Patrick Okolo	More screening
12/07/14	Landon King	Generic crisis
12/14/14	Constantine Lyketsos	Helping caregivers
12/21/14	Enid Neptune	Tobacco use in kids
12/28/14	Lawrence Appel	Low carb

**CONSUMER TIME***(October - December, 2014)*

10/05/14	Gary Crawford, Dr. David Just, Dr. Olga Bolden-Tiller, Joanna Lidback	Are you leery of foods with genetically modified ingredients?
10/12/14	Gary Crawford, Dennis Patton	The war on weeds in your yard starts now, not in the spring
10/19/14	Susan Carter, Tom Vilsack	Making SNAP employment & training pilot programs successful
10/26/14	Gary Crawford, Dr. Keith Kantor	Some tips for a healthier Halloween
11/02/14	Rod Bain, Richard Kralj	Food safety advice when bringing game home from hunting
11/09/14	Susan Carter, Kevin Concannon, Audrey Rowe	It's 40 years for special noted nutrition program
11/16/14	Rod Bain, Tom Scherer	Protecting septic systems from winter freeze
11/23/14	Gary Crawford, Tina Hanes	Many ways to get holiday food questions answered
11/30/14	Rod Bain, Lydia Medeiros	Building in food safety to an emergency food kit
12/07/14	Susan Carter, Lilian Salerno	Shopping small & local this holiday season
12/14/14	Gary Crawford, Anne McCann	Take care of your pets in severe winter weather
12/21/14	Gary Crawford, Dr. Karen Debord	Some advice if you have small children on your gift list
12/28/14	Rod Bain, Robert Bonnie, Paul Schmidt, Greg Martin, Debbie Stabenow	A first-of-its-kind carbon credit transaction

**AG UPDATE***(October - December, 2014)*

10/05/14	Rod Bain, Joe Glauber, Mitch Morehart, Tom Vilsack	The income forecast for farmers this year
10/12/14	Susan Carter, Krysta Harden	USDA helps expand opportunities for small producers
10/19/14	Gary Crawford, Carl Zulauf, Tom Vilsack	A possible farm program strategy for some farmers
10/26/14	Susan Carter, Seth Meyer	Rice & cotton forecasts are looking pretty positive
11/02/14	Susan Carter, Seth Meyer, Robert Johansson	Record level world wheat, corn, & soybean production
11/09/14	Rod Bain, Margaret Van Ginkel	Coping with stress on the farm
11/16/14	Susan Carter, Dr. James Strange	North American pollinators are in trouble
11/23/14	Rod Bain, Van Dolcin	Growers should take their time with ARC-PLC decision
11/30/14	Rod Bain, Anthony Prillaman	Results are out for 2013 farm & ranch irrigation survey
12/07/14	Gary Crawford, Bob Dineen, Tom Vilsack	Holiday suspense as EPA delays PFS decision until 2015
12/14/14	Rod Bain, Mitch Morehart	USDA's final farm income forecast for 2014
12/21/14	Rod Bain, Mark Rose	Changes proposed for conservation programs
12/28/14	Susan Carter, Lewis Ziska	What's the deal with the kudzu vine?

**SPECIAL BROADCASTS / COMMUNITY EVENTS**

*(October - December, 2014)*

- October 1, 2014                      WCKB aired a live interview with Patsy Carson, mayor of Erwin, and Linda Roberts, executive director of the Erwin Area Chamber of Commerce. They talked about the annual Erwin Denim Days celebration. The interview aired from 12n - 12:20pm.
- October 9, 2014                      WCKB aired a live interview with Hope Moore, president of the Coats Area Chamber of Commerce. She detailed activities and events planned for the upcoming Coats Farmers Day celebration. The interview aired from 12n - 12:25pm.
- October 22, 2014                      WCKB aired a live interview with Rick Childrey, president of the Greater Smithfield-Selma Chamber of Commerce. He discussed the upcoming Business Expo. The interview aired from 12n - 12:25pm.
- October 30, 2014                      WCKB aired a live interview with Sharon Stevens of the Dunn Area Tourism Authority, about the annual Cotton Festival in downtown Dunn. The interview aired from 12n - 12:20pm.