

# WCKB 780-AM

## ISSUES / PROGRAMS

*January, February, and March, 2023*

1. I--Listeners wanted information about area job openings.  
P--WCKB aired a 5 minute report of local job listings, gathered from the NC Works website of the North Carolina Division of Workforce Solutions, each Monday at 12:45pm.
2. I--Listeners needed information on Social Security benefits, services and requirements.  
P--WCKB aired a 5 minute report, using information provided by the Social Security Administration, each Tuesday at 12:45pm. A topic listing is attached.
3. I--Listeners wanted to know about problems and issues faced by senior citizens.  
P--WCKB aired a 1 minute feature, "Elder Care Made Easier," each Wednesday at 12:45pm. A topic listing is attached.
4. I--Listeners needed information about personal and public health issues.  
P--WCKB aired a 5 minute report, provided by the Harnett County Department of Public Health, each Thursday at 12:45pm. A topic listing is attached.  
P--WCKB aired "Tips for Living Well" Monday through Friday at 7:00pm. These 60 second features by nutritionist, author, and speaker Pam Smith covered a variety of health issues; a topic listing is attached.
5. I--Listeners wanted to hear about programs and services offered by the Extension Service.  
P--WCKB aired a 5 minute report, provided by the Harnett and/or Sampson County Cooperative Extension Service(s), each Friday at 12:45pm. A topic listing is attached.
6. I--Listeners wanted advice on issues facing today's families.  
P--WCKB aired "Focus on the Family Minute," Monday through Friday at 1:30pm. Each 60 second report, provided by Focus on the Family, dealt with questions and issues faced within the family and how current news impacts families.
7. I--Listeners wanted to keep informed about events and issues of interest to our service men and women and their families.  
P--WCKB aired "Military Spotlight," produced using information gathered from the Defense Video Imagery Distribution System. The 2:00 minute feature aired each Sunday at 10:40am. A topic listing is attached.
8. I--Listeners wanted information on the health and well-being of their family pets.  
P--WCKB aired "Vet Report with Nancy Shay," a 30 second feature provided by Coast to Coast Radio Networks, each Sunday at 10:43am and each Monday at 12:50pm. A topic listing is attached.
9. I--Listeners wanted the latest information on science topics.  
P--WCKB aired "Science Made Simple," a 60 second report provided by Coast to Coast Radio Networks, each Sunday at 10:44am. A topic listing is attached.  
P--WCKB aired "EarthDate," a 60 second report prepared with information from the Bureau of Economic Geology researchers. The program aired at 10:45am each Sunday. A topic listing is attached.

10. I--Listeners wanted information about credit, budgeting and finance.  
P--WCKB aired "My Money Life," a 2 minute report from Crown Financial Ministries, each Sunday at 10:47am. A topic listing is attached.
11. I--Listeners wanted current information on medical research and recommendations.  
P--WCKB aired a 1 minute report from "Johns Hopkins Health Newsfeed", each Sunday at 10:49am. A topic listing is attached.
12. I--Listeners wanted current information on consumer interest topics.  
P--WCKB aired "Consumer Time," a 3 minute report provided by the United States Department of Agriculture, each Sunday at 10:51am. A topic listing is attached.
13. I--Listeners needed information on current agricultural issues and trends.  
P--WCKB aired "Ag Update," a 2 1/2 minute report provided by the United States Department of Agriculture, each Sunday at 10:55am. A topic listing is attached.
14. I--Listeners wanted to learn about lawn and garden care and landscape design.  
P--WCKB aired "Southern Gardening," a 2 minute feature provided by the Mississippi State University Extension Service, each Sunday at 10:58am. A topic listing is attached.
15. I--Listeners expected station participation in local charities and events.  
P--WCKB aired remote broadcasts and special interviews and public service announcements, and participated in local events. A list of the special on-air interviews is attached.

## SOCIAL SECURITY REPORT

*(January - March, 2022)*

- 1/03/22 SS & scam awareness
- 1/10/23 Disagree with your disability decision? We will take another look.
- 1/15/23 SS services for the Hispanic community
- 1/22/23 Protecting our loved ones from elder abuse
- 1/29/23 SS top 10 web pages for 2023
- 2/07/23 Are Americans financially educated on retirement savings
- 2/14/23 Help someone you love apply for SS & more
- 2/21/23 SS's top 5 data privacy resources
- 2/28/23 Becoming more financially confident
- 3/07/23 SS celebrates Women's History Month
- 3/14/23 Getting two SSI payments in one month
- 3/21/23 SS launches redesigned website at [ssa.gov](https://ssa.gov)
- 3/28/23 SS's plain language makes the grade

**ELDER CARE MADE EASIER**

Dr. Marion Somers

*(January - March, 2023)*

- |         |                          |
|---------|--------------------------|
| 1/04/23 | Funeral planning         |
| 1/11/23 | A geriatric care manager |
| 1/18/23 | Communication skills     |
| 1/25/23 | Unresolved issues        |
| 2/01/23 | Outdoor safety tips      |
| 2/08/23 | Elder exercise           |
| 2/15/23 | Food                     |
| 2/22/23 | Entertainment            |
| 3/01/23 | Appearance               |
| 3/08/23 | Clothing                 |
| 3/15/23 | Medications              |
| 3/22/23 | Proper wheelchair use    |
| 3/29/23 | Financial issues         |

**HEALTH DEPARTMENT REPORT**

*(January - March, 2023)*

1/05/23	Kayla Shamaly	Resolutions for a healthy new year
1/12/23	.....	National Healthy Weight Week
1/19/23	.....	Make 2023 your year to quit smoking
1/26/23	.....	Cervical Health Awareness Month
2/02/23	.....	National Wear Red Day
2/09/23	.....	Super Bowl food safety
2/16/23	.....	American Heart Month
2/23/23	.....	Children's Dental Health Month
3/02/23	.....	National Nutrition Month
3/09/23	.....	Colorectal Cancer Awareness Month
3/16/23	.....	National Poison Prevention Week
3/23/23	.....	Diabetes Alert Day
3/30/23	.....	National Kidney Month



**Sixty Second Daily Radio Programs**  
**January 2023 Tracksheet**

Date	Day	Title	Time
1/2/23	Mon	Start Small	:60
1/3/23	Tues	Water Exercise	:60
1/4/23	Wed	The Energy to Exercise	:60
1/5/23	Thu	Beat Post-Vacation Blues	:60
1/6/23	Fri	Dieting Tips-II	:60
1/9/23	Mon	Join a Gym?	:60
1/10/23	Tues	Morning Energy Crisis	:60
1/11/23	Wed	Workout Fatigue	:60
1/12/23	Thu	Snack Around the Clock	:60
1/13/23	Fri	Cheese Apple Slices	:60
1/16/23	Mon	Cut the Fat	:60
1/17/23	Tues	Chicken Soup	:60
1/18/23	Wed	The Eating-Energy Connection	:60
1/19/23	Thu	Hormone Hurricanes	:60
1/20/23	Fri	The Ever Changing Grocery Store	:60
1/23/23	Mon	A Nutrition Quiz	:60
1/24/23	Tues	Olive Oil	:60
1/25/23	Wed	Eating the Smart Weigh	:60
1/26/23	Thu	Too Much Too Late	:60
1/27/23	Fri	The Love Ingredient	:60
1/30/23	Mon	The Wonder Ingredient	:60
1/31/23	Tues	Surgery Snap-Back	:60

**For Radio Clearance, contact Nicole Talbott**  
**Phone: 407-574-8199 \* E-Mail: [Media@PamSmith.com](mailto:Media@PamSmith.com)**  
**These radio programs can be downloaded for airplay at**  
**[www.RadioProgramsOnline.com/LIVINGWELL](http://www.RadioProgramsOnline.com/LIVINGWELL)**

*Tips for  
Living Well  
on the  
Radio*

**Pam Smith**  
NUTRITIONIST • AUTHOR • SPEAKER



*Sixty Second Daily Radio Programs*

## February 2023 Tracksheet

Date	Day	Title	Time
2/1/23	Wed	A Basket of Youth	:60
2/2/23	Thu	The Breakfast Solution	:60
2/3/23	Fri	PMS Blues	:60
2/6/23	Mon	The True Breakfast of Champions	:60
2/7/23	Tues	An Immune Boosting Prescription	:60
2/8/23	Wed	Time or Energy?	:60
2/9/23	Thu	Cyberstress Roadblocks	:60
2/10/23	Fri	Take Time Out for Energy	:60
2/13/23	Mon	Rest for Energy	:60
2/14/23	Tues	Bad Mood Glue	:60
2/15/23	Wed	Juicing	:60
2/16/23	Thu	Family Table	:60
2/17/23	Fri	So Why Does Bread Make You Fat?	:60
2/20/23	Mon	Weekly Checkup	:60
2/21/23	Tues	The Perfect Lunch	:60
2/22/23	Wed	Breathe to Energize	:60
2/23/23	Thu	Fat: The Good, the Bad and the Very Confusing	:60
2/24/23	Fri	Hydration Helps	:60
2/27/23	Mon	Hot Flash Hiatus	:60
2/28/23	Tues	CFS	:60

For Radio Clearance, contact Nicole Talbott  
Phone: 407-574-8199 \* E-Mail: [Media@PamSmith.com](mailto:Media@PamSmith.com)  
These radio programs can be downloaded for airplay at  
[www.RadioProgramsOnline.com/LIVINGWELL](http://www.RadioProgramsOnline.com/LIVINGWELL)

*Tips for  
Living Well  
on the  
Radio*

**Pam Smith**  
NUTRITIONIST • AUTHOR • SPEAKER



**Sixty Second Daily Radio Programs**

**March 2023 Tracksheet**

Date	Day	Title	Time
3/1/23	Wed	More Water Please	:60
3/2/23	Thu	Quick Pick Fruit Tips-II	:60
3/3/23	Fri	The Best News on the Exercise Front	:60
3/6/23	Mon	Feeding Your Workout	:60
3/7/23	Tues	Food Battles	:60
3/8/23	Wed	Drink Water to Energize	:60
3/9/23	Thu	Jump Start your Energy with Exercise	:60
3/10/23	Fri	Quick Energy Tips	:60
3/13/23	Mon	Fine Tune Your Workout	:60
3/14/23	Tues	Turn on the Tunes	:60
3/15/23	Wed	Eat More, Weigh Less	:60
3/16/23	Thu	After Lunch Blues	:60
3/17/23	Fri	Sleep Robbers	:60
3/20/23	Mon	Welcome Spring	:60
3/21/23	Tues	Energize Through Exercise	:60
3/22/23	Wed	Just Breathe	:60
3/23/23	Thu	Go Fish	:60
3/24/23	Fri	Try Nine!	:60
3/27/23	Mon	Purify the Air with Plants	:60
3/28/23	Tues	Sweet Sleep	:60
3/29/23	Wed	The Drink that Refreshes	:60
3/30/23	Thu	The Engine that was Energized	:60
3/31/23	Fri	Yogurt Fights Yeast	:60

For Radio Clearance, contact Nicole Talbott  
Phone: 407-574-8199 \* E-Mail: [Media@PamSmith.com](mailto:Media@PamSmith.com)  
These radio programs can be downloaded for airplay at  
[www.RadioProgramsOnline.com/LIVINGWELL](http://www.RadioProgramsOnline.com/LIVINGWELL)



## COOPERATIVE EXTENSION SERVICE REPORT

*(January - March, 2023)*

1/06/23	Eileen Coite	Cooperative extension continues to serve our communities
1/13/23	James Hartsfield	Alternative enterprises
1/20/23	Paul Gonzalez	Feed Repro conference series
1/27/23	Elizabeth Merrill	Enrollment period for 4-H youth programs
2/03/23	Max Knowles	Sample collection 2023
2/10/23	Brad Hardison	Pruning
2/17/23	Amanda Knight	4-H shooting sports teams
2/24/23	Zachary Parker	Tobacco greenhouse considerations
3/03/23	Sydney Knowles	In-season produce
3/10/23	Eileen Coite	NC Bradford pear bounty program
3/17/23	Denise McIntyre	Spring cleaning
3/24/23	James Hartsfield	NC Small Farms Week
3/31/23	Paul Gonzales	Grass tetany

## MILITARY SPOTLIGHT

*(January - March, 2023)*

- 1/01/23 Siler City NC Guard soldiers deploy
- 1/08/23 Teens explore Fort Bragg
- 1/15/23 New commander for Wilmington-based NC Guard infantry battalion
- 1/22/23 NC Guard welcomes retirees, former soldier, & airmen to Tarheel homecoming
- 1/29/23 2nd Marine Division Marines participate in Continuing Promise 2022
- 2/05/23 Always ready, more than a slogan--NC Guard recruiters respond to active shooter
- 2/12/23 Communication Marines prepare for the future fight
- 2/19/23 New year, new star--NC Guard leader promoted to brigadier general
- 2/26/23 NC Air Nat'l Guardsmen show humbling spirit
- 3/05/23 USAFRICA's exercise Justified Accord 2023 begins in Kenya
- 3/12/23 30th Armored Brigade combat team change of command
- 3/19/23 The 263rd Combat Communications Squadron support the 4th Fighter Wing in exercise
- 3/26/23 II Marine Expeditionary Force conducts MEFEX 23

1/01/23	Fun facts about dogs
1/02/23	Animal intelligence
1/08/23	Fun facts about cats
1/09/23	Fun facts about birds
1/15/23	Care of iguanas
1/16/23	Communicating with our pets
1/22/23	Euthanasia
1/23/23	Coughing in cats
1/29/23	Ticks
1/30/23	Adopting a pet
2/05/23	Vets & diagnosis
2/06/23	Stray cats
2/12/23	Cats & litter boxes
2/13/23	Subcutaneous fluids
2/19/23	Vets & diagnosis
2/20/23	Stray cats
2/26/23	IBD
2/27/23	Laryngo paralysis
3/05/23	Urinary tract infection
3/06/23	Hardware disease
3/12/23	Parasites & horses
3/13/23	Canine influenza
3/19/23	Hypertension in cats
3/20/23	Cats are living longer
3/26/23	Barking dogs
3/27/23	Owning a horse

## SCIENCE MADE SIMPLE

*(January - March, 2023)*

1/01/23	Melting ice
1/08/23	Animals in the Arctic
1/15/23	Neutrios
1/22/23	Repellents
1/29/23	The crystal skull
2/05/23	Martian moon
2/12/23	Algae
2/19/23	Dinosaur teeth
2/26/23	Diets, part 1
3/05/23	Diets, part 2
3/12/23	Dinosaur doing handstands
3/19/23	Pipe fish
3/26/23	Tasmanian devils

## EARTH DATE

*(January - March, 2023)*

1/01/23	Older than Methuselah
1/08/23	What is a fjord?
1/15/23	Tonga, a year later
1/22/23	Amazing octopuses
1/29/23	The making of Yellowstone
2/05/23	Outback opals
2/12/23	Tonga, a year later
2/19/23	Dung beetle astronomers
2/26/23	4 billion year old time crystals
3/05/23	Grub's up!
3/12/23	Sauropod-sized tractors
3/19/23	Don't pick your poison
3/26/23	Springtime impact apocalypse

**MY MONEY LIFE (Chuck Bentley)**

*(January - March, 2023)*

- 1/01/23      Make one financial commitment
- 1/08/23      Be encouraged--budget coaching works
- 1/15/23      Avoid scams
- 1/22/23      401(k) hardship withdrawals are up
- 1/29/23      Ask before spending to curb impulse buying
- 2/05/23      How to maximize a tax refund
- 2/12/23      Saving money on dental care
- 2/19/23      Be honest on your tax return
- 2/26/23      How to help a shopaholic
- 3/05/23      Don't live for retirement
- 3/12/23      How big is your emergency fund?
- 3/19/23      Consequences of ignoring your bills
- 3/26/23      Do you tithe?

1/01/23	Wen Shen	Women experiencing menopause may require a range of health care professionals
1/08/23	William Nelson	The nation's cancer report is largely good news
1/15/23	Eric Strain	Some changes to helping people with opioid use disorder during Covid will become permanent
1/22/23	William Nelson	Can radiation therapy be made less onerous?
1/29/23	William Nelson	Young women with breast cancer may be able to safely pause treatment to have a child
2/05/23	Jaclyn Rose	Do you need to go organic to improve your diet?
2/12/23	Jaclyn Rose	Can a plant-based diet improve your gut microbiome?
2/19/23	Jaclyn Rose	Are plant-based meat substitutes a healthy diet choice?
2/26/23	Thomas Cudjoe	How might social isolation & dementia risk be linked?
3/05/23	David Newman-Toker	How often is a diagnoses missed in the emergency department?
3/12/23	David Newman-Toker	When you have a choice, which ED should you use?
3/19/23	David Newman-Toker	Inpatient stays can result in a range of adverse events
3/26/23	Hugh Calkins	Do you ever feel your heart give an extra beat?

## CONSUMER TIME

*(January - March, 2023)*

1/01/23	Gary Crawford, Charlie Barden	Lots of post-holiday uses for that old real Christmas tree
1/08/23	Gary Crawford, Amanda Woods	Those holiday gift bills are arriving--what now?
1/15/23	Gary Crawford, Dr. Karen Ensle	Did you resolve to exercise regularly in 2023? How's that going?
1/22/23	Gary Crawford, Matt MacLachlan, Howard Hjort	Worst of the food price hikes may be behind us
1/29/23	Gary Crawford, Dr. Susan Nelson	Still feel fat after the holidays? Your pet may be feeling fat, too
2/05/23	Gary Crawford, Matt MacLachlan	A look at a new USDA forecast for retail food prices
2/12/23	Gary Crawford, Meredith Carothers	Super Bowl party food safety practices should be under further review
2/19/23	Gary Crawford, Barbara Stockebrand	Don't let your phone be a doorway to scammers
2/26/23	Gary Crawford, Barbara Stockebrand	How not to take the bait & not get hooked by phishers
3/05/23	Gary Crawford, Matt MacLachlan	Food prices likely to continue rising this year
3/12/23	Gary Crawford, Andy Harig	Rising food prices have consumers changing their shopping patterns
3/19/23	Gary Crawford, Andy Harig	Polls show rising consumer worries about rising food prices
3/26/23	Gary Crawford, Dennis Patton	Time to give that lawn some springtime attention



## AG UPDATE

*(January - March, 2023)*

1/01/23	Rod Bain, Audrey Comerfield	Trends in agritourism
1/08/23	Rod Bain, Brad Rippey	How the arctic blast might have impacted crops & livestock
1/15/23	Rod Bain, Allison Thomas	Positions open for ag trade advisory committees
1/22/23	Rod Bain, Tom Vilsack	Continuing investments in meat & poultry processing expansion
1/29/23	Rod Bain, Tom Vilsack	Programs to improve grower disaster assistance & risk protection
2/05/23	Rod Bain, Skyler Simnitt	Addressing high labor costs in produce industry
2/12/23	Rod Bain, Mark Jekanowski	Previewing the 2023 USDA ag outlook forum
2/19/23	Rod Bain, Mark Jekanowski, Seth Meyer	Lower corn & bean production expected in Argentina
2/26/23	Rod Bain, Mary Kay Thatcher, Will Stafford, Chris Edgington	Considerations about a new farm bill
3/05/23	Rod Bain, Tom Vilsack, Janusz Wojciechowski	A platform to collaborate on Transatlantic ag issues
3/12/23	Rod Bain, Leslie Meyer	Domestic cotton outlook for this season
3/19/23	Rod Bain, Shayle Shagam	The forecast for US dairy in 2023
3/26/23	Rod Bain, Tony Dorn	New numbers on farms & land on farms

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

*(January - March, 2023)*

1/01/23	Giant allium
1/08/23	Rice paper plants
1/15/23	Saving garden dollars
1/22/23	Spring bulb protection
1/29/23	Window scapes
2/05/23	Coral bells
2/12/23	Spring shrubs
2/19/23	Moss phlox
2/26/23	Top tomato tips
3/05/23	Good bugs
3/12/23	Gifts for the garden
3/19/23	Herbs in home gardens
3/26/23	Liatris