

ISSUES / PROGRAMS

October, November, and December, 2020

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 information on issues faced by home schooling families.
P--WCKB aired "Classical Conversations in Homeschooling," provided by Classical Conversations, each Sunday at 7:28am. A topic listing is attached.
8. 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 2:30 minute feature aired each Sunday at 10:40am.
9. 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.

10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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, 2020)

- 10/06/20 SS announces new online video hearings
- 10/13/20 Reaching out to SS during the coronavirus pandemic
- 10/20/20 SS & OIG announce additional anti-fraud units
- 10/27/20 SS announces 1.3% benefit increase for 2021
- 11/03/20 SS is there throughout your career
- 11/10/20 SS is there when you get married / SS is there to provide comfort during difficult times
- 11/17/20 SS is there to help if disability strikes / SS is with those who need a helping hand
- 11/24/20 SS wouldn't miss your retirement party
- 12/01/20 SS will be there for years to come
- 12/08/20 SS announces 1.3% benefit increase for 2021
- 12/15/20 What should I do if I get a call claiming there's a problem with my SS number or account?
- 12/22/20 SS begins new electronic SS number verification service
- 12/29/20 SS commissioner Andrew Saul honored as a top influencer in aging

ELDER CARE MADE EASIER

Dr. Marion Somers

(October - December, 2020)

10/07/20	Pets
10/14/20	Know your elder
10/21/20	Construction
10/28/20	Hospice
11/04/20	Warning signs
11/11/20	Alternative therapies
11/18/20	Elder care forms
11/25/20	By the numbers
12/02/20	Take inventory
12/09/20	Home for the holidays
12/16/20	Reverse mortgage
12/23/20	Elder housing staff
12/30/20	Cars, trucks, & SUVs

HEALTH DEPARTMENT REPORT

(October - December, 2020)

10/01/20	Erin Brown	Good health habits
10/08/20	*****	October is Breast Cancer Awareness Month
10/15/20	*****	Be Smart - Eat Smart wellness challenge
10/22/20	*****	October is SIDS Awareness Month
10/29/20	*****	Tips for a safe Halloween
11/05/20	Belinda Rayner	COVID-19 testing
11/12/20	*****	Great American Smokeout
11/19/20	*****	Nat'l Diabetes Month
11/26/20	*****	Pre-diabetes
12/03/20	Maggie McGee	Food safety
12/10/20	*****	Stop the spread of flu
12/17/20	*****	Holiday fire safety
12/24/20	*****	Coping with holiday stress
12/31/20	*****	Mammography

*Tips for
Living Well
on the
Radio*

Pam Smith
NUTRITIONIST • AUTHOR • SPEAKER



Sixty Second Daily Radio Programs

October 2020 Tracksheet

Date	Day	Title	Time
10/1/20	Thu	The Practical Puree	:60
10/2/20	Fri	Waste or Waist?	:60
10/5/20	Mon	Frozen Food Basics	:60
10/6/20	Tues	Break the Caffeine Habit	:60
10/7/20	Wed	Nourish the Brain	:60
10/8/20	Thu	Sugar Roller Coaster Rides	:60
10/9/20	Fri	Osteoporosis	:60
10/12/20	Mon	Iron Poor Blood	:60
10/13/20	Tues	Sweet Alternatives	:60
10/14/20	Wed	Sweet Tooth	:60
10/15/20	Thu	Overcoming Setbacks	:60
10/16/20	Fri	The Ten Worst Foods-I	:60
10/19/20	Mon	The Ten Worst Foods-II	:60
10/20/20	Tues	Boosting HDL's	:60
10/21/20	Wed	The Fast Food Option	:60
10/22/20	Thu	Tasty Vinaigrettes	:60
10/23/20	Fri	Living Longer Better	:60
10/26/20	Mon	Marvelous Muffins	:60
10/27/20	Tues	Forgive to Live	:60
10/28/20	Wed	Calories are Not the Enemy!	:60
10/29/20	Thu	Magnesium Magic	:60
10/30/20	Fri	Peak Performance Traveling	:60

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

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November 2020 Tracksheet

Date	Day	Title	Time
11/2/20	Mon	Wonderful Fish	:60
11/3/20	Tues	Whole Wheat or Rye?	:60
11/4/20	Wed	Energizing Decluttering	:60
11/5/20	Thu	America's Newest Nicotine?	:60
11/6/20	Fri	Energy to Sniff	:60
11/9/20	Mon	Holiday Menu Make-Overs	:60
11/10/20	Tues	Are You Stress Sick?	:60
11/11/20	Wed	Starving for Nutrition	:60
11/12/20	Thu	Natural isn't Always Safe	:60
11/13/20	Fri	Exercise Motivation	:60
11/16/20	Mon	The Top Six	:60
11/17/20	Tues	Holiday Battles	:60
11/18/20	Wed	Healthy Holidays-III	:60
11/19/20	Thu	See the Light	:60
11/20/20	Fri	Healthy Holidays-II	:60
11/23/20	Mon	Turn off the Tube!	:60
11/24/20	Tues	Giving and Receiving	:60
11/25/20	Wed	Lactose Intolerance	:60
11/26/20	Thu	Energy-Filled Holidays	:60
11/27/20	Fri	Party Well!	:60
11/30/20	Mon	Brain Food	:60

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Sixty Second Daily Radio Programs

December 2020 Tracksheet

Date	Day	Title	Time
12/1/20	Tues	Smoothies 101	:60
12/2/20	Wed	Holiday Happiness	:60
12/3/20	Thu	The Season to be Stressed	:60
12/4/20	Fri	Time Release Capsule	:60
12/7/20	Mon	Build up, Don't Fluff up	:60
12/8/20	Tues	Holiday Survival 101	:60
12/9/20	Wed	Power in a Bar	:60
12/10/20	Thu	I Hate to Cook Guide	:60
12/11/20	Fri	Shoe Retirement	:60
12/14/20	Mon	My Quickest Meals	:60
12/15/20	Tues	Kicking the Caffeine Habit	:60
12/16/20	Wed	The Pill Bonanza	:60
12/17/20	Thu	A Ginger Idea	:60
12/18/20	Fri	Blood Pressure	:60
12/21/20	Mon	Winter Weight Control	:60
12/22/20	Tues	May Cause Drowsiness	:60
12/23/20	Wed	Dieting Tips-I	:60
12/24/20	Thu	Energy to Exercise	:60
12/25/20	Fri	Christmas Day	:60
12/28/20	Mon	Zinc Sense	:60
12/29/20	Tues	Ten Reasons to Exercise	:60
12/30/20	Wed	Winter Exercise	:60
12/31/20	Thu	Zesty Little Powerhouses	:60
1/1/21	Fri	Facing the New Year	:60

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COOPERATIVE EXTENSION SERVICE REPORT

(October - December, 2020)

10/02/20	Paul Gonzalez	Nutrient-testing feed
10/09/20	Genny Thompson	Upcoming 4-H events
10/16/20	Max Knowles	Peak season soil testing fee for 2020
10/23/20	James Hartsfield	Farm Safety--shared equipment & tools
10/30/20	Elizabeth Merrill	4-H programs and activities
11/06/20	Hunter Rhodes	Winter cover crops
11/13/20	Sydney Knowles	Handling holiday leftovers
11/20/20	Eileen Coite	Count on Me NC program
11/27/20	Elizabeth Merrill	4-H Christmas toy collection
12/04/20	James Hartsfield	Biosecurity--steps to keeping your livestock healthy
12/11/20	Paul Gonzalez	Lice
12/18/20	Eileen Coite	Count on Me NC program
12/25/20	Max Knowles	NC Feral Swine Task Force

CLASSICAL CONVERSATIONS ON HOMESCHOOLING
(Leigh Bortins)

(October - December, 2020)

- 10/04/20 Employment as a homeschool graduate
- 10/11/20 Refining various skills
- 10/18/20 Parents who believe they cannot homeschool
- 10/25/20 Mary Alphas -- Cultivate a love of learning
- 11/01/20 Mary Alphas -- Be vigilant about your rights
- 11/08/20 Leah Bromin--Being a grandmother
- 11/15/20 Kirsti Gilpin--Addressing a kid's struggle with math
- 11/22/20 Shelly Stockton--Being lifelong learners
- 11/29/20 Shelly Stockton--Resources to make homeschooling easier
- 12/06/20 The changes in homeschooling over the years
- 12/13/20 Project management & Christmas traditions
- 12/20/20 Homeschooling "littles" with older children
- 12/27/20 Education & sports as a homeschooler

MILITARY SPOTLIGHT

(October - December, 2020)

- 10/04/20 NC Guard 30th Brigade soldiers return from Middle East deployment
- 10/11/20 Two NCNG aviators earn the Distinguished Flying Cross with Valor
- 10/18/20 USS Henry M. Jackson makes history with 100th strategic deterrent patrol
- 10/25/20 NCNG has restarted COVID-19 relief operations
- 11/01/20 4th OSS weather flight keeps eyes in the sky over Seymour Johnson AFB
- 11/08/20 351 CACOM Functional Specialty Team wins IRT award
- 11/15/20 USS Missouri changes hands
- 11/22/20 Mental health in the military--from stigma to savior
- 11/29/20 Returning customer reaches \$5 million mark in reusable items
- 12/06/20 Trident refit facility command master chief wins leadership award
- 12/13/20 Chaplain dets move to RD, enhance readiness
- 12/20/20 Marine officer awarded medal for providing aid to injured deputy
- 12/27/20 Agency team helps Army shed excess equipment at Fort Bragg

10/04/20	Exercise for arthritic pets	
10/05/20	Is your cat lazy or sick?	
10/11/20	Pet health insurance	
10/12/20	Good nutrition	
10/18/20	Animal intelligence	
10/19/20	Improving pet health	
10/25/20	Fun facts about cats	
10/26/20	Giving a gift to a shelter	
11/01/20	Communicating with our pets	
11/02/20	Adopting a pet	
11/08/20	Vets & diagnosis	
11/09/20	Stray cats	
11/15/20	Parasites & horses	
11/16/20	Canine influenza	
11/22/20	Cats are living longer	
11/23/20	Sugar glider	
11/29/20	Cushing's disease	
11/30/20	Our prolific cats	
12/06/20	Trap, neuter, & release programs	
12/07/20	Shedding	
12/13/20	Carry-on baggage	
12/14/20	Treats & weight gain	
12/20/20	Training to be a vet	
12/21/20	If your dog is bitten	
12/27/20	New baby & pets	12/28...Senior pets

SCIENCE MADE SIMPLE

(October - December, 2020)

10/04/20	The crystal skull
10/11/20	Martian moon
10/18/20	Mercury
10/25/20	Afraid of rejection
11/01/20	Glow kittens
11/08/20	Cancer detector
11/15/20	Black holes
11/22/20	Universal speed limit
11/29/20	Komodo dragon
12/06/20	Scorpions
12/13/20	The center of the earth
12/20/20	Games with a purpose
12/27/20	Sea change

EARTH DATE*(October - December, 2020)*

10/04/20	Maximizing GPS
10/11/20	The evergreen stone
10/18/20	Finding faults with the Inca
10/25/20	Swarming locusts
11/01/20	The day is getting longer
11/08/20	75 years into the atomic age
11/15/20	Aboriginal star maps
11/22/20	The oldest story ever told
11/29/20	The buzzy life of bees
12/06/20	How bees make honey
12/13/20	The business of bees
12/20/20	Blight of the honeybee
12/27/20	Nickel farming

- 10/04/20 Financial priorities
- 10/11/20 Scam warnings
- 10/18/20 Side-tracked by a get-rich-quick scheme
- 10/25/20 Six "best practices"
- 11/01/20 Financial slothfulness
- 11/08/20 Selecting financial counsel
- 11/15/20 Save & prepare for emergency
- 11/22/20 Refinancing tips
- 11/29/20 Tip generously
- 12/06/20 A budget brings peace of mind
- 12/13/20 Christmas without debt
- 12/20/20 Get out of the ownership trap
- 12/27/20 Got the after-Christmas blues?

10/04/20	William Nelson	Radiation course
10/11/20	Andrew Pokosz	Some upside
10/18/20	Eric Strain	Treating anxiety
10/25/20	Rita Kalyani	Once weekly
11/01/20	Karen Swartz	Depression & youth
11/08/20	Aaron Milstone	Spreading viruses
11/15/20	Lisa Maragakis	If you've had COVID
11/22/20	William Nelson	Sequencing cancer
11/29/20	Caleb Alexander	Gaps in care
12/06/20	Patricia Davidson	Long-term care facility risk
12/13/20	Garima Sharma	Fish oil
12/20/20	Joseph Cofrancesco	Good news for HIV
12/27/20	William Nelson	Keep watchful

CONSUMER TIME*(October - December, 2020)*

10/04/20	Gary Crawford, Lisa Martin, Brett Sciotto	Making cooking at home easy, easy, easy
10/11/20	Rod Bain, Meredith Carothers	Properly preparing frozen foods from food safety perspective
10/18/20	Stephanie Ho, Chris Bernstein	Handwashing & thermometers are essential for food safety
10/25/20	Gary Crawford, Karen Blakeslee	Some guidelines for a safe & healthy Halloween
11/01/20	Rod Bain, Reina Hastings	Multiple uses for your Halloween pumpkin
11/08/20	Gary Crawford, Anne Efland, Tom Brand	100 years of radio broadcasting
11/15/20	Gary Crawford, Meredith Carothers	I thought I'd thaw a turkey
11/22/20	Gary Crawford, Meredith Carothers	Some major holiday cooking no-no's
11/29/20	Stephanie Ho, Brad Rippey	Science aids weather forecasting, but doesn't allow for long-term predictions
12/06/20	Rod Bain, John Kushla	A Christmas tree close-up in the South
12/13/20	Gary Crawford, Dr. Jim Bates	The holidays + the pandemic = stress
12/20/20	Gary Crawford, Amanda Wood	Low budget/no budget holiday gifting
12/27/20	Stephanie Ho, Brad Rippey	2020 was record-setting year for named Atlantic storms

AG UPDATE*(October - December, 2020)*

10/04/20	Rod Bain, Kevin Norton	What's ready to go for ag innovation?
10/11/20	Gary Crawford, Kevin Norton	USDA funding new innovative conservation demo projects
10/18/20	Rod Bain, Teddy Bekele	A prescription model pertaining to ag production
10/25/20	Stephanie Ho, Cindy Nickerson, Mark Jekanowski	Some of the latest news regarding cotton
11/01/20	Gary Crawford, Shayle Shagam, Brad Rippey	Record large cattle feedlot inventory
11/08/20	Stephanie Ho, Richard Fordyce	USDA is in midst of second round of corona virus aid program payments
11/15/20	Rod Bain, Ray Gaesser, Bart Ruth	Seeking solutions via sustainability
11/22/20	Stephanie Ho, Richard Fordyce	Vote for county committee members
11/29/20	Gary Crawford, Sonny Perdue	Perdue says trade agreements combining to bolster commodity prices
12/06/20	Stephanie Ho, Elena Behnke	New updates for the national poultry improvement plan
12/13/20	Rod Bain, Mark Jekanowski, Dale Durchola, Clayton Pope, Nathan Kauffman	Corn & bean prices--what's next?
12/20/20	Rod Bain, Cindy Nickerson, Mark Hudson	Delving into December crop production reports
12/27/20	Gary Crawford, Sonny Perdue, Bob Stephenson, Richard Fordyce, Martin Barbre	Officials say farmers have a friendly ear at USDA

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

(October - December, 2020)

- 10/04/20 Storm damaged tree recovery
- 10/11/20 Garden ornaments
- 10/18/20 Combine garden color
- 10/25/20 Confederate rose
- 11/01/20 What's your compost style?
- 11/08/20 Celosia
- 11/15/20 Fall peppers
- 11/22/20 Frost vs freeze
- 11/29/20 Winter lichen
- 12/06/20 Winter plant protection
- 12/13/20 Matrix pansies
- 12/20/20 Coolwave trailing pansies
- 12/27/20 Mail order plants

SPECIAL BROADCASTS / COMMUNITY EVENTS

(October - December, 2020)

October 1, 2020 - December 30, 2020 WCKB aired a series of PSA's from the Centers for Disease Control, CDC Foundation, NC Dept of Health & Human Services, National Council on Aging, and other organizations each day. Special announcements and reports aired as needed.