

WCKB 780-AM

ISSUES / PROGRAMS

October, November, and December, 2015

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. 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
9. 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.
10. 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 10:44am and each Monday at 12:50pm. A topic listing is attached.
11. I--Listeners wanted to learn about new technology and its applications.
P--WCKB aired "Your Tech Support with Chris Morris," a 60 second feature provided by Coast to Coast Radio Networks, each Sunday at 10:45am and each Wednesday at 12:50pm. A topic listing is attached.

12. 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 10:47am. A topic listing is attached.
13. I--Listeners wanted information about credit, budgeting and finance.
P--WCKB aired "Family Money Minute," a 1 minute report by Sami Cone, each Sunday at 10:49am. A topic listing is attached.
P--WCKB aired "Family Finance Report with Salil Gutt," a 60 second report provided by Coast to Coast Radio Networks, each Thursday at 12:50pm. 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, 2015)

10/06/15	Brenda Brown	SS matters
10/13/15	*****	SS disability helps people who work
10/20/15	*****	Questions & answers
10/27/15	*****	Making your future a good one with the retirement estimator
11/03/15	*****	Keeping SS updated prevents unwanted surprises
11/10/15	*****	Helping veterans & active duty military members
11/17/15	*****	Questions & answers
11/24/15	*****	Your savory recipe for retirement
12/01/15	*****	Be prepared when disaster strikes
12/08/15	*****	The twelve sites of SS
12/15/15	*****	Get your retirement soaring
12/22/15	*****	Gather the family around My SS
12/29/15	*****	Questions & answers

ELDER CARE MADE EASIER

Dr. Marion Somers

(October - December, 2015)

10/07/15	Get organized
10/14/15	Make a family heirloom
10/21/15	Life highlights
10/28/15	Secrets
11/04/15	Local shows
11/11/15	Honor our veterans
11/18/15	Crimes against the elderly
11/25/15	Elder care lawyer
12/02/15	Meal time
12/09/15	Elder abuse
12/16/15	Ethnic holiday celebrations
12/23/15	Weight loss
12/30/15	Moving your parents in

HEALTH DEPARTMENT REPORT

(October - December, 2015)

10/01/15	Belinda Rayner	Pink Ribbon Breakfast for breast cancer awareness
10/08/15	Flu shots recommended for people with diabetes
10/15/15	Flu season is coming
10/22/15	Health effects of second-hand smoke
10/29/15	Halloween, the healthy way
11/05/15	Maintain, Don't Gain holiday challenge
11/12/15	Great American Smokeout
11/19/15	Thanksgiving food safety
11/26/15	National Diabetes Month
12/03/15	Have a healthy holiday
12/10/15	Discuss family health history this holiday season
12/17/15	Managing diabetes during the holidays
12/24/15	Food safety for homemade egg nog
12/31/15	Make 2016 your year to quit smoking

COOPERATIVE EXTENSION SERVICE REPORT*(October - December, 2015)*

10/02/15	Tyrone Fisher	Avian Flu: Practices to keep birds healthy
10/09/15	""""""""""	Avian Flu: Backyard flocks
10/16/15	""""""""""	Avian Flu: Commercial flocks
10/23/15	Susan Byerly	Parents as Teachers auction benefit
10/30/15	""""""""""	Parents as Teachers auction benefit
11/06/15	Tyrone Fisher	Avian Flu: Practices to keep birds healthy
11/13/15	""""""""""	Avian Flu: Backyard flocks
11/20/15	""""""""""	Avian Flu: Commercial flocks
11/27/15	Debbie Byrd	Children's sleep habits
12/04/15	""""""""""	Encouraging abstinence
12/11/15	""""""""""	The benefits of fathers' involvement with children
12/18/15	Yvonne Ormond	Helping your child enjoy the benefits of physical activity
12/25/15	Debbie Byrd	Children's sleep habits

- 10/04/15 Organize Your Home, Energize Your Home School--Vicki Bentley: There Is Hope
- 10/11/15 Hands-on Science--Aurora Lipper: Lighting the Spark
- 10/18/15 Life Skills for the College-Bound Teen--Diane Kummer: Those Unsung Academic Skills
- 10/25/15 Playing to Your Strengths--Rose Focht: An Easy Decision
- 11/01/15 There Is No Frigate Like a Book--Dr. Leland Ryken: Your Adventure Awaits
- 11/08/15 When Failure Helps You Grow--Jessica Cole: You Don't Have to Panic
- 11/15/15 Get a Job in Space--John Palmé: Space Is Big Business
- 11/22/15 How Will the Supreme Court Marriage Ruling Affect You?--Mike Farris: Trouble Brewing
- 11/29/15 Helping Your Dyslexic Learner--Faith Berens: Take Time to Connect
- 12/06/15 Equal Rights for Homeschoolers--T.J. Schmidt: Diploma Discrimination
- 12/13/15 Five Tips for Homeschooling Your Preschooler--Vickie Bentley: Homeschooling from Birth
- 12/20/15 Five Things You Might Not Know about Parental Rights--Joel Gruehy: Raising Good Parents
- 12/27/15 Day at the Museum: A Winter Guide to Field Trips--Stevie Englekey: Keep on Learning

10/04/15	Coughing in cats
10/05/15	Adopting a pet
10/11/15	Parasites & horses
10/12/15	Canine influenza
10/18/15	Coughing in cats
10/19/15	Adopting a pet
10/25/15	Cats are living longer
10/26/15	Sugar gliders
11/01/15	Exercise for arthritic pets
11/02/15	Is your cat lazy or sick?
11/08/15	Giving medications
11/09/15	Dogs dragging food away
11/15/15	Animal intelligence
11/16/15	Improving pet health
11/22/15	Fun facts about birds
11/23/15	Sharing Thanksgiving dinner
11/29/15	Declawing
11/30/15	Outdoor poisons
12/06/15	Should your dog wear a coat?
12/07/15	A gift idea
12/13/15	Holiday hazards
12/14/15	Pets as gifts
12/20/15	More holiday hazards

- 12/21/15 Cold weather pet tips
- 12/27/15 Animal therapy using elephants
- 12/28/15 First aid kit for animals

10/04/15	Vizio \$999 4K TV
10/07/15	Tetris movie
10/11/15	Cyber security data
10/14/15	ScanSnap
10/18/15	Vizio \$999 4K TV
10/21/15	Tetris movie
10/25/15	Kickstarter game spending
10/28/15	Shout custom phone cases
11/01/15	Arecos golf stat tracking system
11/04/15	iPhone 6 Plus
11/08/15	Streaming TV stick
11/11/15	Warning on streaming cameras
11/15/15	Gadget shopping
11/18/15	Polar pillow
11/22/15	Amazon Prime Photos
11/25/15	Hacker targets
11/29/15	Facebook free
12/02/15	Amazon shopping
12/06/15	Kindle Paperwhite
12/09/15	Star Shower
12/13/15	Weego battery pack
12/16/15	Athlights
12/20/15	Apple watch

12/23/15 Social media hoaxes
12/27/15 Game of the Year-Batman
12/30/15 Game of the Year-Disney Infinity

SCIENCE MADE SIMPLE

(October - December, 2015)

10/04/15	When did blue eyes evolve?
10/11/15	Sailing rocks
10/18/15	When did blue eyes evolve?
10/25/15	Sleeping & listening
11/01/15	Crime solving camera
11/08/15	Volcanoes
11/15/15	First moon walk
11/22/15	Curiosity
11/29/15	Pan stars
12/06/15	Deep space dancers
12/13/15	Junk food junkies
12/20/15	Brain cells break in the day
12/27/15	Snakes invade North America

FAMILY MONEY MINUTE
Sami Cone

(October - December, 2015)

- 10/04/15 Find hotels with freebies
- 10/11/15 Call for savings
- 10/18/15 Easy pot roast recipe
- 10/25/15 Free phone calls
- 11/01/15 Fall season savings
- 11/08/15 Save on lighting
- 11/15/15 Season passes
- 11/22/15 Simple fall decorations
- 11/29/15 Coupon jackpot
- 12/06/15 Early December travel
- 12/13/15 Shop & eat
- 12/20/15 Family gift exchange
- 12/27/15 Check your receipts

FAMILY FINANCE REPORT (*host: Salil Gutt*)

(October - December, 2015)

- 10/01/15 Pension deals shortchange retirees
- 10/08/15 Get realistic about investment returns
- 10/15/15 Grandparents helping grandkids
- 10/22/15 Get realistic about investment returns
- 10/29/15 The finances of singles
- 11/05/15 Be careful when rolling over your 401(k)
- 11/12/15 Lessons from Casey Kasem's travails
- 11/19/15 Prepaid cards have loan feature
- 11/26/15 Hard times spurs financial creativity
- 12/03/15 Co-signing laws & credit cards
- 12/10/15 Eliminate holiday debt
- 12/17/15 Recognizing a Ponzi scheme
- 12/24/15 Financial fraud
- 12/31/15 Family member as a caregiver

10/04/15	Patricia Davidson	High blood pressure treatment
10/11/15	Alicia Arbaje	Services for elders
10/18/15	Patricia Davidson	High blood pressure treatment
10/25/15	David Newman-Toker	Early strokes
11/01/15	Redonda Miller	Calcium supplements
11/08/15	Enid Neptune	Low nicotine
11/15/15	Mike Klag	Cancer & meat
11/22/15	Eric Strain	Early death
11/29/15	Gregory Prokopowicz	Blood pressure goals
12/06/15	Jon Weingart	Brain tumor monitoring
12/13/15	Mike Klag	Consumer ads
12/20/15	Paul Rothman	Generic mandate
12/27/15	Patrick Finan	Sleep integrity

CONSUMER TIME

(October - December, 2015)

10/04/15	Gary Crawford, Angela Fraser	Keeping potluck meals safe
10/11/15	Gary Crawford, Dennis Patton	The weed war starts now
10/18/15	Gary Crawford, Angela Fraser	Keeping potluck meals safe
10/25/15	Gary Crawford, Sharolyn Flaming-Jackson	Fall is a great time to start a fitness program
11/01/15	Gary Crawford, Dr. Jane Tilly	The facts about "brain health" supplements
11/08/15	Gary Crawford, Sharolyn Fleming-Jackson	The first step to fitness is to take more steps
11/15/15	Rod Bain, Elizabeth Andress	Making home canned food gifts yummy & safe
11/22/15	Gary Crawford, Dave Harvey, Annemarie Kuhns	The cost of that Thanksgiving meal
11/29/15	Gary Crawford, Amanda Woods	How to keep from drowning in a sea of holiday shopping bills
12/06/15	Rod Bain, Karen Chan	Recycling & regifting to return to the holiday spirit
12/13/15	Rod Bain, Craig McKinney	Some history about the Christmas tree
12/20/15	Gary Crawford, Sean Hill	Our heating costs may be lower this winter
12/27/15	Rod Bain, Craig Morris	A better understanding of "process verified"

AG UPDATE*(October - December, 2015)*

10/04/15	Rod Bain, Troy Joshua	Trends in the 2014 organic survey
10/11/15	Rod Bain, Ed Rayburn	Preparing for a flood on your farm
10/18/15	Rod Bain, Troy Joshua	Trends in the 2014 organic survey
10/25/15	Rod Bain, Melissa Fery, Maud Powell	Making a connection via farmer-to-farmer networks
11/01/15	Rod Bain, Val Dolcini	General CRP sign-up start date is approaching
11/08/15	Rod Bain, Brigid McCrea	Winterizing the chicken coop
11/15/15	Gary Crawford, Dr. Tammy Beckham, Dustin Pendell	Planning--just in case--for a foot & mouth outbreak
11/22/15	Rod Bain, Daniel Ciolkosz	Considerations when putting in high efficiency lighting in the farm
11/29/15	Rod Bain, Leonard Jordan	The ACEP model--the ease of conservation easements
12/06/15	Gary Crawford, Tom Vilsack, Lara Bryant	Uncovering cover crop benefits
12/13/15	Gary Crawford, Tom Vilsack, Debbie Stabenos, Pat Roberts, Glynn Tonsor	More debate coming on country of origin labeling
12/20/15	Rod Bain, Rob Johansson	Orange, cotton production totals highlight USDA monthly report
12/27/15	Gary Crawford, Tom Vilsack, Bill Hohenstein, Barack Obama, Laurent Fabius	What does that global climate change agreement mean for farmers?

SPECIAL BROADCASTS / COMMUNITY EVENTS

(October - December, 2015)

- October 6, 2015 WCKB aired a live interview with Pat Godwin of the Coats Area Chamber of Commerce, about the upcoming Coats Farmers Day celebration. The interview aired from 12n - 12:25pm.
- October 21, 2015 WCKB aired a live interview with Rick Childrey of the Greater Smithfield-Selma Chamber of Commerce, about the upcoming Smithfield-Selma Business Expo. The interview aired from 12:05pm - 12:20pm.
- October 27, 2015 WCKB aired a live interview with Rebecca Stroud, community resource coordinator for Senior Helpers, about the upcoming Pumpkins for Parkinson's Fall Festival benefit. The interview aired from 12n - 12:10pm.
- October 29, 2015 WCKB aired a live interview with Laura Deans of the Clinton Sampson Chamber of Commerce, about the upcoming Clinton Business Expo. She also discussed the Chamber's 6th Annual Coat Closet charity drive to collect coats for the needy. The interview aired from 12n - 12:30pm.
- November 3, 2015 WCKB aired a live interview with Sharon Stevens of the Dunn Area Tourism Authority, about the upcoming Cotton Festival and Christmas celebrations. The interview aired from 12n - 12:30pm.
- November 17, 2015 WCKB aired a live interview with Dunn Police Chief Jimmy Pope and Rev. Gerald Blake, discussing the upcoming First Responders Meet & Greet event at Daystar Church. The interview aired from 3:30pm - 3:55pm.
- December 14, 2015 WCKB aired a live interview with Becky Spell-Vann of Tim's Gift, a local ministry that provides free, refurbished medical equipment to those in need. The interview aired from 12n - 12:30pm.