

WCKB 780-AM

ISSUES / PROGRAMS

July, August, and September, 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

(July - September, 2023)

- 7/04/23 Celebrate your independence with SS
- 7/11/23 Fraudsters never go on vacation
- 7/18/23 SS celebrates the Americans with Disabilities Act
- 7/25/23 Eligibility for spouse's benefits
- 8/01/23 Defend against scammers who target your SS benefits
- 8/08/23 How SS serves people who have limited English proficiency
- 8/15/23 How much did you earn at your first job? SS can tell you
- 8/22/23 Elder abuse--combating injustice
- 8/29/23 SS launches new audio series, SSA Talks, & news hub / SS online learning tools
- 9/05/23 Five benefits you can apply for using ssa.gov
- 9/12/23 Are you age 70 or older & not yet receiving benefits?
- 9/19/23 Representative payees help you manage your SS benefits
- 9/26/23 Four questions about SS that can help you plan your retirement

ELDER CARE MADE EASIER

Dr. Marion Somers

(July - September, 2023)

7/05/23	Elder fraud
7/12/23	Elder recreation
7/19/23	Elder care touches all
7/26/23	Hoarding
8/02/23	Long term care insurance
8/09/23	Retiring
8/16/23	Spirituality
8/23/23	Talking to children
8/30/23	The joy of photos
9/06/23	The power of song
9/13/23	Transfer trauma
9/20/23	Velcro
9/27/23	What is HIPPA?

HEALTH DEPARTMENT REPORT

(July - September, 2023)

7/06/23	Kayla Shamaly	Staying active in the summer heat
7/13/23	*****	Protect yourself from rabies this summer
7/20/23	*****	UV Safety Month
7/27/23	*****	The scoop on salmonella
8/03/23	*****	Back to school, not back to e-cigarettes
8/10/23	Elina Thomas	Hydration station
8/17/23	Kayla Shamaly	National Immunization Awareness Month
8/24/23	*****	Refuel with breakfast
8/31/24	*****	Mind your meds
9/07/23	*****	National Childhood Obesity Month
9/14/23	*****	Fight the flu
9/21/23	*****	Fall Prevention Awareness Week
9/28/23	*****	Cholesterol Education Month



Sixty Second Daily Radio Programs

July 2023 Tracksheet

Date	Day	Title	Time
7/3/23	Mon	A Color Story	:60
7/4/23	Tues	The High Price of Diets	:60
7/5/23	Wed	Accept Procrastination, Sometimes	:60
7/6/23	Thu	The Four Letter Word	:60
7/7/23	Fri	Breakfast Lotto	:60
7/10/23	Mon	Tips for the Road Warrior	:60
7/11/23	Tues	Food Safety	:60
7/12/23	Wed	The Pregnant Father	:60
7/13/23	Thu	Love Poition	:60
7/14/23	Fri	The Best Exercise for You	:60
7/17/23	Mon	Diets Make You Fat-II	:60
7/18/23	Tues	Morning Sickness	:60
7/19/23	Wed	Losing at the Diet Game	:60
7/20/23	Thu	Come and Dine	:60
7/21/23	Fri	Habits	:60
7/24/23	Mon	The Water Advantage	:60
7/25/23	Tues	Dispelling Myths About Dieting	:60
7/26/23	Wed	Beating the Tiredness Trap	:60
7/27/23	Thu	Buffet Bulge	:60
7/28/23	Fri	Heading off Diabetes	:60
7/31/23	Mon	Memory Fixes	: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



Sixty Second Daily Radio Programs
August 2023 Tracksheet

Date	Day	Title	Time
8/1/23	Tues	The High Protein Myth	:60
8/2/23	Wed	Don't Lose It- Use It!	:60
8/3/23	Thu	The Importance of Iron	:60
8/4/23	Fri	Nutrition Capsules?	:60
8/7/23	Mon	The Pay-Later Penalty	:60
8/8/23	Tues	Stabilize Your Blood Sugars	:60
8/9/23	Wed	Chicken Soup	:60
8/10/23	Thu	Dying for Energy	:60
8/11/23	Fri	Feeding Your Young Athlete	:60
8/14/23	Mon	Take Charge of Your Appetite	:60
8/15/23	Tues	The Truth Sets You Free	:60
8/16/23	Wed	Pasta: Brown Gold	:60
8/17/23	Thu	A Sweet Soda	:60
8/18/23	Fri	Your Football Soccer Tennis Athlete	:60
8/21/23	Mon	Calling a Truce to Food Wars	:60
8/22/23	Tues	Starved for Flavor	:60
8/23/23	Wed	Salt: Don't Pass It On!	:60
8/24/23	Thu	Nutrition Martyrdom	:60
8/25/23	Fri	Taming the Appetite Monster	:60
8/28/23	Mon	The Positive Side of Nutrition	:60
8/29/23	Tues	F-I-T Exercise Guide	:60
8/30/23	Wed	Clean Plate Club Dropouts	:60
8/31/23	Thu	Walking: A Fitness Alternative	:60

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Sixty Second Daily Radio Programs

September 2023 Tracksheet

Date	Day	Title	Time
9/1/23	Fri	What's Eating You?	:60
9/4/23	Mon	Build Better Brainpower	:60
9/5/23	Tues	Liquid Snacks?	:60
9/6/23	Wed	Living Better Longer	:60
9/7/23	Thu	Powering Work-outs	:60
9/8/23	Fri	Snacks vs. Sleep	:60
9/11/23	Mon	Healthy Steaming	:60
9/12/23	Tues	Make Time for Sleep	:60
9/13/23	Wed	Women and Heart Disease	:60
9/14/23	Thu	The Diet Generation	:60
9/15/23	Fri	Fall Harvest	:60
9/18/23	Mon	Overcoming Arsenic Hour-I	:60
9/19/23	Tues	Overcoming Arsenic Hour-II	:60
9/20/23	Wed	The Power of the Nap	:60
9/21/23	Thu	Clean Out the Cholesterol	:60
9/22/23	Fri	What About Fasting?	:60
9/25/23	Mon	The Practical Puree	:60
9/26/23	Tues	Waste or Waist?	:60
9/27/23	Wed	Frozen Food Basics	:60
9/28/23	Thu	Break the Caffeine Habit	:60
9/29/23	Fri	Nourish the Brain	:60

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COOPERATIVE EXTENSION SERVICE REPORT

(July - September, 2023)

7/07/23	James Hartsfield	Hurricane preparedness
7/14/23	Zachary Parker	Escape prevention
7/21/23	Eileen Coite	Visit NC Farms app
7/28/23	Eileen Coite	Watermelon
8/04/23	Denise McIntyre	Test-and-go kiosks
8/11/23	James Hartsfield	Biosecurity
8/18/23	Eileen Coite	Visit NC Farms app
8/25/23	Eileen Coite	Watermelon
9/01/23	James Knowles	Farm hurricane preparation
9/08/23	James Hartsfield	Biosecurity
9/15/23	Eileen Coite	Visit NC Farms app
9/22/23	Zachary Parker	Slow-moving vehicle safety
9/29/23	Sydney Knowles	Holiday challenge

BACK-UP:

Amanda Knight 4-H prepares youth leaders

MILITARY SPOTLIGHT

(July - September, 2023)

- 7/02/23 OICC Florence participates in construction milestone
- 7/09/23 FRCE engineers team with local students in 2023 ultimate unmanned aerial vehicle competition
- 7/16/23 Unmanned systems payloads workshop brings collaboration efforts
- 7/23/23 NC Guard leader reflects on Asian-American community support during 30 years of service
- 7/30/23 NC Air National Guard chaplain corps do right by airmen
- 8/06/23 XVIII Airborne Corps & Duke innovation workshop
- 8/13/23 Small-unit leader initiative introduced to retain & promote high-quality Marines
- 8/20/23 5th Battalion, 113th Field Artillery excels at Operation Pineland Thunder
- 8/27/23 NC Guard North Wilkesboro facility renovation
- 9/03/23 Marine Raider regiment language program wins SOCOM award
- 9/10/23 USNA midshipmen visit MARSOC
- 9/17/23 Butt out--Ft. Liberty & NC public health officials launch initiative to educate tobacco/nicotine users & vapers
- 9/24/23 USNA midshipmen visit MARSOC

7/02/23	Reading cat body language
7/03/23	The importance of bees
7/09/23	Hypnotherapy
7/10/23	Therapy dogs
7/16/23	Requirements for therapy dogs
7/17/23	Osteoarthritis
7/23/23	Being skunked
7/24/23	Leptodpirosis
7/30/23	Encourage your cat to eat
7/31/23	Keeping your pet healthy
8/06/23	Mushroom toxicity
8/07/23	Molecular hypertermia treatment
8/13/23	Exercise based on dog breeds
8/14/23	Getting horses reading
8/20/23	Gerbils as pets
8/21/23	Rats as pets
8/27/23	Parrots as pets
8/28/23	Rabbits as pets
9/03/23	Guinea pigs as pets
9/04/23	Exercise for arthritic pets
9/10/23	Is your cat lazy or sick?
9/11/23	Dogs riding in cars
9/17/23	Cat carriers
9/18/23	Feline pancreatitis
9/24/23	Pet health insurance
9/25/23	Obesity

7/02/23	Milky way
7/09/23	Black holes
7/16/23	Water travel
7/23/23	Creativity & science
7/30/23	Blast from the past
8/06/23	Laser, part 1
8/13/23	Laser, part 2
8/20/23	Laser, part 3
8/27/23	Universal speed limit
9/03/23	Carbon, part 1
9/10/23	Carbon, part 2
9/17/23	Telescopes
9/24/23	Komodo dragon

EARTH DATE

(July - September, 2023)

7/02/23	Treasure on the sea floor
7/09/23	Walking on water
7/16/23	Dangerous haboobs
7/23/23	Petrified wood
7/30/23	Earth's largest shark
8/06/23	The great shrinking salt lake
8/13/23	How zebras got their stripes
8/20/23	The roof of Africa
8/27/23	Meteorite victims
9/03/23	Civilized ants
9/10/23	Puffy clouds weigh in
9/17/23	Singing sand dunes
9/24/23	What did we domesticate first?

7/02/23	Successful servants
7/09/23	Summer savings tips
7/16/23	Repair a bad credit score
7/23/23	One percent down payment mortgages
7/30/23	Sophisticated bank scam
8/06/23	Want to buy a house?
8/13/23	Protect yourself from Facebook Marketplace scams
8/20/23	You can live on \$1000 a month
8/27/23	Wisdom in the days of a "polycrisis"
9/03/23	Labor Day
9/10/23	Debt-free Christmas
9/17/23	Amazon scam tactics
9/24/23	Your worth is not in what you own

7/02/23	Michelle Johannson	Why would having a heart attack increase risk for dementia?
7/09/23	William Nelson	What is a food swamp & how does it impact your risk for cancer?
7/16/23	James Gammie	Mitral valve leakage can be caused by several difference heart problems
7/23/23	James Gammie	When should you suspect you might have mitral valve disease?
7/30/23	Kerry Stewart	Is there a way to fit the recommended amount of exercise into you life?
8/06/23	Kerry Stewart	Getting kids to exercise is going to require their parents
8/13/23	Kerry Stewart	How hard to you have to exercise to reap benefits
8/20/23	Frank Lin	If you're experiencing hearing loss, should you use hearing aids to reduce your risk of dementia?
8/27/23	Frank Lin	What is needed to have comprehensive hearing assessments covered by insurers?
9/03/23	William Nelson	What treatment is needed when melanoma is found?
9/10/23	William Nelson	Are men more at risk to develop cancer than women?
9/17/23	Roy Ziegelstein	How did we get to a medical system that seems to devalue people?
9/24/23	Roy Ziegelstein	Systematic approaches to deliver the most humane medical care are underway

CONSUMER TIME

(July - September, 2023)

7/02/23	Gary Crawford, Dr. Sandy Proctor	Putting some variety in that July 4th cookout
7/09/23	Gary Crawford, Andrea Palm	An important alert for Medicaid participants
7/16/23	Gary Crawford, Barbara Stockebrand	Phone & telemarketing scams on the rise
7/23/23	Gary Crawford, Megan Sweitzer	Encouraging news about food prices
7/30/23	Gary Crawford, Dee Jepson	Watch for symptoms of heat stress & stroke
8/06/23	Gary Crawford,, Shrolyn Jackson	Taking good care of your brain
8/13/23	Gary Crawford, Meredith Carothers	Packing a safe "brown bag" school lunch for your child
8/20/23	Gary Crawford, Matt MacLachlan, Megan Sweitzer	Food prices still rising, but at a slower, more "normal" rate
8/27/23	Gary Crawford, Brad Rippey	Atlantic hurricane season could be rougher than first predicted
9/03/23	Gary Crawford, Meredith Carothers	Major missteps in Labor Day cookouts
9/10/23	Gary Crawford, Matt MacLachlan	When will food shoppers see "normal" price inflation?
9/17/23	Gary Crawford, Meredith Carothers	Frozen food foibles
9/24/23	Gary Crawford, Tom Vilsack, Brenda Mallory, Michelle Kondo	Giving more of us access to nature & green spaces

AG UPDATE

(July - September, 2023)

7/02/23	Rod Bain, Zach Ducheneaux	FSA county committee nominations now being accepted
7/09/23	Rod Bain, Brad Rippey	Continuing corn & bean crop condition concerns
7/16/23	Rod Bain, Rosemary Sifford	New resources in HPAI prevention & response efforts
7/23/23	Rod Bain, Mark Brusberg	El Nino & global agriculture
7/30/23	Rod Bain, James McDonald	A look at agribusiness concentration & competition
8/06/23	Rod Bain, Kendall Kirk	Big data's evolution in ag
8/13/23	Rod Bain, Shawn Arita	Continuing growth in farmland values
8/20/23	Rod Bain, Taylor Cox	Latest update to USDA news mobile app
8/27/23	Rod Bain, Tony Dorn	Snapshots of tech use on the farm
9/03/23	Rod Bain, Kathleen Liang	A curriculum of agricultural literacy
9/10/23	Rod Bain, Shawn Arita	Initial US ag trade forecast for fiscal year 2024
9/17/23	Rod Bain, Dan Neenan	Farm safety message--no one can take your place
9/24/23	Rod Bain, Doug McKalip	Providing advice on ag trade matters

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

(July - September, 2023)

7/02/23	Edible ornamentals
7/09/23	Landscape bedlines
7/16/23	Lawncare persona
7/23/23	Cosmos
7/30/23	Your ideal garden
8/06/23	Garden gnomes
8/13/23	Japanese maple
8/20/23	Hardy hibiscus
8/27/23	Canna lily
9/03/23	Cold frames
9/10/23	Fall is for mums
9/17/23	Dahliettas
9/24/23	Giving plants their props

SPECIAL BROADCASTS / COMMUNITY EVENTS

(July - September, 2023)

- July 11, 2023 WCKB aired a live interview with Sgt. Kevin Moore of the Dunn Police Department. He talked about the Shop-with-a-Cop Christmas project, and the "Christmas in July" fundraiser that supports it. The interview aired from 12n - 12:20pm.
- September 19, 2023 WCKB aired a live interview with Sy Harrington and Gaye Wilson. They gave information about the upcoming brunswick stew event for former employees of the Erwin Mills plant. The interview aired from 12n - 12:20pm.
- September 28, 2023 WCKB aired a live interview with Kayla Love and Lake Wood from the Erwin Area Chamber of Commerce. She talked about the upcoming Denim Days Festival and related activities. The interview aired from 12n - 12:20pm.