

WPOC
Baltimore, MD
Quarterly Issues/Programs List
First Quarter, 2016
04/06/2016

WPOC
Quarterly Issues/Programs List

WPOC provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **ANIMAL RESCUE/ADOPTION:** Wendy Goldband joins Jeff St. Pierre to talk about the Baltimore Humane Society, the programs they offer to the community and upcoming fundraisers.
- **CHILD HEALTH:**
 - Jeff St. Pierre is joined by Denny Donovan, volunteer on the planning committee for Hope In The Harbor, to discuss this year's gala that benefits the St. Jude Children's Research Hospital.
 - Kennedy Krieger's Elisa Delia and Theresa Macheski join Jeff St. Pierre to discuss ROAR for Kids, an annual event that brings children with developmental disabilities, and their families, together to raise funds for Kennedy Krieger and the programs offered there.
- **COLON CANCER SCREENING:** Founder of the Semi-Colon Club, Edel Blumberg, discusses his annual Semi-Colon Crawl that draws awareness to colon cancer.
- **Community development:** Jeff St. Pierre is joined by Heather Iliff, president and CEO of the Maryland Association of Nonprofit Organizations, to discuss the first ever Maryland's Quality of Life Address.
- **COMMUNITY ENGAGEMENT:** Jeff St. Pierre is joined by composer Benny Russell and Carol Allen, director for the library and Hays-Heigh House at Harford Community College, to discuss the "Voices of Change" exhibit and performance of "Sing Me A Dream."
- **DEPRESSION:** Bernie Lucas is joined by Dr. Cynthia Post to discuss topics surrounding suicide.
- **EDUCATION:**
 - Mary Beth Lennon, president of Mercy High School, joins Jeff St. Pierre to talk about Mercy, "The Game" and its impact in the community.
 - Kate Rowe joins Jeff St. Pierre to discuss current and upcoming programs being offered at the National Aquarium in Baltimore.
- **EDUCATION/LITERACY:** Laurie DeYoung talks with Debbie Clarke Moderow about her efforts to run in the infamous Iditarod race.
- **Financial help:**
 - Nina Heck from Guidewell Financial Solutions joins Jeff St. Pierre to discuss the new chip credit cards and their benefits to consumers.
 - Nina Heck joins Jeff St. Pierre to offer tips for people hoping to stick to their New Year's resolutions that involve financial decisions.

- Sara Johnson, director of the Baltimore CASH Campaign, discusses the free tax preparation services being offered for qualifying residents in Baltimore City and County.
 - Jeff St. Pierre is joined by the new President and CEO of Guidewell Financial Solutions, Helene Raynaud, to talk about her transition and plans for the organization.
 - Nina Heck from Guidewell Financial Solutions discusses the new Student Loan counseling service being offered at GFS.
 - Courtney Bettle, program manager with the Baltimore CASH Campaign, and Sherrice Davis, vice president of M&T Bank, discuss the 11th annual Money Power Day.
 - Helene Raynaud and Nina Heck from Guidewell Financial Services join Jeff St. Pierre to discuss their upcoming 50th anniversary, the celebrations surrounding it and where the organization is going in the future.
- **HEALTH AND FITNESS:** Jeff St. Pierre is joined by Jessica MacDonald, group exercise director at ACAC, and Rocky Wagonhurst, founder of the Claire Marie Foundation, to discuss the 'Riding With Claire' fundraiser.
 - **HEALTH CARE :** Wendy Webster from the Saint Agnes Hospital Foundation Board joins Jeff St. Pierre to discuss their annual fundraiser, The Supper.
 - **TRAVEL:** Jeff St. Pierre is joined by Jennifer Flowers, deputy editor of AFAR, to offer travel tips and advice for the upcoming Spring and Summer travel season.
 - **WOMEN'S LEADERSHIP:** Jeff St. Pierre is joined by Denise Dregier, coordinator of the annual ATHENA Award and Women's Leadership Breakfast, and Laurie Namey, of Harford County Public Schools, to discuss the 2016 ATHENA Award and its impact on the community.

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Financial help	MD TODAY - SEG 1 - GUIDEWELL FINANCIAL/CHIP CARDS	Nina Heck from Guidewell Financial Solutions joins Jeff St. Pierre to discuss the new chip credit cards and their benefits to consumers.	GUIDEWELL FINANCIAL SOLUTIONS	01/03/2016 07:32 AM	012:09
DEPRESSION	MD TODAY - SEG 2 - DR. POST/SUICIDE	Bernie Lucas is joined by Dr. Cynthia Post to discuss topics surrounding suicide.	DR CYNTHIA POST	01/03/2016 07:46 AM	014:33

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Financial help	MD TODAY - SEG 1 - GUIDEWELL FINANCIAL/NEW YEARS RESOLU	Nina Heck joins Jeff St. Pierre to offer tips for people hoping to stick to their New Year's resolutions that involve financial decisions.	GUIDEWELL FINANCIAL SOLUTIONS	01/10/2016 07:30 AM	015:43
DEPRESSION	MD TODAY - SEG 2 - DR. POST/SUICIDE	Bernie Lucas is joined by Dr. Cynthia Post to discuss topics surrounding suicide.	DR CYNTHIA POST	01/10/2016 07:48 AM	014:33
EDUCATION	MD TODAY - SEG 1 - MERCY HIGH SCHOOL - THE GAME	Mary Beth Lennon, president of Mercy High School, joins Jeff St. Pierre to talk about Mercy, "The Game" and it's impact in the community.	MERCY HIGH SCHOOL	01/17/2016 07:32 AM	012:48
Community developement	MD TODAY - SEG 2 - MARYLAND NONPROFITS	Jeff St. Pierre is joined by Heather Iliff, president and CEO of the Maryland Association of Nonprofit Organizations, to discuss the first ever Maryland's Quality of Life Address.	MD NONPROFITS/HEATHER ILIFF	01/17/2016 07:47 AM	014:12
ANIMAL RESCUE/ADOPTION	MD TODAY - SEG 1 - BALTIMORE HUMANE SOCIETY	Wendy Goldband joins Jeff St. Pierre to talk about the Baltimore Humane Society, the programs they offer to the community and upcoming fundraisers.	BALT HUMANE SOCIETY	01/24/2016 07:30 AM	014:25

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Financial help	MD TODAY - SEG 2 - GUIDEWELL/FINANCIAL RESOLUTIONS	Nina Heck joins Jeff St. Pierre to offer tips for people hoping to stick to their New Year's resolutions that involve financial decisions.	GUIDEWELL FINANCIAL SOLUTIONS	01/24/2016 07:47 AM	015:43
Financial help	MD TODAY - SEG 1 - BALTIMORE CASH CAMPAIGN/TAXES	Sara Johnson, director of the Baltimore CASH Campaign, discusses the free tax preparation services being offered for qualifying residents in Baltimore City and County.	BALT CASH CAMPAIGN SARA JOHNS	01/31/2016 07:24 AM	014:23
ANIMAL RESCUE/ADOPTION	MD TODAY - SEG 2 - BALTIMORE HUMANE SOCIETY	Wendy Goldband joins Jeff St. Pierre to talk about the Baltimore Humane Society, the programs they offer to the community and upcoming fundraisers.	BALT HUMANE SOCIETY	01/31/2016 07:39 AM	014:25
COMMUNITY ENGAGEMENT	MD TODAY - SEG 1 - SING ME A DREAM	Jeff St. Pierre is joined by composer Benny russell and Carol Allen, director for the library and Hays-Heigh House at Harford Community College, to discuss the "Voices of Change" exhibit and performance of "Sing Me A Dream."	HARFORD COMMUNITY COLLEGE	02/07/2016 07:31 AM	013:12
EDUCATION/LITERACY	MD TODAY - SEG 2 - DEBBIE CLARKE	Laurie DeYoung talks with Debbie	DEBBIE CLARKE MODEROW	02/07/2016 07:45 AM	012:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	MODEROW	Clarke Moderow about her efforts to run in the infamous Iditarod race.			
EDUCATION	MD TODAY - SEG 1 - NATIONAL AQUARIUM	Kate Rowe joins Jeff St. Pierre to discuss current and upcoming programs being offered at the National Aquarium in Baltimore.	NATL AQUARIUM/KATE ROWE	02/14/2016 07:31 AM	013:15
WOMEN'S LEADERSHIP	MD TODAY - SEG 2 - ATHENA AWARD	Jeff St. Pierre is joined by Denise Dregier, coordinator of the annual ATHENA Award and Women's Leadership Breakfast, and Laurie Namey, of Harford County Public Schools, to discuss the 2016 ATHENA Award and its impact on the community.	ATHENA AWARD	02/14/2016 07:46 AM	012:06
HEALTH CARE	MD TODAY - SEG 1 - SAINT AGNES: THE SUPPER	Wendy Webster from the Saint Agnes Hospital Foundation Board joins Jeff St. Pierre to discuss their annual fundraiser, The Supper.	SAINT AGNES HOSPITAL	02/21/2016 07:32 AM	012:41
Financial help	MD TODAY - SEG 2 - GUIDEWELL FINANCIAL: NEW CEO	Jeff St. Pierre is joined by the new President and CEO of Guidewell Financial Solutions, Helene Raynaud, to talk about her	GUIDEWELL FINANCIAL SOLUTIONS	02/21/2016 07:46 AM	013:31

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		transition and plans for the organization.			
Financial help	MD TODAY - SEG 1 - GUIDEWELL/STUDENT LOANS	Nina Heck from Guidewell Financial Solutions discusses the new Student Loan counseling service being offered at GFS.	GUIDEWELL FINANCIAL SOLUTIONS	02/28/2016 07:31 AM	014:01
EDUCATION	MD TODAY - SEG 2 - NATIONAL AQUARIUM	Kate Rowe joins Jeff St. Pierre to discuss current and upcoming programs being offered at the National Aquarium in Baltimore.	NATL AQUARIUM/KATE ROWE	02/28/2016 07:47 AM	013:15
HEALTH AND FITNESS	MD TODAY - SEG 1 - CLAIRE MARIE FOUNDATION	Jeff St.Pierre is joined by Jessica MacDonald, group exercise director at ACAC, and Rocky Wagonhurst, founder of the Claire Marie Foundation, to discuss the 'Riding With Claire' fundraiser.	CLAIRE MARIE FOUNDATION	03/06/2016 07:29 AM	017:57
DEPRESSION	MD TODAY - SEG 2 - DR. POST-SUICIDE	Bernie Lucas is joined by Dr. Cynthia Post to discuss topics surrounding suicide.	DR CYNTHIA POST	03/06/2016 07:49 AM	012:24
COLON CANCER SCREENING	MD TODAY - SEG 1 - SEMI COLON CLUB	Founder of the Semi-Colon Club, Edel Blumberg, discusses his annual Semi-Colon Crawl that	SEMI-COLON CLUB/EDEL BLUMBERG	03/13/2016 07:29 AM	014:14

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		draws awareness to colon cancer.			
CHILD HEALTH	MD TODAY - SEG 2 - HOPE IN THE HARBOR	Jeff St. Pierre is joined by Denny Donovan, volunteer on the planning committee for Hope In The Harbor, to discuss this year's gala that benefits the St. Jude Children's Research Hospital.	HOPE IN THE HARBOR/DENNY	03/13/2016 07:45 AM	012:25
CHILD HEALTH	MD TODAY - SEG 1 - ROAR FOR KIDS	Kennedy Krieger's Elisa Delia and Theresa Macheski join Jeff St. Pierre to discuss ROAR for Kids, an annual event that brings children with developmental disabilities, and their families, together to raise funds for Kennedy Krieger and the programs offered there.	KENNEDY KREIGER	03/20/2016 07:29 AM	011:35
Financial help	MD TODAY - SEG 2 - MONEY POWER DAY	Courtney Bettle, program manager with the Baltimore CASH Campaign, and Sherrice Davis, vice president of M&T Bank, discuss the 11 th annual Money Power Day.	BALT CASH/COURTNEY BETTLE	03/20/2016 07:42 AM	013:22
Financial help	MD TODAY - SEG 1 - GUIDEWELL FINANCIAL OPEN HOUSE	Helene Raynaud and Nina Heck from Guidewell Financial	GUIDEWELL FINANCIAL SOLUTIONS	03/27/2016 07:30 AM	012:54

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Services join Jeff St. Pierre to discuss their upcoming 50 th anniversary, the celebrations surrounding it and where the organization is going in the future.			
TRAVEL	MD TODAY - SEG 2 - AFAR TRAVEL TIPS	Jeff St. Pierre is joined by Jennifer Flowers, deputy editor of AFAR, to offer travel tips and advice for the upcoming Spring and Summer travel season.	AFAR MEDIA	03/27/2016 07:45 AM	014:45

Section II
NETWORK (and/or SYNDICATED) PROGRAMMING

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
the arts, education, child development, psychology war, law, human & civil rights	VIEWPOINTS	SEGMENT 1: The Importance of Music and Arts Education SEGMENT 2: The American Revolution: When did it really begin?	01/03/2016 07:03 am	27:58

immigration, women's issues, discrimination, science & technology, media children & family issues, the arts	VIEWPOINTS	SEGMENT 1: Humor: It makes serious topics easier to discuss SEGMENT 2: Drew Barrymore: A child actress talks about life, love and family	01/10/2016 07:01 am	27:59
immigration, religion, discrimination, education, labor, business family, health & wellbeing, culture, employment	VIEWPOINTS	SEGMENT 1: Immigrants: Why we need them and how they can help our economy and culture SEGMENT 2: Little Victories: Appreciating the small things in life	01/17/2016 07:03 AM	27:58
child sexual abuse, education, justice system, media science, technology, environment, labor, consumerism	VIEWPOINTS	SEGMENT 1: Great is the Truth: A story of sexual abuse at school SEGMENT 2: Lab Created Diamonds and Gemstones: Are they real?	01/24/2016 07:01 AM	27:56
business, recreation, sports commerce, media, popular culture, business, technology	VIEWPOINTS	SEGMENT 1: Super Bowl Gold: A look back at the Big Game SEGMENT 2: Super Bowl Ads: What makes them memorable?	01/31/2016 06:54 AM	27:57
employment, finance, taxes, business science & technology, healthcare, senior citizen issues	VIEWPOINTS	SEGMENT 1: The Wage Gap: Why we have it and how we can narrow it SEGMENT 2: Biohacking: Scientists look to expand our senses	02/07/2016 07:01 AM	27:57
immigrants, teen issues, slavery, crime, law enforcement & criminal justice system, substance abuse business, mental health, productivity	VIEWPOINTS	SEGMENT 1: Sex & Labor Trafficking: Why it happens; how we can help the victims SEGMENT 2: Resolutions – Ways to keep them going throughout the year	02/14/2016 07:02 AM	27:55
African-American studies, education, science, urban issues, racial discrimination education, literature, popular culture & media, teen issues	VIEWPOINTS	SEGMENT 1: The Scholar Denied: W.E.B. Du Bois SEGMENT 2: Post-Apocalyptic and Dystopian Lit: Why young people are drawn to it	02/21/2016 07:03 AM	27:58

crime, mental health and human behavior wildlife, farming, environment, science	VIEWPOINTS	SEGMENT 1: Con Men: We're all susceptible! SEGMENT 2: Cheetahs: Helping to preserve this endangered species	02/28/2016 07:02 AM	27:58
politics, elections, media, healthcare agriculture, food & nutrition, personal finance, the environment	VIEWPOINTS	SEGMENT 1: David Axelrod on Obama and Politics SEGMENT 2: The Waste-Free Kitchen: Saving more, eating better	03/06/2016 07:00 AM	27:57
education, international conflicts, urban issues, poverty, racism, religion mental & physical health, productivity, employment, family issues	VIEWPOINTS	SEGMENT 1: Kids & Character: How do you teach it? SEGMENT 2: How To Have a Really Good Day	03/13/2016 07:00 AM	27:59
media, literature & the arts, business business & employment, mental health, education, family	VIEWPOINTS	SEGMENT 1: Everyone's a Critic! Why it's important that you should be SEGMENT 2: Mastering Fear in Life and on the Job	03/20/2016 07:00 AM	27:59
education, politics, cultural & economic diversity, religion, community standards business, labor, government, community activism	VIEWPOINTS	SEGMENT 1: Teaching Politics in Schools: Fostering discussion and debate SEGMENT 2: The Future of Work: Changing the way we do business	03/27/2016 07:01 AM	27:57

(Insert network and/or syndicator-provided programs lists here.)

**Section III
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH	PSA/American Cancer Society	000:31	030
LEARNING DISABILITY	PSA/BALT/LEARNING AND ATTENTION	000:30	030
ANIMALS	PSA/BALT/SHELTER PET	000:30	030
GAMBLING	PSA/MD Problem Gambling	000:30	030
MILITARY AND VETERANS	PSA/SHOW YOUR STRIPES	000:31	064

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	013
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	015
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	001
PEACE	PEACE IN THE STREETS	000:31	003
PEACE	PEACE IN THE STREETS	000:32	006