

WPOC
Baltimore, MD
Quarterly Issues/Programs List
Fourth Quarter, 2013
01/02/2014

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:

- **BREAST CANCER AWARENESS:** Local author, Mark Brodinsky joins Jeff St. Pierre to discuss his new book, "It Takes 2: Surviving Breast Cancer...A Spouse's Story."
- **BULLYING:** Wendy Connell from the custom t-shirt making website Customink.com joins Jeff St. Pierre to talk about their annual "Be Good To Each Other" campaign designed to support anti-bullying efforts.
- **BUSINESS TIPS:** Laurie DeYoung chats with businessman and author, Seth Goldman, about his new book, Mission in a Bottle: The Story of Honest Tea.
- **CHILD HEALTH:** Lainey LeBow-Sachs joins Jeff St. Pierre to discuss the upcoming Festival of Trees and how it benefits the Kennedy Krieger Institute and its programs.
- **CHILDHOOD SICKNESS:**
 - Lisa Galick from St. Jude Children's Research Hospital joins Jeff St. Pierre to discuss the Give Thanks Walk as well as the importance of giving to St. Jude.
 - Casey Baynes from Casey Cares discusses the organization's Holiday Giving Campaign and how people can help local families with a simple donation.
- **Community development:** Suzanne Green and Gerald Marquez join Jeff St. Pierre to discuss the annual Turkey Trot 5K that benefits the Y of Central Maryland.
- **COMMUNITY ENGAGEMENT:** Jeff St. Pierre is joined by Beth Laverick, events manager for the Waterfront Partnership of Baltimore, to talk about upcoming family events including the 6th annual Harbor Harvest.
- **COMMUNITY EVENTS:**
 - Mark Williams is joined by Gayle Economos to talk about the upcoming Baltimore Greek Festival.

- Megan English and Erin Link, founders of the Mrs. Claus Cares event, discuss the creation of the charity event and how it benefits the Women's Housing Coalition.
 - Katharina Voigt, Marketing Manager for the Christmas Village, and David Blumberg, president of the board of directors of Santa Claus Anonymous, discuss the first annual Christmas Village at the Inner Harbor as well as their unique partnership.
 - Ranger Vince joins Jeff St. Pierre to discuss Holidays at the Hampton National Historic Site.
- **DISABILITIES:** Christopher Knoerlein, from The Arc Baltimore, joins Jeff St. Pierre to discuss the mission of the ARC and their major fundraising event, Art In The Round.
- **DISTRACTED DRIVING:** Russ and Kim Hurd join Jeff St. Pierre to discuss the 5th annual Heather L Hurd 5K Run and 1 mile Fun Walk, an event that raises awareness about the dangers of distracted driving.
- **Family issues:** Laurie DeYoung is joined by Delia Ephron to talk about her new book, "Sister Mother Husband Dog."
- **Financial help:**
 - Deanna Booker returns to discuss changes made to reverse mortgages.
 - Deanna Booker from CCCS discusses ways students, and parents, can avoid borrowing too much money for college.
 - Deanna Booker discusses new programs offered by CCCS that are designed to help people get through uncertain times.
 - Deanna Booker from CCCS stops by to discuss ways people can better plan for their retirement.
 - Deanna Booker stops by to discuss ways to avoid overspending during the holidays.
 - Deanna Booker provides tips for people looking to purchase a home after going through foreclosure.
- **HUNGER:** Saundra Bond from the United Way of Central Maryland, joins Jeff St. Pierre to discuss the United Way's "Harvest of Plenty" program.
- **TOURISM:** Kristen Harbeson and James Smolinski join Jeff St. Pierre to discuss the re-opening of the Poe House and future plans for the tourist attraction.

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
TOURISM	MD TODAY - SEG 1 - POE BALTIMORE	Kristen Harbeson and James Smolinski join Jeff St. Pierre to discuss the re-opening of the Poe House and future plans for the tourist attraction.	KRISTEN HARBESON/JAMES SMOLINSKI FOR POE BALTIMORE	10/06/2013 07:22 AM	013:31
Financial help	MD TODAY - SEG 2 - CCCS-REVERSE MORTGAGES	Deanna Booker returns to discuss changes made to reverse mortgages.	CCCS/DEANNA BOOKER	10/06/2013 07:41 AM	013:14
COMMUNITY ENGAGEMENT	MD TODAY - SEG 1 - WATERFRONT PARTNERSHIP	Jeff St. Pierre is joined by Beth Laverick, events manager for the Waterfront Partnership of Baltimore, to talk about upcoming family events including the 6 th annual Harbor Harvest.	WATERFRONT PARTNERSHIP/BETH LAVERICK	10/13/2013 07:26 AM	014:02
Financial help	MD TODAY - SEG 2 - CCCS-COLLEGE LOANS	Deanna Booker from CCCS discusses ways students, and parents, can avoid borrowing too much money for college.	CCCS/DEANNA BOOKER	10/13/2013 07:45 AM	016:02
BULLYING	MD TODAY - SEG 1 - CUSTOMINK.COM	Wendy Connell from the custom t-shirt making website Customink.com joins Jeff St. Pierre to talk about their annual "Be Good To Each Other" campaign designed to support anti-bullying efforts.	CUSTOMINK.COM/WENDY CONNELL	10/20/2013 07:13 AM	013:06

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Financial help	MD TODAY - SEG 2 - CCCS-UNCERTAIN TIMES	Deanna Booker discusses new programs offered by CCCS that are designed to help people get through uncertain times.	CCCS/DEANNA BOOKER	10/20/2013 07:32 AM	014:28
DISTRACTED DRIVING	MD TODAY - SEG 1 - HURD 5K	Russ and Kim Hurd join Jeff St. Pierre to discuss the 5 th annual Heather L Hurd 5K Run and 1 mile Fun Walk, an event that raises awareness about the dangers of distracted driving.	HEATHER HURD/RUSSEL HURD	10/27/2013 07:14 AM	014:50
COMMUNITY EVENTS	MD TODAY - SEG 2 - GREEK FESTIVAL 2013	Mark Williams is joined by Gayle Economos to talk about the upcoming Baltimore Greek Festival.	GREEK FESTIVAL/GAYLE ECONOMOS	10/27/2013 07:34 AM	013:09
BREAST CANCER AWARENESS	MD TODAY - SEG 1 - MARK BRODINSKY	Local author, Mark Brodinsky joins Jeff St. Pierre to discuss his new book, "It Takes 2: Surviving Breast Cancer...A Spouse's Story."	MARK BRODINSKY	11/03/2013 07:22 AM	014:52
DISABILITIES	MD TODAY - SEG 2 - THE ARC BALTIMORE	Christopher Knoerlein, from The Arc Baltimore, joins Jeff St. Pierre to discuss the mission of the ARC and their major fundraising event, Art In The Round.	THE ARC BALT: KNOERLEIN	11/03/2013 07:40 AM	014:23

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
CHILDHOOD SICKNESS	MD TODAY - SEG 1 - ST. JUDE GIVE THANKS WALK	Lisa Galick from St. Jude Children's Research Hospital joins Jeff St. Pierre to discuss the Give Thanks Walk as well as the importance of giving to St. Jude.	ST. JUDE/LISA GALICK	11/10/2013 07:23 AM	014:22
Financial help	MD TODAY - SEG 2 - CCCS - RETIREMENT PLANNING	Deanna Booker from CCCS stops by to discuss ways people can better plan for their retirement.	CCCS/DEANNA BOOKER	11/10/2013 07:42 AM	013:19
CHILDHOOD SICKNESS	MD TODAY - SEG 1 - CASEY CARES/HOLIDAY GIVING	Casey Baynes from Casey Cares discusses the organization's Holiday Giving Campaign and how people can help local families with a simple donation.	CASEY CARES/CASEY BAYNES	11/17/2013 06:55 AM	013:57
HUNGER	MD TODAY - SEG 2 - UNITED WAY/HARVEST OF PLENTY	Sandra Bond from the United Way of Central Maryland, joins Jeff St. Pierre to discuss the United Way's "Harvest of Plenty" program.	UNITED WAY/SAUNDRA BOND	11/17/2013 07:14 AM	012:33
Community development	MD TODAY - SEG 1 - TURKEY TROT/Y OF CENTRAL MD	Suzanne Green and Gerald Marquez join Jeff St. Pierre to discuss the annual Turkey Trot 5K that benefits the Y of Central Maryland.	YMCA CENTRAL MD	11/24/2013 07:23 AM	012:27
CHILD	MD TODAY - SEG	Lainey LeBow-	KENNEDY KRIEGER	11/24/2013	013:07

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HEALTH	2 - FESTIVAL OF TREES	Sachs joins Jeff St. Pierre to discuss the upcoming Festival of Trees and how it benefits the Kennedy Krieger Institute and it's programs.		07:40 AM	
COMMUNTIY EVENTS	MD TODAY - SEG 1 - MRS. CLAUS CARES	Megan English and Erin Link, founders of the Mrs. Claus Cares event, discuss the creation of the charity event and how it benefits the Women's Housing Coalition.	MRS CLAUS CARES	12/01/2013 07:21 AM	015:02
CHILDHOOD SICKNESS	MD TODAY - SEG 2 - CASEY CARES	Casey Baynes from Casey Cares discusses the organization's Holiday Giving Campaign and how people can help local families with a simple donation.	CASEY CARES FOUNDATION	12/01/2013 07:41 AM	013:54
COMMUNTIY EVENTS	MD TODAY - SEG 1 - CHRISTMAS VILLAGE	Katharina Voigt, Marketing Manager for the Christmas Village, and David Blumberg, president of the board of directors of Santa Claus Anonymous, discuss the first annual Christmas Village at the Inner Harbor as well as their unique partnership.	CHRIASTMAS VILLAGE	12/08/2013 07:19 AM	012:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
COMMUNITY EVENTS	MD TODAY - SEG 2 - HOLIDAYS AT THE HAMPTON	Ranger Vince joins Jeff St. Pierre to discuss Holidays at the Hampton National Historic Site.	HAMPTON NATIONAL PARK	12/08/2013 07:36 AM	015:07
Financial help	MD TODAY - SEG 1 - CCCS-HOLIDAY SPENDING	Deanna Booker stops by to discuss ways to avoid overspending during the holidays.	CCCS/DEANNA BOOKER	12/15/2013 07:18 AM	015:56
BUSINESS TIPS	MD TODAY - SEG 2 - SETH GOLDMAN	Laurie DeYoung chats with businessman and author, Seth Goldman, about his new book, Mission in a Bottle: The Story of Honest Tea.	SETH GOLDMAN	12/15/2013 07:38 AM	011:49
CHILDHOOD SICKNESS	MD TODAY - SEG 1 - CASEY CARES	Casey Baynes from Casey Cares discusses the organization's Holiday Giving Campaign and how people can help local families with a simple donation.	CASEY CARES FOUNDATION	12/22/2013 07:24 AM	013:54
Financial help	MD TODAY - SEG 2 - CCCS HOMEOWNERSHIP	Deanna Booker provides tips for people looking to purchase a home after going through foreclosure.	CCCS/DEANNA BOOKER	12/22/2013 07:43 AM	013:10
BREAST CANCER AWARENESS	MD TODAY - SEG 1 - MARK BRODINSKY	Local author, Mark Brodinsky joins Jeff St. Pierre to discuss his new book, "It Takes 2: Surviving Breast Cancer...A	MARK BRODINSKY	12/29/2013 07:39 AM	014:52

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Spouse's Story."			
Family issues	MD TODAY - SEG 2 - DELIA EPHRON	Laurie DeYoung is joined by Delia Ephron to talk about her new book, "Sister Mother Husband Dog."	DELIA EPHRON	12/29/2013 07:57 AM	011:24

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	Viewpoints	DESCRIPTION	DATE/TIME	DURATION
the arts, education, economic strife, labor science & technology, ethics, war & torture, higher education	Viewpoints	Drama High: Hope, love and theater in a struggling town The Milgram Study and the Morality of Scientific Experiments	10/06/2103 6:54:56	27:58
war & the military, health, politics and the presidency, marriage, history African-American history, war, popular culture, journalism, media	Viewpoints	Young FDR: Roosevelt's formative years before the White House L'American: A photographer and the golden age of photojournalism	12/13/2013 6:59:00	27:59
science & technology, media, museums & culture, infrastructure government, politics, community issues	Viewpoints	Daguerreotypes: Science meets History Can't Fight City Hall? Join it - - by running for local office	10/20/2013 6:45:20	27:57
mental health; children & family issues; arts & recreation; media. health; ethics; suicide	Viewpoints	Halloween: Why we love being scared! Questions with No Answers That Make Us Think	10/27/2013 6:46:13	27:59
transportation, mental health, elderly issues, public safety, education entrepreneurs, global poverty, women's issues, ecosystem, alcohol abuse, health, international philanthropy	Viewpoints	Elderly Drivers: Assessing their abilities behind the wheel Can One Person Change the World?	11/03/2013 6:54:47	27:59

consumerism, business, arts children & family issues, media, education	Viewpoints	Persuasive Branding: Why we buy what we buy What Makes Good Kids' TV?	11/10/2013 6:55:25	27:58
education, technology, labor, communications, science ecology, water use, public health, agriculture, religion, politics, women's issues, education	Viewpoints	Innovation and Inventors Change Education and Technology Population Control: The need to act now	11/17/2013 6:27:28	27:59
business, consumerism, international business, employment arts, literature, education, commerce	Viewpoints	Customer Service: Making it work The Art of the Short Story	11/24/2013 6:55:18	28:00
mental health, disabilities, family issues, science & technology science, technology, recreation, hobbies, education	Viewpoints	Psychopaths: They might be living next door! ISON – The Holiday Comet is Here	12/01/2013 6:53:11	27:59
education, war, literature, the arts, technology, philanthropy environment, government, agriculture, public health, endangered species	Viewpoints	Ken Burns: Listening to History Bats! Why they're important and how we can help them	12/08/2013 6:51:46	27:59
government, presidential history, family issues, agriculture, business personal finance, consumerism, business	Viewpoints	Founding Fathers' Festivities: What would <i>they</i> eat at the holidays? Confessions of a Credit Card Junkie	12/15/2013 6:50:27	27:58
military, government & elections, history housing, finance, family issues, taxes	Viewpoints	George Washington's Christmas Journey Mortgages and Modifications: Getting back on track	12/22/2013 6:56:51	27:59
investing, commerce, recreation & hobbies popular culture, war, family issues, media	Viewpoints	The Ins and Outs of Buying and Selling Gold and Rare Coins A Look Inside the <i>Real</i> Downton Abbey	12/29/2013 7:11:49	27:58

(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
-----	SHOW YOUR STRIPES	000:22	017
-----	SHOW YOUR STRIPES	000:29	037
-----	SHOW YOUR STRIPES	000:31	018
MILITARY AND VETERANS	MEDAL OF HONOR	000:31	020
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:23	011
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:27	012
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	012
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	012
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	116
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	246
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	036
POVERTY	WE SCARE HUNGER	000:30	011
POVERTY	WE SCARE HUNGER	000:31	011
SELF ESTEEM	SPECIAL OLYMPICS	000:28	008
SELF ESTEEM	SPECIAL OLYMPICS	000:29	008