

WPOC  
Baltimore, MD  
Quarterly Issues/Programs List  
Fourth Quarter, 2015  
01/04/2016

WPOC  
Quarterly Issues/Programs List

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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:

- **Community development:** Bernie Lucas and Gordon Medenica discuss the different state and local programs that benefit from money spent in state lottery.
- **COMMUNITY EVENTS:**
  - Gayle Economos joins Mark Williams to discuss the annual Baltimore Greek Festival
  - Lainy LeBow Sachs returns to discuss the 26<sup>th</sup> annual Festival of Trees, an event that benefits the Kennedy Krieger Institute and its programs.
  - Jeff St. Pierre is joined by John Hoey, president and CEO of the Y In Central Maryland, and Peter Beilenson, President and CEO of Evergreen Health, to discuss the upcoming Turkey Trot 5K's in Maryland that benefit the Y.
- **DEPRESSION:** Dr. Cynthia Post discusses ways to avoid the holiday depression that many people suffer from each year.
- **DISTRACTED DRIVING:** Jeff St. Pierre is joined by Russel Hurd, father of Heather Hurd, and Nicole Groff, Chief Operating Officer for Kent Schwab All State Agency, to discuss the 7<sup>th</sup> annual Heather L. Hurd 5K Run and Trick or Treat Walk.
- **DRUG ABUSE PREVENTION:** Nationally syndicated program produced by iHeartRadio.
- **EDUCATION:** Mary Hastler, CEO of the Harford County Public Library, and Ted Pibil, director for the Harford County Office of Information and Communication Technology, discuss the 'Craft the Code' program that aims to inspire middle school girls to get involved in software programming.
- **ENVIRONMENT:** Jeff St. Pierre is joined by Adam Lindquist, Director for the Healthy Harbor Initiative, to discuss the ongoing efforts to clean the waters in Baltimore's Inner Harbor.
- **Financial help:**
  - Nina Heck joins Maryland Today to discuss financial literacy for 'Breadwinner Moms.'
  - Nina Heck of Guidewell Financial Solutions shares some tips for how to save money during the holiday season.
  - Nina Heck from Guidewell Financial Solutions joins Jeff St. Pierre to discuss the new chip credit cards and their benefits to consumers.
- **Homelessness:** Dr. Jaqui Duval Harvey of the Mayor's Office of Human Services discusses "The Journey Home," a program aimed at ending homelessness in Baltimore.

- **LITERACY:** Roswell Encina, director of communications for the Pratt Free Library of Baltimore, discusses Giving Tuesday and the importance of donating to the Pratt.
- **SENIORS ASSISTANCE:** Jeff St. Pierre is joined by Marceline White, executive director for the Maryland Consumer Rights Coalition, to discuss free community outreach events for seniors in and around Baltimore.
- **TOURISM:** Gayle Economos joins Jeff St. Pierre to discuss the annual 'Holidays at Hampton' celebration at the Hampton National Historic Site in Towson.

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**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
DISTRACTED DRIVING	MD TODAY - SEG 1 - HEATHER HURD 5K	Jeff St. Pierre is joined by Russel Hurd, father of Heather Hurd, and Nicole Groff, Chief Operating Officer for Kent Schwab All State Agency, to discuss the 7 <sup>th</sup> annual Heather L. Hurd 5K Run and Trick or Treat Walk.	HEATHER HURD/RUSSEL HURD	10/04/2015 07:23 AM	015:35
Homelessness	MD TODAY - SEG 2 - JOURNEY HOME BALTIMORE	Dr. Jaqui Duval Harvey of the Mayor's Office of Human Services discusses "The Journey Home," a program aimed at ending homelessness in Baltimore.	JOURNEY HOME	10/04/2015 07:41 AM	012:28
EDUCATION	MD TODAY - SEG 1 - HARFORD COUNTY PUBLIC LIBRARY	Mary Hastler, CEO of the Harford County Public Library, and Ted Pibil,	HARFORD COUNTY PUBLIC LIBRARY	10/11/2015	014:32

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		director for the Harford County Office of Information and Communication Technology, discuss the 'Craft the Code' program that aims to inspire middle school girls to get involved in software programming.			
ENVIRONMENT	MD TODAY - SEG 2 - HEALTHY HARBOR INITIATIVE	Jeff St. Pierre is joined by Adam Lindquist, Director for the Healthy Harbor Initiative, to discuss the ongoing efforts to clean the waters in Baltimore's Inner Harbor.	WATERFRONT PARTNERSHIP	10/11/2015 07:32 AM	015:18
COMMUNITY EVENTS	MD TODAY - SEG 1 - GREEK FESTIVAL	Gayle Economos joins Mark Williams to discuss the annual Baltimore Greek Festival	GREEK FESTIVAL/GAYLE ECONOMOS	10/18/2015 07:26 AM	014:42
Financial help	MD TODAY - SEG 2 - GUIDEWELL FINANCIAL/BREADWINNER MOMS	Nina Heck joins Maryland Today to discuss financial literacy for 'Breadwinner Moms.'	GUIDEWELL FINANCIAL SOLUTIONS	10/18/2015 07:42 AM	013:31
DISTRACTED DRIVING	MD TODAY - SEG 1 - HEATHER HURD 5K	Jeff St. Pierre is joined by Russel Hurd, father of Heather Hurd, and Nicole Groff, Chief Operating Officer for Kent Schwab All State Agency, to discuss the 7 <sup>th</sup> annual Heather	HEATHER HURD/RUSSEL HURD	10/25/2015 07:31 AM	015:35

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		L. Hurd 5K Run and Trick or Treat Walk.			
ENVIRONMENT	MD TODAY - SEG 2 - HEALTHY HARBOR INITIATIVE	Jeff St. Pierre is joined by Adam Lindquist, Director for the Healthy Harbor Initiative, to discuss the ongoing efforts to clean the waters in Baltimore's Inner Harbor.	WATERFRONT PARTNERSHIP	10/25/2015 07:48 AM	013:36
Homelessness	MD TODAY - SEG 1 - YOUTH REACH MD	Delegate Mary Washington and Ryan Shannahan, project manager for Youth REACH MD, join Jeff St. Pierre to discuss Youth REACH MD, the state's first ever survey and census of youth who are experiencing homelessness.	YOUTH REACH MD	11/01/2015 07:29 AM	015:15
SENIORS ASSISTANCE	MD TODAY - SEG 2 - MD CONSUMER RIGHTS COALITION	Jeff St. Pierre is joined by Marceline White, executive director for the Maryland Consumer Rights Coalition, to discuss free community outreach events for seniors in and around Baltimore.	MD CONSUMER RIGHTS COALITION	11/01/2015 07:45 AM	014:19
DRUG ABUSE PREVENTION	MD TODAY - SEG 1 - PARTNERSHIP FOR DRUG FREE KIDS	Nationally syndicated program produced by iHeartRadio.	IHEART RADIO	11/08/2015 07:31 AM	029:17
COMMUNITY	MD TODAY - SEG 1 -	Lainy LeBow	KENNEDY	11/15/2015	013:16

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
EVENTS	FESTIVAL OF TREES	Sachs returns to discuss the 26 <sup>th</sup> annual Festival of Trees, an event that benefits the Kennedy Krieger Institute and its programs.	KREIGER	07:31 AM	
Financial help	MD TODAY - SEG 2 - GUIDEWELL FINANCIAL BREADWINNER MOMS	Nina Heck joins Maryland Today to discuss financial literacy for 'Breadwinner Moms.'	GUIDEWELL FINANCIAL SOLUTIONS	11/15/2015 07:45 AM	013:31
COMMUNITY EVENTS	MD TODAY - SEG 1 - Y TURKEY TROTS	Jeff St. Pierre is joined by John Hoey, president and CEO of the Y In Central Maryland, and Peter Beilenson, President and CEO of Evergreen Health, to discuss the upcoming Turkey Trot 5K's in Maryland that benefit the Y.	Y OF CENTRAL MD	11/22/2015 07:33 AM	014:22
COMMUNITY EVENTS	MD TODAY - SEG 2 - FESTIVAL OF TREES	Lainy LeBow Sachs returns to discuss the 26 <sup>th</sup> annual Festival of Trees, an event that benefits the Kennedy Krieger Institute and its programs.	KENNEDY KREIGER	11/22/2015 07:48 AM	013:16
LITERACY	MD TODAY - SEG 1 - PRATT LIBRARY-GIVING TUESDAY	Roswell Encina, director of communications for the Pratt Free Library of Baltimore, discusses Giving Tuesday and the importance of donating to the	PRATT LIBRARY/ROSWELL ENCINA	11/29/2015 07:30 AM	012:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Pratt.			
Financial help	MD TODAY - SEG 2 - GUIDEWELL FINANCIAL BREADWINNER MOMS	Nina Heck joins Maryland Today to discuss financial literacy for 'Breadwinner Moms.'	GUIDEWELL FINANCIAL SOLUTIONS	11/29/2015 07:44 AM	013:31
TOURISM	MD TODAY - SEG 1 - HOLIDAYS AT HAMPTON 2015	Gayle Economos joins Jeff St. Pierre to discuss the annual 'Holidays at Hampton' celebration at the Hampton National Historic Site in Towson.	NATIONAL PARK SERVICE	12/06/2015 07:32 AM	013:30
Financial help	MD TODAY - SEG 2 - GUIDEWELL FINANCIAL - HOLIDAY SPENDI	Nina Heck of Guidewell Financial Solutions shares some tips for how to save money during the holiday season.	GUIDEWELL FINANCIAL SOLUTIONS	12/06/2015 07:47 AM	016:02
Community development	MD TODAY - SEG 1 - MD LOTTERY	Bernie Lucas and Gordon Medenica discuss the different state and local programs that benefit from money spent in state lottery.	MD LOTTERY	12/13/2015 07:32 AM	013:22
DEPRESSION	MD TODAY - SEG 2 - DR. POST/HOLIDAYS	Dr. Cynthia Post discusses ways to avoid the holiday depression that many people suffer from each year.	DR CYNTHIA POST	12/13/2015 07:46 AM	012:51
ENVIRONMENT	MD TODAY - SEG 1 - WATERFRONT PARTNERSHIP	Jeff St. Pierre is joined by Adam Lindquist, Director for the Healthy Harbor Initiative, to discuss the	WATERFRONT PARTNERSHIP	12/20/2015 07:32 AM	013:36

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		ongoing efforts to clean the waters in Baltimore's Inner Harbor.			
DEPRESSION	MD TODAY - SEG 2 - DR. POST/HOLIDAYS	Dr. Cynthia Post discusses ways to avoid the holiday depression that many people suffer from each year.	DR CYNTHIA POST	12/20/2015 07:47 AM	012:51
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	12/27/2015 07:32 AM	012:09
Community development	MD TODAY - SEG 2 - MD LOTTERY	Bernie Lucas and Gordon Medenica discuss the different state and local programs that benefit from money spent in state lottery.	MD LOTTERY	12/27/2015 07:46 AM	013:22

**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
business, entrepreneurship, finance & investing, technology	VIEWPOINTS	<b>Entrepreneurs and Success: Advice for Start-Up CEOs</b>	10/04/2015	27:59
education, immigration, economics, employment, poverty		<b>Helping Non-Traditional Students Navigate College</b>	06:55	

<p>early childhood education, literacy, recreation</p> <p>agriculture, business, Native American history, media, African American history</p>	<b>VIEWPOINTS</b>	<p><b>Teaching Kids to Read: How early?</b></p> <p><b>The Pawpaw: America's forgotten fruit</b></p>	<p>10/11/2015</p> <p>07:01</p>	27:56
<p>climate change &amp; the environment, endangered species, agriculture, culture</p> <p>pop culture, music, media, education</p>	<b>VIEWPOINTS</b>	<p><b>The Anthropocene: Dealing with climate change around the world</b></p> <p><b>Slang, Jargon and Colorful Expressions: Where do they come from?</b></p>	<p>10/18/2015</p> <p>06:57</p>	27:57
<p>folklore, human behavior, commerce, recreation, history</p> <p>eco-system &amp; environment, health, psychology, wildlife, science</p>	<b>VIEWPOINTS</b>	<p><b>Halloween Traditions, Costumes and Why We Love to be Scared!!!</b></p> <p><b>Scary Critters: The truth about spiders and bats</b></p>	<p>10/25/2015</p> <p>07:01</p>	27:56
<p>mental health, business, the arts, education</p> <p>literature, labor exploitation, agriculture, poverty</p>	<b>VIEWPOINTS</b>	<p><b>Public Speaking: Advice on how to make it less scary</b></p> <p><b>Jack London: Adventure author and social activist</b></p>	<p>11/01/2015</p> <p>07:00</p>	27:55
<p>science &amp; technology, healthcare, education, popular culture</p> <p>science, military, exploration, climate, technology</p>	<b>VIEWPOINTS</b>	<p><b>The Master Algorithm: Computers teach themselves and other computers</b></p> <p><b>The Kingdom of Ice: An early and dangerous expedition to the North Pole</b></p>	<p>11/08/2015</p> <p>07:02</p>	27:58
<p>business, transportation, consumerism, crime, technology</p> <p>war, genocide, education, immigration</p>	<b>VIEWPOINTS</b>	<p><b>Business Blunders: Cleaning up the mess</b></p> <p><b>Somewhere There Is Still a Sun: A young boy's Holocaust memoir</b></p>	<p>11/15/2015</p> <p>07:01</p>	27:58



<p>agriculture, manufacturing, commerce, labor practices</p> <p>government, transportation, war, law, slavery</p>	<b>VIEWPOINTS</b>	<p><b>Sustainable, Ethically-Made Products are Good Gift Choices</b></p> <p><b>Henry Clay: The great American statesman you should know more about</b></p>	<p>11/22/2015</p> <p>07:03</p>	27:59
<p>race relations, law enforcement, crime, family issues</p> <p>business and employment, human relations, psychology</p>	<b>VIEWPOINTS</b>	<p><b>All American Boys: Young people deal with race relations</b></p> <p><b>What to Do When You're New: Advice on navigating those tough situations</b></p>	<p>11/29/2015</p> <p>06:59</p>	27:54
<p>arts &amp; recreation, mental health, technology</p> <p>agriculture, commerce, food &amp; nutrition, entrepreneurs</p>	<b>VIEWPOINTS</b>	<p><b>Adult Coloring Books: Why they're all the rage and how they benefit grown-ups</b></p> <p><b>Cheddar: The iconic American cheese</b></p>	<p>12/06/2015</p> <p>07:02</p>	27:58
<p>technology &amp; innovation, communications, interpersonal relationships, addiction, business</p> <p>education, race, employment, cultural issues and inequality</p>	<b>VIEWPOINTS</b>	<p><b>Are We Obsessed with the Future and the Internet?</b></p> <p><b>The Racial Achievement Gap: Creating better schools for all</b></p>	<p>12/13/2015</p> <p>07:02</p>	27:59
<p>international politics, military, consumerism, government</p> <p>law, courts, firearms, the Presidency</p>	<b>VIEWPOINTS</b>	<p><b>A Pearl Harbor Christmas</b></p> <p><b>Constitutional Myths: How do we know what the founders intended?</b></p>	<p>12/20/2015</p> <p>07:02</p>	27:54
<p>sports, agriculture, consumerism, recreation, media</p> <p>visual arts &amp; music; popular culture; media &amp; journalism</p>	<b>VIEWPOINTS</b>	<p><b>New Year's Celebrations – at home</b></p> <p><b>Photographing the Beatles: A friend looks back</b></p>	<p>12/27/2015</p> <p>07:00</p>	27:58

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

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**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

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

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
MILITARY AND VETERANS	LPPSA/Show Your Stipes/WPOC	000:30	063
BREAST CANCER	PSA/MAKING STRIDES	000:30	031
BULLYING	BYSTANDER REVOLUTUION	000:30	009
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	013
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	009
VOTING	ROCK THE VOTE	000:29	038
VOTING	ROCK THE VOTE	000:30	039
VOTING	ROCK THE VOTE	000:34	032