

WPOC  
Baltimore, MD  
Quarterly Issues/Programs List  
Second Quarter, 2015  
07/01/2015

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:

- **ANIMAL HEALTH:** Director of marketing and public relations for the Baltimore Humane Society, Wendy Goldband, discusses the ongoing and upcoming programs offered by the Baltimore Humane Society.
- **CANCER SUPPORT:** Tejan Hichkad and Patsy Astarita, manager of supportive care and community services at Cancer LifeNet at the Kaufman Cancer Center, join Jeff St. Pierre to talk about the 2<sup>nd</sup> annual Amanda Hichkad CCA Celebration Walk.
- **CHILD HEALTH:**
  - Lisa Galik and Jeff St. Pierre discuss the upcoming St. Jude Walk/Run to End Childhood Cancer.
  - Jeff St. Pierre is joined by Margreta Rempert, association director of personal training for the Y of Central Maryland, to discuss Y Healthy Kids Day
  - Dae Chang, general manager for RA Sushi, joins Jeff St. Pierre to discuss the restaurant's annual Nicky's Week promotion, aimed at raising money for St. Jude Children's Research Hospital.
  - Jeff St. Pierre and Casey Baynes, of Casey Cares, discuss the annual Casey Cares 5K run/walk.
- **Community development:**
  - Karen Blandford, executive director for Habitat for Humanity Susquehanna, joins Jeff St. Pierre to discuss upcoming home builds and programs in the Harford County/Susquehanna region.
  - Jeff St. Pierre is joined by Pat Thompson, mother of Adam Thompson, and Denise Dregier, director for college and alumni development at Harford Community College, to discuss the upcoming 4<sup>th</sup> annual Adam Thompson 5K.
  - Steve Pomplon, director of Camp Umoja and director of social service at Notre Dame Preparatory School, and Colleen Campbel, NDP student and Camp Umoja counselor, join Jeff St. Pierre to discuss Camp Umoja and what it brings to the community.
  - Sara St. Clair, director of marketing for the Waterfront Partnership of Baltimore, discusses upcoming community events being held around the Inner Harbor.
  - Jeff St. Pierre is joined by Colleen Krygiel, field marketing manager for Dunkin Brands, and Danna Thomas to discuss the 2015 Dunkin Donuts Community Hero Program.
- **COMMUNITY EVENTS:** Jeff St. Pierre welcomes Beth Laverick back in the studio to talk about BScene Events and their upcoming community programs.

- **EDUCATION:** Mark Feiring, executive director for The Maryland Book Bank, discusses Books for Kids Day, an annual event designed to bring donated books to the Maryland Book Bank to be used by teachers and students.
- **EMPLOYMENT:** Bernie Lucas is joined by Mary Abbajay as they discuss ways smaller companies can recruit the right entry level candidates.
- **ENVIRONMENT:** Sarah Tomlinson, senior planner for the Baltimore Metro Council, joins Jeff St. Pierre to educate the public about Clean Commute Month and ways to avoid adding pollution to the air.
- **Financial help:**
  - Jim Godfrey, President and CEO of Guidewell Financial Solutions, joins Jeff St. Pierre to discuss the company's re-branding from CCCS to Guidewell Financial Solutions.
  - Dan Florea from Guidewell Financial Solutions, and Lourdes Montes-Greenan of PNC Bank discuss a new joint venture aimed at helping people create a savings account.
  - Nina Heck joins Jeff St. Pierre to discuss loan advice for recent graduates and their families.
  - Marceline White, executive director for the Maryland Consumer Rights Coalition, discusses and explains a study completed to grade Baltimore banks on their age friendly banking principles.
- **Mental Health:** Jeff St. Pierre is joined by Stacey Jefferson and Matt Myers to talk about the 2015 NAMIWalks event taking place in Baltimore.
- **MILITARY:** Jeff St. Pierre is joined by Cary Reed and Kelly Whalen as they discuss the Murph Challenge, an annual event held on Memorial Day weekend to benefit the Lieutenant Michael P Murphy Memorial Scholarship Foundation.
- **PARENTING:** Sonia Quinonez and her panel discuss the use of corporal punishment when disciplining children
- **PERSONAL GROWTH:** Mary Abbajay and the Women Talk Panel discuss lying.
- **SUBSTANCE ABUSE:** Bernie Lucas is joined by Dr. Cynthia Post discuss alcoholism
- **VETERANS:** Stephanie Sawyer, assistant program coordinator for the Maryland Center for Veterans Education and Training, discusses MCVET and their upcoming fundraiser race.

**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
PERSONAL	MD TODAY - SEG 1 -	Mary Abbajay and	WOMEN TALK/MARY	04/05/2015	015:38

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
GROWTH	WOMEN TALK/LYING	the Women Talk Panel discuss lying.	ABBAJAY	07:30 AM	
SUBSTANCE ABUSE	MD TODAY - SEG 2 - DR. POST/ALCOHOL	Bernie Lucas is joined by Dr. Cynthia Post discuss alcoholism	DR CYNTHIA POST	04/05/2015 07:48 AM	014:27
Community development	MD TODAY - SEG 1 - HABITAT SUSQUEHANNA	Karen Blandford, executive director for Habitat for Humanity Susquehanna, joins Jeff St. Pierre to discuss upcoming home builds and programs in the Harford County/Susquehanna region.	HABITAT SUSQUEHANNA/KAREN BLANDFORD	04/12/2015 07:24 AM	013:22
Community development	MD TODAY - SEG 2 - ADAM THOMPSON 5K	Jeff St. Pierre is joined by Pat Thompson, mother of Adam Thompson, and Denise Dregier, director for college and alumni development at Harford Community College, to discuss the upcoming 4 <sup>th</sup> annual Adam Thompson 5K.	PAT THOMPSON/DENISE DREGIER	04/12/2015 07:39 AM	013:34
EDUCATION	MD TODAY - SEG 1 - MARYLAND BOOK BANK	Mark Feiring, executive director for The Maryland Book Bank, discusses Books for Kids Day, an annual event designed to bring donated books to the Maryland Book Bank to be used by teachers and students.	MD BOOK BANK/MARK FEIRING	04/19/2015 07:22 AM	014:39
CHILD HEALTH	MD TODAY - SEG 2 - Y HEALTHY KIDS DAY	Jeff St. Pierre is joined by Margreta Rempert, association director of personal training for the Y of Central Maryland, to	Y OF CENTRAL MD/MARGRETA REMPERT	04/19/2015 07:39 AM	012:02

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		discuss Y Healthy Kids Day			
Financial help	MD TODAY - SEG 1 - GUIDEWELL FINANCIAL SOLUTIONS	Jim Godfrey, President and CEO of Guidewell Financial Solutions, joins Jeff St. Pierre to discuss the company's re-branding from CCCS to Guidewell Financial Solutions.	GUIDEWELL FINANCIAL SOLUTIONS/JIM GODFREY	04/26/2015 07:23 AM	012:22
CANCER SUPPORT	MD TODAY - SEG 2 - HICKAD CELEBRATION WALK	Tejan Hichkad and Patsy Astarita, manager of supportive care and community services at Cancer LifeNet at the Kaufman Cancer Center, join Jeff St. Pierre to talk about the 2 <sup>nd</sup> annual Amanda Hichkad CCA Celebration Walk.	CANCER LIFENET/CCA	04/26/2015 07:37 AM	015:54
ANIMAL HEALTH	MD TODAY - SEG 1 - BALTIMORE HUMANE SOCIETY	Director of marketing and public relations for the Baltimore Humane Society, Wendy Goldband, discusses the ongoing and upcoming programs offered by the Baltimore Humane Society.	BALT HUMANE SOCIETY/WENDY GOLDBAND	05/03/2015 07:24 AM	014:35
Mental Health	MD TODAY - SEG 2 - NAMIWALKS 2015	Jeff St. Pierre is joined by Stacey Jefferson and Matt Myers to talk about the 2015 NAMIWalks event taking place in Baltimore.	NAMI/STACEY JEFFERSON/MATT MYERS	05/03/2015 07:40 AM	012:12
HUNGER	OUTNUMBER HUNGER	Nationally produced segment by iHeartRadio to promote the Outnumber Hunger	OUTNUMBER HUNGER	05/10/2015	30:00

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Campaign					
ENVIRONMENT	MD TODAY - SEG 1 - BALTIMORE METRO COUNCIL	Sarah Tomlinson, senior planner for the Baltimore Metro Council, joins Jeff St. Pierre to educate the public about Clean Commute Month and ways to avoid adding pollution to the air.	BALT METRO COUNCIL/SARAH TOMLINSON	05/10/2015 07:26 AM	009:45
MILITARY	MD TODAY - SEG 2 - MURPH CHALLENGE	Jeff St. Pierre is joined by Cary Reed and Kelly Whalen as they discuss the Murph Challenge, an annual event held on Memorial Day weekend to benefit the Lieutenant Michael P Murphy Memorial Scholarship Foundation.	CARY REED/KELLY WHALEN	05/10/2015 07:38 AM	014:51
CHILD HEALTH	MD TODAY - SEG 1 - RA SUSHI/NICKY'S WEEK	Dae Chang, general manager for RA Sushi, joins Jeff St. Pierre to discuss the restaurant's annual Nicky's Week promotion, aimed at raising money for St. Jude Children's Research Hospital.	RA SUSHI/DAE CHANG	05/17/2015 07:20 AM	012:47
VETERANS	MD TODAY - SEG 2 - MCVET	Stephanie Sawyer, assistant program coordinator for the Maryland Center for Veterans Education and Training, discusses MCVET and their upcoming fundraiser race.	MCVET/STEPHANIE SAWYER	05/17/2015 07:34 AM	013:16
COMMUNITY EVENTS	MD TODAY - SEG 1 - B SCENE EVENTS	Jeff St. Pierre welcomes Beth Laverick back in the studio to talk about BScene Events and their upcoming	B SCENE EVENTS/BETH LAVERICK	05/24/2015 07:30 AM	014:02

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		community programs.			
Financial help	MD TODAY - SEG 2 - GUIDEWELL FINANCIAL - PNC BANK	Dan Florea from Guidewell Financial Solutions, and Lourdes Montes-Greenan of PNC Bank discuss a new joint venture aimed at helping people create a savings account.	GUIDEWELL FINANCIAL SOLUTIONS	05/24/2015 07:44 AM	013:47
Community development	MD TODAY - SEG 1 - CAMP UMOJA	Steve Pomplon, director of Camp Umoja and director of social service at Notre Dame Preparatory School, and Colleen Campbel, NDP student and Camp Umoja counselor, join Jeff St. Pierre to discuss Camp Umoja and what it brings to the community.	NOTRE DAME PREP/CAMP UMOJA	05/31/2015 07:26 AM	014:45
Financial help	MD TODAY - SEG 2 - GUIDEWELL FINANCIAL/COLLEGE LOANS	Nina Heck joins Jeff St. Pierre to discuss loan advice for recent graduates and their families.	GUIDEWELL FINANCIAL SOLUTIONS	05/31/2015 07:41 AM	014:16
CHILD HEALTH	MD TODAY - SEG 1 - ST JUDE WALK/RUN	Lisa Galik and Jeff St. Pierre discuss the upcoming St. Jude Walk/Run to End Childhood Cancer.	ST. JUDE/LISA GALIK	06/07/2015 07:24 AM	014:14
Community development	MD TODAY - SEG 2 - WATERFRONT PARTNERSHIP	Sara St. Clair, director of marketing for the Waterfront Partnership of Baltimore, discusses upcoming community events being held around the Inner Harbor.	WATERFRONT PARTNERSHIP/SARA ST. CLAIR	06/07/2015 07:39 AM	014:11
Community development	MD TODAY - SEG 1 - DUNKIN DONUTS COMMUNITY	Jeff St. Pierre is joined by Colleen Krygiel, field	DUNKIN DONUTS/COLLEEN KRYGIEL/DANNA	06/14/2015 07:24 AM	014:53

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	HEROES	marketing manager for Dunkin Brands, and Danna Thomas to discuss the 2015 Dunkin Donuts Community Hero Program.	THOMAS		
Financial help	MD TODAY - SEG 2 - MCRC BANK REPORT CARD	Marceline White, executive director for the Maryland Consumer Rights Coalition, discusses and explains a study completed to grade Baltimore banks on their age friendly banking principles.	MCRC/MARCELINE WHITE	06/14/2015 07:39 AM	014:58
CHILD HEALTH	MD TODAY - SEG 1 - CASEY CARES 5K	Jeff St. Pierre and Casey Baynes, of Casey Cares, discuss the annual Casey Cares 5K run/walk.	CASEY CARES FOUNDATION/CASEY BAYNES	06/21/2015 07:30 AM	014:18
CHILD HEALTH	MD TODAY - SEG 2 - ST JUDE WALK TO END CHILDHOOD CANCER	Lisa Galik and Jeff St. Pierre discuss the upcoming St. Jude Walk/Run to End Childhood Cancer.	ST. JUDE/LISA GALIK	06/21/2015 07:46 AM	014:14
PARENTING	MD TODAY - SEG 1 - PARENTING TODAY-CORPORAL PUNISHMENT	Sonia Quinonez and her panel discuss the use of corporal punishment when disciplining children	PARENTING TODAY	06/28/2015 07:35 AM	012:32
EMPLOYMENT	MD TODAY - SEG 2 - WORKING LIFE-ENTRY LEVEL RECRUITING	Bernie Lucas is joined by Mary Abbajay as they discuss ways smaller companies can recruit the right entry level candidates.	WORKING LIFE	06/28/2015 07:49 AM	014:05

**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
<p>Race; Religion; Ethnic Concerns; Education; Media</p> <p>Employment; Crime</p>	Viewpoints	<p>Race and Diversity: Can it be taught in schools?</p> <p>Liar, Liar: How questioners get at the truth</p>	<p>04/51/2015</p> <p>7:02:59</p>	27:55
<p>Technology; crime; privacy; family issues; economics; law enforcement</p> <p>Careers &amp; Employment; Business; Education</p>	Viewpoints	<p>Future Crimes: Cybercrime in business and in our homes is growing</p> <p>Roadmap: Learning to incorporate your dreams into your life</p>	<p>04/12/3015</p> <p>6:56:14</p>	27:55
<p>Recreation &amp; Leisure, Transportation, economy, government, personal finance</p> <p>Communications, technology, social media, family issues, bullying</p>	Viewpoints	<p>Spring &amp; Summer Travel: Saving time, money and aggravation</p> <p>The Joy of Missing Out: Getting of the internet</p>	<p>04/19/2015</p> <p>6:54:29</p>	27:58
<p>Math &amp; Science, Education, Technology, Children's Issues</p> <p>Marketing, Business, The Arts, Consumer Issues</p>	Viewpoints	<p>Astrotwins: An astronaut talks about science and math education</p> <p>Creativity in Technology and Art</p>	<p>04/26/2015</p> <p>06:55:25</p>	27:56
<p>Communications &amp; Media, American History, Recreation, Economics</p> <p>Law, War &amp; Military, Judicial System, Government, American History</p>	Viewpoints	<p>Baseball and the Movies: What makes a good baseball film</p> <p>The Bill of Rights: New thoughts on its structure and meaning</p>	<p>05/03/2015</p> <p>06:56:25</p>	27:56
<p>Arts &amp; Literature, Media, African American Issues, Crime, History</p> <p>Health &amp; Nutrition, African American Issues, Religion</p>	Viewpoints	<p>The Importance of Letters</p> <p>Healthier Ethnic Cooking and Sweets</p>	<p>05/17/2015</p> <p>06:52:08</p>	27:56



<b>Business, Productivity, Work-Life Balance</b>  <b>Elderly, Healthcare, Labor &amp; Employment, Government, Family Issues, Immigrant Workers</b>	<b>Viewpoints</b>	<b>Getting Things Done: It's all in the planning</b>  <b>Eldercare: Challenges for the future</b>	<b>05/24/2015</b>  <b>7:00:37</b>	<b>27:56</b>
<b>Higher Education, Race, Poverty, Ethnicity, Family Issues, Economics</b>  <b>Agriculture, History, Medicine, Science</b>	<b>Viewpoints</b>	<b>Choosing a College: How it can affect your life in school and after</b>  <b>Big, Bad Botany</b>	<b>05/31/2015</b>  <b>6:57:03</b>	<b>27:58</b>
<b>Climate Change, Economy, Technology, Community Action, Government</b>  <b>Children &amp; Family Issues, Mental Health</b>	<b>Viewpoints</b>	<b>The Psychology of Climate Change</b>  <b>The Empty Nest: How to cope when the kids leave for good</b>	<b>06/07/2015</b>  <b>06:55:26</b>	<b>27:57</b>
<b>Elderly, Disabled, Politics, Finance, Government, Retirement Issues, Family Issues</b>  <b>Recreation, Health and Well-Being, Military, Technology, Drinking and Driving</b>	<b>Viewpoints</b>	<b>Social Security Works: How it can be funded and expanded</b>  <b>Boating &amp; Water Safety: What you need to know this summer</b>	<b>06/14/2015</b>  <b>06:54:52</b>	<b>27:58</b>
<b>Environment, Agriculture, Public Safety</b>  <b>International Politics, Military, Religion, Business, Refugee Relief</b>	<b>Viewpoints</b>	<b>A New Look at Invasive Species</b>  <b>The Great Fire: An unsung hero who save thousands</b>	<b>06/21/2015</b>  <b>7:00:48</b>	<b>27:59</b>
<b>Domestic Violence, Counseling, Mental Health, Children &amp; Families, Crime</b>  <b>International Politics, Military, Religion, Business, Refugee Relief</b>	<b>Viewpoints</b>	<b>Domestic Violence: Why it happens and how it affects the family</b>  <b>Paternity and Family Leave: Good for families, workers and the economy</b>	<b>06/28/2015</b>  <b>7:06:28</b>	<b>27:58</b>

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

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
MILITARY AND VETERANS	LPPSA/Show Your Stipes/WPOC	000:30	060
COMMUNITY	PSA/HEAL OUR COMMUNITY/K BUSH	000:30	003
COMMUNITY	PSA/HEAL OUR COMMUNITY/LDY	000:37	018
COMMUNITY	PSA/HEAL OUR COMMUNITY/THOMAS RHETT	000:25	004
EDUCATION	FARMERS INSURANCE	030:01	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	010
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	004
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	017
POVERTY	OUTNUMBER HUNGER	000:30	006
Health/Diseases	Susan G Komen Race for the Cure	00:30	135
Military/Veterans	Show Your Stripes	00:30	819
Health/Diseases	Sjogerns Awareness	00:30	18
Military/Veterans	Pen Fed Foundation Gala	00:30	166
Safety	Distracted Driving	00:30	144
Pets/Adoption	Run for Animals	00:30	62
Health/Diseases	Cross Fit Fund	00:30	26
Health/Diseases	Alliance for Lupus Research Walk	00:30	206
Giving/Donations (Various Orgs)	Do More 24 - United Way	00:30	270
Children/Legal Assistance	Casa of Baltimore	00:30	45
Special Olympics	Special Olympics	00:30	374
Health/Diseases	Bmore Healthy Expo	00:30	232