

WPOC  
Baltimore, MD  
Quarterly Issues/Programs List  
Third Quarter, 2013  
10/01/2013

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 HEALTH:** Stuart Pittman, president of the Retired Racehorse Training Project, and Carolyn Karlson, vice president of the Retired Racehorse Training Project, discuss the inaugural Thoroughbred Makeover and National Symposium taking place at Pimlico Race Course.
- **ANIMAL RESCUE/ADOPTION:** Wendy Goldband from the Baltimore Humane Society discusses their upcoming fundraising event, Dogfest.
- **BICYCLE SAFETY:** Tammy Bensky, creator of Larry's Ride, and Carol Silldorff of Bike MD, join Jeff St. Pierre to discuss the 4<sup>th</sup> annual Larry's Ride, an event designed to promote bicycling, increase safety and improve conditions for bicyclists in Maryland.
- **BREAST CANCER AWARENESS:** Brittany Fowler from Susan G. Komen MD joins Jeff St. Pierre to discuss the upcoming Race for the Cure, taking place in October during Breast Cancer Awareness Month.
- **BULLYING:** Wendy Connell, VP of marketing for CustomInk.com, joins Jeff St. Pierre to discuss the Be Good to Each Other campaign aimed at providing support for the anti-bullying effort.
- **CANCER SUPPORT:** Jeff St. Pierre is joined by Lyle Sheldon, President and CEO of Upper Chesapeake Health, to discuss the all new Kaufman Cancer Center, opening in Bel Air.
- **CHILD HEALTH:** Casey Baynes from the Casey Cares Foundation joins Jeff St. Pierre to discuss the upcoming annual Casey Cares 5K aimed at raising money to provide uplifting programs for terminally ill children and their families.
- **Community development:**
  - Shelly Briziki, sister of fallen firefighter Gene Kirchner, and Jeff Coleman, captain of the Reisterstown Volunteer Fire Department, join Jeff St. Pierre to discuss the Gene Kirchner Memorial Fund and Heroes Night Out at the Ball Park.
  - Local writer & producer, Brian Levin, stops by to chat about his career, how he got where he is and his upcoming debut feature length film set for release in 2014.
  - Eli Allen, program manager for Civic Works' Retrofit Baltimore, and Jeff St. Pierre discuss the program and how Baltimore residents can benefit from going green.
- **COMMUNITY DEVELOPMENT:** Suzanne Fischer-Huettner, Publisher of The Daily Record, discusses the publication's upcoming 125<sup>th</sup> anniversary and its commitment to service in order to

celebrate.

- **COMMUNITY EVENTS:** Ranger Vince joins Jeff St. Pierre to discuss the events surrounding the annual Star Spangled Banner Weekend and Defender's Day holiday.
- **ENVIRONMENT:** Randy Mosier and Lon Anderson discuss the Clean Air Partners and what the organization does.
- **Family issues:** Jeff St. Pierre is joined by Shelonda Stokes, from Greibo Media, and Gina Page, co-founder of African Ancestry Inc, to discuss the first annual Baltimore Family Reunion Expo.
- **Financial help:**
  - Deanna Booker from CCCS joins Jeff St. Pierre to give tips to parents, and kids about teaching financial literacy.
  - Deanna Booker from CCCS joins Jeff St. Pierre to discuss reverse mortgages and how CCCS can help interested parties in learning more.
  - Deanna Booker offers tips for financial success to recent high school graduates.
- **HEALTH/CANCER PREVENTION:** Edel Blumberg joins Jeff St. Pierre to discuss his organization, Semi-Colon Club, and an upcoming Semi-Colon Crawl designed to raise money and to help spread awareness for colon cancer.
- **PARENTING:** Sonia Quinonez and her panel discuss how parents can be more aware to their children's behavior so that they can strengthen how they communicate with and raise their children.
- **TOURISM:** National Aquarium general curator, Jack Cover, speaks with Jeff St. Pierre about the upcoming opening of the Aquarium's new Black Tip Reef exhibit.
- **WOMEN'S HEALTH:** Kathy Casey, development director for SARC, joins Jeff St. Pierre to discuss SARC's upcoming 4<sup>th</sup> annual Rising Above It Hot Air Balloon Family Fun Day.
- **WORKPLACE ETIQUETTE:** Bernie Lucas is joined by Mary Abbajay to discuss how best to avoid distractions in the workplace.

---

**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
CHILD HEALTH	MD TODAY - SEG 1 - CASEY CARES 5K 2013	Casey Baynes from the Casey Cares Foundation joins Jeff St.	CASEY BAYNES	07/07/2013 07:28 AM	014:04

---

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Pierre to discuss the upcoming annual Casey Cares 5K aimed at raising money to provide uplifting programs for terminally ill children and their families.			
Financial help	MD TODAY - SEG 2 - CCCS FINANCIAL LITERACY	Deanna Booker from CCCS joins Jeff St. Pierre to give tips to parents, and kids about teaching financial literacy.	DEANNA BOOKER	07/07/2013 07:47 AM	014:47
HEALTH/CANCER PREVENTION	MD TODAY - SEG 1 - SEMI COLON CLUB	Edel Blumberg joins Jeff St. Pierre to discuss his organization, Semi-Colon Club, and an upcoming Semi-Colon Crawl designed to raise money and to help spread awareness for colon cancer.	EDEL BLUMBERG	07/14/2013 07:28 AM	014:22
PARENTING	MD TODAY - SEG 2 - PARENTING TODAY-CHILD BEHAVIOR	Sonia Quinonez and her panel discuss how parents can be more aware to their children's behavior so that they can strengthen how they communicate with and raise their children.	SONIA QUINONEZ	07/14/2013 07:44 AM	013:53
ENVIRONMENT	MD TODAY - SEG 1 - CLEAN AIR PARTNERS	Randy Mosier and Lon Anderson discuss the Clean Air Partners and what the	RANDY MOSIER LON ANDERSON	07/21/2013 07:27 AM	017:15

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		organization does.			
Financial help	MD TODAY - SEG 2 - CCCS - REVERSE MORTGAGES	Deanna Booker from CCCS joins Jeff St. Pierre to discuss reverse mortgages and how CCCS can help interested parties in learning more.	DEANNA BOOKER	07/21/2013 07:49 AM	011:41
Financial help	MD TODAY - SEG 1 - CCCS FINANCIAL ADVICE FOR GRADS	Deanna Booker offers tips for financial success to recent high school graduates.	DEANNA BOOKER	07/28/2013 07:28 AM	015:31
WORKPLACE ETIQUETTE	MD TODAY - SEG 2 - WORKING LIFE - DISTRACTIONS	Bernie Lucas is joined by Mary Abbajay to discuss how best to avoid distractions in the workplace.	MARY ABBAJAY	07/28/2013 07:44 AM	013:30
Community development	MD TODAY - SEG 1 - GENE KIRCHNER MEMORIAL FUND	Shelly Briziki, sister of fallen firefighter Gene Kirchner, and Jeff Coleman, captain of the Reisterstown Volunteer Fire Department, join Jeff St. Pierre to discuss the Gene Kirchner Memorial Fund and Heroes Night Out at the Ball Park.	SHELLY BRIZIKI JEFF COLEMAN	08/04/2013 07:18 AM	014:09
TOURISM	MD TODAY - SEG 2 - NATIONAL AQUARIUM	National Aquarium general curator, Jack Cover, speaks with Jeff St. Pierre about the upcoming opening of the Aquarium's new Black Tip Reef	JACK COVER	08/04/2013 07:37 AM	015:25

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		exhibit.			
BREAST CANCER AWARENESS	MD TODAY - SEG 1 - KOMEN RACE FOR THE CURE	Brittany Fowler from Susan G. Komen MD joins Jeff St. Pierre to discuss the upcoming Race for the Cure, taking place in October during Breast Cancer Awareness Month.	BRITTANY FOWLER	08/11/2013 07:14 AM	014:20
Community development	MD TODAY - SEG 2 - BRIAN LEVIN	Local writer & producer, Brian Levin, stops by to chat about his career, how he got where he is and his upcoming debut feature length film set for release in 2014.	BRIAN LEVIN	08/11/2013 07:31 AM	014:35
HEALTH CANCER PREVENTION	MD TODAY - SEG 1 - SEMI COLON CLUB	Edel Blumberg joins Jeff St. Pierre to discuss his organization, Semi-Colon Club, and an upcoming Semi-Colon Crawl designed to raise money and to help spread awareness for colon cancer.	EDEL BLUMBERG	08/18/2013 07:26 AM	014:22
Financial help	MD TODAY - SEG 2 - CCCS-FINANCIAL ADVICE FOR GRADS	Deanna Booker offers tips for financial success to recent high school graduates.	CCCS/DEANNA BOOKER	08/18/2013 07:45 AM	015:31
WOMEN'S HEALTH	MD TODAY - SEG 1 - SARC FAMILY FUN DAY	Kathy Casey, development director for SARC, joins Jeff St. Pierre to discuss SARC's upcoming 4 <sup>th</sup>	KATHY CASEY	08/25/2013 07:15 AM	013:28

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		annual Rising Above It Hot Air Balloon Family Fun Day.			
BICYCLE SAFETY	MD TODAY - SEG 2 - LARRY'S RIDE	Tammy Bensky, creator of Larry's Ride, and Carol Silldorff of Bike MD, join Jeff St. Pierre to discuss the 4 <sup>th</sup> annual Larry's Ride, an event designed to promote bicycling, increase safety and improve conditions for bicyclists in Maryland.	TAMMY BENSKY CAROL SILLDORFF	08/25/2013 07:31 AM	014:40
Community development	MD TODAY - SEG 1 - CIVIC WORKS/RETROFIT BALT	Eli Allen, program manager for Civic Works' Retrofit Baltimore, and Jeff St. Pierre discuss the program and how Baltimore residents can benefit from going green.	ELI ALLEN	09/01/2013 07:15 AM	014:33
WORKPLACE ETIQUETTE	MD TODAY - SEG 2 - WORKING LIFE/DISTRACTIONS	Bernie Lucas is joined by Mary Abbajay to discuss how best to avoid distractions in the workplace.	MARY ABBAJAY	09/01/2013 07:34 AM	013:30
ANIMAL RESCUE/ADOPTION	MD TODAY - SEG 1 - BALTIMORE HUMANE SOCIETY	Wendy Goldband from the Baltimore Humane Society discusses their upcoming fundraising event, Dogfest.	WENDY GOLDBAND	09/08/2013 07:22 AM	014:12
COMMUNITY EVENTS	MD TODAY - SEG 2 - FORT MCHENRY	Ranger Vince joins Jeff St.	US National Parks Ft McHenry	09/08/2013 07:39 AM	015:39

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Pierre to discuss the events surrounding the annual Star Spangled Banner Weekend and Defender's Day holiday.			
ANIMAL HEALTH	MD TODAY - SEG 1 - THOROGUHBRED MAKEOVER	Steuart Pittman, president of the Retired Racehorse Training Project, and Carolyn Karlson, vice president of the Retired Racehorse Training Project, discuss the inaugural Thoroughbred Makeover and National Symposium taking place at Pimlico Race Course.	STEUART PITTMAN CAROLYN KARLSON	09/15/2013 07:11 AM	014:49
BREAST CANCER AWARENESS	MD TODAY - SEG 2 - SUSAN G KOMEN	Brittany Fowler from Susan G. Komen MD joins Jeff St. Pierre to discuss the upcoming Race for the Cure, taking place in October during Breast Cancer Awareness Month.	SUSAN G KOMEN/BRITTANY FOWLER	09/15/2013 07:32 AM	014:17
BULLYING	MD TODAY - SEG 1 - CUSTOMINK	Wendy Connell, VP or marketing for CustomInk.com, joins Jeff St. Pierre to discuss the Be Good to Each Other campaign aimed at providing	WENDY CONNELL	09/22/2013 07:24 AM	013:06

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		support for the anti-bullying effort.			
Family issues	MD TODAY - SEG 2 - FAMILY REUNION EXPO	Jeff St. Pierre is joined by Shelonda Stokes, from Greibo Media, and Gina Page, co-founder of African Ancestry Inc, to discuss the first annual Baltimore Family Reunion Expo.	SHELONDA STOKES GINA PAGE	09/22/2013 07:42 AM	015:13
COMMUNITY DEVELOPMENT	MD TODAY - SEG 1 - THE DAILY RECORD	Suzanne Fischer-Huettner, Publisher of The Daily Record, discusses the publication's upcoming 125 <sup>th</sup> anniversary and it's commitment to service in order to celebrate.	SUZANNE FISCHER-HUETTNER	09/29/2013 07:24 AM	015:18
CANCER SUPPORT	MD TODAY - SEG 2 - UPPER CHESAPEAKE HEALTH	Jeff St. Pierre is joined by Lyle Sheldon, President and CEO of Upper Chesapeake Health, to discuss the all new Kaufman Cancer Center, opening in Bel Air.	LYLE SHELDON	09/29/2013 07:42 AM	015:15

**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>war, culture, government, international diplomacy</p> <p>science, technology, public safety, education, environment</p>	<b>Viewpoints</b>	<p>Recruiting for the CIA: Who fits the bill?</p> <p>Weather Forecasting: How accurate can they get?</p>	<p><b>07/07/2013</b> <b>07:00:29</b></p>	<b>27:58</b>
<p>labor, senior citizens, personal finance, business, government</p> <p>military, finance, sports and recreation, family issues</p>	<b>Viewpoints</b>	<p>Working During Retirement: What are the best options?</p> <p>Man Made: A father's quest for machismo</p>	<p><b>07/14/2013</b> <b>07:01</b></p>	<b>27:57</b>
<p>agriculture, climate change, animal science, technology</p> <p>youth, arts &amp; recreation, media</p>	<b>Viewpoints</b>	<p>Cows Save the Planet: Reducing greenhouse gases on the farm</p> <p>Crosswords: Not Just for Grandma Anymore</p>	<p><b>07/21/2013</b> <b>07:00</b></p>	<b>28:00</b>
<p>children &amp; family issues; government; media; censorship; popular culture</p> <p>alcoholism and addiction, health, family issues</p>	<b>Viewpoints</b>	<p>Television: Is it becoming too raunchy for our kids?</p> <p>A Mother and Son's Journey to Sobriety</p>	<p><b>07/28/2013</b> <b>07:00:58</b></p>	<b>27:59</b>
<p>war, mental health, prisons, the military, government, crime</p> <p>literature, media, popular culture, science &amp; technology, parenting</p>	<b>Viewpoints</b>	<p>Deserters of WWII: Untold stories</p> <p>Science Fiction: What makes it so popular?</p>	<p><b>08/04/2013</b> <b>06:50</b></p>	<b>27:59</b>
<p>business, banking &amp; finance, education, family</p> <p>recreation and leisure, literature, history, popular culture</p>	<b>Viewpoints</b>	<p>Entrepreneurs: How to get a leg up in small business</p> <p>Beach Reads: What makes a good guilty pleasure book?</p>	<p><b>08/11/2013</b> <b>06:46</b></p>	<b>27:59</b>
<p>large &amp; small business, labor unions, economy, social/political movements, cooperatives, banking</p> <p>employment, sexual harassment, career planning, women's issues</p>	<b>Viewpoints</b>	<p>Co-ops: Can they help rescue the economy?</p> <p>Office Idiots: Working with difficult people</p>	<p><b>08/18/2013</b> <b>06:58</b></p>	<b>28:00</b>
<p>urban and rural infrastructure, government, public safety, transportation, economy</p> <p>women's issues, inter-personal relationships, popular culture</p>	<b>Viewpoints</b>	<p>Infrastructure: How bad is it? Why can't we fix it?</p> <p>Flirting: New techniques for a new millennium</p>	<p><b>08/25/2013</b> <b>06:47</b></p>	<b>27:59</b>
<p>slavery, racial issues, law, presidency, international affairs and politics</p> <p>mental health, superstitions, prejudice, science, evolution</p>	<b>Viewpoints</b>	<p>John Quincy Adams: One of our greatest patriots</p> <p>Reality vs. Your Brain's View of the World</p>	<p><b>09/01/2013</b> <b>06:47</b></p>	<b>27:58</b>

natural and manmade disasters, commerce, mental health, family issues  crime, women's issues, education, public health	<b>Viewpoints</b>	Comfort Foods: How they help us through hard times  Women's Safety: Using injury to avoid harm	<b>09/08/2013 06:54</b>	<b>28:00</b>
mental & physical health, children and family issues, schools, employment, addiction  consumerism, religion, family issues, poverty & homelessness, volunteerism	<b>Viewpoints</b>	Bullying and Ostracism: Social slights can have long-term effects  The Man Who Quit Money	<b>09/15/2013 06:43</b>	<b>27:59</b>
employment, business, technology & social media, education  psychology, crime, politics, transportation, public safety & security	<b>Viewpoints</b>	Promote Yourself: Advice for Gen-Y'ers in the workplace  Spy the Lie: The art of deception detection	<b>09/22/2013 06:56</b>	<b>27:58</b>
the Holocaust, manufacturing, war, education, poverty  technology, medicine, education, pop culture, media, recreation	<b>Viewpoints</b>	Boy on the Wooden Box: A Schindler's List Memoir  Robopocalypse: How smart can they get?	<b>09/29/2013 06:56</b>	<b>27:58</b>

**(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.

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
-----	BOY SCOUTS	000:30	013
-----	PSA 911 DAY	000:30	022
-----	SHOW YOUR STRIPES	000:22	012
-----	SHOW YOUR STRIPES	000:29	028
-----	SHOW YOUR STRIPES	000:31	014
BACK TO SCHOOL	TORREY SMITH FOUNDATION	000:30	017
BULLYING	PACER CENTER	000:29	021
BULLYING	PACER CENTER	000:31	016
CHILD HEALTH	CASEY CARES FOUNDATION	000:28	009

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	048
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	104
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	035
PSA	AT&T	000:30	025
PSA	SHOW YOUR STRIPES	000:29	013
PSA	SHOW YOUR STRIPES	000:30	192
PSA	SHOW YOUR STRIPES	000:31	022
SAFE DRIVING	AAA	000:31	030

**WPOC Q3 2013 ADDENDUM (REVISED TO INCLUDE ISSUES)**  
**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
DRUG FREE ENVIRONMENTS	BOY SCOUTS	000:30	013
TERRORISM AND VIOLENCE	PSA 911 DAY	000:30	022
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:22	012
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	028
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	014
BACK TO SCHOOL	TORREY SMITH FOUNDATION	000:30	017
BULLYING	PACER CENTER	000:29	021
BULLYING	PACER CENTER	000:31	016
CHILD HEALTH	CASEY CARES FOUNDATION	000:28	009
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	048
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	104
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	035
TEXT & DRIVE	AT&T	000:30	025
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	013
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	192
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	022
SAFE DRIVING	AAA	000:31	030