

WPOC  
Baltimore, MD  
Quarterly Issues/Programs List  
Second Quarter, 2012  
06/25/2012

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:

- **BREAST CANCER AWARENESS:** Representatives from the Maryland Jockey Club and Susan G. Komen For the Cure join Jeff St. Pierre to talk about the events leading up to the Preakness Stakes, which benefit Komen MD.
- **Disabilities MD:** Jeff St. Pierre talks with Marty Lampner, CEO of CHIMES, about the organization's mission and impact in the community.
- **EDUCATION:** Clara Floyd, the president of the Maryland State Education Association, joins Jeff St. Pierre to discuss current and future plans for Maryland educators.
- **ENVIRONMENT:** Chris Streb from Biohabitats chats with Jeff St. Pierre about the floating wetlands that have been inserted into the Inner Harbor with hopes of cleaning up the water.
- **Financial help:**
  - Bernie Lucas is joined by Joan Marshall with the College Savings Plans of Maryland to discuss ways for parents, and students, to afford a college education.
  - Deanna Booker from Consumer Credit Counseling Services of MD and DE discusses credit scores and why it is important for everyone to know theirs.
  - Deanna Booker from Consumer Credit Counseling Services of MD and DE joins Jeff St. Pierre to talk about the importance of having a savings and tips on how to start one up.
  - Jeff St. Pierre and Deanna Booker from Consumer Credit Counseling Services of MD and DE discuss student loans and tips for recent graduates on how to deal with them.
- **Health Care:** Jeff St. Pierre and Harry Bosk, from the University of Maryland Medical Center's Center for Integrative Medicine, discuss the mission of the center and an upcoming conference sponsored by UMM.
- **HEALTH/SENIORS:** Dave Saylor from the Baltimore County Department of Aging joins Jeff St. Pierre to talk about the "Get Ready, Get Set, Get Fit! 5K Run/Walk" to benefit senior fitness centers in Baltimore County.
- **HIGHWAY SAFETY:** Laurie Moser joins Jeff St. Pierre to discuss highway work zone safety.
- **HUNGER:** Music stars from Big Machine records and reps from Outnumber Hunger, discuss staggering hunger statistics, and the partnership with General Mills, Big Machine recording artists and radio, nationwide, to outnumber hunger.

- **PARENTING:** Sonia Quinonez from SCAN VA discusses what it means for a child to be in foster care as well as some of the myths that surround foster care.
- **PARKINSONS ACTION NETWORK:** Bernie Lucas and Amy Comstock Rick, CEO of the Parkinsons Action Network, chat about dealing with loved ones who are living with Parkinsons Disease.
- **PERSONAL GROWTH:** Author Julie Clow calls in to discuss her new book, "The Work Revolution," and give tips for how to make the workplace a better environment.
- **POLLUTION:** Brent Williams talks with Russ Ulrich from the Baltimore Metro Council about Clean Commute Month.
- **READING/LITERACY:** Brent Williams is joined by Shirley Bigley LaMotte, of Baltimore Reads, about upcoming Baltimore Reads events as well as their mission of teaching adults the literacy skills necessary to function in society, achieve goals, and develop individual knowledge and potential.
- **TEEN SUPPORT:** Haley Kilpatrick, of Girl Talk, calls Jeff St. Pierre to talk about her new book, "The Drama Years," and give advice to family and teachers on how to deal with middle school girls.
- **VETERANS AFFAIRS:** Jo Green from the Maryland Department of Transportation joins Jeff St. Pierre to promote an upcoming career fair aimed at getting veterans back in the workplace.
- **WOMEN'S HEALTH:** Jeff St. Pierre is joined by Tom Amatucci to talk about the upcoming Baltimore Women's Classic. It's the second oldest all women's run/walk in the country.

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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
Financial Help	MD TODAY - SEG 1 - COLLEGE SAVINGS PLANS OF MD	Bernie Lucas is joined by Joan Marshall with the College Savings Plans of Maryland to discuss ways for parents, and students, to	JOAN MARSHALL	04/01/2012 07:25 AM	012:30

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		afford a college education.			
PARKINSONS ACTION NETWORK	MD TODAY - SEG 2 - PARKINSONS ACTION NETWORK	Bernie Lucas and Amy Comstock Rick, CEO of the Parkinsons Action Network, chat about dealing with loved ones who are living with Parkinsons Disease.	AMY COMSTOCK RICK	04/01/2012 07:38 AM	013:38
Health Care	MD TODAY - SEG 1 - UMM INTEGRATIVE MEDICINE	Jeff St. Pierre and Harry Bosk, from the University of Maryland Medical Center's Center for Integrative Medicine, discuss the mission of the center and an upcoming conference sponsored by UMM.	HARRY BOSK	04/08/2012 06:56 AM	015:27
READING/LITERACY	MD TODAY - SEG 2 - BALTIMORE READS	Brent Williams is joined by Shirley Bigley LaMotte, of Baltimore Reads, about upcoming Baltimore Reads events as well as	SHIRLEY BIGLEY LAMOTTE	04/08/2012 07:16 AM	015:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		their mission of teaching adults the literacy skills necessary to function in society, achieve goals, and develop individual knowledge and potential.			
PERSONAL GROWTH	MD TODAY - SEG 1 - JULIE CLOW	Author Julie Clow calls in to discuss her new book, "The Work Revolution," and give tips for how to make the workplace a better environment.	JULIE CLOW	04/15/2012 07:25 AM	014:23
ENVIRONMENT	MD TODAY - SEG 2 - WETLANDS/BIOHABITATS	Chris Streb from Biohabitats chats with Jeff St. Pierre about the floating wetlands that have been inserted into the Inner Harbor with hopes of cleaning up the water.	CHRIS STREB	04/15/2012 07:44 AM	014:52
VETERANS AFFAIRS	MD TODAY - SEG 1 - MDOT VETERANS	Jo Green from the Maryland Department of Transportation joins Jeff	JO GREEN	04/22/2012 07:25 AM	013:29

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		St. Pierre to promote an upcoming career fair aimed at getting veterans back in the workplace.			
Financial help	MD TODAY - SEG 2 - CCCS-CREDIT	Deanna Booker from Consumer Credit Counseling Services of MD and DE discusses credit scores and why it is important for everyone to know theirs.	DEANNA BOOKER	04/22/2012 07:39 AM	015:06
BREAST CANCER AWARENESS	MD TODAY - SEG 1 - BLACK EYED SUSAN	Representatives from the Maryland Jockey Club and Susan G. Komen For the Cure join Jeff St. Pierre to talk about the events leading up to the Preakness Stakes which benefit Komen MD.	MD JOCKEY CLUB/KO MEN	04/29/2012 07:25 AM	014:44
Disabilities MD	MD TODAY - SEG 2 - CHIMES	Jeff St. Pierre talks with Marty Lampner, CEO of CHIMES, about the organization's mission and impact in the community.	MARTY LAMPNER	04/29/2012 07:44 AM	014:29

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HIGHWAY SAFETY	MD TODAY - SEG 1 - LAURIE MOSER	Laurie Moser joins Jeff St. Pierre to discuss highway work zone safety.	LAURIE MOSER	05/06/2012 07:25 AM	015:25
POLLUTION	MD TODAY - SEG 2 - BALT METRO COUNCIL/RUSS ULRICH	Brent Williams talks with Russ Ulrich from the Baltimore Metro Council about Clean Commute Month.	RUSS ULRICH	05/06/2012 07:44 AM	013:21
HUNGER	MD TODAY – SEG 1 – OUTNUMBER HUNGER	Music stars from Big Machine records and reps from Outnumber Hunger, discuss staggering hunger statistics, and the partnership with General Mills, Big Machine recording artists and radio, nationwide, to outnumber hunger.	RASCAL FLATTS	05/13/2012 07:27AM	14:04
HUNGER	MD TODAY – SEG 2 – OUTNUMBER HUNGER	Music stars from Big Machine records and reps from Outnumber Hunger, discuss	RASCAL FLATTS	05/13/2012 07:45AM	12:54

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
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staggering hunger statistics, and the partnership with General Mills, Big Machine recording artists and radio, nationwide, to outnumber hunger.

PERSONAL GROWTH	MD TODAY - SEG 1 - JULIE CLOW	Author Julie Clow calls in to discuss her new book, "The Work Revolution," and give tips for how to make the workplace a better environment.	JULIE CLOW	05/20/2012 07:24 AM	014:23
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Financial help	MD TODAY - SEG 2 - CCCS SAVINGS	Deanna Booker from Consumer Credit Counseling Services of MD and DE joins Jeff St. Pierre to talk about the importance of having a savings and tips on how to start one up.	DEANNA BOOKER	05/20/2012 07:42 AM	014:41
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HIGHWAY SAFETY	MD TODAY - SEG 1 - LAURIE MOSER	Laurie Moser joins Jeff St. Pierre to discuss highway work zone safety.	LAURIE MOSER	05/27/2012 07:27 AM	015:25
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WOMEN'S HEALTH	MD TODAY - SEG 2 - BALTIMORE WOMEN'S CLASSIC	Jeff St. Pierre is joined by Tom Amatucci to talk about the upcoming Baltimore Women's Classic. It's the second oldest all	TOM AMATUCCI	05/27/2012 07:43 AM	013:19
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			women's run/walk in the country.			
Financial help	MD TODAY - SEG 1 - CCCS-CREDIT REPORT	Deanna Booker from Consumer Credit Counseling Services of MD and DE discusses credit scores and why it is important for everyone to know theirs.	DEANNA BOOKER	06/03/2012 07:24 AM	015:06	
PARENTING	MD TODAY - SEG 2 -PT-FOSTER CARE	Sonia Quinonez from SCAN VA discusses what it means for a child to be in foster care as well as some of the myths that surround foster care.	SONIA QUINONEZ	06/03/2012 07:42 AM	013:17	
Financial help	MD TODAY - SEG 1 - CCCS-STUDENT LOANS	Jeff St. Pierre and Deanna Booker from Consumer Credit Counseling Services of MD and DE discuss student loans and tips for recent graduates on how to deal with them.	DEANNA BOOKER	06/10/2012 07:29 AM	019:12	
ENVIRONMENT	MD TODAY - SEG 2 - FLOATING WETLANDS	Chris Streb from Biohabitats chats with Jeff St. Pierre about the floating wetlands that have been inserted into the Inner Harbor with hopes of cleaning up the water.	CHRIS STREB	06/10/2012 07:49 AM	008:13	
HEALTH/SENIORS	MD TODAY - SEG 1 - BCDA 5K	Dave Saylor from the Baltimore County Department of Aging joins Jeff St. Pierre to talk about the "Get Ready, Get Set, Get Fit! 5K Run/Walk" to benefit senior fitness centers in	DAVE SAYLOR	06/17/2012 07:29 AM	014:37	



Baltimore County.

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WOMEN'S HEALTH	MD TODAY - SEG 2 - BALTIMORE WOMEN'S CLASSIC	Jeff St. Pierre is joined by Tom Amatucci to talk about the upcoming Baltimore Women's Classic. It's the second oldest all women's run/walk in the country.	TOM AMATUCCI	06/17/2012 07:47 AM	013:19
EDUCATION	MD TODAY - SEG 1 - CLARA FLOYD	Clara Floyd, the president of the Maryland State Education Association, joins Jeff St. Pierre to discuss current and future plans for Maryland educators.	CLARA FLOYD	06/24/2012 07:25 AM	010:28
TEEN SUPPORT	MD TODAY - SEG 2 -HALEY KILPATRICK	Haley Kilpatrick, of Girl Talk, calls Jeff St. Pierre to talk about her new book, "The Drama Years," and give advice to family and teachers on how to deal with middle school girls.	HALEY KILPATRICK	06/24/2012 07:35 AM	018:35

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**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
health care; public health; youth at risk; education; economics	<b>Viewpoints National Public Affairs</b>	Cholesterol screening for children	<b>04/01/2012</b>	12:50
consumerism; education; public health; business and industry	<b>Viewpoints National Public Affairs</b>	Swab a cut, save a life	<b>04/01/2012</b>	7:57

health care; public health	<b>Viewpoints National Public Affairs</b>	The real culprit in obesity--keeping the weight off	<b>04/08/2012</b>	13:01
psychology; health care; education	<b>Viewpoints National Public Affairs</b>	Synesthesia	<b>04/08/2012</b>	7:58
crime; courts and criminal justice system; public safety; mental illness and treatment; prisons	<b>Viewpoints National Public Affairs</b>	Can brain scans show where evil resides?	<b>04/15/2012</b>	12:35
gender issues; women's issues; education; economics; employment	<b>Viewpoints National Public Affairs</b>	Changes in the family as women become primary breadwinners	<b>04/15/2012</b>	8:12
employment; discrimination; economics; women's issues; family issues; federal law	<b>Viewpoints National Public Affairs</b>	Pregnant? You're fired	<b>04/22/2012</b>	12:12
addiction, substance abuse and treatment	<b>Viewpoints National Public Affairs</b>	"Almost alcoholic"	<b>04/22/2012</b>	8:06
federal government, laws and regulation; economics; health care; public health; employment; business and industry	<b>Viewpoints National Public Affairs</b>	Healthcare reform with and without the individual mandate	<b>04/29/2012</b>	12:29
youth at risk; public health; food and nutrition; pop culture	<b>Viewpoints National Public Affairs</b>	How "Tiger Feeding Moms" may backfire	<b>04/29/2012</b>	7:43
	<b>Viewpoints National Public Affairs</b>	Safety of 2,4-D	<b>05/06/2012</b>	12:29
psychology; parenting issues; gender and women's issues; consumerism	<b>Viewpoints National Public Affairs</b>	"Momnesia"	<b>05/06/2012</b>	7:51
health care; public health; US medical system; economics; consumerism; insurance	<b>Viewpoints National Public Affairs</b>	Expensive, unnecessary treatments	<b>05/13/2012</b>	12:59
sports and recreation; drug enforcement	<b>Viewpoints National Public Affairs</b>	Baseball's "elephant in the room"	<b>05/13/2012</b>	7:38

police and fire; public safety; emergency response; education	<b>Viewpoints National Public Affairs</b>	Emergency responder stress	<b>05/20/2012</b>	13:49
health care; women's issues; consumerism	<b>Viewpoints National Public Affairs</b>	Fibromyalgia	<b>05/20/2012</b>	6:56
psychology; consumerism; economics	<b>Viewpoints National Public Affairs</b>	Menu psychology	<b>05/27/2012</b>	11:44
disabilities; mental health; education	<b>Viewpoints National Public Affairs</b>	Asperger's Syndrome from inside	<b>05/27/2012</b>	7:44
health care; public health; ethics; economics; law and courts; technology	<b>Viewpoints National Public Affairs</b>	Paying for bone marrow	<b>06/03/2012</b>	13:12
consumerism; economics	<b>Viewpoints National Public Affairs</b>	How the brain makes decisions	<b>06/03/2012</b>	7:41
health care; public health; youth at risk	<b>Viewpoints National Public Affairs</b>	Toddlers' declining oral health	<b>06/10/2012</b>	12:33
women's issues; ethics; prevention; family issues	<b>Viewpoints National Public Affairs</b>	The ticking time bomb of cancer genes	<b>06/10/2012</b>	7:19
health care; public health; economics; additions and substance abuse; mental illness; homelessness	<b>Viewpoints National Public Affairs</b>	Cutting ER overuse	<b>06/17/2012</b>	13:30
interpersonal relationships; economics; business and industry; crime prevention	<b>Viewpoints National Public Affairs</b>	Music, mood, shopping and romance	<b>06/17/2012</b>	7:34
health care; public health; technology; consumerism; patient safety	<b>Viewpoints National Public Affairs</b>	Reducing harm in hospitals	<b>06/24/2012</b>	13:07
youth at risk; mental illness; education	<b>Viewpoints National Public Affairs</b>	"Prozac kids" grow up	<b>06/24/2012</b>	7:46

**(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>
HEALTH AND FITNESS	AD COUNCIL	000:29	075
HEALTH AND FITNESS	AD COUNCIL	000:30	153
HEALTH AND FITNESS	AD COUNCIL	000:31	160
HEALTH/LUPUS	ALLIANCE FOR LUPUS RESEARCH	000:30	020
VOLUNTEERING	BALTIMORE CITY	000:31	070
ADOPTION & FOSTER CARE	CASA – COURT APPOINTED SPECIAL ADVOCATES	000:27	101
HEALTH/CANCER	CITY OF HOPE	000:31	022
HEALTH/CANCER	CITY OF HOPE VIGNETTES	001:00	003
HEALTH/CANCER	CITY OF HOPE VIGNETTES	001:01	005
BULLYING	DONORSCHOSE.ORG	000:30	016
LITERACY	DONORSCHOSE.ORG	000:30	032
MUSIC	DONORSCHOSE.ORG	000:32	016
POVERTY	DONORSCHOSE.ORG	000:31	016
SELF ESTEEM	DONORSCHOSE.ORG	000:31	016
HEALTH/SKIN CANCER	MELANOMA RESEARCH	000:30	023
FOSTER CARE	HOPE FOR A FAMILY	000:31	020
HEALTH/BRAIN TUMORS	NATIONAL BRAIN TUMOR SOCIETY	000:30	040
SAFE DRIVING/ANTI-TEXTING	NATIONWIDE	000:20	004
HUNGER	OUTNUMBER HUNGER	000:30	023
MILITARY APPRECIATION	PARALYZED VETERANS OF AMERICA	000:30	028
ADOPTION & FOSTER	FOSTER CARE MONTH	000:31	027

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
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CARE

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