

WPOC
Baltimore, MD
Quarterly Issues/Programs List
First Quarter, 2015
04/06/2015

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 RESCUE/ADOPTION:** Wendy Goldband, Director of marketing and public relations for the Baltimore Humane Society, discusses the upcoming events and ongoing programs offered at the Baltimore Humane Society.
- **CHILD ABUSE PREVENTION:** Jeff St. Pierre is joined by Adam Rosenberg, executive director for the Baltimore Child Abuse Center, to talk about the second annual “Be A Hero Fundraiser” designed to raise money for the BCAC.
- **CHILD HEALTH:**
 - Nationally produced program discussing the new Comprehensive Care Center at St. Jude Children’s Research Hospital.
 - Jeff St. Pierre is joined by Denny Donovan to discuss the Hope In the Harbor event designed to raise money for St. Jude Children’s Research Hospital.
- **Community development:** Bernie Lucas is joined by Max Levitt to discuss the mission of Level the Playing Field, a non-profit that works to bring sports equipment to DC/Maryland area youth.
- **DOMESTIC VIOLENCE:** Sonia Quinonez from SCAN VA and her panel of guests, discuss the impact in a family and community when a child is exposed to domestic violence.
- **EDUCATION:**
 - Mary Beth Lennon, president of Mercy High School, and Greg Lauer, founder and executive director of the Hunt Valley Symphony Orchestra, join Jeff St. Pierre to discuss a new partnership that brings the HVSO to have a residency at Mercy High School.
 - Mary Hastler, CEO of the Harford County Public Library, joins Jeff St. Pierre to discuss upcoming events at the Harford County Public Library system.
- **Financial help:**
 - Nina Heck from Consumer Credit Counseling of MD and DE discusses financial resolutions people can make to have a financially successful new year.
 - Jeff St. Pierre and Robin McKinney, director of the Maryland CASH Campaign, discuss free tax prep sites open to lower income residents.
 - Nina Heck of Consumer Credit Counseling of MD and DE discusses important questions and conversations couples need to have about money.
 - Nina Heck of Consumer Credit Counseling of MD and DE discusses what to do if you are involved in a data breach and how to prevent your information from being stolen.

- Courtney Bettle, program manager for financial security for the Baltimore CASH Campaign, and David Millman, market president for Bank of America, discuss the upcoming 10th anniversary of Money Power Day.
- Kim Fabian, senior vice president for Junior Achievement of Central Maryland, talks about ongoing programs offered by JA to help prepare Maryland youth to have a healthy financial future.
- **HEALTH & NUTRITION:**
 - Chris Bauer, clinical director of bariatrics at University of Maryland Harford Memorial Hospital, and Jeff St. Pierre discuss realistic tips for losing weight and being healthy in the new year.
 - Fox 45's Tom Rodgers joins Jeff St. Pierre to discuss the upcoming BMore Healthy Expo being held at the Baltimore Convention Center.
- **HEALTH AND FITNESS:** Jeff St. Pierre is joined by Jennifer Quinn, marketing director for Marley Station, Kim Murphy, group exercise director for Gold's Gym, and Julia Freeman, director of special events with the American Diabetes Association, to discuss the 9th annual Spin-a-Thon at Marley Station Mall.
- **Mental Health:** Bernie Lucas is joined by Dr. Cynthia Post to discuss tips to avoid holiday depression.
- **TOURISM:** Vice President of Communications with Visit Baltimore, Sara Warfield, discusses the 2015 Absolutely Fabulous campaign which offers deals to inspire people to get out of their homes and head into Baltimore to see all the city has to offer.

**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
Mental Health	MD TODAY - SEG 1 - HOLIDAY DEPRESSION	Bernie Lucas is joined by Dr. Cynthia Post to discuss tips to avoid holiday depression.	DR CYNTHIA POST	01/04/2015 07:23 AM	013:20
DOMESTIC VIOLENCE	MD TODAY - SEG 2 - PARENTING TODAY- DOMESTIC VIOLENCE	Sonia Quinonez from SCAN VA and her panel of guests, discuss the impact in a family and community when	PARENTING TODAY	01/04/2015 07:38 AM	012:35

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		a child is exposed to domestic violence.			
Financial help	MD TODAY - SEG 1 - CCCS-NEW YEAR'S RESOLUTIONS	Nina Heck from Consumer Credit Counseling of MD and DE discusses financial resolutions people can make to have a financially successful new year.	CCCS/NINA HECK	01/11/2015 07:20 AM	013:43
CHILD HEALTH	MD TODAY - SEG 2 - ST. JUDE COMPREHENSIVE CARE CENTER	Nationally produced program discussing the new Comprehensive Care Center at St. Jude Children's Research Hospital.	ST JUDE	01/11/2015 07:34 AM	015:08
DOMESTIC VIOLENCE	MD TODAY - SEG 1 - PARENTING TODAY - DOMESTIC VIOLENCE	Sonia Quinonez from SCAN VA and her panel of guests, discuss the impact in a family and community when a child is exposed to domestic violence.	PARENTING TODAY	01/18/2015 07:22 AM	012:35
Community development	MD TODAY - SEG 2 - LEVEL THE PLAYING FIELD	Bernie Lucas is joined by Max Levitt to discuss the mission of Level the Playing Field, a non-profit that works to bring sports equipment to DC/Maryland area youth.	LEVEL THE PLAYING FIELD	01/18/2015 07:36 AM	012:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
EDUCATION	MD TODAY - SEG 1 - MERCY HIGH/HV SYMPHONY	Mary Beth Lennon, president of Mercy High School, and Greg Lauer, founder and executive director of the Hunt Valley Symphony Orchestra, join Jeff St. Pierre to discuss a new partnership that brings the HVSO to have a residency at Mercy High School.	MERCY HIGH SCHOOL	01/25/2015 07:22 AM	014:19
Financial help	MD TODAY - SEG 2 - CCCS NEW YEAR'S RESOLUTIONS	Nina Heck from Consumer Credit Counseling of MD and DE discusses financial resolutions people can make to have a financially successful new year.	CCCS/NINA HECK	01/25/2015 07:37 AM	013:43
HEALTH & NUTRITION	MD TODAY - SEG 1 - WEIGHT LOSS/STAYING HEALTHY	Chris Bauer, clinical director of bariatrics at University of Maryland Harford Memorial Hospital, and Jeff St. Pierre discuss realistic tips for losing weight and being healthy in the new year.	CHRIS BAUER/UF MD HARFORD M	02/01/2015 07:22 AM	014:45
Financial help	MD TODAY - SEG 2 - BALTIMORE CASH CAMPAIGN TAXES	Jeff St. Pierre and Robin McKinney, director of the	CASH CAMPAIGN/ROBIN MCKINNEY	02/01/2015 07:38 AM	012:27

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Maryland CASH Campaign, discuss free tax prep sites open to lower income residents.			
TOURISM	MD TODAY - SEG 1 - ABSOLUTELY FEBULOUS	Vice President of Communications with Visit Baltimore, Sara Warfield, discusses the 2015 Absolutely Febulous campaign which offers deals to inspire people to get out of their homes and head into Baltimore to see all the city has to offer.	VISIT BALTIMORE/SARA WARFIELD	02/08/2015 07:21 AM	012:10
Financial help	MD TODAY - SEG 2 - CCCS- COUPLES MONEY TALKS	Nina Heck of Consumer Credit Counseling of MD and DE discusses important questions and conversations couples need to have about money.	CCCS/NINA HECK	02/08/2015 07:35 AM	015:33
Financial help	MD TODAY - SEG 1 - CCCS - DATA BREACHES	Nina Heck of Consumer Credit Counseling of MD and DE discusses what to do if you are involved in a data breach and how to prevent your information from being stolen.	CCCS/NINA HECK	02/15/2015 07:19 AM	015:09
CHILD HEALTH	MD TODAY - SEG 2 - ST. JUDE	Nationally produced program discussing the	ST JUDE	02/15/2015 07:36 AM	015:08

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		new Comprehensive Care Center at St. Jude Children's Research Hospital.			
HEALTH & NUTRITION	MD TODAY - SEG 1 - B MORE HEALTHY EXPO	Fox 45's Tom Rodgers joins Jeff St. Pierre to discuss the upcoming BMore Healthy Expo being held at the Baltimore Convention Center.	FOX 45/TOM RODGERS	02/22/2015 07:23 AM	014:40
HEALTH AND FITNESS	MD TODAY - SEG 2 - ADA SPIN-A- THON	Jeff St. Pierre is joined by Jennifer Quinn, marketing director for Marley Station, Kim Murphy, group exercise director for Gold's Gym, and Julia Freeman, director of special events with the American Diabetes Association, to discuss the 9 th annual Spin-a- Thon at Marley Station Mall.	ADA/JULIE FRIEMAN	02/22/2015 07:39 AM	012:40
HEALTH & NUTRITION	MD TODAY - SEG 1 - WEIGHT LOSS RESOLUTIONS	Chris Bauer, clinical director of bariatrics at University of Maryland Harford Memorial Hospital, and Jeff St. Pierre discuss realistic tips for losing weight	CHRIS BAUER/U OF MD HARFORD M	03/01/2015 07:22 AM	014:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		and being healthy in the new year.			
HEALTH AND FITNESS	MD TODAY - SEG 2 - ADA SPIN-A-THON	Jeff St. Pierre is joined by Jennifer Quinn, marketing director for Marley Station, Kim Murphy, group exercise director for Gold's Gym, and Julia Freeman, director of special events with the American Diabetes Association, to discuss the 9 th annual Spin-a-Thon at Marley Station Mall.	ADA/JULIE FRIEMAN	03/01/2015 07:39 AM	012:40
Financial help	MD TODAY - SEG 1 - MONEY POWER DAY	Courtney Bettle, program manager for financial security for the Baltimore CASH Campaign, and David Millman, market president for Bank of America, discuss the upcoming 10 th anniversary of Money Power Day.	BALT CASH/COURTNEY KETTLE	03/08/2015 07:23 AM	013:21
ANIMAL RESCUE/ADOPTION	MD TODAY - SEG 2 - BALTIMORE HUMANE SOCIETY	Wendy Goldband, Director of marketing and public relations for the Baltimore Humane Society, discusses the upcoming events and ongoing programs offered	BALT HUMANE SOCIETY	03/08/2015 07:38 AM	014:48

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		at the Baltimore Humane Society.			
Financial help	MD TODAY - SEG 1 - MONEY POWER DAY	Courtney Bettle, program manager for financial security for the Baltimore CASH Campaign, and David Millman, market president for Bank of America, discuss the upcoming 10 th anniversary of Money Power Day.	BALT CASH/COURTNEY KETTLE	03/15/2015 07:25 AM	013:21
CHILD ABUSE PREVENTION	MD TODAY - SEG 2 - BALTIMORE CHILD ABUSE CENTER	Jeff St. Pierre is joined by Adam Rosenberg, executive director for the Baltimore Child Abuse Center, to talk about the second annual "Be A Hero Fundraiser" designed to raise money for the BCAC.	BCAC/ADAM ROSENBERG	03/15/2015 07:40 AM	014:29
EDUCATION	MD TODAY - SEG 1 - HARFORD COUNTY PUBLIC LIBRARY	Mary Hastler, CEO of the Harford County Public Library, joins Jeff St. Pierre to discuss upcoming events at the Harford County Public Library system.	HARFORD CTY LIBRARY/MARY HAST	03/22/2015 07:25 AM	014:47
CHILD SAFETY	MD TODAY - SEG 1 - HOPE IN THE HARBOR	Jeff St. Pierre is joined by Denny Donovan to discuss the Hope In the Harbor event designed to raise money for St. Jude Children's	HOPE IN THE HARBOR/DENNY	03/29/2015 07:25 AM	012:47

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Research Hospital.			
Financial help	MD TODAY - SEG 2 - JUNIOR ACHIEVEMENT	Kim Fabian, senior vice president for Junior Achievement of Central Maryland, talks about ongoing programs offered by JA to help prepare Maryland youth to have a healthy financial future.	JUNIOR ACHIEVEMENT	03/29/2015 07:39 AM	013:11

**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
the arts, media, popular culture, business mental health, communication, education	VIEWPOINTS	Making Masterpiece: Behind the scenes at PBS Drama Public Speaking and Stress: Strategies to take away the fear	01/04/2015 06:55 AM	27:58
weather, technology, emergency management, politics, government health; ethics; suicide	VIEWPOINTS	Storms and America's Aging Weather Infrastructure Questions with No Answers That Make Us Think	01/11/2015 06:52 AM	27:54
mental health, sports & recreation, emergency management, self-help, medicine media, business, popular culture, entertainment	VIEWPOINTS	Stress & Hope: Dealing successfully with life's negatives The History of and Changes in Late Night Television	01/18/2015 06:54 AM	27:57

<p>immigration, women's issues, discrimination, science & technology, media</p> <p>technology, children's issues, seniors' issues, mental & physical health, education</p>	VIEWPOINTS	<p>Using Humor to Discuss Serious Subjects</p> <p>Face Time vs. Screen Time</p>	<p>01/25/2015</p> <p>06:54 AM</p>	27:58
<p>personal finance, health & exercise, personal development</p> <p>medicine, science and technology, education</p>	VIEWPOINTS	<p>How Are Those Resolutions Going?</p> <p>The Future of the Mind</p>	<p>02/01/2015</p> <p>06:54 AM</p>	27:57
<p>education, politics, cultural & economic diversity, religion, community standards, community action</p> <p>African-American issues, education, literature, diversity</p>	VIEWPOINTS	<p>Teaching Political Debate in Schools</p> <p>Brown Girl Dreaming: The importance of diverse voices in literature</p>	<p>02/08/2015</p> <p>06:53 AM</p>	27:58
<p>slavery, poverty, justice system, racism, family issues</p> <p>presidents, politics, corruption, health, US history</p>	VIEWPOINTS	<p>Tomlinson Hill</p> <p>Presidential Sidekicks</p>	<p>02/15/2015</p> <p>06:51 AM</p>	27:58
<p>employment & labor; marriage & family issues; mental health</p> <p>the arts & creativity, personal development, education</p>	VIEWPOINTS	<p>Changing the Conversation: Resolving Conflicts at home and at work</p> <p>Art and Enrichment</p>	<p>02/22/2015</p> <p>06:55 AM</p>	27:58
<p>history, science and technology, religion, education</p> <p>drug and alcohol addiction, science, health, homelessness, marijuana laws</p>	VIEWPOINTS	<p>The History of Physics: Why we need to know what came before</p> <p>Addiction: Why it happens and how to prevent it</p>	<p>03/01/2015</p> <p>06:54 AM</p>	27:57

business & labor, leadership, crisis management, innovation technology, communication & language, recreation, education	VIEWPOINTS	What makes a great CEO? The Most Human Human: Man vs. Computer	03/08/2015 06:55 AM	27:58
military, employment, mental health, agriculture media & news, business, psychology, war	VIEWPOINTS	Don't Slam the Door! The "art" of quitting Embellishment or Memory Lapse? Lying on the news	03/15/2015 06:57 AM	27:58
art, organized crime, commerce, science & technology, community leadership pets, science, public safety	VIEWPOINTS	Stolen Art and Art Fraud: Who does it and where does the art go? What the Dog Knows: How and why search dogs work	03/22/2015 06:57 AM	27:56
literature & arts, history, education, media business, health & well being, religion	VIEWPOINTS	It Was a Dark and Stormy Night: The Bulwer-Lytton Fiction Contest Mindful Work: Meditation in the workplace	03/29/2015 06:57 AM	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
MILITARY AND VETERANS	LPSA/Show Your Stipes/WPOC	000:30	032
BULLYING	LPSA/Bullying Prevention	001:00	006
SAFE DRIVING	LPSA/Buzzed Driving Prevention	000:30	020
MENTAL HEALTH	LPSA/Mental Health Awareness	000:29	014
ANIMALS	LPSA/Shelter Pet Adoption	000:30	006
BLOOD DONATIONS	PSA/BALT/AMERICAN RED CROSS	000:36	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
SAFETY	PSA/RANDOM ACTS OF KINDNESS WEEK	000:31	015
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	005
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	011
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	020