

WPOC
Baltimore, MD
Quarterly Issues/Programs List
First Quarter, 2012
03/30/2012

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:

- **AUTISM AWARENESS:** Jeff St. Pierre and Ami Taubenfeld talk about Itineris, a Baltimore County organization that helps adults with autism get involved in the community and work place.
- **BLOOD DONATION:** Mike Baisey and Jeff St. Pierre discuss upcoming blood drives and other Red Cross events.
- **BREAST CANCER AWARENESS:** Jeff St. Pierre is joined by Brittany Fowler from Susan G. Komen For The Cure Maryland to discuss upcoming Breast Cancer fundraisers.
- **CENTER FOR PREGNANCY CONCERNS:** Carol Clews from the Center For Pregnancy Concerns joins Jeff St. Pierre to discuss the options available for women with unplanned pregnancies.
- **CHILDHOOD SICKNESS:** Sonia Quinoñez from SCAN of Northern Virginia talks with Sheryl Kiper about parenting and isolation and how to beat those feelings.
- **CO-HABITATION:** Sonia Quinoñez from SCAN of Northern Virginia talks with Sherry Noud about how to protect your children in a living arrangement that involves roommates, family members or loved ones.
- **COMMUNITY DEVELOPMENT:** Baltimore Magazine editor Ken Igelhart discusses 10 ways to make Baltimore better with host Jeff St. Pierre.
- **COMMUNITY EVENTS:** Allison Burr-Livingstone and Bobbi MacDonald join Jeff St. Pierre to talk about the Women Of The World Festival taking place at the Meyerhoff Symphony Hall.
- **ECONOMICS & PERSONAL FINANCE:** Author Trevor Bolin discusses his rise from a drug abusing high school dropout to his career as a very successful real estate developer and shares tips that can help anyone on their way to achieving their financial goals.
- **EDUCATION:** Jason Fenner from Abroad101.com joins Jeff St. Pierre to talk about the benefits and advantages to students studying abroad.
- **FINANCIAL ASSISTANCE:**
 - Jeff St. Pierre is joined by Sue Rogan from the Maryland CASH Academy to talk about ways to keep financial resolutions in place.
 - Justin Cole speaks with Deanna Booker about how to make a fresh financial start in 2012.

- Justin Cole is joined by Deanna Booker from CCCS to discuss how to regain financial control in the new year.
 - Sara Johns from the Baltimore CASH Campaign to talk about the amazing free opportunities that the CASH Campaign offers. They include free tax preparation, financial planning and more.
 - Meghan Shutt from the Baltimore CASH Campaign lays out all of the amazing opportunities available at Money Power Day.
- **GREEK WEEK:** Mark Williams is joined by Gayle Economos who talks about the wonderful events taking place during Baltimore Greek Week.
 - **HEALTH/WEIGHT:**
 - Dietician Shanti Lewis from the University of Maryland Medical Center talks about ways to keep your healthy resolutions on target.
 - Fox 45's Jennifer Gilbert joins Jeff St. Pierre to talk about the BMore Healthy Expo coming to the Baltimore Convention Center, an event that offers educational information about staying healthy as well as on-site health evaluations.
 - **HEALTHY NEIGHBORHOODS EVENT:** Rahn Barnes and Jeff St. Pierre discuss the Healthy Neighborhoods event that offers refurbished homes in select city neighborhoods for very low and affordable prices.
 - **HOLIDAY STRESS:** Dr. Rick Hanson and Jeff St. Pierre talk about ways to keep stress levels down around the holidays and other tips from Dr. Hanson's book, "Just One Thing."
 - **HUNGER PREVENTION:** Kate Sam from the Maryland Food Bank joins Jeff St. Pierre to discuss the need for food donations and about a great fundraising opportunity with the upcoming Brad Paisley concert.
 - **PARENTING:** Pamela Druckerman, author of, "Bringing Up Bebe," shares some helpful parenting tips that she chronicles in her book.
 - **PERSONAL GROWTH:** Jenny Blake, author of Life After College, talks with Jeff St. Pierre and shares tips on how to achieve even the toughest life goals.

**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
BLOOD DONATION	MD TODAY - SEG 1 - RED CROSS	Mike Baisey and Jeff St. Pierre discuss upcoming blood	MIKE BAISEY	01/01/2012 07:24 AM	014:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		drives and other Red Cross events.			
HOLIDAY STRESS	MD TODAY - SEG 2 - HOLIDAY STRESS	Dr. Rick Hanson and Jeff St. Pierre talk about ways to keep stress levels down around the holidays and other tips from Dr. Hanson's book, "Just One Thing."	DR. RICK HANSON	01/01/2012 07:39 AM	015:00
COMMUNITY DEVELOPMENT	MD TODAY - SEG 1 - BALT MAGAZINE	Baltimore Magazine editor Ken Igelhart discusses 10 ways to make Baltimore better with host Jeff St. Pierre.	KEN IGELHART	01/08/2012 07:24 AM	013:32
CHILDHOOD SICKNESS	MD TODAY - SEG 2 - PT ISOLATION	Sonia Quinoñez from SCAN of Northern Virginia talks with Sheryl Kiper about parenting and isolation and how to beat those feelings.	PT ISOLATION	01/08/2012 07:42 AM	013:03
FINANCIAL ASSISTANCE	MD TODAY - SEG 1 - MD Cash Academy	Jeff St. Pierre is joined by Sue Rogan from the Maryland CASH Academy to talk about ways to keep financial resolutions in place.	SUE ROGAN	01/15/2012 07:25 AM	012:27
FINANCIAL ASSISTANCE	MD TODAY - SEG 2 - CCCS-FINANCIAL CONTROL	Justin Cole speaks with Deanna Booker about how to make a fresh financial start in 2012.	CCCS OF MD & DE	01/15/2012 07:41 AM	013:26

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HEALTH/WEIGHT	MD TODAY - SEG 1 - HEALTHY RESOLUTIONS	Dietician Shanti Lewis from the University of Maryland Medical Center talks about ways to keep your healthy resolutions on target.	SHANTI LEWIS	01/22/2012 07:25 AM	012:45
FINANCIAL ASSISTANCE	MD TODAY - SEG 2 - CCCS-FINANCIAL CONTROL	Justin Cole is joined by Deanna Booker from CCCS to discuss how to regain financial control in the new year.	CCCS OF MD & DE	01/22/2012 07:38 AM	013:26
EDUCATION	MD TODAY - SEG 1 - ABROAD 101	Jason Fenner from Abroad101.com joins Jeff St. Pierre to talk about the benefits and advantages to students studying abroad.	ABROAD 101/JASON FENNER	01/29/2012 07:26 AM	016:30
ECONOMICS & PERSONAL FINANCE	MD TODAY - SEG 2 - TREVOR BOLIN	Author Trevor Bolin discusses his rise from a drug abusing high school dropout to his career as a very successful real estate developer and shares tips that can help anyone on their way to achieving their financial goals.	TREVOR BOLIN	01/29/2012 07:46 AM	011:15
BREAST CANCER AWARENESS	MD TODAY - SEG 1 - SUSAN G KOMEN	Jeff St. Pierre is joined by Brittany Fowler from Susan G. Komen For The Cure Maryland to discuss	BRITTANY FOWLER	02/05/2012 07:25 AM	014:20

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		upcoming Breast Cancer fundraisers.			
PERSONAL GROWTH	MD TODAY - SEG 2 - JENNY BLAKE	Jenny Blake, author of Life After College, talks with Jeff St. Pierre and shares tips on how to achieve even the toughest life goals.	JENNY BLAKE	02/05/2012 07:44 AM	013:46
FINANCIAL ASSISTANCE	MD TODAY - SEG 1 - BALT CASH	Sara Johns from the Baltimore CASH Campaign to talk about the amazing free opportunities that the CASH Campaign offers. They include free tax preparation, financial planning and more.	SARA JOHNS	02/12/2012 07:25 AM	013:50
AUTISM AWARENESS	MD TODAY - SEG 2 - ITINERIS	Jeff St. Pierre and Ami Taubenfeld talk about Itineris, a Baltimore County organization that helps adults with autism get involved in the community and work place.	AMI TAUBENFELD	02/12/2012 07:38 AM	014:59
HUNGER PREVENTION	MD TODAY - SEG 1 - MD FOOD BANK	Kate Sam from the Maryland Food Bank joins Jeff St. Pierre to discuss the need for food donations and about a great fundraising opportunity with the upcoming Brad Paisley	KATE SAM	02/19/2012 07:26 AM	011:08

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		concert.			
CO-HABITATION	MD TODAY - SEG 2 -PT COHABITATION	Sonia Quinoñez from SCAN of Northern Virginia talks with Sherry Noud about how to protect your children in a living arrangement that involves roommates, family members or loved ones.	PARENTING TODAY/SCAN VA	02/19/2012 07:40 AM	012:49
COMMUNITY EVENTS	MD TODAY - SEG 1 - WOW FESTIVAL	Allison Burr-Livingstone and Bobbi MacDonald join Jeff St. Pierre to talk about the Women Of The World Festival taking place at the Meyerhoff Symphony Hall.	WOW FESTIVAL	02/26/2012 07:28 AM	016:08
PARENTING	MD TODAY - SEG 2 -PT PAMELA DRUCKERMAN	Pamela Druckerman, author of, "Bringing Up Bebe," shares some helpful parenting tips that she chronicles in her book.	PAMELA DRUCKERMAN	02/26/2012 07:44 AM	008:47
FINANCIAL ASSISTANCE	MD TODAY - SEG 1 - MONEY POWER DAY	Meghan Shutt from the Baltimore CASH Campaign lays out all of the amazing opportunities available at Money Power Day.	MEGHAN SHUTT	03/04/2012 07:24 AM	011:55
BLOOD DONATION	MD TODAY - SEG 2 -RED CROSS	Mike Baisey and Jeff St. Pierre	MIKE BAISEY	03/04/2012 07:40 AM	012:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		discuss upcoming blood drives and other Red Cross events.			
HEALTH/WEIGHT	MD TODAY - SEG 1 - BMORE HEALTHY EXPO	Fox 45's Jennifer Gilbert joins Jeff St. Pierre to talk about the BMore Healthy Expo coming to the Baltimore Convention Center, an event that offers educational information about staying healthy as well as on-site health evaluations.	JENNIFER GILBERT	03/11/2012 07:24 AM	013:05
BREAST CANCER AWARENESS	MD TODAY - SEG 2 - KOMEN/BREAST CANCER	Jeff St. Pierre is joined by Brittany Fowler from Susan G. Komen For The Cure Maryland to discuss upcoming Breast Cancer fundraisers, including the inaugural Race For The Cure in Ocean City.	BRITTANY FOWLER	03/11/2012 07:37 AM	012:33
HEALTHY NEIGHBORHOODS EVENT	MD TODAY - SEG 1 - HEALTHY NEIGHBORHOODS	Rahn Barnes and Jeff St. Pierre discuss the Healthy Neighborhoods event that offers refurbished homes in select city neighborhoods for very low and affordable prices.	RAHN BARNES	03/18/2012 07:24 AM	012:33
GREEK WEEK	MD TODAY - SEG 2 -GREEK WEEK	Mark Williams is joined by Gayle	GAYLE ECONOMOS	03/18/2012 07:41 AM	014:12

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Economos who talks about the wonderful events taking place during Baltimore Greek Week.			
CENTER FOR PREGNANCY CONCERNS	MD TODAY - SEG 1 - CPC	Carol Clews from the Center For Pregnancy Concerns joins Jeff St. Pierre to discuss the options available for women with unplanned pregnancies.	CAROL CLEWS	03/25/2012 07:24 AM	014:20
PERSONAL GROWTH	MD TODAY - SEG 2 - JENNY BLAKE	Jenny Blake, author of Life After College, talks with Jeff St. Pierre and shares tips on how to achieve even the toughest life goals.	JENNY BLAKE	03/25/2012 07:38 AM	013:46

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
Drugs, crime, banking & finance, law, government	Viewpoints National Public Affairs	Monster Scams: Catching the crooks; finding the money	1/1/12	12:05
Food & nutrition, media, science	Viewpoints National Public Affairs	The Thinking Chef: Because a recipe isn't enough	1/1/12	10:47
Nutrition & cooking; agriculture; sustainability; environment; finance	Viewpoints National Public Affairs	Freedom Through Frugality: Doing more with less	1/8/12	11:00

Business, psychology, communication	Viewpoints National Public Affairs	Advocacy: Turning ideas into action	1/8/12	11:54
Democracy, economy, labor, international business, politics	Viewpoints National Public Affairs	Co-ops: Employee-ownership and a sound economy	1/15/12	12:21
Education, business, psychology, transportation	Viewpoints National Public Affairs	The benefits of mistakes	1/15/12	10:30
Suicide, mental health, family issues	Viewpoints National Public Affairs	Left Behind: suicides and families	1/22/12	11:05
Climate change, pollution, agriculture, native cultures, tourism, transportation, endangered species	Viewpoints National Public Affairs	Saving the Americas' oceans and coastlines	1/22/12	11:46
Business, sports and recreation, media	Viewpoints National Public Affairs	Scorecasting; busting some long-held sports myths	1/29/12	12:21
Mental health, crime, juvenile justice	Viewpoints National Public Affairs	Psychopathy: What it is, and how it affects us all	1/29/12	10:17
Constitutional law, gun laws, free speech, war, drugs	Viewpoints National Public Affairs	I want my rights: But do you know what they are?	2/5/12	10:45
Globalization, poverty, agriculture, government, consumerism, community activism	Viewpoints National Public Affairs	Globalization and a Mexican village	2/5/12	11:52
Philanthropy, business, volunteerism, social media	Viewpoints National Public Affairs	Fundraising: are the old ways still working	2/12/12	10:30
Taxes, family issues, consumerism, law, government	Viewpoints National Public Affairs	Taxes: Making the most of deductions and credits	2/12/12	12:06
Nutrition, children's health, community resources, government, technology, media	Viewpoints National Public Affairs	Kids and nutrition: Getting them to eat healthier	2/19/12	10:05
International politics, the presidency, finance, consumerism, arts & film	Viewpoints National Public Affairs	The Iron Lady: The life and legacy of Margaret Thatcher	2/19/12	12:48

Sports & recreation, race, education, arts & literature	Viewpoints National Public Affairs	The Olympian: A nearly forgotten hero	2/26/12	10:05
Mental health, popular culture	Viewpoints National Public Affairs	Phobias: living fearful	2/26/12	12:32
Children & family issues, bullying, therapy, education	Viewpoints National Public Affairs	Bullying and hazing	3/4/12	11:08
World politics, popular culture & media, military, U.S. government	Viewpoints National Public Affairs	The Queen: A new look at a very private woman	3/4/12	11:28
Education, family issues, literacy, popular culture	Viewpoints National Public Affairs	Convincing kids to read more	3/11/12	10:30
Technology, banking, poverty, consumerism, globalization	Viewpoints National Public Affairs	The Cash-Less Society: technology vs currency	3/11/12	11:59
Immigration, education, law, crime, economy, labor	Viewpoints National Public Affairs	Young immigrants, college and the Dream Act	3/18/12	12:46
Mental health, sports & recreation, emergency management, self-help, medicine	Viewpoints National Public Affairs	Stress & Hope: dealing successfully with life's negatives	3/18/12	9:52
Crimes against children, AIDS, culture, family issues, activism	Viewpoints National Public Affairs	Children and Sex Trafficking: Helping the victims	3/25/12	11:38
War, women's issues, recreation, commerce	Viewpoints National Public Affairs	Girl Scout's at 100: The legacy of Juliette Gordon Low	3/25/12	10:57

**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
-------	-----------------------	----------	------

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH/LUPUS	ALLIANCE FOR LUPUS RESEARCH	000:30	014
HOMELESSNESS	BEA GADDY	000:35	085
SAFE DRIVING	CHOOSE SAFETY FOR LIFE	000:30	085
BULLYING	DONORSCHOSE.ORG	000:30	028
BULLYING	DONORSCHOSE.ORG	000:31	080
BULLYING	DONORSCHOSE.ORG	000:32	021
LITERACY	DONORSCHOSE.ORG	000:30	097
MUSIC	DONORSCHOSE.ORG	000:32	088
POVERTY	DONORSCHOSE.ORG	000:31	008
SELF ESTEEM	DONORSCHOSE.ORG	000:31	088
HEALTH	EPILEPSY FOUNDATION	000:11	028
HOMELESSNESS	HOUSE OF RUTH	000:30	068
CHILDHOOD OBESITY	LET'S MOVE	000:33	056
DRUNK DRIVING PREVENTION	MOTHERS AGAINST DRUNK DRIVING	000:19	029
HEALTH/ADDICTION	NARCONON	000:25	055
SAFE DRIVING	NATIONWIDE TEXTING	000:21	001
SAFE DRIVING	THE SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION	000:29	057