

WPOC
Baltimore, MD
Quarterly Issues/Programs List
Third Quarter, 2012
09/26/2012

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:

- **BLOOD DONATION:** Katie Turner from the American Red Cross discusses the current blood shortage in Maryland.
- **BREAST CANCER AWARENESS:** Brittany Fowler from Susan G. Komen MD joins Jeff St. Pierre to discuss the annual Race For The Cure, taking place in October, and other upcoming events.
- **CANCER SUPPORT:**
 - Bernie Lucas chats with Basil Lyberg from 24 Hours of Booty about an upcoming cycling event in Columbia, MD that aims to raise money for various cancer charities.
 - Jeff St. Pierre is joined by Brian Sato from the Ullman Cancer Fund to talk about the upcoming Half Full Triathlon to benefit UCF.
- **CAREGIVERS:** Beth Hendrix from the Harford County Government discusses a fall lecture series devoted to providing information for caregivers.
- **CHILDHOOD SICKNESS:** Casey Baynes, founder and CEO of Casey Cares, joins Jeff St. Pierre to talk about the 3rd annual Casey Cares 5K Run/Walk.
- **COMMUNITY DEVELOPMENT:** Ron Cassie from Baltimore Magazine discusses an article he wrote about the Port of Baltimore and the important role that the Port plays for the city.
- **COMMUNITY EVENTS:** Ranger Vince from Fort McHenry outlines the upcoming Star Spangled Banner Weekend.
- **DOMESTIC VIOLENCE:** Jeff St. Pierre is joined by Luisia Caiazzo-Nutter to chat about the upcoming 2012 Balloon Festival.
- **ENVIRONMENT:** Laura Bankey from the Aquarium and Thomas Dunklin from B&O chat about Crab Bash and sustainable seafood.
- **Financial help:**

- o Deanna Booker from Consumer Credit Counseling Services of MD and DE joins Jeff St. Pierre to discuss reverse mortgages and the free options that are available for assistance.
 - o Deanna Booker from CCCS joins Jeff St. Pierre to discuss the importance of keeping track of your credit reports and credit scores.
 - o Deanna Booker joins Jeff St. Pierre to discuss Identity Theft in this two part interview.
 - o Deanna Booker from CCCS of MD and DE joins Jeff St. Pierre to talk about advice for first time homebuyers.
- **HEALTH/CANCER PREVENTION:** Nationally produced segment discussing the Stand Up 2 Cancer movement.
 - **HEALTH/WEIGHT:** Former Olympian Dominique Dawes joins Jeff St. Pierre to discuss healthy eating habits for children and the upcoming Olympic games.
 - **TEEN SUPPORT:** Haley Kilpatrick of Girl Talk and author of The Drama Years discuss ways to help parents, family and teachers deal with teenage girls.
 - **TRAVEL TIPS:** Travel guru Chris McGinnis gives Jeff St. Pierre some helpful tips to make fall and holiday travel easier.
 - **VETERANS AFFAIRS:** Nationally produced segment devoted to Fisher House.

**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
VETERANS AFFAIRS	MD TODAY - SEG 1 - FISHER HOUSE 7/04	Nationally produced segment devoted to Fisher House.	FISHER HOUSE	07/01/2012 07:25 AM	015:02
VETERANS AFFAIRS	MD TODAY - SEG 2 - FISHER HOUSE 7/04	Nationally produced segment devoted to Fisher House.	FISHER HOUSE	07/01/2012 07:44 AM	014:55
BLOOD DONATION	MD TODAY - SEG 1 - RED	Katie Turner from the American Red Cross	RED CROSS/KATIE TURNER	07/08/2012 07:25 AM	014:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	CROSS	discusses the current blood shortage in Maryland.			
Financial help	MD TODAY - SEG 2 - CCCS CREDIT REPORT	Deanna Booker from CCCS joins Jeff St. Pierre to discuss the importance of keeping track of your credit reports and credit scores.	CCCS/DEANNA BOOKER	07/08/2012 07:44 AM	015:07
ENVIRONMENT	MD TODAY - SEG 1 - AQUARIUM	Laura Bankey from the Aquarium and Thomas Dunklin from B&O chat about Crab Bash and sustainable seafood.	LAURA BANKEY/THOMAS DUNKLIN	07/15/2012 07:25 AM	013:10
TEEN SUPPORT	MD TODAY - SEG 2 - HALEY KILPATRICK	Haley Kilpatrick of Girl Talk and author of The Drama Years discusses ways to help parents, family and teachers deal with teenage girls.	GIRL TALK/HALEY KILPATRICK	07/15/2012 07:43 AM	014:23
HEALTH/WEIGHT	MD TODAY - SEG 1 - DOMINIQUE DAWES	Former Olympian Dominique Dawes joins Jeff St. Pierre to discuss healthy eating habits for children and the upcoming Olympic games.	DOMINIQUE DAWES	07/22/2012 07:25 AM	013:02
BLOOD DONATION	MD TODAY - SEG 2 - RED CROSS	Katie Turner from the American Red Cross discusses the current blood shortage in Maryland.	RED CROSS/KATIE TURNER	07/22/2012 07:38 AM	014:50
BREAST CANCER AWARENESS	MD TODAY - SEG 1 - KOMEN MD/BRITTANY FOWLER	Brittany Fowler from Susan G. Komen MD joins Jeff St. Pierre to discuss the annual Race For The Cure, taking place in October, and other upcoming events.	SUSAN G KOMEN/BRITTANY FOWLER	07/29/2012 07:26 AM	014:16
Financial help	MD TODAY -	Deanna Booker from	CCCS/DEANNA	07/29/2012	012:42

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	SEG 2 - CCCS/REVERSE MORTGAGE	Consumer Credit Counseling Services of MD and DE joins Jeff St. Pierre to discuss reverse mortgages and the free options that are available for assistance.	BOOKER	07:43 AM	
CANCER SUPPORT	MD TODAY - SEG 1 - Ullman Cancer Fund	Jeff St. Pierre is joined by Brian Sato from the Ullman Cancer Fund to talk about the upcoming Half Full Triathlon to benefit UCF.	ULLMAN CANCER FUND/BRIAN SATO	08/05/2012 07:41 AM	013:25
COMMUNITY DEVELOPMENT	MD TODAY - SEG 2 - BALT MAG/PORT OF BALT	Ron Cassie from Baltimore Magazine discusses an article he wrote about the Port of Baltimore and the important role that the Port plays for the city.	BALT MAGAZINE/RON CASSIE	08/05/2012 07:58 AM	013:56
COMMUNITY EVENTS	MD TODAY - SEG 1 - FORT MCHENRY	Ranger Vince from Fort McHenry outlines the upcoming Star Spangled Banner Weekend.	US National Parks Ft McHenry	08/12/2012 07:22 AM	014:44
CANCER SUPPORT	MD TODAY - SEG 2 - 24 HOURS OF BOOTY	Bernie Lucas chats with Basil Lyberg from 24 Hours Of Booty about an upcoming cycling event in Columbia, MD that aims to raise money for various cancer charities.	24 HRS OF BOOTY/BASIL LYBERG	08/12/2012 07:41 AM	012:48
Financial help	MD TODAY - SEG 1 - CCCS-HOMEBUYING	Deanna Booker from CCCS of MD and DE joins Jeff St. Pierre to talk about advice for first time homebuyers.	CCCS/DEANNA BOOKER	08/19/2012 07:41 AM	015:34

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
COMMUNITY EVENTS	MD TODAY - SEG 2 - FARM TO CHEF	Chef Jerry from Chefs Expressions joins Jeff St. Pierre to discuss the upcoming Farm to Chef event	FARM TO CHEF/JERRY EDWARDS	08/19/2012 07:58 AM	013:29
CANCER SUPPORT	MD TODAY - SEG 1 - ULLMAN CANCER FUND	Jeff St. Pierre is joined by Brian Sato from the Ullman Cancer Fund to talk about the upcoming Half Full Triathlon to benefit UCF.	ULLMAN CANCER FUND/BRIAN SATO	08/26/2012 07:40 AM	013:25
BLOOD DONATION	MD TODAY - SEG 2 - RED CROSS	Katie Turner from the American Red Cross discusses the current blood shortage in Maryland.	RED CROSS/KATIE TURNER	08/26/2012 07:58 AM	014:50
HEALTH/CANCER PREVENTION	Stand Up 2 Cancer pt1 REV	Nationally produced segment discussing the Stand Up 2 Cancer movement.	STAND UP TO CANCER	09/02/2012 07:28 AM	013:49
HEALTH/CANCER PREVENTION	Stand Up 2 Cancer pt2 REV	Nationally produced segment discussing the Stand Up 2 Cancer movement.	STAND UP TO CANCER	09/02/2012 07:45 AM	016:26
CHILDHOOD SICKNESS	MD TODAY - SEG 1 - CASEY CARES 5K	Casey Baynes, founder and CEO of Casey Cares, joins Jeff St. Pierre to talk about the 3 rd annual Casey Cares 5K Run/Walk.	CASEY CARES 5K RUN	09/09/2012 07:41 AM	014:03
DOMESTIC VIOLENCE	MD TODAY - SEG 2 - SARC	Jeff St. Pierre is joined by Luisia Caiazzo-Nutter to chat about the upcoming 2012 Balloon Festival.	SARC/LUISA CAIAZZO NUTTER	09/09/2012 08:00 AM	013:55
BREAST CANCER AWARENESS	MD TODAY - SEG 1 - KOMEN RUN	Brittany Fowler from Susan G. Komen MD joins Jeff St. Pierre to discuss the annual Race For The Cure, taking place in	SUSAN G KOMEN/BRITTANY FOWLER	09/16/2012 07:35 AM	014:16

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		October, and other upcoming events.			
TRAVEL TIPS	MD TODAY - SEG 2 - CHRIS MCGINNIS	Travel guru Chris McGinnis gives Jeff St. Pierre some helpful tips to make fall and holiday travel easier.	CHRIS MCGINNIS	09/16/2012 07:54 AM	015:03
CANCER SUPPORT	MD TODAY - SEG 1 - ULLMAN CANCER FUND	Jeff St. Pierre is joined by Brian Sato from the Ullman Cancer Fund to talk about the upcoming Half Full Triathlon to benefit UCF.	ULLMAN CANCER FUND/BRIAN SATO	09/23/2012 07:40 AM	013:25
CAREGIVERS	MD TODAY - SEG 2 - HARFORD COUNTY COMMUNITY	Beth Hendrix from the Harford County Government discusses a fall lecture series devoted to providing information for caregivers.	HARFORD CTY GOV/BETH HENDRIX	09/23/2012 07:56 AM	012:13
Financial help	MD TODAY – SEG 1 – CCCS-IDENTITY THEFT	Deanna Booker joins Jeff St. Pierre to discuss Identity Theft in this two part interview.	CCCS/DEANNA BOOKER	09/30/2012 07:37 AM	013:18
Financial help	MD TODAY – SEG 2 – CCCS-IDENTITY THEFT PART 2	Deanna Booker joins Jeff St. Pierre to discuss Identity Theft in this two part interview.	CCCS/DEANNA BOOKER	09/30/12 07:53AM	014:40

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
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technology, education, mental health issues, family issues	Viewpoints National Public Affairs	Facebook Depression & Technology Overload	7/1/12	12:18
popular culture; media; crime; bullying & children's issues	Viewpoints National Public Affairs	The Story Behind the Story of Superman	7/1/12	10:19
transportation, mental health, elderly issues, public safety, education	Viewpoints National Public Affairs	Elderly Drivers: Assessing their abilities behind the wheel	7/8/12	10:01
politics, media, popular culture	Viewpoints National Public Affairs	Politics & Comedy: Can comedians affect policy & elections?	7/8/12	12:38
Presidential history, war, education, government, politics	Viewpoints National Public Affairs	Stirring Speeches: What makes them memorable?	7/15/12	13:11
urban issues, infrastructure, business, local government, poverty, law	Viewpoints National Public Affairs	The Commons: Why we need to keep them that way	7/15/12	9:11
education, urban issues, poverty, politics, civil rights, government	Viewpoints National Public Affairs	Teaching History and Civics More Effectively	7/22/12	12:39
employment, rural and farm issues, higher education, energy, wildlife preservation, ecology	Viewpoints National Public Affairs	Wind Power: Creating Energy & Jobs	7/22/12	9:54
employment, vocational education, business, community development, economics	Viewpoints National Public Affairs	The Geography of Jobs: Where they are and why	7/29/12	10:35
pets, health, recreation	Viewpoints National Public Affairs	Cat Care During the Dog Days of Summer	7/29/12	11:50
entrepreneurs, business, media, consumerism	Viewpoints National Public Affairs	Making a Mark: How branding helps businesses succeed	8/5/12	10:57
sports, war, religion, human rights, politics	Viewpoints National Public Affairs	Gino Bartli: Champion cyclist and hero of World War II	8/5/12	11:43

legal system, government, economy	Viewpoints National Public Affairs	Civil Suits: Can we make them move faster through the courts?	8/12/12	11:02
sports & recreation, higher education, child welfare, family issues	Viewpoints National Public Affairs	The Complex Relationship Between Athletes and Coaches	8/12/12	11:42
business, consumerism, international business, employment	Viewpoints National Public Affairs	Customer Service: Making it work	8/19/12	11:41
art and recreation, technology, media and communications	Viewpoints National Public Affairs	Cell Phone Cameras: You'd be surprised at what they can do!	8/19/12	11:00
mental illness, justice system, crime, media	Viewpoints National Public Affairs	Insanity Defense: What it is and when it's used	8/26/12	13:11
war; genocide; poverty; government	Viewpoints National Public Affairs	Stalin's Purges: A story of hardship, death and forgiveness	8/26/12	9:27
science and technology, education, urban schools, poverty	Viewpoints National Public Affairs	Do Kids Really Need Algebra in High School?	9/2/12	10:56
religion, crime, war, terrorism	Viewpoints National Public Affairs	The Aleppo Codex: The history and mystery of an ancient Bible	9/2/12	11:43
environment; labor; American heritage; recycling; infrastructure, business	Viewpoints National Public Affairs	Green Building: Hidden Treasures from Demolitions	9/9/12	11:42
youth, arts & recreation, media	Viewpoints National Public Affairs	Crosswords: Not Just for Grandma Anymore	9/9/12	10:55
politics, business, government, finance, crime	Viewpoints National Public Affairs	Lobbyists: Who they are, what they do	9/16/12	10:59
literacy, the arts, education	Viewpoints National Public Affairs	politics, business, government, finance, crime	9/16/12	11:39
race, discrimination, education, urban issues, sports and recreation	Viewpoints National Public Affairs	School Integration: Helping kids fit in	9/23/12	11:54

technology, technology, political campaigns, commerce, social media	Viewpoints National Public Affairs	Campaigns and Social Media	9/23/12	10:49
prisons, drug abuse, children and family issues, urban issues, crime, employment	Viewpoints National Public Affairs	Mass Incarceration: The effects on family and community	9/30/12	11:11
politics & elections, media, government	Viewpoints National Public Affairs	Negative Political Ads: Do they help candidates?	9/30/12	11:26

**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
BULLYING	TREVOR PROJECT	000:36	029
CHILD SAFETY	NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN	000:29	062
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	114
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	027
DOMESTIC VIOLENCE	RAINN – RAPE, ABUSE, INCEST NATIONAL NETWORK	000:30	046
DRUNK DRIVING PREVENTION	CHECKPOINT STRIKEFORCE	000:34	050
DRUNK DRIVING PREVENTION	WRAP – WASHINGTON REGIONAL ALCOHOL PROGRAM	000:37	057
HEALTH AND FITNESS	AD COUNCIL	000:30	102
HEALTH AND FITNESS	AD COUNCIL	000:31	070
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	014
HEALTH/BLOOD DONATION	AMERICAN RED CROSS	000:26	024

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH/CHILDRENS CANCERS	RONALD MCDONALD HOUSE CHARITIES	000:31	028
HEALTH/CHILDRENS CANCERS	RONALD MCDONALD HOUSE CHARITIES	000:34	081
HEALTH/LUPUS	LUPUS FOUNDATION	000:31	022
PET AWARENESS	BALTIMORE HUMANE SOCIETY	000:31	006
SAFE DRIVING	NATIONWIDE TEXTING/FRANK EDWARDS	000:20	006
YOUTH ENGAGEMENT	BOY SCOUTS	000:15	042