

WPOC
Baltimore, MD
Quarterly Issues/Programs List
Fourth Quarter, 2012
01/02/2013

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:

- **BREAST CANCER AWARENESS:** Martina McBride joins the fight against breast cancer in this nationally produced program discussing the Save Lids to Save Lives campaign to benefit Susan G. Komen...(2 part program)
- **BULLYING:** Wendy Connell from CustomInk.com discusses the company's fundraising campaign to raise money in the fight against bullying.
- **CHILDHOOD SICKNESS:** Casey Baynes discusses ways for people to donate to Casey Cares during the holiday season in order to help them continue to organize uplifting programs for critically ill children.
- **COMMUNITY DEVELOPMENT:** General Manager of the new Harford Arena, Greg Pizzuto, and Jeff St. Pierre talk about the grand opening of the new arena and it's importance to the Harford County community.
- **COMMUNITY EVENTS:**
 - Russel Hurd joins Jeff St. Pierre to discuss the annual Heather Hurd 5K to raise awareness about distracted driving and the importance of stopping it.
 - Gayle Economos and Mark Williams chat about the Baltimore Greek Festival.
- **DRUG ABUSE PREVENTION:** Bernie Lucas is joined by Steve Klein from the partnership at Drugfree.org, and Cindy Glass while they discuss the medicine abuse project.
- **EMPLOYMENT:** Jason Perkins-Cohen discusses a statewide campaign to get all Maryland employers to offer paid sick leave.
- **FINANCIAL:**
 - Deanna Booker joins Jeff St. Pierre to discuss how to avoid being scammed after a storm.
 - Deanna Booker joins Jeff St. Pierre to discuss ways to cut back on holiday spending (two part program)

- **HABITAT FOR HUMANITY:** Abrielle Willis joins Jeff St. Pierre to discuss volunteer opportunities with Habitat For Humanity in the Susquehanna region.
- **HEALTH CARE :**
 - Journalist Lee Woodruff discusses her journey with her husband following his tragic injury while on assignment in Iraq.
 - *Sonia Quiñónez* of SCAN VA and her panel discuss post partum depression and tips for how women can battle against it.
- **HEALTH/CHILDHOOD CANCER:** Approximately 15 minutes of every hour during WPOC'S 2-day St Jude Radiothon provided information about childhood cancer, patient and parent stories, and how the St. Jude Children's Research Hospital provides research and treatment and shares their protocols with hospitals locally and nationally. This year's Radiothon raised more than \$235,000.00
- **PARENTING:** *Sonia Quiñónez* of SCAN VA, and her panel, discusses family routines and how they can help to strengthen a family.
- **SAFETY/HURRICANE SANDY:** Extended round-the-clock coverage related to Hurricane Sandy, including news updates, safety information, power outage reports, traffic, etc.
- **SPECIAL OLYMPICS:** Nationally produced segment discussing the "A Very Special Christmas" compilation CD with proceeds benefitting Special Olympics (two part program)
- **WOMEN'S HEALTH:** Mary Abbajay and her panel of guests talk about liars, lying and why it's so appealing, and sometimes acceptable to lie.

**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
DRUG ABUSE PREVENTION	MD TODAY - SEG 1 - MEDICINE ABUSE PROJECT	Bernie Lucas is joined by Steve Klein from the partnership at Drugfree.org, and Cindy Glass	DRUGFREE.ORG/STEVE KLEIN	10/07/2012 07:34 AM	015:34

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		while they discuss the medicine abuse project.			
HEALTH CARE	MD TODAY - SEG 2 - PT POST PARTUM DEPRESSION	<i>Sonia Quiñónez</i> of SCAN VA, and her panel, discuss post partum depression and tips for how women can battle against it.	PARENTING TODAY/SCAN VA	10/07/2012 07:50 AM	013:38
BREAST CANCER AWARENESS	MD TODAY - SEG 1 - MARTINA MCBRIDE/BREAST CANCER	Martina McBride joins the fight against breast cancer in this nationally produced program discussing the Save Lids to Save Lives campaign to benefit Susan G. Komen...Part 1	GENERAL MILLS/MARTINA MCBRIDE	10/14/2012 07:20 AM	015:51
BREAST CANCER AWARENESS	MD TODAY - SEG 2 - MARTINA MCBRIDE/BREAST CANCER	Martina McBride joins the fight against breast cancer in this nationally produced program discussing the Save Lids to Save Lives campaign to benefit Susan G. Komen...Part 2	GENERAL MILLS/MARTINA MCBRIDE	10/14/2012 07:39 AM	012:31
PARENTING	MD TODAY - SEG 1 - PT - FAMILY ROUTINES	<i>Sonia Quiñónez</i> of SCAN VA, and her panel, discusses family routines and how they can help to strengthen a family.	PARENTING TODAY/SCAN VA	10/21/2012 07:39 AM	011:55
WOMEN'S HEALTH	MD TODAY - SEG	Mary Abbajay	WOMEN TALK/MARY	10/21/2012	015:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	2 - WT - LYING	and her panel of guests talk about liars, lying and why it's so appealing, and sometimes acceptable to lie.	ABBAJAY	07:55 AM	
COMMUNITY EVENTS	MD TODAY - SEG 1 - HEATHER HURD RACE	Russel Hurd joins Jeff St. Pierre to discuss the annual Heather Hurd 5K to raise awareness about distracted driving and the importance of stopping it.	HEATHER HURD/RUSSEL HURD	10/28/2012 07:39 AM	014:12
COMMUNITY EVENTS	MD TODAY - SEG 2 - GREEK FESTIVAL	Gayle Economos and Mark Williams chat about the Baltimore Greek Festival.	GREEK FESTIVAL/GAYLE ECONOMOS	10/28/2012 07:57 AM	014:58
SAFETY/HURRICANE SANDY	HURRICANE COVERAGE	Extended round-the-clock coverage related to Hurricane Sandy, including news updates, safety information, power outage reports, traffic, etc.	Officials from government, fire, police, Red Cross, power companies and local meteorologists.	10/29/2012 10/30/2012	SEVERAL HOURS
BULLYING	MD TODAY - SEG 1 - CUSTOMINK.COM	Wendy Connell from CustomInk.com discusses the company's fundraising campaign to raise money in the fight against bullying.	CUSTOMINK.COM/WENDY CONNELL	11/04/2012 07:26 AM	013:20
HEALTH CARE	MD TODAY - SEG 2 - PT/POST PARTUM	Sonia Quiñónez of SCAN VA and her panel	PARENTING TODAY/SCAN VA	11/04/2012 07:42 AM	013:38

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	DEPRESSION	discuss post partum depression and tips for how women can battle against it.			
PARENTING	MD TODAY - SEG 1 - PT - FAMILY ROUTINES	<i>Sonia Quiñónez</i> of SCAN VA and her panel discuss family routines and how they can help to strengthen a family.	PARENTING TODAY/SCAN VA	11/11/2012 07:37 AM	011:55
WOMEN'S HEALTH	MD TODAY - SEG 2 - WT - LYING	Mary Abbajay and her panel of guests talk about liars, lying and why it's so appealing, and sometimes acceptable to lie.	WOMEN TALK/MARY ABBAJAY	11/11/2012 07:52 AM	015:45
EMPLOYMENT	MD TODAY - SEG 1 - JOB OPPORTUNITIES TASK FORCE	Jason Perkins-Cohen discusses a statewide campaign to get all Maryland employers to offer paid sick leave.	JOB OPPORTUNITIES TASK FORCE	11/18/2012 07:39 AM	014:31
FINANCIAL	MD TODAY - SEG 2 - CCCS/FRAUD	Deanna Booker joins Jeff St. Pierre to discuss how to avoid being scammed after a storm.	CCCS/DEANNA BOOKER	11/18/2012 07:57 AM	013:14
FINANCIAL	MD TODAY - SEG 1 - CCCS - HOLIDAY SPENDING 1	Deanna Booker joins Jeff St. Pierre to discuss ways to cut back on holiday spending...Part 1	CCCS/DEANNA BOOKER	11/25/2012 05:47 AM	013:00
FINANCIAL	MD TODAY - SEG 2 - CCCS - HOLIDAY SPENDING 2	Deanna Booker joins Jeff St. Pierre to discuss how to save money around	CCCS/DEANNA BOOKER	11/25/2012 06:02 AM	014:41

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		the holidays...Part 2			
HABITAT FOR HUMANITY	MD TODAY - SEG 1 - HABITAT FOR HUMANITY	Abrielle Willis joins Jeff St. Pierre to discuss volunteer opportunities with Habitat For Humanity in the Susquehanna region.	HABITAT/Abrielle Willis	12/02/2012 07:39 AM	014:52
COMMUNITY DEVELOPMENT	MD TODAY - SEG 2 - HARFORD ARENA	General Manager of the new Harford Arena, Greg Pizzuto, and Jeff St. Pierre talk about the grand opening of the new arena and it's importance to the Harford County community.	HARFORD ARENA/GREG PIZZUTO	12/02/2012 07:57 AM	014:20
CHILDHOOD SICKNESS	MD TODAY - SEG 1 - CASEY CARES	Casey Baynes discusses ways for people to donate to Casey Cares during the holiday season in order to help them continue to organize uplifting programs for critically ill children.	CASEY CARES/CASEY BAYNES	12/09/2012 07:38 AM	014:20
HEALTH CARE	MD TODAY - SEG 2 - LEE WOODRUFF	Journalist Lee Woodruff discusses her journey with her husband following his tragic injury while on assignment in Iraq.	CHRONIC PAIN/LEE WOODRUFF	12/09/2012 07:56 AM	011:42
HEALTH/CHILDHOOD	ST. JUDE	Approximately	ST. JUDE CHILDRENS	12/13 & 12/14	SEVERAL

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
CANCER	RADIOTHON	15 minutes of every hour during the 2-day Radiothon provided information about childhood cancer, patient and parent stories, and how the St. Jude Children's Research Hospital provides research and treatment and shares their protocols with hospitals locally and nationally. This year's Radiothon raised more than \$235,000.00	RESEARCH HOSPITAL	06:00 AM – 07:00 PM	<i>HOURS</i>
SPECIAL OLYMPICS	MD TODAY - SEG 1 - A VERY SPECIAL CHRISTMAS	Nationally produced segment discussing the "A Very Special Christmas" compilation CD with proceeds benefitting Special Olympics...Part 1	Special Olympics/Big Machine	12/16/2012 07:39 AM	012:09
SPECIAL OLYMPICS	MD TODAY - SEG 2 - A VERY SPECIAL CHRISTMAS	Nationally produced segment discussing the "A Very Special Christmas" compilation CD with proceeds benefitting Special Olympics...Part 2	Special Olympics/Big Machine	12/16/2012 07:54 AM	013:54
CHILDHOOD	MD TODAY - SEG	Casey Baynes	CASEY CARES/CASEY	12/23/2012	014:20

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
SICKNESS	1 - CASEY CARES	discusses ways for people to donate to Casey Cares during the holiday season in order to help them continue to organize uplifting programs for critically ill children.	BAYNES	07:36 AM	
HEALTH CARE	MD TODAY - SEG 2 - PT - POST PARTUM DEPRESSION	<i>Sonia Quiñónez</i> of SCAN VA and her panel discuss post partum depression and tips for how women can battle against it.	PARENTING TODAY/SCAN VA	12/23/2012 07:54 AM	013:38
HABITAT FOR HUMANITY	MD TODAY - SEG 1 - HABITAT FOR HUMANITY	<i>Abrielle Willis</i> joins <i>Jeff St. Pierre</i> to discuss volunteer opportunities with Habitat For Humanity in the Susquehanna region.	HABITAT/Abrielle Willis	12/30/2012 07:37 AM	014:52
WOMEN'S HEALTH	MD TODAY - SEG 2 - WT - LYING	<i>Mary Abbajay</i> and her panel of guests talk about liars, lying and why it's so appealing, and sometimes acceptable to lie.	WOMEN TALK/MARY ABBAJAY	12/30/2012 07:56 AM	015:45

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
education, schools, family & children's issues, local government psychology, crime, politics	Viewpoints	Looping & Multiage Classrooms Can Help Kids Learn Spy the Lie: The art of deception detection	10/07/2012 07:06 AM	27:59
finance, mental health issues, consumerism, family issues the presidency, technology, politics, the arts	Viewpoints	Money and Emotions First Cameraman: The life of the White House videographer	10/14/2012 06:52 AM	27:57
elections, social movements & media, business public health, agriculture, science, hospitality industry, business	Viewpoints	Communication, Social Contracts and the Election Creepy Crawlers: The dark side of the insect world	10/21/2012 07:10 AM	28:00
slavery, racial issues, law, presidency, international affairs and politics wildlife, mental health, paranormal, media	Viewpoints	John Quincy Adams: Our greatest statesman? Real Wolfmen? Or Just Imagination?	10/28/2012 07:10 AM	27:57
elections, political parties, fraud, racism, law mental health; family issues, financial issues	Viewpoints	Voter Fraud: Is it really a problem? Anger: Why we have it; How and when to control it	11/04/2012 06:57 AM	27:58
social activism, environment, urban issues, minorities child development, education, arts & literature, recreation, bullying, communication	Viewpoints	The New Faces of Social Activism Kid Lit: What makes a good kid's book	11/11/2012 07:08 AM	27:59
health, nutrition, agriculture, environment, commerce, endangered species, government family issues, technology, mental health, media	Viewpoints	Eating Aliens: Broadening your palette with unusual foods Kids and Tech: A psychologist takes a hard line	11/18/2012 07:11 AM	27:58

American presidents, U.S. elections popular culture; arts & literature; consumerism	Viewpoints	American Presidents: Did you know.....? Cocktails and Wine: Changing with the culture	11/25/2012 05:19 AM	27:59
small business; retirement issues; employment disaster planning, commerce, technology, terrorism, gun issues, public health, religion	Viewpoints	Solo and Encore Careers: The benefits and the pitfalls Disaster Preparedness: What individuals and businesses can do	12/02/2012 07:11 AM	27:59
education, children and family issues, recreation, technology, consumerism	Viewpoints	Is It A Word? Look it up in the dictionary! Kids & Toys: How do you find the right ones?	12/09/2012 07:10 AM	27:58
children & family issues; foster care & adoption; government; child abuse & neglect arts & entertainment, commerce, technology, communication	Viewpoints	One Child at a Time: Adopting older children The Making of Disney's "Snow White"	12/16/2012 07:11 AM	27:59
American history, slavery, war, government addiction; family issues; diet & nutrition	Viewpoints	General Sherman's Christmas Dealing With Holiday Stress	12/23/2012 07:08 AM	27:57
mental health, recreation, technology, employment environmental issues, climate change, wildlife and habitats, pollution, science	Viewpoints	Introverts: They're not who you think they are Climate Change: Looking for signs; deciding what's important	12/30/2012 07:10 AM	27:57

**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
HEALTH/AUTISM	AUTISM SPEAKS	000:30	010

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH/AUTISM	AUTISM SPEAKS	000:31	034
FINANCIAL AWARENESS/ID THEFT PROTECTION	LPI/ SHRED EVENT	000:19	011
SAFE DRIVING	NATIONWIDE TXTING PSA/FRANK EDWARDS	000:20	003
LOCAL ECONOMICS / SMALL BUSINESS	PSA/BALT/SBS	000:30	015
LOCAL ECONOMICS / SMALL BUSINESS	PSA/BALT/SBS	000:31	010
MILITARY APPRICIATION	PSA/BALT/USO ELF	000:32	012
HOMELESSNESS	PSA/BALTIMORE OUTREACH	000:30	042
HEALTH/BLOOD DONATION	RED CROSS	000:19	001
HEALTH/BLOOD DONATION	RED CROSS	000:20	003
HEALTH/BLOOD DONATION	RED CROSS	000:30	019
ARTS	SMITHSONIAN	000:31	004
COMMUNITY INVOLVEMENT	FREE SPEECH WEEK	000:30	007
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	001
FEEDING THE HOMELESS	MD FOOD BANK	000:31	064
HOMELESSNESS	PAUL'S PLACE	000:32	057
HOMELESSNESS	THE BALTIMORE STATION	000:29	041
MILITARY AND VETERANS	FISHER HOUSE	000:30	036
PET AWARENESS	BALT HUMANE SOCIETY	000:31	005
SAFE DRIVING	TEXT RESPONSIBLY	000:32	027
SAFE DRIVING	TEXT RESPONSIBLY	000:33	025
SELF ESTEEM	SPECIAL OLYMPICS	000:29	018
SELF ESTEEM	SPECIAL OLYMPICS	000:30	058
SELF ESTEEM	SPECIAL OLYMPICS	000:31	020
VOTING	CAN I VOTE	000:30	021
VOTING	VOTE SMART	000:30	028
YOUTH ENGAGEMENT	BOY SCOUTS	000:15	012