

WPOC
Baltimore, MD
Quarterly Issues/Programs List
Second Quarter, 2014
06/30/2014

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 HEALTH:** Wendy Goldband, or the Baltimore Humane Society, talks about the Humane Society's role in the community along with upcoming events aimed at raising funds for services offered by the BHS.
- **BROADCASTING:** Rebecca Snyder, executive director of the Maryland-Delaware-D.C. Press Association, joins Jeff St. Pierre to talk about the MDDC and it's importance to the local community and press outlets.
- **CANCER SUPPORT:** Sandy Guzewich, President of the Chesapeake Cancer Alliance, and Patsy Astarita, manager of supportive care and community services for Cancer LifeNet, join Jeff St. Pierre to talk about the services offered by Cancer LifeNet as well as the upcoming inaugural Amanda Hichkad Celebration Walk.
- **CHILD HEALTH:** Jeff St. Pierre is joined by Scott Bernas, general manager of RA Sushi, to talk about the restaurant's annual Nicky's Week campaign to raise money for St. Jude Children's Research Hospital.
- **CHILD SAFETY:** Jeff St. Pierre is joined by Lauren Esakoff to discuss the annual event, Joey's Purple Ball, and the organization which it benefits, "Safe and Sound: A Sandy Hook Initiative for Safer Schools."
- **DISABILITIES:** Peter Little, executive director for the Parking Authority of Baltimore City, and Dr. Nollie Wood, executive director for the Mayor's commission on disabilities, join Jeff St. Pierre to talk about Project SPACE, a new program that will provide more parking downtown for those with disabilities.
- **DOMESTIC VIOLENCE:** Jeff St. Pierre is joined by Neal Kopasek, a personal trainer for Maryland Athletic Club, Faither Savill, of House of Ruth, and Lauren Shaivitz, from CHANA, to discuss the annual MAC Half Marathon and Two Person Relay, an event that benefits House of Ruth and CHANA.
- **Financial help:**
 - Carmen Jones Burke from the Consumer Credit Counseling Service of MD & DE discusses how new housing regulations from the Consumer Finance Protection Bureau will affect homeowners.
 - Carmen Jones Burke from the Consumer Credit Counseling Service of Maryland & Delaware discusses reverse mortgages.

- Pam Wilson from Consumer Credit Counseling Service of Maryland and Delaware discusses a new financial coaching initiative offered by CCCS.
- CCCS' Carmen Jones Burke educates listeners on how to avoid being scammed when applying for a reverse mortgage.
- **FOSTER CARE:** Jessie Schiavone, President of the board of directors for CASA, discusses the organization's annual Art of Caring event.
- **HEALTH & NUTRITION:** Molly Shattuck, United Way of Central Maryland's Healthy Food Ambassador discusses the United Way's "Family's Living United Health Food Week."
- **HEALTH/KIDNEY DISEASE:** Jeff St. Pierre is joined by Lee Adams and Trish Rosenberry to discuss the importance of the National Kidney Foundation of Maryland and its upcoming fundraisers.
- **HUNGER:** Nationally produced public affairs program promoting the Outnumber Hunger effort.
- **Mental Health:** Jeff St. Pierre is joined by Stacey Jefferson and Ashley Haynes to talk about the annual NAMI Walks event, this year being held on May 31st.
- **POLLUTION:** Mary Ann Lisanti, executive director of the Lower Susquehanna Heritage Greenway, talks with Jeff St. Pierre about the 14th annual River Sweep, a community event aimed at cleaning areas of the Susquehanna River.
- **READING/LITERACY:** Amber Shrodes, foundation director of the Harford County Public Library, joins Jeff St. Pierre to discuss upcoming events designed to raise funds for future programs at the HCPL.
- **RELATIONSHIPS:** Bernie Lucas is joined by Dr. Cynthia Post to discuss couples and relationships.
- **TOURISM:**
 - Best-selling author, Steve Berry, joins Jeff St. Pierre to celebrate the re-opening of the Edgar Allan Poe House and the importance of keeping history alive in local communities.
 - Sam Rogers, executive vice president of Visit Baltimore, and Ranger Vince Vaise, chief of interpretation at Fort McHenry, discuss Baltimore's Star-Spangled Summer, a series of events aimed at celebrating the writing of the National Anthem.
- **WORKPLACE:** Mary Abbajay discusses corporate social responsibility.

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

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
READING/LITERACY	MD TODAY - SEG 1 - HARFORD COUNTY PUBLIC LIBRARY	Amber Shrodes, foundation director of the Harford County Public Library, joins Jeff St. Pierre to discuss upcoming events designed to raise funds for future programs at the HCPL.	AMBER SHRODES	04/06/2014 07:20 AM	014:58
Financial help	MD TODAY - SEG 2 - CCCS/HOMEOWNERS	Carmen Jones Burke from the Consumer Credit Counseling Service of MD & DE discusses how new housing regulations from the Consumer Finance Protection Bureau will affect homeowners.	CARMEN JONES BURKE	04/06/2014 07:37 AM	010:53
DOMESTIC VIOLENCE	MD TODAY - SEG 1 - MAC HALF MARATHON	Jeff St. Pierre is joined by Neal Kopasek, a personal trainer for Maryland Athletic Club, Faither Savill, of House of Ruth, and Lauren Shaiwitz, from CHANA, to discuss the annual MAC Half Marathon and Two Person Relay, an event that benefits House of Ruth and CHANA.	-NEAL KOPASEK -FAITH SAVILL -LAUREN SHAIVITZ	04/13/2014 06:51 AM	014:46
POLLUTION	MD TODAY - SEG 2 - RIVER SWEEP	Mary Ann Lisanti, executive director of the Lower	MARY ANN LISANTI	04/13/2014 07:09 AM	013:36

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Susquehanna Heritage Greenway, talks with Jeff St. Pierre about the 14 th annual River Sweep, a community event aimed at cleaning areas of the Susquehanna River.			
FOSTER CARE	MD TODAY - SEG 1 - CASA	Jessie Schiavone, President of the board of directors for CASA, discusses the organization's annual Art of Caring event.	JESSIE SCHIAVONE	04/20/2014 07:31 AM	015:18
HEALTH/KIDNEY DISEASE	MD TODAY - SEG 2 - NATIONAL KIDNEY FOUNDATION	Jeff St. Pierre is joined by Lee Adams and Trish Rosenberry to discuss the importance of the National Kidney Foundation of Maryland and its upcoming fundraisers.	-LEE ADAMS -TRISH ROSENBERRY	04/20/2014 07:47 AM	013:48
HEALTH & NUTRITION	MD TODAY - SEG 1 - UNITED WAY	Molly Shattuck, United Way of Central Maryland's Healthy Food Ambassador discusses the United Way's "Family's Living United Health Food Week."	MOLLY SHATTUCK	04/27/2014 07:18 AM	013:59
BROADCASTING	MD TODAY - SEG 2 - MDDC	Rebecca Snyder, executive director of the Maryland-Delaware-D.C. Press Association,	REBECCA SNYDER	04/27/2014 07:35 AM	015:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		joins Jeff St. Pierre to talk about the MDDC and it's importance to the local community and press outlets.			
Mental Health	MD TODAY - SEG 1 - NAMIWALKS 2014	Jeff St. Pierre is joined by Stacey Jefferson and Ashley Haynes to talk about the annual NAMI Walks event, this year being held on May 31 st .	-STACEY JEFFERSON -ASHLEY HAYNES	05/04/2014 07:17 AM	014:50
CANCER SUPPORT	MD TODAY - SEG 2 - HICKKAD WALK	Sandy Guzewich, President of the Chesapeake Cancer Alliance, and Patsy Astarita, manager of supportive care and community services for Cancer LifeNet, join Jeff St. Pierre to talk about the services offered by Cancer LifeNet as well as the upcoming inaugural Amanda Hichkad Celebration Walk.	-SANDY GUZEWICH -PATSY ASTARITA	05/04/2014 07:35 AM	014:35
ANIMAL HEALTH	MD TODAY - SEG 1 - BALTIMORE HUMANE SOCIETY	Wendy Goldband, or the Baltimore Humane Society, talks about the Humane Society's role in the community along with upcoming events aimed at raising funds for	WENDY GOLDBAND	05/11/2014 07:16 AM	014:54

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		services offered by the BHS.			
Financial help	MD TODAY - SEG 2 - CCCS-REVERSE MORTGAGE	Carmen Jones Burke from the Consumer Credit Counseling Service of Maryland & Delaware discusses reverse mortgages.	CARMEN JONES BURKE	05/11/2014 07:35 AM	015:00
HUNGER	MD TODAY - SEG 1 - OUTNUMBER HUNGER SEG 1	Nationally produced public affairs program promoting the Outnumber Hunger effort.	BIG MACHINE RECORDS	05/18/2014 07:17 AM	013:43
HUNGER	MD TODAY - SEG 2 - OUTNUMBER HUNGER SEG 2	Nationally produced public affairs program promoting the Outnumber Hunger effort.	BIG MACHINE RECORDS	05/18/2014 07:36 AM	015:08
CHILD HEALTH	MD TODAY - SEG 1 - NICKY'S WEEK-RA SUSHI	Jeff St. Pierre is joined by Scott Bernas, general manager of RA Sushi, to talk about the restaurant's annual Nicky's Week campaign to raise money for St. Jude Children's Research Hospital.	SCOTT BERNAS	05/25/2014 07:20 AM	014:22
TOURISM	MD TODAY - SEG 2 - STEVE BERRY/POE HOUSE	Best-selling author, Steve Berry, joins Jeff St. Pierre to celebrate the re-opening of the Edgar Allan Poe House and the importance of keeping history alive in local communities.	STEVE BERRY	05/25/2014 07:39 AM	013:51

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
TOURISM	MD TODAY - SEG 1 - STAR SPANGLED SUMMER	Sam Rogers, executive vice president of Visit Baltimore, and Ranger Vince Vaise, chief of interpretation at Fort McHenry, discuss Baltimore's Star- Spangled Summer, a series of events aimed at celebrating the writing of the National Anthem.	-SAM ROGERS -VINCE VAISE	06/01/2014 07:19 AM	015:12
Financial help	MD TODAY - SEG 2 - CCCS - REVERSE MORTGAGE	Carmen Jones Burke from the Consumer Credit Counseling Service of Maryland & Delaware discusses reverse mortgages.	CARMEN JONES BURKE	06/01/2014 07:34 AM	015:00
CHILD SAFETY	MD TODAY - SEG 1 - JOEY'S PURPLE BALL	Jeff St. Pierre is joined by Lauren Esakoff to discuss the annual event, Joey's Purple Ball, and the organization which it benefits, "Safe and Sound: A Sandy Hook Initiative for Safer Schools."	LAUREN ESAKOFF	06/08/2014 06:53 AM	013:45
BROADCASTING	MD TODAY - SEG 2 - MDDC 6/8	Rebecca Snyder, executive director of the Maryland- Delaware-D.C. Press Association, joins Jeff St. Pierre to talk about the MDDC and it's	REBECCA SNYDER	06/08/2014 07:07 AM	015:31

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		importance to the local community and press outlets.			
DISABILITIES	MD TODAY - SEG 1 - PROJECT SPACE	Peter Little, executive director for the Parking Authority of Baltimore City, and Dr. Nollie Wood, executive director for the Mayor's commission on disabilities, join Jeff St. Pierre to talk about Project SPACE, a new program that will provide more parking downtown for those with disabilities.	-Peter Little -Nollie Wood	06/15/2014 07:23 AM	015:00
WORKPLACE	MD TODAY - SEG 2 - WOMEN TALK-CORPORATE RESPONSIBILITY	Mary Abbajay discusses corporate social responsibility.	WOMEN TALK/MARY ABBAJAY	06/15/2014 07:38 AM	014:37
Financial help	MD TODAY - SEG 1 - CCCS-FINANCIAL COACHING	Pam Wilson from Consumer Credit Counseling Service of Maryland and Delaware discusses a new financial coaching initiative offered by CCCS.	PAM WILSON	06/22/2014 07:24 AM	010:47
RELATIONSHIPS	MD TODAY - SEG 2 - DR. POST - COUPLES	Bernie Lucas is joined by Dr. Cynthia Post to discuss couples and relationships.	DR CYNTHIA POST	06/22/2014 07:35 AM	015:16
TOURISM	MD TODAY - SEG 1 - STAR SPANGLED SUMMER	Sam Rogers, executive vice president of Visit Baltimore, and	-SAM ROGERS -VINCE VAISE	06/29/2014 07:17 AM	015:12

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Ranger Vince Vaise, chief of interpretation at Fort McHenry, discuss Baltimore's Star-Spangled Summer, a series of events aimed at celebrating the writing of the National Anthem.			
Financial help	MD TODAY - SEG 2 - CCCS-REVERSE MORTGAGES	CCCS' Carmen Jones Burke educates listeners on how to avoid being scammed when applying for a reverse mortgage.	CARMEN JONES BURKE	06/29/2014 07:37 AM	012:16

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
war, veterans, child abuse, mental health, alcoholism, therapy, family issues crime, media, law enforcement, public safety, Good Samaritans	Viewpoints	PTSD: What it is and how families can help sufferers Kitty Genovese: The real story 50 years later	04/06/2014 06:49:18	27:59
education, labor force, immigrants, business, academic testing technology, commerce, law, privacy, Internet security, government.	Viewpoints	Post-High School Ed: Are we doing all we can? Internet Privacy: How you can fight snooping online	04/13/2014 06:20:01	27:59

<p>science & technology, media, the arts, education, creativity</p> <p>recreation, health, safety, senior issues</p>	Viewpoints	<p>Hands-on Tinkering: How it can help kids get ahead</p> <p>Adult Swimming: It's important for safety and health</p>	<p>04/20/2014</p> <p>07:03:52</p>	27:59
<p>banking & finance, technology, government, the Internet, crime</p> <p>women's issues, science, war, education, health</p>	Viewpoints	<p>Bitcoin: What it is and why we need to take it seriously</p> <p>Women of the Atomic Age</p>	<p>04/27/2014</p> <p>06:46:54</p>	27:58
<p>firearms, history of the Old West, military, law enforcement, industry</p> <p>bereavement, mental health, children's & family issues</p>	Viewpoints	<p>The Gun that Changed History: The Colt Revolver</p> <p>Twin Loss and Bereavement</p>	<p>05/04/2014</p> <p>06:44:36</p>	27:58
<p>agriculture & gardening; hunger issues; employment; transportation; energy; economy</p> <p>agriculture, recreation & leisure, manufacturing, science</p>	Viewpoints	<p>The Foodshed & Urban Gardening</p> <p>The Drunken Botanist: The plants behind popular spirits</p>	<p>05/11/2014</p> <p>06:45:00</p>	27:57
<p>poverty, philanthropy, education, activism</p> <p>environment, nutrition, science, agriculture</p>	Viewpoints	<p>The Promise of a Pencil: Small actions make big changes</p> <p>Sustainable Fishing: Is farming the answer?</p>	<p>05/18/2014</p> <p>06:44:43</p>	27:58
<p>poverty, race, education, politics, teachers, immigrants, labor unions & pensions</p> <p>war, veterans, military</p>	Viewpoints	<p>Making Education in Poor Areas Better and More Fair</p> <p>A Higher Call: An amazing story of heroism – by the enemy!</p>	<p>05/25/2014</p> <p>06:46:55</p>	27:58
<p>freedom of religion; presidency, war, government, U.S. Constitution</p> <p>children and family issues, marketing and branding, social media</p>	Viewpoints	<p>James Madison: A Life Reconsidered</p> <p>Baby Names: Why and how parents choose them</p>	<p>06/01/2014</p> <p>06:46:15</p>	27:58
<p>family issues, media, the arts, alcoholism</p> <p>pets, pet & human health, recreation, travel</p>	Viewpoints	<p>A Son Remembers His Father, Jack Lemmon</p> <p>Cat Care During the Dog Days of Summer</p>	<p>06/08/2014</p> <p>06:22:2014</p>	27:59

religion, gay issues, child abuse, divorce & family issues consumerism, international business, charities, environment, Third World economies	Viewpoints	Pope Francis: What changes can we expect in the Church? The High Cost of Cheap Fashion	06/15/2014 06:50:18	27:59
sports, family issues, media, business class culture, education, activism, economics	Viewpoints	Michael Jordan: The Life Creating a Consensus: Bringing diverse groups together	06/22/2014 06:51:45	27:57
discrimination; minorities; women's and gender issues; laws and legislation; equality; economics discrimination; minorities; women's and gender issues; laws and legislation; equality; economics; employment and the workplace	Viewpoints	The Tolerance Trap The Tolerance Trap Part 2	06/29/2014 06:49:54	27:59

(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
FAMILY	PSA/BALTIMORE WOMENS CLASSIC	000:32	115
CHILDREN	PSA SERVANT FORGE	000:36	011
CHILDREN	PSA/BALT/CASA OF BALTIMORE	000:29	007
CHILDREN	PSA/BALT/CASA OF BALTIMORE	000:31	011
COMMUNITY INVOLVEMENT	POLICE WEEK	000:33	007
MILITARY AND VETERANS	SHARE OUR STRENGTH	000:30	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	011
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	065
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	125

