

WPOC
Baltimore, MD
Quarterly Issues/Programs List
First Quarter, 2013
04/01/2013

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:** Brittany Fowler joins Jeff St. Pierre to discuss the upcoming Ocean City Race For The Cure.
- **CHILD SAFETY:** Jennifer Redding from the Family and Children's Services of Central Maryland joins Jeff St. Pierre to talk about the upcoming Cherish The Child Symposium event.
- **COMMUNITY EVENTS:** Beth Laverick from the Waterfront Partnership joins Jeff St. Pierre to discuss a fun new promotion, Heart The Harbor, aimed at bringing people down to the Inner Harbor in February.
- **EDUCATION:** Joan Marshall, executive director of College Savings Plans of Maryland, joins Jeff St. Pierre to discuss different options that are available to parents to help save for their child's college education.
- **Financial help:**
 1. Jeff St. Pierre is joined by Deanna Booker and Jim Godfery from CCCS to talk about the organization's 47th anniversary.
 2. Deanna Booker from the Consumer Credit Counseling Service of MD and DE joins Jeff St. Pierre to offer tips and advice for anyone facing foreclosure, or trying to avoid it.
 3. Jeff St. Pierre is joined by Deanna Booker from the Consumer Credit Counseling Service of MD and DE to talk about how couples can discuss their personal financial situations before taking the next big steps.
 4. Baltimore CASH Campaign director Sarah Jonson joins Jeff St. Pierre to talk about free tax preparation sites being offered for qualifying area residents.
 5. Jeff St. Pierre and Deanna Booker from CCCS of MD & DE talk about having a financial survival plan designed for uncertain times.
- **FIRE PREVENTION:** BSA instructor Tony Tsendeas and Linnea Anderson from the Red Cross discuss their annual tour of Baltimore School for the Arts students as they teach city elementary school students the importance of fire safety.

- **HEALTH & NUTRITION:** Fox 45's Jeff Barnd joins Jeff St. Pierre to discuss the upcoming BMore Healthy Expo designed to offer free health screening and education.
 - **HEALTH AND FITNESS:** Mary Abbajay and her panel of guests discuss child nutrition.
 - **Health Care:** Jeff St. Pierre and Tina Smith talk about a great fundraiser to raise money for the International Child Amputee Network's upcoming golf outing to raise money for ICAN's annual meeting, this year being held in Baltimore.
 - **Homelessness:**
 1. Kevin Lindamood from Healthcare For The Homeless joins Jeff St. Pierre to discuss their annual fundraiser, A Chocolate Affair.
 2. Abrielle Willis joins Jeff St. Pierre to talk about Habitat for Humanity Susquehanna's upcoming Women Build Week and other upcoming events that Habitat will be offering.
 - **HUNGER:**
 1. Teresa Eaton from St. Vincent de Paul Baltimore joins Jeff St. Pierre to discuss their upcoming Empty Bowls event that will raise money for the organization while also providing a fun event for the local community.
 2. Jean Wade Mayer from NACE Baltimore and Tom Bonderenko from Moveable Feast join Jeff St. Pierre to talk about NACE's annual fundraiser, Uncorked, and how it will benefit Baltimore and Moveable Feast.
 - **LITERACY:**
 1. Dana Gloor discusses the United Way's "Read Learn Succeed" effort and the importance of volunteers in the campaign.
 2. Amber Shrodes from the Harford County Public Library foundation, and Richard Huffman, CEO of Celebree, join Jeff St. Pierre to chat about a new educational program offered by the Harford County Public Library called Little LEAPers.
 - **Mental Health:** Author Sonja Lyubomirsky joins Laurie DeYoung to discuss her new book, *The Myths of Happiness: What Should Make You Happy, but Doesn't, What Shouldn't Make You Happy, but Does.*
 - **PARENTING:** Sonia Quinonez of SCAN VA, and her panel, discusses the importance and development of healthy relationships.
 - **PERSONAL GROWTH:** Author Daniel Pink discusses his new book, *To Sell Is Human: The Surprising Truth About Moving Others*, with Laurie DeYoung.
 - **WOMEN'S HEALTH:** Mary Abbajay and her panel of guests discuss the importance of sleep.
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**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
FIRE PREVENTION	MD TODAY - SEG 1 - BSA/RED CROSS	BSA instructor Tony Tsendeas and Linnea Anderson from the Red Cross discuss their annual tour of Baltimore School for the Arts students as they teach city elementary school students the importance of fire safety.	TONY TSENDEAS/LINNEA ANDERSON	01/06/2013 07:21 AM	014:07
PARENTING	MD TODAY - SEG 2 - PT - HEALTHY RELATIONSHIPS	Sonia Quinonez of SCAN VA, and her panel, discuss the importance and development of healthy relationships.	PARENTING TODAY/SCAN VA	01/06/2013 07:38 AM	014:24
LITERACY	MD TODAY - SEG 1 - UNITED WAY READ LEARN SUCCEED	Dana Gloor discusses the United Way's "Read Learn Succeed" effort and the importance of volunteers in the campaign.	UNITED WAY/DANA GLOOR	01/13/2013 07:22 AM	012:47
WOMEN'S HEALTH	MD TODAY - SEG 2 - WT-SLEEP	Mary Abbajay and her panel of guests discuss the importance of sleep.	WOMEN TALK/MARY ABBAJAY	01/13/2013 07:38 AM	015:36
Mental Health	MD TODAY - SEG 1 - SONJA LYUBOMIRSKY	Author Sonja Lyubomirsky joins Laurie	SONJA LYUBOMIRSKY	01/20/2013 07:23 AM	009:27

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		DeYoung to discuss her new book, The Myths of Happiness: What Should Make You Happy, but Doesn't, What Shouldn't Make You Happy, but Does.			
HEALTH AND FITNESS	MD TODAY - SEG 2 - WT-CHILD NUTRITION	Mary Abbajay and her panel of guests discuss child nutrition.	PARENTING TODAY/SCAN VA	01/20/2013 07:35 AM	012:18
COMMUNITY EVENTS	MD TODAY - SEG 1 - WATERFRONT PARTNERSHIP	Beth Laverick from the Waterfront Partnership joins Jeff St. Pierre to discuss a fun new promotion, Heart The Harbor, aimed at bringing people down to the Inner Harbor in February.	WATERFRONT PARTNERSHIP/BETH	01/27/2013 07:23 AM	011:34
Financial help	MD TODAY - SEG 2 - CCCS	Jeff St. Pierre and Deanna Booker from CCCS of MD & DE talk about having a financial survival plan designed for uncertain times.	CCCS/DEANNA BOOKER	01/27/2013 07:37 AM	017:53
Homelessness	MD TODAY - SEG 1 - HCHMD-CHOCOLATE AFFAIR	Kevin Lindamood from Healthcare For The Homeless joins Jeff St. Pierre to discuss their	HEALTHCARE FOR THE HOMELESS/K	02/03/2013 07:21 AM	014:57

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		annual fundraiser, A Chocolate Affair.			
Financial help	MD TODAY - SEG 2 - C.A.S.H. - FREE TAXES	Baltimore CASH Campaign director Sarah Jonson joins Jeff St. Pierre to talk about free tax preparation sites being offered for qualifying area residents.	CASH CAMPAIGN/SARAH JOHNSON	02/03/2013 07:39 AM	015:06
PERSONAL GROWTH	MD TODAY - SEG 1 - DANIEL PINK	Author Daniel Pink discusses his new book, To Sell Is Human: The Surprising Truth About Moving Others, with Laurie DeYoung	DANIEL PINK	02/10/2013 07:27 AM	013:03
PARENTING	MD TODAY - SEG 2 - PT HEALTHY RELATIONSHIPS	Sonia Quinonez of SCAN VA, and her panel, discuss the importance and development of healthy relationships.	PARENTING TODAY/SCAN VA	02/10/2013 07:43 AM	014:24
HEALTH & NUTRITION	MD TODAY - SEG 1 - BMORE HEALTHY EXPO	Fox 45's Jeff Barnd joins Jeff St. Pierre to discuss the upcoming BMore Healthy Expo designed to offer free health screening and education.	FOX/Jeff Barnd	02/17/2013 07:23 AM	015:03
WOMEN'S HEALTH	MD TODAY - SEG 2 - WT	Mary Abbajay and her panel of	WOMEN TALK/MARY	02/17/2013 07:41 AM	015:36

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	SLEEP	guests discuss the importance of sleep.	ABBAJAY		
CHILD SAFETY	MD TODAY - SEG 1 - CHERISH THE CHILD	Jennifer Redding from the Family and Children's Services of Central Maryland joins Jeff St. Pierre to talk about the upcoming Cherish The Child Symposium event.	FAMILY & CHILDREN'S SERVICES	02/24/2013 07:21 AM	012:46
COMMUNITY EVENTS	MD TODAY - SEG 2 - WATERFRONT PARTNERSHIP	Beth Laverick from the Waterfront Partnership joins Jeff St. Pierre to discuss a fun new promotion aimed at bringing people down to the Inner Harbor in February.	WATERFRONT PARTNERSHIP/BETH	02/24/2013 07:37 AM	011:50
HUNGER	MD TODAY - SEG 1 - EMPTY BOWLS	Teresa Eaton from St. Vincent de Paul Baltimore joins Jeff St. Pierre to discuss their upcoming Empty Bowls event that will raise money for the organization while also providing a fun event for the local community.	EMPTY BOWLS/TERESA EATON	03/03/2013 07:24 AM	014:02
Financial help	MD TODAY - SEG 2 - CCCS/MONEY	Jeff St. Pierre is joined by Deanna Booker	CCCS/DEANNA BOOKER	03/03/2013 07:41 AM	013:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	HARMONY	from the Consumer Credit Counseling Service of MD and DE to talk about how couples can discuss their personal financial situations before taking the next big steps.			
EDUCATION	MD TODAY - SEG 1 - COLLEGE SAVINGS PLANS OF MD	Joan Marshall, executive director of College Savings Plans of Maryland, joins Jeff St. Pierre to discuss different options that are available to parents to help save for their child's college education.	COLLEGE SAVINGS PLANS OF MD	03/10/2013 07:21 AM	014:49
Health Care	MD TODAY - SEG 2 - INTERNATIONAL CHILD AMPUTEE NETWORK	Jeff St. Pierre and Tina Smith talk about a great fundraiser to raise money for the International Child Amputee Network's upcoming golf outing to raise money for ICAN's annual meeting, this year being held in Baltimore.	INTL CHILD AMPUTEE NETWORK	03/10/2013 07:40 AM	013:34
HUNGER	MD TODAY - SEG 1 -	Jean Wade Mayer from	MOVEABLE FEAST/TOM	03/17/2013 07:21 AM	015:08

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	UNCORKED	NACE Baltimore and Tom Bonderenko from Moveable Feast join Jeff St. Pierre to talk about NACE's annual fundraiser, Uncorked, and how it will benefit Baltimore and Moveable Feast.	BONDERENKO		
Financial help	MD TODAY - SEG 2 - CCCS-ANNIVERSARY	Jeff St. Pierre is joined by Deanna Booker and Jim Godfery from CCCS to talk about the organization's 47 th anniversary.	CCCS/DEANNA BOOKER	03/17/2013 07:42 AM	015:18
Homelessness	MD TODAY - SEG 1 - HABITAT SUSQUEHANA	Abrielle Willis joins Jeff St. Pierre to talk about Habitat for Humanity Susquehanna's upcoming Women Build Week and other upcoming events that Habitat will be offering.	HABITAT/Abrielle Willis	03/24/2013 07:20 AM	013:32
LITERACY	MD TODAY - SEG 2 - LITTLE LEAPERS	Amber Shrodes from the Harford County Public Library foundation, and Richard Huffman, CEO of Celebree, join Jeff St. Pierre to chat	HARFORD CTY LIBRARY/AMBER	03/24/2013 07:38 AM	014:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		about a new educational program offered by the Harford County Public Library called Little LEAPers.			
BREAST CANCER AWARENESS	MD TODAY - SEG 1 - SUSAN G KOMEN	Brittany Fowler joins Jeff St. Pierre to discuss the upcoming Ocean City Race For The Cure.	SUSAN G KOMEN/BRITTANY FOWLER	03/31/2013 07:26 AM	014:00
Financial help	MD TODAY - SEG 2 - CCCS - FORECLOSURE	Deanna Booker from the Consumer Credit Counseling Service of MD and DE joins Jeff St. Pierre to offer tips and advice for anyone facing foreclosure, or trying to avoid it.	CCCS/DEANNA BOOKER	03/31/2013 07:43 AM	012:57

**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
disability issues; home healthcare; family issues, pets arts & literature; education; communication	Viewpoints	Companion Animals: Dogs and monkeys to the rescue! Verbs! How action words can help your writing and speech	01/06/2013 06:53:12	27:59

<p>employment; business; communication; commerce; psychology</p> <p>housing; public assistance; education; conservation; family issues</p>	Viewpoints	<p>Dress for Success: More important now than ever</p> <p>Co-Housing: Building caring communities</p>	<p>01/13/2013 06:54:14</p>	27:58
<p>mental health, children and family issues, culture, crime</p> <p>business, transportation, consumerism, labor & employment</p>	Viewpoints	<p>Grieving: What it is; how we can help those in grief</p> <p>Heads in Beds: Behind the scenes in the hotel business</p>	<p>01/20/2013 06:55:14</p>	27:58
<p>higher education, remedial education, economy, military, employment</p> <p>education, entrepreneurs, labor, business, construction, technology</p>	Viewpoints	<p>Back to School: Improving The Community College Experience</p> <p>Back to School: Alternatives to a college degree</p>	<p>01/27/2013 06:54:32</p>	27:58
<p>crime, gun issue, mental health, law enforcement, public safety</p> <p>diet & exercise; health, relationships, culture</p>	Viewpoints	<p>Mass Killers: What makes them do what they do?</p> <p>Resolutions: How to keep them going <i>after</i> the New Year</p>	<p>02/03/2013 06:53:48</p>	27:58
<p>homeland security, technology, terrorism, infrastructure, business, cybercrime</p> <p>women's issues, education, mental health, technology, family issues</p>	Viewpoints	<p>Cyber Attacks: Who's mounting them and why</p> <p>The Myth of the Perfect Girl</p>	<p>02/10/2013 06:59:00</p>	28:00
<p>children & family, transportation, education, communication, technology</p> <p>personal finance; retirement, housing, banking</p>	Viewpoints	<p>Distracted Driving</p> <p>Saving Money: Advice for young and old</p>	<p>02/17/2013 06:54:17</p>	28:00
<p>the Presidency, the arts, slavery, African-American issues, war, government</p> <p>mental health, marriage and relationships, employment issues</p>	Viewpoints	<p>Lincoln: The man and the movie</p> <p>How to Survive the Big Break-up</p>	<p>02/24/2013 06:53:09</p>	27:58
<p>children & family issues; employment; media & pop culture; technology</p> <p>senior citizens; health care; family issues, legal issues; mental health</p>	Viewpoints	<p>Are Kids Growing Up Too Fast or Too Slow?</p> <p>Caregivers: Navigating the healthcare system</p>	<p>03/03/2013 06:56:04</p>	27:59

war & espionage; national security; films & media; crime visual arts & music; popular culture; media & journalism	Viewpoints	The Master of Disguise: The man behind the story of "Argo" Photographing the Beatles:A friend and photographer looks back	03/10/2013 06:53:56	28:00
urban issues, the arts, science, architecture, ecology crime, law, government, transportation, the arts, technology, education, philanthropy	Viewpoints	Seeing vs. Observing: Enriching life by being more observant The Inventor and the Tycoon: The birth of motion pictures	03/17/2013 06:53:59	27:59
race, politics, recreation, business, media, labor issues race, religion, ethnic concerns, education, media	Viewpoints	1968: The year that changed baseball forever New Ideas on Race and Diversity	03/24/2013 06:52:39	27:59
justice system, the Constitution, voting rights, civil rights, politics agriculture, recreation & leisure, manufacturing, science	Viewpoints	Making Tough Decisions: Inside the Supreme Court The Drunken Botanist: The plants behind popular spirits	03/31/2013 06:58:54	27:57

(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
HEALTH & NUTRITION	ACADEMY OF NUTRITION	000:28	036
HEALTH/CANCER PREVENTION	AMERICAN CANCER SOCIETY	000:33	020
HEALTH AND FITNESS	AMERICAN STROKE ASSOCIATION	000:30	040
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:31	033
COMMUNITY INVOLVEMENT	BIG BROTHERS BIG SISTERS	000:32	007
HEALTH & NUTRITION	HEALTH.GOV	000:29	025
HEALTH AND FITNESS	MUSIC AND MEMORIES	000:28	028

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH/ALZHEIMER'S	MUSIC AND MEMORY	000:28	121
HEALTH/KIDNEY DISEASE	NATIONAL KIDNEY FOUNDATION	000:31	026
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:31	058
DOMESTIC VIOLENCE	RAPE ABUSE INCEST NATIONAL NETWORK	000:31	019
ARTS	SMITHSONIAN	000:31	036
BULLYING	STOPBULLYING.GOV	000:30	050
DOMESTIC VIOLENCE	THE HOTLINE	000:30	072
MILITARY	US ARMY	000:30	047
MILITARY	US DEPT OF VETERANS AFFAIRS	000:30	018
MILITARY	VET CRISIS LINE	000:30	079
ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS