

WPOC  
Baltimore, MD  
Quarterly Issues/Programs List  
Second Quarter, 2013  
07/01/2013

WPOC  
Quarterly Issues/Programs List

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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:**
  1. Dr. Rebecca Landa from Kennedy Krieger Institute and Peter Waldron, co-chair for ROAR for Autism, join Jeff St. Pierre to discuss the upcoming ROAR for Autism event.
  2. Lauren Esakoff talks with Jeff St. Pierre about the upcoming event, Joey's Purple Ball, that benefits Joey's Fund, a fund of the Flutie Foundation, that honors Josephine Gay, lost in the Newtown tragedy in December.
  
- **BREAST CANCER AWARENESS:** Jeff St. Pierre is joined by Karin DeFrancis and Brittany Fowler from Susan G Komen for the Cure Maryland to discuss the Black Eyed Susan Day events and how they benefit Maryland's women.
  
- **CHILD HEALTH:**
  1. Margreta Rempert and Jeff St. Pierre discuss the Y of Central Maryland's annual initiative to keep children staying active, Healthy Kids Day.
  2. Jeff St. Pierre is joined by general manager for RA Sushi, Scott Bernas, to talk about the 9<sup>th</sup> annual Nicky's Week to benefit St. Jude Children's Research Hospital.
  3. Casey Baynes from the Casey Cares Foundation joins Jeff St. Pierre to discuss their annual fundraiser, the Casey Cares 5K.
  4. Tom King, general manager and owner of Valleybrook Country Club, and Sharon Perfetti, executive director and co-founder of Cool Kids Campaign, join Jeff St. Pierre to talk about the Lazy River Duck Derby fundraiser that benefits the Cool Kids Campaign.
  
- **COMMUNITY DEVELOPMENT:** Jeff St. Pierre is joined by Dana Stein, executive director of Civic Works, to discuss their upcoming fundraiser promoting green projects featuring Robert F Kennedy Jr.
  
- **COMMUNITY ENGAGEMENT:** Jeff St. Pierre is joined by aquarium general curator, Jack Cover, to talk about their brand new Blacktip Reef exhibit set to open this summer.

- **EDUCATION:** Jeff St. Pierre and Courtney Wilson, executive director of the B&O Railroad Museum, discuss the upcoming inaugural Baltimore museum week and its impact on the community.
- **EMPLOYMENT:** Bernie Lucas and Mary Abbujay discuss how to deal with life's distractions.
- **Family issues:** Dr. Cynthia Post joins Maryland Today to offer tips to families planning on taking summer vacations.
- **Financial help:**
  1. Jeff St. Pierre and Joan Marshall, executive director of College Savings Plans of Maryland, discuss the different plans available to parents to start saving for their children's college fund.
  2. Deanna Booker and Devon Hyde from Consumer Credit Counseling Services of MD & DE discuss the importance of having an emergency savings plan.
  3. Deanna Booker from Consumer Credit Counseling Service of MD & DE joins Maryland Today to give tips to first-time homebuyers.
  4. Deanna Booker from CCCS joins Jeff St. Pierre to provide tips for those who may be going through foreclosure.
  5. Meghan Shutt, from the Baltimore CASH Campaign, and Bert Hash, from MECU, discuss the upcoming event, Money Power Day, aimed at providing free financial education to the public.
- **HEALTH/LUPUS:** Jeff St. Pierre is joined by Elizabeth Vega from the Alliance for Lupus Research and a group representing the Walk With Us to Cure Lupus event.
- **LITERACY:**
  1. Mary Hastler discusses the upcoming programs and events taking place this spring at the Harford County Public Library.
  2. Jeff St. Pierre is joined by Roswell Encina from the Enoch Pratt Free Library to discuss free summer reading programs available at the library.
- **Mental Health:** Ashley Haynes and Stacy Harrison from NAMIWalks join Jeff St. Pierre to discuss their major fundraising effort, the 2013 Maryland NAMIWalks taking place May, 18 at Rash Field in Baltimore.
- **TOURISM:** Harford County Executive, David Craig and Havre de Grace tourism manager, Brigitte Peters join Jeff St. Pierre to talk about the Attack on Havre de Grace Commemoration Weekend and its significance for the local community.
- **WOMEN'S HEALTH:**
  1. Tom Amatucci, director of the Baltimore Women's Classic, joins Jeff St. Pierre to discuss the upcoming, and 2<sup>nd</sup> oldest all women's race in the nation, the Baltimore Women's Classic.

2. Mary Abbajay and the women talk panel discuss advice for new college graduates.
3. Dr. Leslie Mancuso, president and CEO of Jhpiego, discusses the history of Jhpiego and it's impact on women around the world.

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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	DESCRIPTI ON	GUEST	DATE/TI ME	DURATI ON
LITERACY	MD TODAY - SEG 1 - HARFORD COUNTY PUBLIC LIBRARY	Mary Hastler discusses the upcoming programs and events taking place this spring at the Harford County Public Library.	HARFORD CTY LIBRARY/MARY HAST	04/07/2013 06:54 AM	015:09
Financial help	MD TODAY - SEG 2 - COLLEGE SAVINGS PLANS OF MD	Jeff St. Pierre and Joan Marshall, executive director of College Savings Plans of Maryland, discuss the different plans available to parents to start saving for their children's college fund.	CCCS/DEANNA BOOKER	04/07/2013 07:11 AM	014:46
CHILD HEALTH	MD TODAY - SEG 1 - YMCA HEALTHY KIDS DAY	Margreta Rempert and Jeff St. Pierre discuss the Y of Central Maryland's annual	YMCA CENTRAL MD/MARGRETA REMP	04/14/2013 07:25 AM	011:18

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		initiative to keep children staying active, Healthy Kids Day.			
COMMUNITY DEVELOPMENT	MD TODAY - SEG 2 - CIVIC WORKS	Jeff St. Pierre is joined by Dana Stein, executive director of Civic Works, to discuss their upcoming fundraiser promoting green projects featuring Robert F Kennedy Jr.	CIVIC WORKS/DANA STEIN	04/14/2013 07:40 AM	015:51
AUTISM AWARENESS	MD TODAY - SEG 1 - ROAR FOR AUTISM	Dr. Rebecca Landa from Kennedy Krieger Institute and Peter Waldron, co-chair for ROAR for Autism, join Jeff St. Pierre to discuss the upcoming ROAR for Autism event.	ROAR FOR AUTISM/KENNELLY	04/21/2013 07:26 AM	013:31
BREAST CANCER AWARENESS	MD TODAY - SEG 2 - BLACK EYED SUSAN DAY	Jeff St. Pierre is joined by Karin DeFrancis and Brittany Fowler from Susan G Komen for the Cure Maryland to discuss the Black Eyed Susan Day events and how they	MD JOCKEY CLUB/KOMEN	04/21/2013 07:44 AM	016:07

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		benefit Maryland's women.			
TOURISM	MD TODAY - SEG 1 - HAVRE DE GRACE TOURISM	Harford County Executive, David Craig and Havre de Grace tourism manager, Brigitte Peters join Jeff St. Pierre to talk about the Attack on Havre de Grace Commemoration Weekend and it's significance for the local community.	BATTLE OF HAVRE DE GRACE	04/28/2013 07:21 AM	013:29
HEALTH/LUPUS	MD TODAY - SEG 3 - ALLIANCE FOR LUPUS RESEARCH - WPOC	Jeff St. Pierre is joined by Elizabeth Vega from the Alliance for Lupus Research and a group representing the Walk With Us to Cure Lupus event.	ALLIANCE FOR LUPUS RESEARCH	04/28/2013 07:40 AM	014:32
Financial help	MD TODAY – SEG 1 – MONEY POWER DAY	Meghan Shutt, from the Baltimore CASH Campaign, and Bert Hash, from MECU, discuss the upcoming event, Money Power Day, aimed at providing free financial	BALT CASH CAMPAIGN/MEGHAN SHUTT	05/05/2013 07:30 AM	013:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		education to the public.			
Financial help	MD TODAY – SEG 2 – CCCS - HOMEBUYING	Deanna Booker from Consumer Credit Counseling Service of MD & DE joins Maryland Today to give tips to first-time homebuyers.	CCCS/DEANNA BOOKER	05/05/2013 07:49 AM	016:21
Mental Health	MD TODAY - SEG 1 - NAMIWALKS BALTIMORE 2013	Ashley Haynes and Stacy Harrison from NAMIWalks join Jeff St. Pierre to discuss their major fundraising effort, the 2013 Maryland NAMIWalks taking place May, 18 at Rash Field in Baltimore.	NAMI	05/12/2013 07:22 AM	015:12
EDUCATION	MD TODAY - SEG 2 - BALT MUSEUM WEEK	Jeff St. Pierre and Courtney Wilson, executive director of the B&O Railroad Museum, discuss the upcoming inaugural Baltimore museum week and it's impact on the community.	COURTNEY WILSON	05/12/2013 07:41 AM	013:21
AUTISM AWARENESS	MD TODAY - SEG 1 - JOEY'S	Lauren Esakoff talks	LAUREN ESAKOFF/JOEYS	05/19/2013 07:21 AM	015:40

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	PURPLE BALL	with Jeff St. Pierre about the upcoming event, Joey's Purple Ball, that benefits Joey's Fund, a fund of the Flutie Foundation, that honors Josephine Gay, lost in the Newtown tragedy in December.	PURPLE B		
Financial help	MD TODAY - SEG 2 - CCCS - PNC BANK	Deanna Booker and Devon Hyde from Consumer Credit Counseling Services of MD & DE discuss the importance of having an emergency savings plan.	CCCS/DEANNA BOOKER	05/19/2013 07:41 AM	013:06
CHILD HEALTH	MD TODAY - SEG 1 - RA-NICKY'S WEEK	Jeff St. Pierre is joined by general manager for RA Sushi, Scott Bernas, to talk about the 9 <sup>th</sup> annual Nicky's Week to benefit St. Jude Children's Research Hospital.	RA/SCOTT BERNAS	05/26/2013 07:30 AM	012:50
Family issues	MD TODAY - SEG 2 - FAMILY VACATION TIPS	Dr. Cynthia Post joins Maryland Today to offer tips to families	DR CYNTHIA POST	05/26/2013 07:48 AM	013:05

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		planning on taking summer vacations.			
WOMEN'S HEALTH	MD TODAY - SEG 1 - BALTIMORE WOMEN'S CLASSIC	Tom Amatucci, director of the Baltimore Women's Classic, joins Jeff St. Pierre to discuss the upcoming, and 2 <sup>nd</sup> oldest all women's race in the nation, the Baltimore Women's Classic.	BWC/TOM AMATUCCI	06/02/2013 07:30 AM	014:20
Financial help	MD TODAY - SEG 2 - CCCS HOMEBUYING	Deanna Booker from Consumer Credit Counseling Service of MD & DE joins Maryland Today to give tips to first-time homebuyers.	CCCS/DEANNA BOOKER	06/02/2013 07:48 AM	016:21
WOMEN'S HEALTH	MD TODAY - SEG 1 - WOMEN TALK/MARY ABBAJAY	Mary Abbajay and the women talk panel discuss advice for new college graduates.	WOMEN TALK/MARY ABBAJAY	06/09/2013 07:22 AM	014:14
EMPLOYMENT	MD TODAY - SEG 2 - WORKING LIFE/DISTRACTIONS	Bernie Lucas and Mary Abujay discuss how to deal with life's distractions.	WORKING LIFE	06/09/2013 07:39 AM	013:30
CHILD HEALTH	MD TODAY - SEG 1 - CASEY CARES 5K	Casey Baynes from the Casey Cares Foundation joins Jeff St.	CASEY CARES FOUNDATION	06/16/2013 07:21 AM	014:04



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Pierre to discuss their annual fundraiser, the Casey Cares 5K.			
LITERACY	MD TODAY - SEG 2 - ENOCH PRATT FREE LIBRARY	Jeff St. Pierre is joined by Roswell Encina from the Enoch Pratt Free Library to discuss free summer reading programs available at the library.	PRATTY LIBRARY/ROSWELL ENCINA	06/16/2013 07:39 AM	013:32
CHILD HEALTH	MD TODAY - SEG 1 - LAZY RIVER DUCK DERBY	Tom King, general manager and owner of Valleybrook Country Club, and Sharon Perfetti, executive director and co-founder of Cool Kids Campaign, join Jeff St. Pierre to talk about the Lazy River Duck Derby fundraiser that benefits the Cool Kids Campaign.	COOL KIDS CAMPAIGN	06/23/2013 07:21 AM	014:42
WOMEN'S HEALTH	MD TODAY - SEG 2 - JHPIEGO	Dr. Leslie Mancuso, president and CEO of Jhpiego, discusses the history of Jhpiego and its	JHPIEGO/LESLIE MANCUSO	06/23/2013 07:40 AM	015:14

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		impact on women around the world.			
COMMUNITY ENGAGEMENT	MD TODAY - SEG 1 - NATIONAL AQUARIUM	Jeff St. Pierre is joined by aquarium general curator, Jack Cover, to talk about their brand new Blacktip Reef exhibit set to open this summer.	NATL AQUARIUM/JACK COVER	06/30/2013 07:24 AM	015:32
Financial help	MD TODAY - SEG 2 - CCCS FORECLOSURE	Deanna Booker from CCCS joins Jeff St. Pierre to provide tips for those who may be going through foreclosure.	CCCS/DEANNA BOOKER	06/30/2013 07:42 AM	012:28

**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
agriculture & gardening; hunger issues; employment; transportation; energy; economy  politics, advertising, technology, climate change, government	<b>Viewpoints</b>	The Foodshed & Urban Gardening  Proofiness: Lies, damned lies...and statistics!	<b>04/07/2013 06:26:13</b>	<b>27:58</b>
education, technology, the arts  consumerism, international business, charities, pollution, Third World economies	<b>Viewpoints</b>	School Budgets: Are the arts expendable?  Overdressed: Fashion pollution and its toll on the economy	<b>04/14/2013 06:57:48</b>	<b>27:59</b>

<p>overnment, crime, ethnic and racial issues, election campaigns, voting, ethics</p> <p>travel and leisure; urban infrastructure; consumerism</p>	<b>Viewpoints</b>	<p>Government Corruption: Where it comes from; how to stop it</p> <p>Vacationing? Make it an adventure!</p>	<p><b>04/21/2013</b> <b>06:59:01</b></p>	<b>28:00</b>
<p>the economy, the presidency, politics, history, federal budget, poverty</p> <p>family issues, marriage, business, media, health</p>	<b>Viewpoints</b>	<p>Calvin Coolidge: The sides of 'Silent Cal' you didn't know</p> <p>The Relationship Between Food and Families</p>	<p><b>04/28/2013</b> <b>06:53:23</b></p>	<b>27:59</b>
<p>business, entrepreneurship, economy, education, environmental concerns, philanthropy, agriculture</p> <p>prisons, crime, business, education</p>	<b>Viewpoints</b>	<p>Large and Small Businesses Give Back to the Community</p> <p>Success After Prison: The key is "consistency"</p>	<p><b>05/05/2013</b> <b>07:02:39</b></p>	<b>27:59</b>
<p>mental health, communication, education</p> <p>culture, music, law enforcement, law, media</p>	<b>Viewpoints</b>	<p>The Agony of Public Speaking</p> <p>Slang: Where does it come from and why do we use it?</p>	<p><b>05/12/2013</b> <b>06:54:17</b></p>	<b>27:59</b>
<p>social media, business, technology, national disasters</p> <p>business, law, manufacturing, communication, consumerism</p>	<b>Viewpoints</b>	<p>Social Media and Business: Doing it right</p> <p>Simplicity: Why it's important in our lives and work</p>	<p><b>05/19/2013</b> <b>06:53:04</b></p>	<b>27:58</b>
<p>personal finance, banking, commerce, death, family issues, law</p> <p>law, courts, firearms, history, presidency</p>	<b>Viewpoints</b>	<p>The Logistics of Death</p> <p>The Constitution: What did the framers intend?</p>	<p><b>05/26/2013</b> <b>07:02:56</b></p>	<b>27:58</b>
<p>addiction, recreation, mental health, family issues</p> <p>crime, literature, media, popular culture</p>	<b>Viewpoints</b>	<p>Gambling Addicts: What are the odds for recovery?</p> <p>Superman: Do we need superheroes?</p>	<p><b>06/02/2013</b> <b>07:02:52</b></p>	<b>27:58</b>
<p>science, technology, popular culture, media</p> <p>civil rights, women's issues, education, family issues, culture</p>	<b>Viewpoints</b>	<p>The Science of the Impossible</p> <p>A Father and Daughter Collaboration</p>	<p><b>06/09/2013</b> <b>06:54:23</b></p>	<b>27:57</b>
<p>family issues, mental health, education, literature</p> <p>agriculture, infrastructure, business, community issues, environment</p>	<b>Viewpoints</b>	<p>Teenage Depression and Contagious Behavior</p> <p>Rooftop Agriculture: The best gardens you never see!</p>	<p><b>06/16/2013</b> <b>06:53:23</b></p>	<b>27:55</b>

technology, labor, arts & literature, consumerism  science, education, history, commerce	<b>Viewpoints</b>	Steampunk: New technology meets Victorian sensibilities  Fibonacci: The man who brought us numbers	<b>06/23/2013 06:53:17</b>	<b>27:59</b>
science, women's issues, national security, military, labor, racial issues  philanthropy, literature, historic preservation and museums	<b>Viewpoints</b>	The Famous, and Unsung Workers on the Atomic Bomb  Bringing Historic Preservation	<b>06/30/2013 06:56:07</b>	<b>27:58</b>

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**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	001
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	001
ARTS	SMITHSONIAN	000:31	031
BULLYING	PACER CENTER	000:29	075
BULLYING	PACER CENTER	000:31	075
BULLYING	STOP BULLYING.GOV	000:30	013
CHILD HEALTH	CASEY CARES FOUNDATION	000:28	020
DISASTER RELIEF	AMERICAN RED CROSS	000:30	014
DOMESTIC VIOLENCE	RAINN – RAPE ABUSE INCEST NATIONAL NETWORK	000:30	009
DOMESTIC VIOLENCE	THE HOTLINE	000:30	009
HEALTH-MENTAL	NAMI – NATIONAL ALLIANCE ON MENTAL ILLNESS	000:36	008
HEALTH/LUPUS	ALLIANCE FOR LUPUS RESEARCH	000:25	040
HEALTH/LUPUS	ALLIANCE FOR LUPUS RESEARCH	000:28	020

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HUNGER PREVENTION	FEEDING AMERICA	000:30	043
MILITARY AND VETERANS	FISHER HOUSE	000:30	027
HUNGER PREVENTION	SHARE OUR STRENGTH	000:31	041
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	017
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	151