

WPOC  
Baltimore, MD  
Quarterly Issues/Programs List  
First Quarter, 2014  
04/03/2014

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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:

- **Black history in Baltimore:** Iris Leigh Barnes from Harford Community College talks about the upcoming “Faces of Freedom” exhibit that features the history of African Americans in the Upper Chesapeake area in Civil War times.
- **CAREER:** Bernie Lucas is joined by Mary Abbajay to discuss ways for veterans to make a transition into the working world as a civilian.
- **COMMUNITY DEVELOPMENT:**
  - Max Weiss, managing editor for Baltimore Magazine, discusses the January issue featuring 101 reasons to love Baltimore.
  - Jeff St. Pierre is joined by Dr. Chris Ford, director of the Baltimore School for the Arts, and Lainy LeBow Sachs, executive vice president of the Kennedy Krieger Institute, to discuss the Art of Giving Fashion Show, an annual fundraiser for the BSA and Kennedy Krieger.
  - 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.
  - Jeff St. Pierre is joined by the Waterfront Partnership's Beth Laverick to discuss upcoming events such as the annual Shamrock Shindig and other programs starting up in the Spring.
  - Producer Bobby Marvin Holmes discusses his documentary, Live Young Blood, that takes a look at the city’s youth and how people are making strides to get guns out of the hands of the kids.
- **COMMUNITY EVENTS:** Mark Williams and Gayle Economos discuss the upcoming Baltimore Greek Week and the different events surrounding the celebration.
- **DISASTER RELIEF:** Brittany Fowler from the American Red Cross discusses ways people can be prepared for a disaster, upcoming blood drives and what help the organization is currently in need of.
- **Financial help:**
  - Jeff St. Pierre and Deanna Booker from Consumer Credit Counseling Service discuss ways to keep your “financial resolutions” intact.
  - Deanna Booker from CCCS discusses ways for couples to have those awkward conversations about money

- Sara Johnson of the Baltimore CASH Campaign discusses opportunities for low-income residents to get free tax prep and other financial assistance.
  - Joan Marshall, executive director for College Savings Plans of Maryland, discusses the different options available for parents looking to begin saving for their child's college education.
  - Sara Johnson of the Baltimore CASH Campaign and Brooke Hodges, senior vice president for Bank of America, talk about the 9<sup>th</sup> annual Money Power Day, an event aimed at providing financial information for people in the Baltimore area.
  - Carmen Jones-Burke of Consumer Credit Counseling Service of MD and DE joins Jeff St. Pierre to talk about the new regulations being put into place to help protect homebuyers.
- **HEALTH CANCER PREVENTION:** Jeff St. Pierre is joined by Dr. William Nelson, director at Johns Hopkins Kimmel Cancer Center, to discuss the first annual Ride to Conquer Cancer, coming to D.C. in September.
  - **HOUSING:** Jeff St. Pierre is joined by Abrielle Willis from Habitat for Humanity Susquehanna discuss Habitat's Veterans Repair Program and how local veterans can benefit from it.
  - **READING/LITERACY:**
    - Jeff St. Pierre is joined by Roswell Encina to discuss upcoming events and promotions at the Pratt Free Library.
    - Mary Hastler of the Harford County Public Library joins Jeff St. Pierre to discuss the new Little Leapers 3.5 program as well as other new available options in the Harford County Public Library system
  - **TOURISM:** Sam Rogers, executive vice president and chief marketing officer for Visit Baltimore joins Jeff St. Pierre to discuss the city's Absolutely Febulous promotion offering special deals and free events designed for people to get out of their homes in the winter for a visit to Baltimore.
  - **WOMEN'S HEALTH:** Tom Amatucci and Kelly Dees, director for the Baltimore Women's Classic, discuss this year's event, the largest all women's 5K in the area and the second oldest all women's race in the nation.
  - **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
CAREER	MD TODAY - SEG 1 - WORKING LIFE - CAREER TRANSITIONS	Bernie Lucas is joined by Mary Abbajay to discuss ways for	WORKING LIFE	01/05/2014 07:25 AM	013:33

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		veterans to make a transition into the working world as a civilian.			
WORKPLACE	MD TODAY - SEG 2 - WOMEN TALK - CORPORATE RESPONSIBILIT	Mary Abbajay discusses corporate social responsibility.	WOMEN TALK/MARY ABBAJAY	01/05/2014 07:38 AM	014:36
READING/LITERACY	MD TODAY - SEG 1 - PRATT FREE LIBRARY	Jeff St. Pierre is joined by Roswell Encina to discuss upcoming events and promotions at the Pratt Free Library.	PRATTY LIBRARY/ROSWELL ENCINA	01/12/2014 07:22 AM	012:57
COMMUNITY DEVELOPMENT	MD TODAY - SEG 2 - BALTIMORE MAGAZINE	Max Weiss, managing editor for Baltimore Magazine, discusses the January issue featuring 101 reasons to love Baltimore.	BALT MAGAZINE/MAX WEISS	01/12/2014 07:38 AM	016:41
DISASTER RELIEF	MD TODAY - SEG 1 - RED CROSS	Brittany Fowler from the American Red Cross discusses ways people can be prepared for a disaster, upcoming blood drives and what help the organization is currently in need of.	RED CROSS/BRITTANY FOWLER	01/19/2014 07:13 AM	014:07
Financial help	MD TODAY - SEG 2 - CCCS - FINANCIAL RESOLUTIONS	Jeff St. Pierre and Deanna Booker from Consumer Credit Counseling Service discuss ways to keep your "financial resolutions"	CCCS/DEANNA BOOKER	01/19/2014 07:31 AM	013:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		intact.			
COMMUNITY DEVELOPMENT	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.	PARKING AUTHORITY	01/26/2014 07:20 AM	015:00
Financial help	MD TODAY - SEG 2 - CCCS - MONEY CONVERSATIONS	Deanna Booker from CCCS discusses ways for couples to have those awkward conversations about money	CCCS/DEANNA BOOKER	01/26/2014 07:40 AM	014:53
COMMUNITY DEVELOPMENT	MD TODAY - SEG 1 - ART OF GIVING	Jeff St. Pierre is joined by Dr. Chris Ford, director of the Baltimore School for the Arts, and Lainy LeBow Sachs, executive vice president of the Kennedy Krieger Institute, to discuss the Art of Giving Fashion Show, an annual fundraiser for the BSA and Kennedy Krieger.	BSA/KENNEDY KRIEGER	02/02/2014 07:20 AM	012:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Financial help	MD TODAY - SEG 2 - FINANCIAL FITNESS	Carol Blymire speaks with Dara Duguay from the Credit Builder's Alliance, about ways to handle debt	CREDIT BUILDERS ALLIANCE	02/02/2014 07:36 AM	012:52
TOURISM	MD TODAY - SEG 1 - VISIT BALTIMORE-ABSOLUTELY FEBULOUS	Sam Rogers, executive vice president and chief marketing officer for Visit Baltimore joins Jeff St. Pierre to discuss the city's Absolutely Febulous promotion offering special deals and free events designed for people to get out of their homes in the winter for a visit to Baltimore.	VISIT BALTIMORE/SAM ROGERS	02/09/2014 07:17 AM	015:14
Financial help	MD TODAY - SEG 2 - BALTIMORE CASH-TAXES	Sara Johnson of the Baltimore CASH Campaign discusses opportunities for low-income residents to get free tax prep and other financial assistance.	CASH CAMPAIGN/SARAH JOHNSON	02/09/2014 07:37 AM	013:55
Black history in Baltimore	MD TODAY - SEG 1 - FACES OF FREEDOM	Iris Leigh Barnes from Harford Community College talks about the upcoming "Faces of Freedom" exhibit that features the history of African Americans in the Upper	HARFORD COMM COLLEGE	02/16/2014 07:17 AM	014:10

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Chesapeake area in Civil War times.			
Financial help	MD TODAY - SEG 2 - FINANCIAL FITNESS	Carol Blymire speaks with Dara Duguay from the Credit Builder's Alliance, about ways to handle debt	CREDIT BUILDERS ALLIANCE	02/16/2014 07:37 AM	012:52
HOUSING	MD TODAY - SEG 1 - HABITAT FOR HUMANITY	Jeff St. Pierre is joined by Abrielle Willis from Habitat for Humanity Susquehanna discuss Habitat's Veterans Repair Program and how local veterans can benefit from it.	HABITAT/Abrielle Willis	02/23/2014 07:19 AM	013:07
Financial help	MD TODAY - SEG 2 - COLLEGE SAVINGS PLANS OF MD	Joan Marshall, executive director for College Savings Plans of Maryland, discusses the different options available for parents looking to begin saving for their child's college education.	COLLEGE SAVINGS PLANS OF MD	02/23/2014 07:38 AM	015:34
READING/LITERACY	MD TODAY - SEG 1 - LITTLE LEAPERS 3.5	Mary Hastler of the Harford County Public Library joins Jeff St. Pierre to discuss the new Little Leapers 3.5 program as well as other new available options in the Harford County Public Library system	HARFORD CTY LIBRARY/MARY HAST	03/02/2014 07:19 AM	014:02

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Financial help	MD TODAY - SEG 2 - FINANCIAL FITNESS	Carol Blymire speaks with Dara Duguay from the Credit Builder's Alliance, about ways to handle debt	CREDIT BUILDERS ALLIANCE	03/02/2014 07:38 AM	012:52
HOUSING	MD TODAY - SEG 1 - HABITAT FOR HUMANITY	Jeff St. Pierre is joined by Abrielle Willis from Habitat for Humanity Susquehanna discuss Habitat's Veterans Repair Program and how local veterans can benefit from it.	HABITAT/Abrielle Willis	03/09/2014 07:26 AM	013:07
COMMUNITY DEVELOPMENT	MD TODAY - SEG 2 - WATERFRONT PARTNERSHIP	Jeff St. Pierre is joined by the Waterfront Partnership's Beth Laverick to discuss upcoming events such as the annual Shamrock Shindig and other programs starting up in the Spring.	WATERFRONT PARTNERSHIP/BETH	03/09/2014 07:44 AM	013:48
Financial help	MD TODAY - SEG 1 - MONEY POWER DAY	Sara Johnson of the Baltimore CASH Campaign and Brooke Hodges, senior vice president for Bank of America, talk about the 9 <sup>th</sup> annual Money Power Day, an event aimed at providing financial information for people in the Baltimore area.	CASH CAMPAIGN/SARAH JOHNSON	03/16/2014 07:18 AM	015:10

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Financial help	MD TODAY - SEG 2 - CCCS - HOMEBUYING REGULATIONS	Carmen Jones-Burke of Consumer Credit Counseling Service of MD and DE joins Jeff St. Pierre to talk about the new regulations being put into place to help protect homebuyers.	CCCS/CARMEN JONES BURKE	03/16/2014 07:39 AM	010:50
COMMUNITY EVENTS	MD TODAY - SEG 1 - BALT GREEK WEEK 2014	Mark Williams and Gayle Economos discuss the upcoming Baltimore Greek Week and the different events surrounding the celebration.	GREEK FESTIVAL/GAYLE ECONOMOS	03/23/2014 07:20 AM	013:09
COMMUNITY DEVELOPMENT	MD TODAY - SEG 2 - LIVE YOUNG BLOOD	Producer Bobby Marvin Holmes discusses his documentary, Live Young Blood, that takes a look at the city's youth and how people are making strides to get guns out of the hands of the kids.	BOBBY MARVIN HOLMES	03/23/2014 07:38 AM	014:51
WOMEN'S HEALTH	MD TODAY - SEG 1 - Baltimore Women's Classic	Tom Amatucci and Kelly Dees, director for the Baltimore Women's Classic, discuss this year's event, the largest all women's 5K in the area and the second oldest all women's race in the nation.	BWC/TOM AMATUCCI	03/30/2014 07:22 AM	014:11
HEALTH CANCER	MD TODAY - SEG	Jeff St. Pierre is	RIDE TO	03/30/2014	013:43



ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
PREVENTION	2 - RIDE TO CONQUER CANCER	joined by Dr. William Nelson, director at Johns Hopkins Kimmel Cancer Center, to discuss the first annual Ride to Conquer Cancer, coming to D.C. in September.	CONQUER/DR. NELSON	07:40 AM	

**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
US government and military; military preparedness; economics; public health; education  youth at risk; education; technology; economics; charities	<b>Viewpoints</b>	Obesity and the military  Home schooling for sick kids	<b>01/05/14</b> <b>06:57:17</b>	<b>27:53</b>
youth at risk; education; suicide; parenting issues  health care; public health; consumerism	<b>Viewpoints</b>	Cutting  Avoiding doctor's mistakes	<b>01/12/14</b> <b>06:55:04</b>	<b>27:55</b>
health care; public health; consumerism; environment and weather; prevention  health care; public health; consumerism; women's issues and gender issues; education	<b>Viewpoints</b>	Weather and pain  Do women make better doctors?	<b>01/19/14</b> <b>06:45:14</b>	<b>27:59</b>

public health; public safety and emergency response; consumerism; economics; local government, police and fire; Medicare and federal government  gender issues; science and culture	<b>Viewpoints</b>	Ambulance fees  Defining sex and gender	<b>01/26/14</b> <b>06:47:48</b>	<b>27:59</b>
public health; health care; consumerism; economics; federal government; poverty  health care; arts and culture	<b>Viewpoints</b>	An Obama care update  Healing arts	<b>02/02/14</b> <b>06:52:23</b>	<b>27:59</b>
disabilities; family issues; health care and rehabilitation  health care; public safety; prevention	<b>Viewpoints</b>	Traumatic brain injury and relationships  Inflammation	<b>02/09/14</b> <b>06:45:17</b>	<b>27:58</b>
women's issues; discrimination; disabilities; economics; business and industry; laws and federal government  health care; prevention; technology	<b>Viewpoints</b>	Pregnancy job discrimination  Probiotics	<b>02/16/14</b> <b>06:49:37</b>	<b>28:00</b>
health care; public health; consumerism; economics; regulation and federal government  senior citizens and elderly; consumerism; public safety	<b>Viewpoints</b>	Do we need vitamins?  Alzheimer's wandering	<b>02/23/14</b> <b>06:51:14</b>	<b>27:59</b>
agriculture; weather and climate change; disaster preparedness; drought; economics; food supply; property and water rights; technology  health care; food additives	<b>Viewpoints</b>	Weather, agriculture and the food supply  Thyroid disease	<b>03/02/14</b> <b>6:47:14</b>	<b>28:00</b>
psychology; crime; volunteerism; technology and society  health care; consumerism; federal government and food regulations	<b>Viewpoints</b>	The bystander effect  Silent reflux	<b>03/09/14</b> <b>6:58:53</b>	<b>27:59</b>

children & family issues; bullying; therapy; education  employment, business, government	<b>Viewpoints</b>	Bullying and Hazing: How to deal with the fallout  Long-Term Unemployed: It's more than just a financial toll	<b>03/16/14</b>  <b>06:45:18</b>	<b>27:54</b>
health care; public health; discrimination; media and society; consumerism  health care; consumerism; youth at risk; consumer safety; drugs and medications	<b>Viewpoints</b>	Obesity as a disease  OTC drugs and kids	<b>03/23/14</b>  <b>06:46:56</b>	<b>27:58</b>
health care; public health; discrimination; economics; consumerism and insurance; consumer safety  health care; consumerism; senior citizens; disabilities	<b>Viewpoints</b>	Weight loss surgery and insurance  Low vision	<b>03/30/14</b>  <b>06:49:58</b>	<b>27:59</b>

(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.

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
YOUTH CHARITIES	PSA/TORREY SMITH FOUNDATION	000:25	022
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	015
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	261
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	037
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	048
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	012