

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs List
(3rd Quarter Report, July – September 2014)

WMVP-AM ascertains the needs, interests and concerns of its community in several ways. First, members of WMVP-AM management, public affairs and programming staff regularly seek out and talk with community leaders and solicit their input on important issues facing the community. Second, management, program talent, and program producers receive constant feedback from listeners by phone, letter and email. Third, the WMVP-AM sales staff interacts daily with the business community. Finally, station management and personnel attend community meetings, hearings and debates, listen to and watch other local cable and broadcast outlets, and read local magazines and newspapers to help inform themselves about issues facing the community. All of these methods of outreach, education and feedback affect the list of community needs and issues to which the station decides to devote particular attention in its programming during a particular quarter.

Issues of importance to the local community are addressed through a variety of programs. WMVP-AM is a talk station, with a special focus on sports. Regular sports programs often include repeated and/or extensive discussions by and among show hosts, guests and callers of issues of special interest to athletes and sports fans, such as domestic abuse, or traumatic brain injuries.

The station also airs a one-hour weekly public affairs show, "Beyond Sports," every Sunday morning. "Beyond Sports," which is broadcast each week from 5:00 to 6:00 AM, is hosted by WMVP-AM Public Affairs Manager, Hannah Stanley. This program often features guests from the local community and from public interest organizations talking about issues of importance to the community. Each week's show focuses on a different issue and features different guests.

To supplement this long-form programming and to further educate listeners about issues of concern to its local community, WMVP-AM airs a wide variety of public service announcements. During the third quarter of 2014, the station donated air time for the broadcast of a total of 3,194 public service announcements on 24 different subjects ranging from autism awareness to wildfire prevention. All of these public service announcements were either :10, :15, :30 or :60 seconds long and aired at various times of the broadcast schedule.

Finally, WMVP-AM periodically airs local news briefs, and weather reports.

WMVP-AM determined the following subjects to be of particular concern to area listeners during the third quarter of 2014:

Public Health

Vision and Eye Injury Prevention

ABLE Act

Domestic Violence

Obesity

Personal Health

American Brain Foundation

Lupus

Cancer Awareness Month

Autoimmune Diseases

Kids & Family

Autism

Bear Necessities

DiveHeart

Public Safety

Nuclear Energy and Radioactivity

Illinois Department of Transportation

Attached is a listing of some of WMVP-AM's most significant treatment of these issues during the third quarter of 2014.

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 07/13/2014, 5am-6am

Topic: **Vision & Eye Injury Prevention**

Show Summary: During Eye Injury Prevention Month, Beyond Sports talked with the Chicago based Prevent Blindness America to learn how to take steps to care for our eyes, and vision, and what we need to be conscientious of in preventing injuries.

Beyond Sports (local public affairs show) – 7/27/2014, 5am-6am

Topic: **ABLE Act**

Show Summary: The Achieving a Better Life Experience (ABLE) Act would ease the financial burden for individuals with disabilities by creating tax-free accounts that can be used to save for disability-related expenses. Sara Wolf spoke before Congress regarding this Act, and then joined Beyond Sports to discuss her stance that this is necessary.

Beyond Sports (local public affairs show) – 09/14/2014, 5am-6am

Topic: **Domestic Violence**

Show Summary: With the eyes of the country following several high profile domestic violence cases, Beyond Sports interviewed the Executive Director of the National Coalition Against Domestic Violence to learn more about this, how common it is, and some of the things we should be looking for.

Beyond Sports (local public affairs show) – 09/21/2014, 5am-6am

Topic: **Obesity**

Show Summary: Obesity is consistently in the news, and with back-to-school time comes more concerns about diet and exercise for our youth. Beyond Sports spoke with Dr. Richard Buffalino regarding the diets of Americans and our children specifically, and the focus on teaching heart healthy choices.

PERSONAL HEALTH

Beyond Sports (local public affairs show) – 7/06/2014, 5am-6am

Topic: **American Brain Foundation**

Show Summary: Former NFL player, Ben Utecht, joined Beyond Sports to discuss his work with the American Brain Foundation to increase awareness regarding brain disease and research that is being done regarding traumatic brain injuries, brain disease, and injury prevention.

Beyond Sports (local public affairs show) – 7/20/2014, 5am-6am

Topic: **Lupus**

Show Summary: The Chicago area Lupus walks are in August, and Beyond Sports discussed this disease with the Director of the Illinois Lupus Association and a woman who has had Lupus for over a decade. Until recently, it had been 50 years since the last new medication had been developed for treating Lupus, and the research that is ongoing is helping to assure that it won't be another 50 until the next one.

Beyond Sports (local public affairs show) – 8/03/2014, 5am-6am

Topic: **Cancer Awareness Month**

Show Summary: Imerman Angels founder Jonny Imerman joined Beyond Sports to discuss Cancer Awareness Month, the changes in treatment, the importance of early diagnosis, and how

making sure to conduct self-exams and seek medical care if you experience symptoms is the best plan.

Beyond Sports (local public affairs show) –8/17/2014, 5am-6am

Topic: **Autoimmune Diseases**

Show Summary: With so many autoimmune diseases gaining attention, Beyond Sports learned about some of the more common, from Alopecia to Crohn’s Disease to Rheumatoid Arthritis. So varied are the symptoms, receiving a correct diagnosis can take years to achieve.

KIDS & FAMILY

Beyond Sports (local public affairs show) – 8/24/2014, 5am-6am

Topic: **Autism**

Show Summary: The Have Dreams organization of Chicago works with children and young adults on the autism spectrum, as well as their families, to allow them access to therapies, treatments, and groups that will help them develop and thrive with their condition.

Beyond Sports (local public affairs show) – 9/07/2014, 5am-6am

Topic: **Bear Necessities**

Show Summary: Working with hospitals within the Chicagoland area, Bear Necessities provides comforting items to pediatric patients who are undergoing extended and intensive treatments.

Beyond Sports (local public affairs show) – 9/28/2014, 5am-6am

Topic: **DiveHeart**

Show Summary: Through SCUBA diving, the Chicagoland based organization, Diveheart, conducts programs that teach children and adults with disabilities that they can experience another activity, and world, underwater. The forgiving weightless environment allows buoyancy to a child or adult who would otherwise struggle on land.

PUBLIC SAFETY

Beyond Sports (local public affairs show) – 08/10/2014, 5am-6am

Topic: **Nuclear Energy**

Show Summary: Beyond Sports learned about nuclear energy and radioactivity in our everyday lives, as well as how we are affected here in the Chicagoland area by our nuclear power stations, and the risks that are possible. Nuclear power in comparison to other forms of energy was also discussed.

Beyond Sports (local public affairs show) – 8/31/2014, 5am-6am

Topic: **Illinois Department of Transportation**

Show Summary: Pacing well below average levels of vehicular deaths for the year thusfar, the IL Dept of Transportation wants to make sure we stay below average. Prior to the Labor Day holiday, Shannon Alderman of IDOT visited Beyond Sports to discuss their plans for enforcement during the holiday weekend, and laws that people should know to be safe and remain compliant.

PRIMARY CATEGORY	# of PSA's	LENGTH OF PSA
AUTISM AWARENESS	163	30
BOYS AND GIRLS CLUB OF AMERICA	19	30

CAREGIVER ASSISTANCE	266	30
CHILDHOOD ASTHMA	169	30
CHILDHOOD ASTHMA	89	60
CHILDHOOD OBESITY PREVENTION	10	10
CHILDHOOD OBESITY PREVENTION	2	15
CHILDHOOD ORAL HEALTH	136	30
CHILD PASSENGER SAFETY	175	30
COMMUNITY ENGAGEMENT	2	15
COMMUNITY ENGAGEMENT	91	60
DISCOVERING NATURE	93	60
DRUNK DRIVING PREVENTION	119	30
EMERGENCY PREPAREDNESS	149	60
ENERGY EFFICIENCY	91	60
FINANCIAL LITERACY	83	30
FOOD SAFETY EDUCATION	114	30
HUNGER PREVENTION	92	30
HUNGER PREVENTION	158	60
JOB TRAINING AND EMPLOYMENT	131	30
MARCH OF DIMES	89	60
RECYCLING	163	60
SHELTER PET ADOPTION	1	15
SHELTER PET ADOPTION	174	30
STAND UP 2 CANCER	28	30
STROKE AWARENESS	82	30
STROKE AWARENESS	170	60
TEXTING AND DRIVING PREVENT	164	30
US MARINES	90	60
WILDFIRE PREVENTION	81	60
TOTAL PSAs	3194	