

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs List
(3rd Quarter Report, July – September 2013)

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 steroid use, or drunk driving.

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 2013, the station donated air time for the broadcast of a total of 3,296 public service announcements on 30 different subjects ranging from Alcoholism to the USO. 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 2013:

Public Health

Drug Abuse

Lupus

Brain Tumors

Cancer Awareness

Down Syndrome

Eye Injuries

Heart Disease

Childhood Obesity

November

School Supplies

School Supply Drive for IL State Students

Safety

IL Department of Transportation

Attached is a listing of some of WMVP-AM's most significant treatment of these issues during the third quarter of 2013.

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 7/14/2013, 5am-6am

Topic: **Drug Abuse**

Link: www.DrugFree.org

Show Summary: Prevention First is an Illinois based drug prevention organization that works in conjunction with the Partnership at Drugfree.com to educate the public on methods to prevent drug misuse and abuse.

Beyond Sports (local public affairs show) – 7/28/2013, 5am-6am

Topic: **Lupus**

Link: www.Lupus.org

Show Summary: The Northern Illinois Lupus walks are occurring over the next several weeks. On this weeks Beyond Sports, we were joined by a Lupus patient for more than 12 years to describe her journey through Lupus as well as her husband to share how lupus can affect the family as well.

Beyond Sports (local public affairs show) – 8/04/2013, 5am-6am

Topic: **American Brain Tumor Association**

Link: www.abta.org

Show Summary: The American Brain Tumor Association is based in Chicago, and works to increase research and awareness, as well as support for those dealing with brain tumors. Many brain tumors can exist undetected for years, however, for those that are affected by serious versions they can be fatal. We learned of an amazing man whose life continues to inspire despite the fact that he past away due to a brain tumor more than 20 years ago.

Beyond Sports (local public affairs show) – 8/18/2013, 5am-6am

Topic: **Cancer Awareness**

Links: www.imermanangels.org

Show Summary: Jonny Imerman is the founder of Imerman Angels and a proponent of early detection for as many people as possible to detect cancer in as early a stage as possible.

Beyond Sports (local public affairs show) – 8/25/2013, 5am-6am

Topic: **Downs Syndrome**

Links: <http://www.massgeneral.org/children/services/treatmentprograms.aspx?id=1701>

Show Summary: Scientists have discovered how to silence the extra chromosome present in down syndrome patients, and Beyond Sports spoke to a doctor who is an expert in the field of down syndrome regarding what that means for prognosis, prevention, etc.

Beyond Sports (local public affairs show) – 9/08/2013, 5am-6am

Topic: **Sports Eye Injury Prevention Month**

Links: www.PreventBlindness.org

Show Summary: Sports Eye Injury Prevention Month spreads awareness of the prevalence of sports eye injuries and ways to prevent them.

Beyond Sports (local public affairs show) – 9/15/2013, 5am-6am

Topic: **Heart Disease**

Link: www.AHA.org

Show Summary: The American Heart Association is hosting several walks in the Chicagoland area to raise awareness of heart disease and prevention of cardiac related ailments.

Beyond Sports (local public affairs show) – 9/22/2013, 5am-6am

Topic: **Childhood Obesity**

Show Summary: Childhood Obesity has reached epidemic levels within America, and the Chicago area is no different. Beyond Sports covered this topic from a few angles including increased fitness and nutrition education.

Beyond Sports (local public affairs show) – 9/29/2013, 5am-6am

Topic: **Prostate Cancer**

Show Summary: Movember is the global initiative that encourages men to grow mustaches in the month of November, to quite literally, “change the face of men’s health” by promoting conversations discussing prostate cancer.

SCHOOL SUPPLIES

Beyond Sports (local public affairs show) – 7/07/2013, 5:00am-6:00am

Topic: School Supply Drive

Link: www.ICUCF.org

Show Summary: Each year the Illinois Currency Exchange Charitable Foundation increases the number of students they are able to help by providing packs of school supplies.

SAFETY

Beyond Sports (local public affairs show) – 9/01/2013, 5am-6am

Topic: **II Department of Transportation**

Show Summary: With the approaching holiday weekend, Shannon Alderman from IDOT joined the program to discuss the upcoming plan to keep the highways safe, and continue reducing the state’s highway fatality total.

PSAs played in support of the above topics as well as others on WMVP-AM during July 1, 2013 – September 30, 2013:

<u>PRIMARY CATEGORY</u>	<u>PSA's</u>	<u>LENGTH OF PSA</u>
ADOPTION	196	30
ADOPTION	50	60

ALCOHOLIC ANONYMOUS	10	30
ALCOHOLIC ANONYMOUS	16	60
AUTISM AWARENESS	41	30
AUTISM AWARENESS	37	60
BIG BROTHERS AND BIG SISTER	14	30
BIG BROTHERS AND BIG SISTER	243	60
BRAIN ANEURYSM FOUNDATION	45	30
BULLYING PREVENTION	226	30
CAREGIVER ASSISTANCE	145	30
CHILD PASSENGER SAFETY	64	30
CHILDHOOD OBESITY PREVENTION	2	10
CHILDHOOD ORAL HEALTH	127	30
DATING ABUSE PREVENTION	50	60
DIGITAL LITERACY	49	60
DISCOVERING NATURE	49	60
DRUGFREE	42	30
DRUNK DRIVING PREVENTION	45	30
EMERGENCY PREPAREDNESS	51	60
FOOD SAFETY EDUCATION	74	30
FORECLOSURE PREVENTION	50	60
HIGH SCHOOL DROPOUT PREVENTION	40	30
HUNGER PREVENTION	274	30
HURRICANE SANDY RELIEF	238	30
MARCH OF DIMES	19	30
MARCH OF DIMES	34	60
NUTRITION EDUCATION	231	30
OCEAN AWARENESS	227	30
ORGAN DONOR	3	10
PET ADOPTION	229	30
RADD DON'T LET FRIENDS DRIVE DRUNK	231	30
STROKE AWARENESS	42	30
US MARINES	13	30
US MARINES	25	60
USO	17	15
USO	19	30
USO	28	60

TOTAL PSA'S 3296