

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs Report
(1st Quarter Report, January – March 2015)

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 first quarter of 2015, the station donated air time for the broadcast of a total of 4,670 public service announcements on 31 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 first quarter of 2015:

Public Health

Respiratory Health
World Cancer Day
Domestic Violence Awareness
Twist Out Cancer
Eating Disorders

Health and Wellness

Gambling Addiction
Spinal Cord Injuries
Vision Care

Community Development

PAWS Chicago
Gateway for Cancer Research
Chicago Run

Military Support - Veterans Support

Education - Men in Nursing

Attached is a listing of some of WMVP-AM's most significant treatment of these issues during the first quarter of 2015.

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 01/04/2015, 5am-6am

Topic: **Smoking Cessation**

Show Summary: The 8 year anniversary of the Smoke Free Illinois law was January 1st, and Joel Africk of the Respiratory Health Association joined the program to discuss the health benefits that the state is already seeing due to this change, as well as the programs to assist people in stopping smoking.

Beyond Sports (local public affairs show) – 01/25/2015, 5am-6am

Topic: **World Cancer Day**

Show Summary: World Cancer Day is observed on February 4th, and the 2015 theme is, “Not Beyond Us”. In support of this, Jonny Imerman, founder of the one-on-one cancer support network, Imerman Angels was the guest to discuss the power of having a cancer “mentor” to provide support and hope through a person’s own cancer journey.

Beyond Sports (local public affairs show) – 02/01/2015, 5am-6am

Topic: **Domestic Violence Awareness**

Show Summary: February marks Teen Dating Violence Awareness month, and with the increased attention being given to domestic violence as a whole, the conversation focused on how hidden, common and potentially deadly domestic violence can prove to be.

Beyond Sports (local public affairs show) – 02/08/2015, 5am-6am

Topic: **Twist Out Cancer**

Show Summary: In concert with World Cancer Day on February 4th is Cancer Awareness Month throughout February. Twist Out Cancer aims to harness the power of personal connection and community to support those touched by cancer and help individuals touched by cancer to address the unique emotional needs that accompany a cancer diagnosis.

Beyond Sports (local public affairs show) – 02/29/2015, 5am-6am

Topic: **Eating Disorders**

Show Summary: This program aired at the end of National Eating Disorders Week

The 2015 theme is “I Had No Idea”. Eating disorders are most frequently associated with young girls, and yet there is a population of males that suffer as well, often going undiagnosed. In keeping with this year’s theme, much attention was given to discrediting myths and misconceptions.

HEALTH AND WELLNESS

Beyond Sports (local public affairs show) – 01/18/2015, 5am-6am

Topic: **Gambling Addiction**

Show Summary: The Superbowl is one of the biggest gambling days of the year, and the National Council on Problem Gambling was featured to share signs of potential problem gambling habits, how early many problem gamblers start their habit, and disturbing facts about how risky this behavior really can be.

Beyond Sports (local public affairs show) – 01/11/2015, 5am-6am

Topic: **Spinal Cord Injuries**

Show Summary: Spinal cord injuries are on the rise throughout the country due primarily to falls, and during the snow and icy season in Chicagoland, those numbers can skyrocket. Proper medical care and treatment is key to avoid additional long term effects.

Beyond Sports (local public affairs show) – 02/22/2015, 5am-6am

Topic: **Macular Degeneration**

Show Summary: Prevent Blindness America recognizes February as age related vision loss awareness month, and macular degeneration is a leading cause of vision loss in the 50+ population.

COMMUNITY DEVELOPMENT

Beyond Sports (local public affairs show) – 02/15/2015, 5am-6am

Topic: **P.A.W.S. Chicago**

Show Summary: With the canine flu hitting Chicago very hard, foster homes are needed to keep the pets out of large shelters and help prevent additional transmission. The mission of P.A.W.S. Chicago (Pets Are Worth Saving) is to build no kill communities that respect and value the life of every cat and dog.

Beyond Sports (local public affairs show) – 03/08/2015, 5am-6am

Topic: **Gateway for Cancer Research**

Show Summary: The mission of the Chicago based Gateway for Cancer Research, is to fund cancer research in new drug investigations, novel combination therapies, and, complementary and alternative therapies that will help cancer patients feel better, live longer or be cured.

Beyond Sports (local public affairs show) – 03/22/2015, 5am-6am

Topic: **Chicago Run**

Show Summary: With limited or no physical education classes in many Chicago public schools, and safety risks to playing outside for a great percentage of students, Chicago Run is a structured program to get the students running and exercising during their lunch periods. The program now works with 16,000 CPS students and has a waiting list for additional schools to be added as funds become available.

MILITARY SUPPORT

Beyond Sports (local public affairs show) – 03/29/2015, 5am-6am

Topic: **Veteran's Support**

Show Summary: Team Red White and Blue is an organization that is relatively new to the Chicagoland area. They organize activities to create a competitive and/or team type atmosphere, for both civilians and former military service members, to aid in the transition back to civilian life.

EDUCATION

Beyond Sports (local public affairs show) – 03/15/2015, 5am-6am

Topic: **Men in Nursing Job Fair**

Show Summary: More and more men are joining this rewarding and challenging career and the stereotypes of nursing being a “woman’s job” are fading fast. This program discussed a local, upcoming job fair being held to educate men to the vast possibilities that exist within a nursing career.

PSAs played in support of the above topics as well as others on WMVP-AM during January 1, 2015 – March 31, 2015:

| PRIMARY CATEGORY | # of PSA's | LENGTH OF PSA |
|-------------------------------|-------------------|----------------------|
| ADOPTION FROM FOSTER CARE | 180 | 60 |
| AUTISM AWARENESS | 71 | 30 |
| AUTISM AWARENESS | 192 | 60 |
| BUZZED DRIVING | 184 | 60 |
| CAREGIVER ASSISTANCE | 14 | 30 |
| CHILD PASSENGER SAFETY | 66 | 30 |
| CHILDHOOD ASTHMA | 66 | 30 |
| CHILDHOOD ASTHMA | 9 | 60 |
| CHILDHOOD OBESITY PREVENTION | 6 | 10 |
| CHILDHOOD OBESITY PREVENTION | 1 | 15 |
| CHILDREN'S ORAL HEALTH | 65 | 30 |
| COMMUNITY ENGAGEMENT INCOME | 205 | 60 |
| DISCOVERING NATURE | 216 | 60 |
| DRUNK DRIVING PREVENTION | 66 | 30 |
| EMERGENCY PREPAREDNESS | 214 | 60 |
| ENERGY EFFICIENCY | 10 | 60 |
| FATHERHOOD INVOLVEMENT | 188 | 60 |
| FINANCIAL LITERACY | 1 | 15 |
| FINANCIAL LITERACY | 65 | 30 |
| FINANCIAL LITERACY | 191 | 60 |
| FOOD SAFETY EDUCATION | 63 | 30 |
| FOOD SAFETY EDUCATION | 196 | 60 |
| FORECLOSURE PREVENTION | 216 | 30 |
| HEALTHCARE ENROLLMENT | 196 | 60 |
| HIGH BLOOD PRESSURE | 209 | 30 |
| HUNGER PREVENTION | 9 | 30 |
| HUNGER PREVENTION | 58 | 60 |
| JOB TRAINING AND EMPLOYMENT | 65 | 30 |
| JOB TRAINING AND EMPLOYMENT | 196 | 60 |
| MARCH OF DIMES | 9 | 60 |
| PATHWAYS TO EMPLOYMENT | 203 | 30 |
| RECYCLING | 209 | 30 |
| RECYCLING | 65 | 60 |
| SHELTER PET ADOPTION | 5 | 30 |
| STROKE AWARENESS | 8 | 30 |
| STROKE AWARENESS | 62 | 60 |
| SUPPORTING MINORITY EDUCATION | 204 | 30 |
| TEACHER RECRUITMENT | 201 | 30 |
| TEXTING AND DRIVING | 209 | 30 |
| US MARINES | 10 | 60 |
| WILDFIRE PREVENTION | 204 | 30 |
| WILDFIRE PREVENTION | 63 | 60 |

TOTAL PSAs 4670

