

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs Report
(3rd Quarter Report, July 31, 2015 – September 30, 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 third quarter of 2015, the station donated air time for the broadcast of a total of 4,673 public service announcements on 26 different subjects ranging from autism awareness to wildfire prevention. All of these public service announcements were either :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 2015:

Public Health

Prevent Blindness America
Diabetes Research
Cancer Awareness Month
Autism Increases
Childhood Cancer Month

Early Intervention Programs

Special Needs Support Programs
Diveheart

Health and Wellness

Imerman Angels
Suicide Prevention Month
Prostate Cancer

Education

Partnership for Drug Free Kids
Low Income Student Supplies

Community Development

Nuclear Energy

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

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 07/05/2015, 5am-6am

Topic: **Prevent Blindness America**

Show Summary: The Chicago based organization, Prevent Blindness America has led the way in eradicating a preventable cause of blindness in children and now works on educating the public regarding eye and vision safety, care for elder eyes and eye protection in the sun.

Beyond Sports (local public affairs show) – 07/19/2015, 5am-6am

Topic: **Diabetes Research**

Show Summary: Newly diagnosed Diabetes patients have treatment and management options that are relatively new and very intuitive. While not yet a virtual pancreas, patients can be given an insulin pump that can automatically administer the needed dose based on blood work, without needles and vials and the burden that many diabetics dealt with for years prior.

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

Topic: **Cancer Awareness Month**

Show Summary: Early detection leads to curability, so the goal is to get anyone who has cancer diagnosed as early as possible. Screenings are held throughout the state of Illinois at little or no cost to help facilitate residents to find any possible cancer and get medical help as soon as possible, should they find cancer.

Beyond Sports (local public affairs show) – 08/16/2015, 5am-6am

Topic: **Autism**

Show Summary: Autism numbers within the population continue to increase, but what becomes of these people when they complete school. Have Dreams (Helping Autistic Voices Emerge) has been providing job training and assistance for autistic adults.

Beyond Sports (local public affairs show) – 09/06/2015, 5am-6am

Topic: **Childhood Cancer Month**

Show Summary: The Northern Illinois area has multiple children's cancer treatment facilities and they are each supported by local organizations focused on supporting the patient and their families during their fight.

EARLY INTERVENTION

Beyond Sports (local public affairs show) – 08/30/2015, 5am-6am

Topic: **Special Needs Support**

Show Summary: During the Illinois budget crisis, state financial support for early intervention programs for those with cerebral palsy, autism, downs syndrome, etc., has been cut, and subsequently restored, but only temporarily. This program featured some of these organizations effected by the cuts and how the elimination of funds could pose life-long changes for those they work to help.

Beyond Sports (local public affairs show) – 09/13/2015, 5am-6am

Topic: **Diveheart**

Show Summary: Diveheart works to build confidence, independence and self-esteem in children, adults and veterans of all abilities through scuba diving, scuba therapy and related activities. By putting them in an environment with buoyancy, those who are typically physical restricted on land have the ability to accomplish different therapies, progress, and have additional experiences.

HEALTH AND WELLNESS

Beyond Sports (local public affairs show) – 07/12/2015, 5am-6am

Topic: **Imerman Angels**

Show Summary: Locally based cancer support organization that pairs cancer fighters with someone who has already beaten the same type of cancer. They have a tremendously vibrant division called Imerman Active that participates in multiple runs and athletic events throughout the year. This group includes current cancer fighters (if able), cancer survivors and supporters.

Beyond Sports (local public affairs show) – 09/20/2015, 5am-6am

Topic: **Suicide Awareness and Prevention**

Show Summary: September is suicide awareness month and this is a preventable issue. Research is underway to evaluate therapies and/or medications that might work to reduce the risk of this occurring.

Beyond Sports (local public affairs show) – 09/27/2015, 5am-6am

Topic: **Prostate Cancer**

Show Summary: Movember is the global movement raising awareness for prostate cancer, and they have a large Chicago support base. September is the beginning of registration to “change the face of men’s health” as their motto says. Through growing mustaches, men create opportunities for conversations regarding men’s health, specifically prostate cancer.

EDUCATION

Beyond Sports (local public affairs show) – 07/26/2015, 5am-6am

Topic: **Partnership for Drug Free Kids**

Show Summary: Ever evolving the drug prevention message, The Partnership for Drug Free Kids is currently working to increase education on the dangers of Heroin. It’s now easier to acquire, easier to use, and easier to become addicted to. Hence the importance of making sure adults and youth alike are aware of the risks and warning signs.

Beyond Sports (local public affairs show) – 08/09/2015, 5am-6am

Topic: **Low Income Student Supplies**

Show Summary: Over one million school age children in Illinois fall within the “at-risk” level of income and will struggle with affording the school supplies others may take for granted. Back 2 School Illinois works with the school systems, community groups, YMCAs, and others, to identify qualifying students and provide them with the supplies to be better prepared for the year.

COMMUNITY DEVELOPMENT

Beyond Sports (local public affairs show) – 08/23/2015, 5am-6am

Topic: **Nuclear Energy**

Show Summary: Illinois has been described as the “most nuclear state” with multiple reactors, research facilities, nuclear fuel production sites, and waste dumps. What this means to the state, and our energy sources, and vulnerabilities were discussed.

PSAs played in support of the above topics as well as others on WMVP-AM during

July 1, 2015 – September 30, 2015:

PRIMARY CATEGORY	# of PSA's	LENGTH OF PSA
ADOPTION FROM FOSTER CARE	243	60
AUTISM AWARENESS	16	30
AUTISM AWARENESS	240	60
BUZZED DRIVING	230	60
CAREGIVER ASSISTANCE	16	30
CHILDHOOD ASTHMA	18	60
CHILDHOOD OBESITY PREVENTION	30	10
COMMUNITY ENGAGEMENT INCOME	252	60
DISCOVERING NATURE	266	30
DISCOVERING NATURE	17	60
ENERGY EFFICIENCY	20	60
FATHERHOOD INVOLVEMENT	241	60
FINANCIAL LITERACY	243	60
FOOD SAFETY EDUCATION	238	60
FORECLOSURE PREVENTION	255	30
HEALTHCARE ENROLLMENT	243	60
HIGH BLOOD PRESSURE	254	30
HUNGER PREVENTION	16	30
JOB TRAINING AND EMPLOYMENT	244	60
MARCH OF DIMES	16	60
PATHWAYS TO EMPLOYMENT	262	30
RECYCLING	253	30
STROKE AWARENESS	15	30
SUPPORTING MINORITY EDUCATION	260	30
TEACHER RECRUITMENT	250	30
TEXTING AND DRIVING	261	30
US MARINES	16	60
WILDFIRE PREVENTION	1	15
WILDFIRE PREVENTION	257	30

TOTAL PSAs 4673