

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs List
(4th Quarter Report, October – December 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 fourth quarter of 2014, the station donated air time for the broadcast of a total of 4,942 public service announcements on 23 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 fourth quarter of 2014:

Public Health

Breast Cancer
Men's Cancers
Chronic Illnesses
Diabetes
Thoracic Outlet Syndrome
Brittany's Trees

Health and Wellness

Partnership for Drug Free Kids
Pregnancy and Infant Loss
Prematurity Awareness Day

Community Development

Israel Idonije Foundation
Philanthropic Research

Military Support

Veteran's Day 2014

Education

GED Testing

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

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 10/05/2014, 5am-6am

Topic: **Breast Cancer**

Show Summary: With October being Breast Cancer Awareness Month, Beyond Sports was joined by John Anderson, the author of “Stand By Her” a book written from the male perspective of breast cancer, as a husband, a son, and a brother.

Beyond Sports (local public affairs show) – 10/26/2014, 5am-6am

Topic: **Men’s Cancers / Movember**

Show Summary: Adam Garone, founder of Movember, joined Hannah Stanley on Beyond Sports, to discuss the global movement where men grow mustaches to raise awareness for men’s health issues, specifically, prostate cancer.

Beyond Sports (local public affairs show) – 11/23/2014, 5am-6am

Topic: **Chronic Illnesses**

Show Summary: Beyond Sports spent time today learning about the similarities and differences in chronic illnesses, coping, living and thriving beyond diagnosis.

Beyond Sports (local public affairs show) – 12/07/2014, 5am-6am

Topic: **Diabetes**

Show Summary: Jimmy Insulin is a one on one support and mentoring organization designed to ease the transition for kids who are recently diagnosed. Founder Jeremy Weisbach joined Beyond Sports to share his story of acceptance of his diagnosis and why that led him to want to help others.

Beyond Sports (local public affairs show) – 12/21/2014, 5am-6am

Topic: **Thoracic Outlet Syndrome**

Show Summary: Commonly referred to as TOS, Thoracic Outlet Syndrome is rare and potentially deadly. Caused by a variety of reasons, Beyond Sports was joined today by a survivor and awareness advocate for TOS to discuss symptoms, treatments, and the path towards proper diagnosis and recovery.

Beyond Sports (local public affairs show) – 12/14/2014, 5am-6am

Topic: **Brittany’s Trees: Long QT Syndrome**

Link: www.SADS.org

Show Summary: Beyond Sports was joined by Jim Guthrie, founder of Brittany’s Trees. Founded as a way to honor the memory of 12 year old Brittany Valene and raise awareness and money for research for Long QT Syndrome (the heart condition that caused her death) Brittany’s Trees has in 10 years become the largest donor group in the United States to SADS.org (Sudden Arrhythmia Death Syndromes).

HEALTH AND WELLNESS

Beyond Sports (local public affairs show) –10/19/2014, 5am-6am

Topic: **Partnership for Drug Free Kids**

Show Summary: Steve Cline from Partnership for Drug Free Kids came to talk to us about the new focus for DrugFree.org and the tools available on that website, to prevent drug use and abuse, and educate our kids about the risks involved with illicit drugs, medications, and alcohol.

Beyond Sports (local public affairs show) –10/12/2014, 5am-6am

Topic: **Pregnancy and Infant Loss**

Show Summary: October is Pregnancy and Infant Loss Month, and March of Dimes Texas has been working for decades to help research to prevent, and help to support those experiencing this set of circumstances.

Beyond Sports (local public affairs show) – 11/16/2014, 5am-6am

Topic: **Prematurity Awareness Day**

Show Summary: November marks Prematurity Awareness Month and 11/17 is Worldwide Prematurity Day. The March of Dimes joined Beyond Sports to talk about the subtle increase in the grade the state of IL got, new tests we run on our newborns, and what that grade means for the babies born here.

COMMUNITY DEVELOPMENT

Beyond Sports (local public affairs show) – 11/02/2014, 5am-6am

Topic: **Israel Idonije Foundation**

Show Summary: Former Chicago Bear, Israel Idonije joined Beyond Sports to discuss his foundation and the work it does in the community, from mentoring youth in high risk neighborhoods to their signature event, “Shop with a Cop” allowing kids to qualify (via high grades) for a holiday shopping trip with a Chicago Police Officer, thus improving the relations between youth and law enforcement.

Beyond Sports (local public affairs show) – 12/28/2014, 5am-6am

Topic: **Philanthropic Research**

Show Summary: With the end of the year rapidly approaching, philanthropic expert Lisa Dietlan joined Beyond Sports to discuss researching charities and organizations to best learn how they are run and operated. Additionally, we talked about making end of year donations and making sure they count within 2014 for tax purposes.

MILITARY SUPPORT

Beyond Sports (local public affairs show) – 11/09/2014, 5am-6am

Topic: **Veteran’s Day 2014**

Show Summary: Chicago is home to the nation’s second largest Veterans Day Parade, and in honor of the holiday, we spoke with both Alison Ruble of the USO of Illinois and Brian Clauss of the Veterans Legal Support Center to discuss the current state of veterans affairs and support in Illinois.

EDUCATION

Beyond Sports (local public affairs show) – 11/30/2014, 5am-6am

Topic: **GED**

Show Summary: Approximately 40 million people nationally are eligible to work towards their GED certificate, and Beyond Sports learned today what is involved in working towards that, the testing procedures and what the certificate means once received.

PSAs played in support of the above topics as well as others on WMVP-AM during October 1, 2014 – December 31, 2014:

PRIMARY CATEGORY	# of PSA's	LENGTH OF PSA
AUTISM AWARENESS	369	30
CAREGIVER ASSISTANCE	152	30
CHILD PASSENGER SAFETY	325	30
CHILDHOOD ASTHMA	372	60
CHILDHOOD OBESITY PREVENTION	39	15
CHILDREN OF MARYVILLE ACADEMY	10	30
CHILDREN'S ORAL HEALTH	313	30
COMMUNITY ENGAGEMENT	33	15
COMMUNITY ENGAGEMENT	53	60
DISCOVERING NATURE	52	60
DRUNK DRIVING PREVENTION	318	30
EMERGENCY PREPAREDNESS	303	60
ENERGY EFFICIENCY	53	60
FINANCIAL LITERACY	319	30
FOOD SAFETY EDUCATION	319	30
HUNGER PREVENTION	53	30
HUNGER PREVENTION	294	60
JOB TRAINING AND EMPLOYMENT	326	30
MARCH OF DIMES	54	60
RECYCLING	293	60
SHELTER PET ADOPTION	33	15
SHELTER PET ADOPTION	131	30
STAND UP 2 CANCER	29	30
STROKE AWARENESS	50	30
STROKE AWARENESS	292	60
US MARINES	52	60
WILDFIRE PREVENTION	305	60
TOTAL PSAs	4942	