

**WMVP-AM Radio**  
Chicago, IL

Quarterly Issues and Programs List

(4th Quarter Report, October – December 2012)

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 fourth quarter of 2012, the station donated air time for the broadcast of a total of 3,485 public service announcements on 25 different subjects ranging from Food Deserts to Veterans Legal Support. 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 2012:

**Public Health**

**Cancer Treatment Support**  
**Sports Eye Injury Prevention**  
**Respiratory Health**  
**Prostate Cancer**  
**Prematurity Awareness/Prevention**  
**Diabetes**

**Fire Prevention**

**Fire Prevention Awareness Week**

**Hunger**

**Greater Chicago Food Depository**

**Military Support**

**USO**  
**Veteran's Legal Support Center and Clinic**  
**Team Red, White & Blue – Veteran's Support**

**Foreclosures**

**Community Needs**

**IDOT**

Attached is a listing of some of WMVP-AM's most significant treatment of these issues during the fourth quarter of 2012.

## PUBLIC HEALTH

Beyond Sports (local public affairs show) – 10/07/2012, 5am-6am

Topic: **Imerman Angels**

Links: [ImermanAngels.org](http://ImermanAngels.org)

Show Summary: Beyond Sports talked with Jonny Imerman of Imerman Angels to discuss his organization and its mission to provide one-on-one support from cancer survivors to those currently battling cancer... free of charge.

Beyond Sports (local public affairs show) – 10/21/2012, 5am-6am

Topic: **Sports Eye Injury Prevention Month**

Links: [www.SportsEyeInjuries.com](http://www.SportsEyeInjuries.com)

Show Summary: October is Sports Eye Injury Prevention month, and Beyond Sports was joined by Dr. Paul Burman to discuss the wide variety of eye injuries caused by sports, and the truly effective ways to prevent them.

Beyond Sports (local public affairs show) – 10/28/2012, 5am-6am

Topic: **Respiratory Health Association of Metropolitan Chicago**

Links: [www.LungChicago.org](http://www.LungChicago.org)

Show Summary: Joel Africk of the Respiratory Health Association of Metropolitan Chicago joined Beyond Sports to discuss their signature event, Hustle Up The Hancock. Respiratory health is a tremendous concern for many in our city due to pollution, environmental conditions, allergies, and poor habits (ex: smoking).

Beyond Sports (local public affairs show) –11/04/2012, 5am-6am

Topic: **Prostate Cancer - Movember**

Links: [www.Movember.org](http://www.Movember.org)

Show Summary: The global awareness movement known as Movember, has gained traction in America, and is the largest contributor to Prostate Cancer Research in the world. Prostate cancer effects 1 in 5 men and while there has been questions raised in the past few months regarding the testing used to establish diagnosis –getting tested is always better than not.

Beyond Sports (local public affairs show) –11/25/2012, 5am-6am

Topic: **Prematurity Awareness Month - March Of Dimes**

Link: [www.MarchOfDimes.org](http://www.MarchOfDimes.org)

Show Summary: Bob Kruchten of the Chicago chapter of the March of Dimes joined Beyond Sports to discuss Prematurity Awareness Month and the yearly report card that ranks Illinois' success in prevention of premature births.

Beyond Sports (local public affairs show) –12/16/2012, 5am-6am

Topic: **Diabetes – Jimmy Insulin**

Link: [www.JimmyInsulin.org](http://www.JimmyInsulin.org)

Show Summary: Beyond Sports covered the topic of Diabetes in support of Diabetes awareness month, and in special support of the locally based organization, that provides support to those recently diagnosed.

## **FIRE SAFETY**

Beyond Sports (local public affairs show) – 10/14/2012, 5am-6am

Topic: **Fire Prevention Safety Week**

Links: [www.NFPA.org](http://www.NFPA.org)

Show Summary: This is National Fire Safety Week, and this year's theme is: "Have Two Ways Out". This encourages the public to make a fire safety plan that includes two ways to exit an area in case one is blocked by fire. Much of the national fire code, and fire codes throughout the country have their roots in fires that occurred in Chicago, and that history was also discussed, as well as the procedures that were influenced because of each event.

## **HUNGER**

Beyond Sports (local public affairs show) – 12/30/2012, 5am-6am

Topic: **Greater Chicago Food Depository**

Show Summary: Beyond Sports spoke today about hunger and the function of Food banks and depositories, and what the Greater Chicago Food Depository is doing to support the wellness of our community.

## **MILITARY SUPPORT**

Beyond Sports (local public affairs show) – 11/11/2012, 5am-6am

Topic: **USO**

Links: [www.USO.org/Illinois](http://www.USO.org/Illinois)

Show Summary: November 11<sup>th</sup> is Veteran's Day and few organizations have done more, for as many decades, for our military and their families, then the USO. Alison Ruble joined Beyond Sports to discuss the history of the organization and how they constantly reinvent themselves to best assist and support the men and woman of our military.

Beyond Sports (local public affairs show) – 11/18/2012, 5am-6am

Topic: **Veteran's Legal Support Center**

Links: [www.jmls.edu](http://www.jmls.edu)

Show Summary: The Veteran's Legal Support Center at John Marshall Law School offers free legal support to our current and retired military members in dealing with specialized issues that affect them including applying for their VA benefits. VLSC Director Brian Clauss joined Beyond Sports to discuss the history and the specialized legal needs of our military.

Beyond Sports (local public affairs show) – 12/02/2012, 5am-6am

Topic: **Team Red, White, and Blue**

Show Summary: Tripp Adams from the Chicago Chapter of Team Red, White and Blue joined Beyond Sports to spread awareness of this growing national organization that provides a social outlet for veteran's and non-veteran's as well, to create a competitive, team-like atmosphere to help re-acclimate the returning veteran to civilian life.

## **FORECLOSURES**

Beyond Sports (local public affairs show) – 12/09/2012, 5:00am-6:00am

Topic: **Foreclosures**

Link: [www.nhs.org](http://www.nhs.org)

Show Summary: Beyond Sports covered one of the most pressing issues facing our area in years – Foreclosures. The Chicagoland area is considered one of the worst in the country, and we learned some reasoning behind that, ways to get assistance, and who you can trust.

## **COMMUNITY NEEDS**

Beyond Sports (local public affairs show) – 12/23/2012, 5am-6am

Topic: **Illinois Department Of Transportation**

Links: [www.idot.org](http://www.idot.org)

Show Summary: Shannon Alderman from IDOT joined Beyond Sports to discuss the upcoming state program for the Christmas holiday as well as New Years Eve. Extra police will be out helping to patrol the roads and buckle down on seat belt enforcement and drunk driving prevention and enforcement.

**PSAs played in support of the above topics as well as others on WMVP-AM during October 1, 2012 – December 31, 2012:**

TOPIC	LENGTH (IN SECOND S)	NUMBER OF PSA'S	DAYPARTS
ALCOHOLICS ANONYMOUS	30	189	Aired at various dayparts
ALCOHOLICS ANONYMOUS	60	22	Aired at various dayparts
ARTHRITIS PREVENTION	30	165	Aired at various dayparts
BIG BROTHERS AND BIG SISTER	30	29	Aired at various dayparts
BIG BROTHERS AND BIG SISTER	60	178	Aired at various dayparts
COLLEGE ACCESS	30	170	Aired at various dayparts
DRUGFREE.ORG	30	66	Aired at various dayparts
EMERGENCY PREPAREDNESS	30	169	Aired at various dayparts
FATHERHOOD INVOLVEMENT	30	173	Aired at various dayparts
FINANCIAL LITERACY	60	74	Aired at various dayparts
FORECLOSURE PREVENTION	30	171	Aired at various dayparts
GED ACHIEVEMENT	30	166	Aired at various dayparts
GIRL SCOUTS OF AMERICA	30	163	Aired at various dayparts
HIGH SCHOOL SPORTS	60	152	Aired at various dayparts
HORN OF AFRICA RELIEF	30	169	Aired at various dayparts
MARCH OF DIMES	30	24	Aired at various dayparts
MARCH OF DIMES	60	209	Aired at various dayparts
ORGAN DONOR	10	23	Aired at various dayparts
PET ADOPTION	15	1	Aired at various dayparts
CONNECTING KIDS WITH NATURE	60	160	Aired at various dayparts
CONNECTING KIDS WITH NATURE	15	1	Aired at various dayparts
READING	30	166	Aired at various dayparts
READING AD COUNCIL	30	163	Aired at various dayparts
TAKE ME FISHING.ORG	30	164	Aired at various dayparts
TEXTING AND DRIVING PREVENT	30	58	Aired at various dayparts
TEXTING AND DRIVING PREVENT	15	1	Aired at various dayparts
US MARINES	30	32	Aired at various dayparts
US MARINES	60	23	Aired at various dayparts
USA.GOV	30	173	Aired at various dayparts
USO	30	23	Aired at various dayparts
USO	60	39	Aired at various dayparts
WILDFIRE PREVENTION	30	169	Aired at various dayparts