

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs List
(2nd Quarter Report, April – June 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 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 second quarter of 2014, the station donated air time for the broadcast of a total of 2,540 public service announcements on 30 different subjects ranging from adoption 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 second quarter of 2014:

Public Health

Organ & Tissue Donation

Asthma

Alopecia

Personal Health

Parkinson's

Epilepsy

Prostate Cancer

Kids & Family

Kids Fitness

March of Dimes

Congenital Heart Defects

Drug Prevention

Neighborhood Boys & Girls Club

Military Support

Military Appreciation

Housing

Accessible Housing Options

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

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 04/06/2014, 5am-6am

Topic: **Organ & Tissue Donation**

Link: www.GiftOfHope.org

Show Summary: During Organ & Tissue Donation Month, double lung transplant recipient, Steve Ferkau joins the show to share his journey from diagnosis, to being added to the donation needed list, to multiple close calls with possible transplants, to now celebrating 10 years with his transplanted lungs.

Additionally, he explained that Illinois changed the sign up procedure a few years back, and how people can make sure they are on the donor list.

Beyond Sports (local public affairs show) – 5/18/2014, 5am-6am

Topic: **Asthma Awareness Month**

Link: www.LungChicago.org

Show Summary: May is Asthma Awareness Month, and Joel Resnick from the Respiratory Health Administration visited to share the current state of asthma in the Chicagoland area, and the new treatments that are available.

Beyond Sports (local public affairs show) – 06/01/2014, 5am-6am

Topic: **Alopecia**

Show Summary: The auto-immune disease, Alopecia, can strike at anytime, from young children to adults, and with no obvious triggers. Mountain climber, Alex Whitley helps to raise awareness through his climbs and his appearances.

PERSONAL HEALTH

Beyond Sports (local public affairs show) – 4/27/2014, 5am-6am

Topic: **Parkinson Awareness Month**

Links: www.parkinson.org

Show Summary: April is Parkinson Awareness Month, and throughout the show, we discussed what is known about this complex disease, and the many resources available in the Chicagoland area for those who are concerned, have been diagnosed, or are supporting someone who has been diagnosed.

Beyond Sports (local public affairs show) – 5/04/2014, 5am-6am

Topic: **Epilepsy**

Links: www.DannyDid.org

Show Summary: The Chicago based organization, The Danny Did Foundation, brings attention and awareness to epilepsy, current research, and devices that can literally, save lives. President, Tom Stanton joined Hannah on Beyond Sports to talk about the disease, the history of the foundation, and where the research is currently.

Beyond Sports (local public affairs show) – 6/15/2014, 5am-6am

Topic: **Prostate Cancer**

Show Summary: Prostate cancer survivor Jerry Perisho joined Beyond Sports to discuss his journey through cancer, the newest updates in testing and treatments and why early diagnosis is always the ideal.

KIDS & FAMILY

Beyond Sports (local public affairs show) –4/13/2014, 5am-6am
Topic: **Kids Fitness**

Show Summary: There are nearly 1 million students in Illinois who need school supplies, and The Illinois Currency Exchange Charitable Foundation has created a program to give school supplies to as many as possible. This year, they have also added a kid's fitness initiative to this program, to work on combating the increasing obesity numbers in and around the city of Chicago.

Beyond Sports (local public affairs show) – 4/20/2014, 5am-6am
Topic: **March of Dimes / March for Babies**

Links: www.MarchForBabies.org

Show Summary: The March of Dimes is once again working on the March for Babies, raising funds that will go to research to help mothers have healthier pregnancies, and babies to have healthier lives.

Beyond Sports (local public affairs show) – 5/11/2014, 5am-6am
Topic: **Congenital Heart Defects**

Link: www.biglovelittlehearts.org

Show Summary: Congenital Heart Defects are the number one birth defect in the United States, and the world... effecting 1 in 100 babies. Working with multiple medical groups, Big Love Little Hearts puts together patients who need life-saving surgeries with the surgeons who can perform them.

Beyond Sports (local public affairs show) – 6/08/2014, 5am-6am
Topic: **Drug Prevention**

Link: www.drugfree.org

Show Summary: The Partnership for a Drug-Free America is now the Partnership@DrugFree.org and has a focus on parents talking to their children at any age, and have online tools to make those talks easier. From questions you can ask, to talking points, and answers to questions that might be difficult to answer, these tools help to generate effective conversation.

Beyond Sports (local public affairs show) – 6/22/2014, 5am-6am
Topic: **Neighborhood Boys & Girls Club**

Link: www.nbgc.org

Show Summary: Founded 85 years ago to organize the boys of the North Center neighborhood in Chicago, The Neighborhood Boys & Girls Club continues to provide activities and athletics to both boys and girls in the area helping to keep them off the streets, teach the kids sports and leadership and give them a low-cost alternative to participate.

MILITARY SUPPORT

Beyond Sports (local public affairs show) – 5/26/2014, 5am-6am
Topic: **Military Appreciation Month**

Show Summary: This Memorial Day weekend, we talk with the USO of Illinois as well as the Veterans Legal Support Center which provides free legal support to veterans in the state of Illinois.

HOUSING

Beyond Sports (local public affairs show) – 6/29/2014, 5am-6am

Topic: **Over The Rainbow Association**

Link: www.otrassn.org

Show Summary: Accessible housing is not easy to find, and the Over the Rainbow Association not only builds it, but they also design it to be as functional as possible for those who have mobility issues. Additionally, they are able to provide this housing at a low cost.

PRIMARY CATEGORY	# of PSAs	LENGTH OF PSA
ADOPTION	73	60
AUTISM AWARENESS	151	30
CAREGIVER ASSISTANCE	151	30
CHILDHOOD ASTHMA	82	30
CHILDHOOD ASTHMA	57	60
CHILDHOOD OBESITY PREVENTION	24	10
CHILDHOOD ORAL HEALTH	77	30
CHILD PASSENGER SAFETY	82	30
COMMUNITY ENGAGEMENT	1	15
COMMUNITY ENGAGEMENT	60	30
COMMUNITY ENGAGEMENT	59	60
DISCOVERING NATURE	127	60
DRUNK DRIVING PREVENTION	73	30
EMERGENCY PREPAREDNESS	75	30
EMERGENCY PREPAREDNESS	77	60
ENERGY EFFICIENCY	76	30
ENERGY EFFICIENCY	57	60
FATHERHOOD INVOLVEMENT	21	30
FINANCIAL LITERACY	73	30
FIRE ADAPTED COMMUNITIES	70	60
FOOD SAFETY EDUCATION	82	30
FOSTER CARE	58	30
GED ACHIEVEMENT	26	60
HUNGER PREVENTION	72	30
HUNGER PREVENTION	87	60
JOB TRAINING AND EMPLOYMENT	81	30
MARCH OF DIMES	58	60
READING	8	30
RECYCLING	70	60
SHELTER PET ADOPTION	2	15
SHELTER PET ADOPTION	82	30

PRIMARY CATEGORY	# of PSAs	LENGTH OF PSA
STAND UP 2 CANCER	32	30
STROKE AWARENESS	74	30
STROKE AWARENESS	72	60
SUPPORTING MINORITY EDUCATION	71	30
TEXTING AND DRIVING PREVENT	73	30
US MARINES	57	60
WILDFIRE PREVENTION	69	60

TOTAL PSAs - 2ND QUARTER 2014

2540