

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs Report
(1st Quarter Report, January 1, 2016 – March 31, 2016)

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 2016, the station donated air time for the broadcast of a total of 4,441 public service announcements on 24 different subjects ranging from adoption from foster care 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 2016:

Cancer Support and Education

Prostate Cancer
World Cancer Day
Gateway for Cancer Research
Bright Pink

Personal Health

American Liver
Vision
Traumatic Brain Injuries
Parkinsons

Youth Fitness

Chicago Run

Job Training

Men in Nursing

Adaptive Living

Over the Rainbow

Personal Development

Smoking Cessation
Gambling Addiction

Attached is a listing of some of WMVP-AM's most significant treatment of these issues during the first quarter of 2016.

CANCER SUPPORT AND EDUCATION

Beyond Sports (local public affairs show) – 1/10/2016, 5am-6am

Topic: **Prostate Cancer**

Show Summary: Author and prostate cancer survivor Jerry Perisho discussed his journey with the disease, from diagnosis to his course of treatment, to the support he received, and life after cancer.

Beyond Sports (local public affairs show) – 1/31/2016, 5am-6am

Topic: **World Cancer Day**

Show Summary: Now in its 16th year, World Cancer Day has grown in recognition and this year, Imerman Angels founder Jonny Imerman shares information about the free one-on-one support network pairing current cancer fighters with a survivor of the same type of cancer.

Beyond Sports (local public affairs show) – 2/14/2016, 5am-6am

Topic: **Gateway For Cancer Research**

Show Summary: The Chicago based organization, Gateway For Cancer Research, funds clinical trials for all types of cancers in order to drive transformational advances in cancer treatment.

Beyond Sports (local public affairs show) – 2/21/2016, 5am-6am

Topic: **Bright Pink**

Show Summary: Bright Pink is an organization formed to educate women about their risk factors for cancers and how their behaviors and choices can affect those. Through outreach and educational seminars they reach out to women's groups and physicians to spread the message that cancer knowledge is power.

PERSONAL HEALTH

Beyond Sports (local public affairs show) – 2/07/2016, 5am-6am

Topic: **American Liver Foundation**

Show Summary: The American Liver Foundation Great Lakes Division, which is based in Chicago, has been helping the region for 40 years. Working to educate the public and facilitate research for the prevention and treatment of liver disease.

Beyond Sports (local public affairs show) – 3/06/2016, 5am-6am

Topic: **Prevent Blindness America**

Show Summary: The aging of our population is leading to an increase in certain vision concerns, age-related macular degeneration and diabetes related vision issues being two of them. PBA works to increase awareness of methods to prevent or reduce age related vision loss.

Beyond Sports (local public affairs show) – 3/13/2016, 5am-6am

Topic: **Traumatic Brain Injuries**

Show Summary: From our military, to athletes, to the average person, the term “traumatic brain injury” has become one used more and more frequently. Occurring an average of every 17 seconds, the American Brain Foundation is researching to prevent and treat TBIs.

Beyond Sports (local public affairs show) – 3/20/2016, 5am-6am

Topic: **Parkinson's Disease**

Show Summary: Northwestern University Parkinson's Disease and Movement Disorders Center conducts research to extend the knowledge and treatment of PD and other movement disorders. Additionally, it provides innovative, multidisciplinary care for patients and families affected.

YOUTH FITNESS

Beyond Sports (local public affairs show) – 2/28/2016, 5am-6am

Topic: **Chicago Run**

Show Summary: Begun as a way to get Chicago Public School children exercising because they had lost gym class during school, the Chicago Run program has grown over the past eight years to be incorporated at over 40 CPS schools, and has designed “movement in the classroom” options for teachers to utilize during the day as well.

JOB TRAINING

Beyond Sports (local public affairs show) – 3/27/2016, 5am-6am

Topic: **Men in Nursing**

Show Summary: The numbers of men who are entering nursing as a profession continue to grow and Resurrection University is hosting a career fair to educate men about the opportunities that exist for them within this choice.

ADAPTIVE LIVING

Beyond Sports (local public affairs show) – 1/17/2016, 5am-6am

Topic: **Over The Rainbow**

Show Summary: Over The Rainbow Association creates innovations and solutions to allow for independent living for those with physical disabilities within the central and northern Illinois area.

PERSONAL DEVELOPMENT

Beyond Sports (local public affairs show) – 1/03/2016, 5am-6am

Topic: **Smoking Cessation**

Show Summary: The Respiratory Health Association of Metropolitan Chicago has been helping those affected by lung disease for over a decade. This time of the year, they help to educate the public about the various programs accessible to quit smoking, and also their Hustle Up The Hancock fundraiser that is approaching.

Beyond Sports (local public affairs show) – 1/24/2016, 5am-6am

Topic: **Gambling Addiction**

Show Summary: If gambling has a “busy season”, this is it. With the NFL playoffs and Superbowl approaching, the number of those wagering increases, and with increasing manners of play (ex: online wagering sites), the risk of problem gambling also grows.

PSAs played in support of the above topics as well as others on WMVP-AM during January 1, 2016 – March 31, 2016:

PRIMARY CATEGORY	# of PSA's	LENGTH OF PSA
ADOPTION FROM FOSTER CARE	255	60
AUTISM AWARENESS	25	30
AUTISM AWARENESS	257	60
BUZZED DRIVING	257	60
CAREGIVER ASSISTANCE	26	30
CHILDHOOD ASTHMA	24	60
CHILDHOOD OBESITY PREVENTION	1	10
COMMUNITY ENGAGEMENT INCOME	277	60
DISCOVERING NATURE	274	30
DISCOVERING NATURE	25	60
ENERGY EFFICIENCY	25	60
FATHERHOOD INVOLVEMENT	251	60
FINANCIAL LITERACY	1	15
FINANCIAL LITERACY	232	60
FOOD SAFETY EDUCATION	209	60
FORECLOSURE PREVENTION	276	30
HEALTHCARE ENROLLMENT	252	60
HIGH BLOOD PRESSURE	278	30
HUNGER PREVENTION	26	30
MARCH OF DIMES	27	60
PATHWAYS TO EMPLOYMENT	288	30
RECYCLING	275	30
STROKE AWARENESS	26	30
SUPPORTING MINORITY EDUCATION	282	30
TEXTING AND DRIVING	274	30
US MARINES	25	60
WILDFIRE PREVENTION	273	30

TOTAL PSAs 4441