

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs Report
(2nd Quarter Report, April 1 – June 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 second quarter of 2015, the station donated air time for the broadcast of a total of 3,459 public service announcements on 26 different subjects ranging from adoption 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 second quarter of 2015:

Public Health

Autism Awareness Month
Organ and Tissue Donor Month
Athletics and Traumatic Brain Injuries
Asthma

Health and Wellness

Fibrocystic Breast Condition
Prostate Cancer
Alopecia

Housing

Fair Housing
Accessible Housing

Community Development

Nurse Appreciation Week
Charitable Planning

Military Support

Veterans Support
Cook County Veterans Court

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

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 04/05/2015, 5am-6am

Topic: **Autism Awareness Month**

Show Summary: April is National Autism Awareness Month and with an estimated 46,000 IL residents who have been diagnosed as autistic, programs to help with early intervention and support are crucial. Have Dreams, with multiple Chicagoland area locations, is one organization that works with individuals to help them reach their full potential.

Beyond Sports (local public affairs show) – 04/12/2015, 5am-6am

Topic: **Organ and Tissue Donor Month**

Show Summary: While the organ and tissue donor registry in Illinois shifted a few years ago, Secretary of State Jessie White joined Beyond Sports to explain the changes and how quick and easy it is to sign up. Additionally, he discussed the vast benefits of organ and tissue donation.

Beyond Sports (local public affairs show) – 05/10/2015, 5am-6am

Topic: **Athletics and Traumatic Brain Injuries**

Show Summary: Athletics, particularly football, are under tremendous scrutiny for how they are contributing to, and addressing, traumatic brain injuries. Particularly dangerous for younger athletes, education for coaches, athletes, parents, league directors, etc. is necessary.

Beyond Sports (local public affairs show) – 05/17/2015, 5am-6am

Topic: **Asthma**

Show Summary: Chicago has pockets of communities with tremendously high levels of asthma per capita. Some residents don't even realize they have a problem since they have always had it. Community medical teams, in conjunction with the team at Respiratory Health, work with schools and churches to offer exams, and assistance to those in need.

HEALTH AND WELLNESS

Beyond Sports (local public affairs show) – 06/07/2015, 5am-6am

Topic: **Fibrocystic Breast Condition**

Show Summary: Fibrocystic breasts are composed of breast tissue that is lumpy or ropelike. This condition can lead to excessive discomfort and various treatments are available. This condition does need to be monitored though, due to the risk that breast cancer might be more difficult to find amongst this unusual tissue.

Beyond Sports (local public affairs show) – 05/31/2015, 5am-6am

Topic: **Prostate Cancer**

Show Summary: Prostate Cancer is diagnosed in nearly 80% of men who reach age 80, but the treatment options are evolving rapidly. Many are opting for a surveillance technique versus immediate treatment such as radiation, chemo or surgery.

Beyond Sports (local public affairs show) – 06/21/2015, 5am-6am

Topic: **Alopecia**

Show Summary: Best known as the autoimmune disease that causes hair loss, the organization Bald Girls Do Lunch, provides support for women who gather together to feel “normal” with other woman who have similar experiences.

HOUSING

Beyond Sports (local public affairs show) – 04/26/2015, 5am-6am

Topic: **Fair Housing**

Show Summary: Fair housing is the law, but not everyone is aware of what that means. The Fair Housing Clinic in Chicago helps educate landlords and tenants alike about the laws, their rights, how to be compliant, and how to be fair.

Beyond Sports (local public affairs show) – 06/14/2015, 5am-6am

Topic: **Accessible Housing**

Show Summary: People with physical disabilities have every ability to live independent lives, and accessible housing is helping that to become a reality. With a shortage of functional accessible housing available, design and redesign of existing spaces will provide far more options within our community.

COMMUNITY DEVELOPMENT

Beyond Sports (local public affairs show) – 05/03/2015, 5am-6am

Topic: **Nurse Appreciation Week**

Show Summary: The United States has a nursing shortage, making the nurses we have often overworked. This week, we focus on how nurses assist the medical community and patients, as well as the history of this week.

Beyond Sports (local public affairs show) – 04/19/2015, 5am-6am

Topic: **Charitable Planning**

Show Summary: Planning and budgeting for your charitable giving is a great way to make sure you contribute to the organizations you value. Several organizations can help you research to help you to make sure you are putting your money into places that utilize it wisely, and can help you keep track of your giving so tax time is easier.

MILITARY SUPPORT

Beyond Sports (local public affairs show) – 05/24/2015, 5am-6am

Topic: **Veteran's Support**

Show Summary: The Veteran's Legal Support Center at John Marshall Law School provides free legal service to any Illinois veteran, as well as giving law students experience in dealing with this ever growing need in our country.

Beyond Sports (local public affairs show) – 06/28/2015, 5am-6am

Topic: **Cook County Veteran's Court**

Show Summary: Cook County, Illinois is one of the first court systems in the U.S. to have a veteran's court program, to enable military personnel, who might be dealing with a variety of post service issues, to enter a rigorous "rehab" program to put them on a better path and deal with their particular needs.

PSAs played in support of the above topics as well as others on WMVP-AM during April 1, 2015 – June 30, 2015:

PRIMARY CATEGORY	# of PSA's	LENGTH OF PSA
ADOPTION FROM FOSTER CARE	189	60

AUTISM AWARENESS	15	30
AUTISM AWARENESS	192	60
BUZZED DRIVING	187	60
CAREGIVER ASSISTANCE	14	30
CHILDHOOD ASTHMA	18	60
CHILDHOOD OBESITY PREVENTION	35	10
COMMUNITY ENGAGEMENT INCOME	1	15
COMMUNITY ENGAGEMENT INCOME	205	60
DISCOVERING NATURE	1	15
DISCOVERING NATURE	125	30
DISCOVERING NATURE	18	60
ENERGY EFFICIENCY	17	60
FATHERHOOD INVOLVEMENT	140	60
FINANCIAL LITERACY	194	60
FOOD SAFETY EDUCATION	136	60
FORECLOSURE PREVENTION	1	15
FORECLOSURE PREVENTION	220	30
HEALTHCARE ENROLLMENT	196	60
HIGH BLOOD PRESSURE	148	30
HUNGER PREVENTION	16	30
JOB TRAINING AND EMPLOYMENT	1	15
JOB TRAINING AND EMPLOYMENT	193	60
MARCH OF DIMES	18	60
PATHWAYS TO EMPLOYMENT	219	30
RECYCLING	224	30
STROKE AWARENESS	14	30
SUPPORTING MINORITY EDUCATION	153	30
TEACHER RECRUITMENT	218	30
TEXTING AND DRIVING	212	30
US MARINES	17	60
WILDFIRE PREVENTION	122	30

TOTAL PSAs 3459