

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs Report
(4th Quarter Report, October 1, 2015 – December 31, 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 fourth quarter of 2015, the station donated air time for the broadcast of a total of 3,573 public service announcements on 26 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 fourth quarter of 2015:

Health and Wellness

Thoracic Outlet Syndrome
Sickle Cell Anemia
Pain Management
ALS
Diabetes

Children's Health

Pregnancy and Infant Loss
Prematurity Awareness Month

Military Support

Veteran's Day
Road Home Program

Animal Welfare

P.A.W.S.

Personal Development

Problem Gambling
GED
Financial / Philanthropic Planning

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

HEALTH AND WELLNESS

Beyond Sports (local public affairs show) – 10/11/2015, 5am-6am

Topic: **Thoracic Outlet Syndrome**

Show Summary: Thoracic outlet syndrome (TOS) is a term used to describe a group of disorders that occur when there is compression, injury, or irritation of the nerves and/or blood vessels (arteries and veins) in the lower neck and upper chest area. Left undiagnosed, the results can be incredibly serious.

Beyond Sports (local public affairs show) – 10/18/2015, 5am-6am

Topic: **Sickle Cell Disease**

Show Summary: One in every 400 African Americans have Sickle Cell disease, an inherited grouping of blood cell disorders. This can cause periods of extreme pain, and a shortened lifespan. However, due to research and treatment the average lifespan has increased from 14 in 1973 to the current approximation of 40-60 years.

Beyond Sports (local public affairs show) – 10/25/2015, 5am-6am

Topic: **Pain Management**

Show Summary: Pain management has been proven to be handled very differently in different cultures, and if the patient does not properly communicate what they are experiencing, that can lead to complications during treatment, recovery, and endurance of disease.

Beyond Sports (local public affairs show) – 011/29/2015, 5am-6am

Topic: **ALS**

Show Summary: More commonly known as Lou Gehrig's Disease, The Les Turner ALS Foundation has been providing support and assistance to the Chicagoland ALS population, and their caregivers since 1977. On the heels of last year's "Ice Bucket Challenge", this year's challenge has been to continue to increase awareness and research.

Beyond Sports (local public affairs show) – 12/06/2015, 5am-6am

Topic: **Diabetes**

Show Summary: The rate of diabetes in the youth population of Chicago continues to rise, and during Diabetes Awareness Month, the focus is on working with the school systems to increase the focus on movement, proper nutrition, and healthy habits to prevent this trend from continuing.

CHILDREN'S HEALTH

Beyond Sports (local public affairs show) – 10/04/2015, 5am-6am

Topic: **Pregnancy and Infant Loss**

Show Summary: October represents the month of awareness for pregnancy and infant loss. Encompassing miscarriage, stillbirth, SIDS, and the death of a newborn, this month brings awareness to this, and allows support for those who go through this.

Beyond Sports (local public affairs show) – 11/15/2015, 5am-6am

Topic: **Prematurity Awareness Month**

Show Summary: Bob Kruchten of the March of Dimes of Illinois shared the latest "Report Card" released each November by the March of Dimes grading each state on the work it's doing regarding prenatal care, education, prematurity, birth rate, etc. November is Prematurity Awareness Month and the

focus still remains on helping women get to a full term pregnancy to prevent complications that can come with a premature birth.

MILITARY SUPPORT

Beyond Sports (local public affairs show) – 11/08/2015, 5am-6am

Topic: **Veterans Day**

Show Summary: The USO of Illinois has been supporting the military population throughout Illinois, but one of the largest services they offer is in helping our military traveling through O'Hare and Midway airports during the holiday season. Everything from help with transport, contacting relatives during layovers, snacks, a place to sleep, and just a friendly face can all be found at both of these locations.

Beyond Sports (local public affairs show) – 12/13/2015, 5am-6am

Topic: **Road Home Program at Rush University Medical Center**

Show Summary: A unique program here in Chicagoland, The Road Home Program at the Center for Veterans and Their Families at Rush provides timely and confidential support, counseling and veteran health services to help the veteran and their family understand, heal from and cope with the invisible wounds of war.

ANIMAL WELFARE

Beyond Sports (local public affairs show) – 11/22/2015, 5am-6am

Topic: **PAWS Chicago**

Show Summary: P.A.W.S. (Pets Are Worth Saving) Chicago has created a national model in animal sheltering, committed to bringing an end to the killing of homeless cats and dogs. Working with the Chicago Animal Control Center, they take in as many animals as possible to place them in forever homes, foster homes, other no-kill shelters and adoption events to prevent them from being in shelters where they would eventually be put down.

PERSONAL DEVELOPMENT

Beyond Sports (local public affairs show) – 11/01/2015, 5am-6am

Topic: **Problem Gambling**

Show Summary: Problem gambling, or gambling addiction at the extreme, begins earlier than many would think, sometimes as early as junior high. With the Chicago Cubs extending their run into the playoffs this past season, much of the media coverage was on “the line”, “the odds”, and the value in them winning. The National Council on Problem Gambling explained the challenge that type of messaging is for those who struggle with this.

Beyond Sports (local public affairs show) – 12/20/2015, 5am-6am

Topic: **GED**

Show Summary: While still slightly above the national average for high school graduation rates, Illinois' rate has been dropping the past few years. The GED testing and preparation allows students who have left school for whatever reason. The test is conducted in four parts with required scores in each, as well as a cumulative required score.

Beyond Sports (local public affairs show) – 12/27/2015, 5am-6am

Topic: **Philanthropic Planning**

Show Summary: This week is when many scramble to make charitable donations prior to the end of the year cut off for the tax benefit. Philanthropy expert Lisa Dietlan shares tips to budget for your giving for the coming year, as well as making sure to optimize what you do give with the time you have left in 2015.

PSAs played in support of the above topics as well as others on WMVP-AM during October 1, 2015 – December 31, 2015:

PRIMARY CATEGORY	# of PSA's	LENGTH OF PSA
ADOPTION FROM FOSTER CARE	190	60
AUTISM AWARENESS	18	30
AUTISM AWARENESS	187	60
BUZZED DRIVING	182	60
CAREGIVER ASSISTANCE	17	30
CHILDHOOD ASTHMA	17	60
CHILDHOOD OBESITY PREVENTION	37	10
COMMUNITY ENGAGEMENT INCOME	204	60
DISCOVERING NATURE	193	30
DISCOVERING NATURE	16	60
ENERGY EFFICIENCY	17	60
FATHERHOOD INVOLVEMENT	188	60
FINANCIAL LITERACY	187	60
FOOD SAFETY EDUCATION	1	15
FOOD SAFETY EDUCATION	161	60
FORECLOSURE PREVENTION	200	30
HEALTHCARE ENROLLMENT	187	60
HIGH BLOOD PRESSURE	1	15
HIGH BLOOD PRESSURE	197	30
HUNGER PREVENTION	18	30
JOB TRAINING AND EMPLOYMENT	183	60
MARCH OF DIMES	16	60
PATHWAYS TO EMPLOYMENT	207	30
RECYCLING	203	30
STROKE AWARENESS	16	30
SUPPORTING MINORITY EDUCATION	202	30
TEACHER RECRUITMENT	119	30
TEXTING AND DRIVING	198	30
US MARINES	17	60
WILDFIRE PREVENTION	194	30

TOTAL PSAs 3573