

**WMVP-AM Radio**  
Chicago, IL

Quarterly Issues and Programs List

(1st Quarter Report, January 2013 – March 2013)

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 first quarter of 2013, the station donated air time for the broadcast of a total of 4,014 public service announcements on 25 different subjects ranging from Food Deserts to Veterans Legal Support. 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 2013:

**Public Health**

**Autism**  
**Traumatic Brain Injury**  
**March of Dimes**  
**Cancer Support**  
**Respiratory Health**  
**Spinal Cord Injury**  
**Pediatric Cancer**

**Animal Welfare**

**PAWS (Pets Are Worth Saving)**

**Community Needs and Betterment**

**Problem Gambling**  
**Fair Housing**  
**Israel Idonije Foundation**

**Military Support**

**Veteran's Legal Support Center and Clinic**

Attached is a listing of some of WMVP-AM's most significant treatment of these issues during the first quarter of 2013.

## PUBLIC HEALTH

Beyond Sports (local public affairs show) – 1/06/2013, 5am-6am

Topic: **Autism**

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

Show Summary: Beyond Sports was joined by a representative of Have Dreams, a Chicago based Autism Support center, and research location, who discussed the broad overview of Autism Spectrum Disorders and the variety of therapies available to these individuals.

Beyond Sports (local public affairs show) –1/20/2013, 5am-6am

Topic: **Traumatic Brain Injury**

Show Summary: Brian Sweeney, local author of the book, “Every 21 Seconds”, discusses his book that recounts his journey back from a traumatic brain injury, and how frequently these injuries occur.

Beyond Sports (local public affairs show) – 2/10/2013, 5am-6am

Topic: **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 and the upcoming March for Babies that is the signature fundraising event for the March of Dimes

Beyond Sports (local public affairs show) – 2/17/2013, 5am-6am

Topic: **Cancer Support - Imerman Angels**

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

Show Summary: Beyond Sports talked with Jonny Imerman of Imerman Angels to discuss his organization and the event that it’s hosting called, Founders Fired Up, a free event allowing the public to meet and learn about multiple charities in the Chicagoland area. Imerman Angels provides one-on-one support from cancer survivors to those currently battling cancer... free of charge.

Beyond Sports (local public affairs show) – 3/24/2013, 5am-6am

Topic: **Cancer Support – Twist Out Cancer**

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

Show Summary: Beyond Sports talked with Jenna Benn, and her Chicago based organization, Twist Out Cancer. This organization provides a forum for cancer fighters to post their unique “twist” on cancer and get support from the online community as well as at events. Twist Out Cancer will be a featured organization at the Founders Fired Up event, occurring on April 11<sup>th</sup>, and featuring local organizations, and allowing the public to learn about these groups for free.

Beyond Sports (local public affairs show) – 3/24/2013, 5am-6am

Topic: **Pediatric Cancer – Bear Necessities**

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

Show Summary: Beyond Sports talked today about Pediatric Cancer, and the Chicago based organization, Bear Necessities which provides assistance to children who are going through cancer

treatment, as well as provides funding to pediatric cancer research. Bear Necessities will be a featured organization at the Founders Fired Up event, occurring on April 11<sup>th</sup>, and featuring local organizations, and allowing the public to learn about these groups for free.

Beyond Sports (local public affairs show) – 3/17/2013, 5am-5:30am

Topic: **Spinal Cord Injury**

Link: [www.BackbonesOnline.com](http://www.BackbonesOnline.com)

Show Summary: Beyond Sports again focused on the Founders Fired Up event occurring on April 11<sup>th</sup>, 2013. In this portion of the program, we learned about the Spinal Cord Injury support organization called Backbones.

Beyond Sports (local public affairs show) – 2/24/2013, 5am-6am

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

Link: [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).

#### **ANIMAL WELFARE**

Beyond Sports (local public affairs show) – 1/27/2013, 5am-6am

Topic: **PAWS (Pets Are Worth Saving)**

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

Show Summary: Beyond Sports talked with Alison Victoria from DIY's Kitchen Crashers about her "pet" project, PAWS. PAWS stands for Pets Are Worth Saving, and their mission is to be a no-kill shelter for animals in the Chicagoland area, and to raise awareness of the need to adopt these animals to good homes.

#### **COMMUNITY NEEDS AND BETTERMENT**

Beyond Sports (local public affairs show) – 2/3/2013, 5am-6am

Topic: **Problem Gambling**

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

Show Summary: With the Superbowl occurring, gambling is at one of its peaks for the year. Beyond Sports spoke with the National Center of Problem Gambling to learn warning signs for developing a gambling problem, how early these problems can begin, how severe these issues can be and what can be done to help.

Beyond Sports (local public affairs show) – 3/31/2013, 5:00am-6:00am

Topic: **Fair Housing**

Link: [www.JMLS.edu/FairHousing](http://www.JMLS.edu/FairHousing)

Show Summary: In support of Fair Housing month, Beyond Sports brought in Allison Bethel of the Fair Housing Clinic at John Marshall Law School in Chicago. The clinic provides free legal support to those who have a need for Fair Housing legal help.

Beyond Sports (local public affairs show) – 3/17/2013, 5:00am-6:00am

Topic: **Israel Idonije Foundaion**

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

Show Summary: Israel Idonije has created a foundation that focuses its energy on helping at risk youth in the Chicagoland area. Israel is one of the featured speakers at the Founders Fired Up event on April 11<sup>th</sup>, and on this episode of Beyond Sports, he discussed the work of his foundation and how others can become involved.

### **MILITARY SUPPORT**

Beyond Sports (local public affairs show) – 3/10/2013, 5am-6am

Topic: **Team Red White and Blue**

Show Summary: Providing a community atmosphere for military veterans and civilians alike, Team Red, White and Blue is newer to the Chicagoland area, but has a tremendous plan of events put together for the spring and summer months. Through these events, the returning veterans are able to have a community of support to help them ease back into their civilian lives, and civilians are able to gain exposure to local veterans and forge bonds.

**PSAs played in support of the above topics as well as others on WMVP-AM during January 1, 2013 – March 31, 2013:**

<b><u>PRIMARY CATEGORY</u></b>	<b>PSA Length (in seconds)</b>	<b># of PSA's</b>	<b><u>Dayparts</u></b>
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