

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs List

(4th Quarter Report, October 2013 – December 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 fourth quarter of 2013, the station donated air time for the broadcast of a total of 3,442 public service announcements on 29 different subjects ranging from adoption to the USO. 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 2013:

Public Health

Drug Prevention
Sleep Deprivation
Autism
Prematurity Awareness
Cancer Pain Management
Hunger
Healthcare Education

Community Development

Local Library Initiatives
Foreclosures
Pet Shelters and Adoption
Local Winter Outdoor Activities

Veterans Support

Veterans Day
Team RWB

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

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 10/06/2013, 5am-6am

Topic: **Drug Abuse**

Link: www.DrugFree.org

Show Summary: Steve Cline from The Partnership At DrugFree.org was on Beyond Sports to discuss the current initiatives to help prevent drug use and abuse.

Beyond Sports (local public affairs show) –10/20/2013, 5am-6am

Topic: **Sleep Deprivation**

Link:

Show Summary: The effects of sleep deprivation can cause a multitude of health issues, as well as work and life styles changes. Beyond Sports explored ways to help correct sleep issues to prevent these effects.

Beyond Sports (local public affairs show) – 10/27/2013, 5am-6am

Topic: **Autism**

Link: www.HaveDreams.org

Show Summary: The Have Dreams organization has been helping Chicago area families of patients with Autism, via research, support groups, classes and activities to help those who are Austitic live fuller, more active lives.

Beyond Sports (local public affairs show) – 11/17/2013, 5am-6am

Topic: **Prematurity**

Links: www.MarchOfDimes/IL

Show Summary: November marks Prematurity Awareness Month and 11/17 (date of broadcast) is Global Prematurity Day. The March of Dimes joined Beyond Sports to talk about the increase in the grade the state of IL got and what that means for the babies born here.

Beyond Sports (local public affairs show) – 11/24/2013, 5am-6am

Topic: **Cancer Pain Management**

Links:

Show Summary: Studies have indicated that cancer patients typically do not communicate their pain levels to their doctor, and if properly managed, their course of treatment could be more successful. Of particular interest is that minorities tend to underreport their pain levels at a higher rate than Caucasians.

Beyond Sports (local public affairs show) – 12/22/2013, 5am-6am

Topic: **Hunger**

Show Summary: The Greater Chicago Food Depository works with the food pantries and soup kitchens within the Cook County area. The holiday season is when most people think to donate time and goods to the depository, but once the new year comes – their need remains the same, but the giving diminishes.

Beyond Sports (local public affairs show) – 12/15/2013, 5am-6am

Topic: **Health Care Education**

Links: www.resu.edu

Show Summary: Men entering the medical field has long meant that they would be doctors, but now, we have a university that has great numbers of men enrolled to be nurses, nurse practitioners, and fill other positions in the medical field.

COMMUNITY DEVELOPMENT

Beyond Sports (local public affairs show) – 10/13/2013, 5am-6am

Topic: **Library Initiatives**

Show Summary: Local libraries have reinvented themselves to continue being vital to the community, including computer labs, ebooks, and movies lending. Even classes are available, in addition to the classic library offerings such as research help, periodicals, etc.

Beyond Sports (local public affairs show) – 11/03/2013, 5am-6am

Topic: **Foreclosures**

Show Summary: Foreclosures in the Chicago area are still a big concern for our economy and real estate values, not to mention the people affected by them. There are ways for the homeowners to get assistance and do so for free.

Beyond Sports (local public affairs show) – 12/01/2013, 5:00am-6:00am

Topic: **Pet Shelters and Adoptions**

Link: www.Paws.org

Show Summary: With the blistering winters we have here in the Chicagoland area, getting pets off the street and into shelters and then homes is the goal of many who work to help out our local animals into forever homes.

Beyond Sports (local public affairs show) – 12/29/2013, 5am-6am

Topic: **Local Winter Activities**

Show Summary: Winter doesn't have to limit the things we can do outside. From ice fishing to cross-country skiing, the park districts in and around the Chicagoland area offer a plethora of education and fresh air.

VETERAN'S SUPPORT

Beyond Sports (local public affairs show) – 11/10/2013, 5am-6am

Topic: **PTSD**

Show Summary: In support of Veterans Day on 11/11, Beyond Sports talks with the Veteran's Legal Support Center regarding PTSD in our returning veterans, in addition to TBIs and other concerns that our returning veterans are dealing with.

Beyond Sports (local public affairs show) – 12/08/2013, 5am-6am

Topic: **Veterans Activities**

Show Summary: To assist our veterans acclimate back into "normal", Team Red White & Blue organizes social activities, athletic events, and other group events, to allow the veterans continue the team-like atmosphere that they were used to during deployment and interact with fellow veteran and civilians alike.

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

PRIMARY CATEGORY	LENGTH OF PSA	# of PSA's
ADOPTION	30	263
ADOPTION	60	52
ALCOHOLIC ANONYMOUS	60	1
AUTISM AWARENESS	30	59
BIG BROTHERS AND BIG SISTER	60	252
BRAIN ANEURYSM FOUNDATION	30	7
BULLYING PREVENTION	30	254
CAREGIVER ASSISTANCE	30	317
CHILDHOOD OBESITY PREVENTION	10	10
CHILDHOOD ORAL HEALTH	30	256
COMMUNITY ENGAGEMENT	15	2
DATING ABUSE PREVENTION	60	53
DIGITAL LITERACY	60	54
DISCOVERING NATURE	60	51
DRUNK DRIVING PREVENTION	30	54
EMERGENCY PREPAREDNESS	60	52
FINANCIAL LITERACY	15	3
FOOD SAFETY EDUCATION	30	259
FORECLOSURE PREVENTION	60	53
HIGH SCHOOL DROPOUT PREVENTION	30	54
HUNGER PREVENTION	30	319
HURRICANE SANDY RELIEF	30	61
MARCH OF DIMES	60	7
NUTRITION EDUCATION	30	264
OCEAN'S AWARENESS	30	266
PET ADOPTION	15	2
PET ADOPTION	30	90
RADD DON'T LET FRIENDS DRIVE DRUNK	30	262
STROKE AWARENESS	30	58
US MARINES	30	1
US MARINES	60	5
USO	60	1

TOTAL:

3442