

WMVP-AM Radio
Chicago, IL

Quarterly Issues and Programs List
(2nd Quarter Report, April – June 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 second quarter of 2013, the station donated air time for the broadcast of a total of 3,833 public service announcements on 26 different subjects ranging from Bullying Prevention to Supporting Minority Education. 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 second quarter of 2013:

Public Health

Diabetes
Childhood Obesity
Respiratory Health
Organ Donation Month
ALS
Congenital Heart Defects
Blindness
Drug Prevention
Pediatric Cancer
Men in Healthcare

Military Support

USO

Poverty

Illinois School Supply Drive

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

PUBLIC HEALTH

Beyond Sports (local public affairs show) – 4/07/2013, 5am-5:30am

Topic: **Diabetes**

Link: www.JimmyInsulin.org

Show Summary: The founder of Jimmy Insulin, and diabetes support organization joined Hannah to share who his org benefits, and the reasons behind starting it. Focused primarily on those recently diagnosed with Type 1 Diabetes, JI helps to transition the new diabetics into their new normal and alleviate much of the learning curve and denial.

Beyond Sports (local public affairs show) –4/07/2013, 5:30am-6am

Topic: **Pediatric Cancer**

Link: TreasureChestFoundation.org

Show Summary: Founded by the mother of a pediatric cancer patient, the Treasure Chest Foundation provides toys, gift cards, and other treats to kids undergoing cancer treatment so provide something pleasant at the other end of their painful procedures.

Beyond Sports (local public affairs show) – 4/21/2013, 5am-5:15am

Topic: **Childhood Obesity**

Show Summary: Consistently we hear about the childhood obesity rate skyrocketing in our country, and in the Chicagoland area. On to discuss this and ways to keep kids active was a representative from My Gym Fitness Club for kids.

Beyond Sports (local public affairs show) – 4/21/2013, 5:15am-6am

Topic: **Respiratory Health**

Links: www.LungChicago.org

Show Summary: The Respiratory Health Association of Metropolitan Chicago has been active in lung health for decades in Chicago and is the force behind Hustle Up The Hancock as well as Skyline Plunge, both fundraisers for them. Their focus in the community involves smoking cessation programs, asthma education and healthcare (a huge issue in multiple neighborhoods due to poor air quality), and lung cancer, COPD, and emphysema education and assistance.

Beyond Sports (local public affairs show) – 4/28/2013, 5am-6am

Topic: **Organ Donation Month**

Links: www.TwistOutCancer.org

Show Summary: April is Organ Donation Month and Beyond Sports was joined by Steve Ferkau, who is an adult with Cystic Fibrosis, that required him to receive a double lung transplant.

Beyond Sports (local public affairs show) – 5/05/2013, 5am-6am

Topic: **ALS**

Links: www.ALSA.org

Show Summary: The Illinois Chapter of the ALS association provides a support system for those diagnosed with ALS throughout the course of their disease. Allowing people to rent equipment vs buying it, activities and groups for family members, and access to studies in the local area, this organization works towards easing the remaining time these patients have, until there is a cure.

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

Topic: **Congenital Heart Defects**

Link: www.1in100.org

Show Summary: Affecting 1 in 100 babies born worldwide, Congenital Heart Defects are the most common birth defect. However, there is little testing done to diagnose and children die daily because of it. There is legislation currently proposed to add a test to the automatic screening each baby in the US receives that would help to increase diagnosis and proper treatment.

Beyond Sports (local public affairs show) – 6/9/2013, 5am-6am

Topic: **Blindness**

Link: www.PreventBlindness.org

Show Summary: Prevent Blindness America joined Beyond Sports to talk about multiple different ways to protect your vision, not just during the sunny summer months, but during athletics, working on the computer, and year round.

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

Topic: **Men In Healthcare**

Show Summary: Resurrection University is seeing an increase in men joining the healthcare field in previously “female” positions, as nurses. Their school numbers have indicated while it is still primarily woman who enroll, the increase in men entering the field has grown exponentially. Additionally, there have been many advances in the teaching of healthcare, ex: with the use of simulator robots, that allow the improvement of healthcare, and the education of the soon to be providers.

Beyond Sports (local public affairs show) – 6/30/2013, 5:00am-6:00am

Topic: **Drug Abuse Help and Prevention**

Link: www.DrugFree.org

Show Summary: DrugFree.org provides resources for those dealing with drug use and abuse, as well as help and education for those who wish to learn how to talk to their kids about drugs, get help, talk to their friends, etc.

MILITARY SUPPORT

Beyond Sports (local public affairs show) – 5/26/2013, 5am-6am

Topic: **USO of Illinois**

Show Summary: The USO of Illinois took members of the Chicago Bears on a trip to visit our troops in Germany. Joining Beyond Sports while on tour, was Alison Ruble, President of the USO of IL, as well as three members of the Chicago Bears to discuss their visits and their interactions with our men and women in uniform as well as their families.

Beyond Sports (local public affairs show) – 5/19/2013, 5:00am-6:00am

Topic: **Post Traumatic Stress Disorder**

Show Summary: Providing free legal services for veterans, the Veteran's Legal Support Clinic has recently moved into a new facility that was designed from start to finish with the needs of veterans, and specifically those suffering from PTSD, in mind. Potentially the first, non-medical, building in the country with this design focus, it is helping to create a calmer environment for those who come in for the free legal assistance.

POVERTY

Beyond Sports (local public affairs show) – 5/26/2013, 5am-6am

Topic: **USO of Illinois**

Show Summary: The USO of Illinois took members of the Chicago Bears on a trip to visit our troops in Germany. Joining Beyond Sports while on tour, was Alison Ruble, President of the USO of IL, as well as three members of the Chicago Bears to discuss their visits and their interactions with our men and women in uniform as well as their families.

**PSAs played in support of the above topics as well as others on WMVP-AM during
April 1, 2013 – June 30, 2013:**

PRIMARY CATEGORY	Length of PSA	# of PSA's	Dayparts
ADOPTION	30	229	Aired at Various Dayparts
AL-ANON	30	22	Aired at Various Dayparts
AL-ANON	60	22	Aired at Various Dayparts
AUTISM AWARENESS	60	216	Aired at Various Dayparts
BIG BROTHERS AND BIG SISTER	30	28	Aired at Various Dayparts
BIG BROTHERS AND BIG SISTER	60	245	Aired at Various Dayparts
BULLYING PREVENTION	30	240	Aired at Various Dayparts
CANCER WELLNESS CENTER	30	35	Aired at Various Dayparts
CANCER WELLNESS CENTER	60	35	Aired at Various Dayparts
CAREGIVER ASSISTANCE	30	232	Aired at Various Dayparts
CHILD PASSENGER SAFETY	30	232	Aired at Various Dayparts
CHILDHOOD ORAL HEALTH	30	229	Aired at Various Dayparts
DRUGFREE	30	63	Aired at Various Dayparts
FOOD SAFETY EDUCATION	30	233	Aired at Various Dayparts
FOSTER CARE	30	30	Aired at Various Dayparts
GED ACHIEVEMENT	30	40	Aired at Various Dayparts
HUNGER PREVENTION	30	232	Aired at Various Dayparts
HURRICANE SANDY RELIEF	30	227	Aired at Various Dayparts
LEAD POISONING PREVENTION	30	44	Aired at Various Dayparts
MARCH OF DIMES	30	25	Aired at Various Dayparts
MARCH OF DIMES	60	62	Aired at Various Dayparts
NUTRITION EDUCATION	30	228	Aired at Various Dayparts
OCEAN'S AWARENESS	30	225	Aired at Various Dayparts
ORGAN DONOR	10	5	Aired at Various Dayparts
PET ADOPTION	30	234	Aired at Various Dayparts
RADD DON'T LET FRIENDS DRIVE DRUNK	30	227	Aired at Various Dayparts

PRIMARY CATEGORY	Length of PSA	# of PSA's	Dayparts
READING	30	43	Aired at Various Dayparts
SUPPORTING MINORITY EDUCATION	15	12	Aired at Various Dayparts
US MARINES	30	28	Aired at Various Dayparts
US MARINES	60	25	Aired at Various Dayparts
USO	15	11	Aired at Various Dayparts
USO	30	33	Aired at Various Dayparts
USO	60	41	Aired at Various Dayparts