

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Fourth Quarter, 2012
 January 8, 2013

Issues

WLLR-FM provides is listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:
• Arts & Entertainment: Research shows that the availability of Arts and Culture—everything from museums to parks and recreation systems—can greatly improve an area's quality of life.
• Economic Development: The overall health of our community is tied to its economic health. This health can only be maintained by sustaining the growth of area businesses.
• Education: Providing educational opportunities for our area's children—as well as secondary education for our adults—are important building blocks to continued quality of life in our community.
• Environment: Our natural resources need to be protected for future generations; the price we pay for the “technology now” style of living we currently enjoy has ramifications—both now and for our descendants.
• Feeding the Poor: In a recovering economy there are many families struggling to make ends meet; community efforts to support the poor and disadvantaged are vital.
• Health: Recruiting doctors, nurses, and health techs has become more difficult as this need is everywhere in our country and, as a result these persons are living where quality of life is best.
• Immigration Issues: Newcomers to the United States settling in the Quad Cities area face many kinds of adjustments.
• Low-Income Assistance: The divide between the very rich and the extremely poor has never been greater. For many Americans, just keeping up with everyday expenses has made saving for the future—and for emergencies—nearly impossible.
• Mental Health As cutbacks have occurred in our federal spending, perhaps no area has been harder hit than the funding of mental illness programs.
• Psychology: In today's world the study of psychology is leading to breakthroughs in the area of mental health.
• Tourism: Many cities in the Quad Cities two-state area rely on tourism revenues. The rich history of the region is a big reason people like to visit.
• Tornado Relief: November 2013 saw horrific destruction to Illinois and the Midwest region. Many communities continue to struggle to recover.
• Veterans: Treatment of all veterans, particularly those from the wars in Iraq and Afghanistan, is an important issue to Quad Citians because so many from our area have served.

Programs

Section I

Section I lists regularly scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

LOCAL PROGRAMMING

ISSUE	Guest	DESCRIPTION	DATE/TIME	LENGTH
Arts and Entertainment	Quad Cities Forum	I-Wireless Director Scott Mullen discusses the upcoming acts coming to the Quad Cities. Highlighting the diversity in the music and comedic acts scheduled as well as alternative entertainment such as motocross...wrestling...ice-skating and rodeo events.	10/13/2013 7:30am	15 minutes
Arts and Entertainment	Quad Cities Forum	Figge Art Museum Director Tim Schiffer outlined the Art exhibits currently on display and the exhibits schedule to be on display in the next few months. He also talked about how the facility is used to host various events throughout the year.	10/20/2013 7:30am	30 minutes
Arts and Entertainment	Quad Cities Forum	QC Ballet Director Jody Cook talked about the upcoming Ballet Programs for the holidays and how dancers are selected for the community dance troupe	11/24/2013 7:30am	15 minutes
Arts and Entertainment	Quad Cities Forum	Sam Slough Augustana College Oratio Society talked about the schools annual Messiah Concert	12/08/2013 7:30am	15 minutes
Arts and Entertainment	Quad Cities Forum	Quad City Times Movie Critic Linda Cook Linda looks back at the past years movies. She also talked about a Classic Movie program which features the classic on the Big screen at the Putnam Museum.	12/15/2013 7:30am	30 Minutes
Crime	Quad Cities Forum	Davenport Police Chief Frank Donchez Discusses the successes and challenges facing the Davenport Police Department.	10/06/2013 7:30am	30 minutes

Economic Development/ Tourism	Quad Cities Forum	Carrie Conaire Head of the Clinton, Iowa Visitors Bureau discussed the Clinton attractions available to tourists. Including specialty businesses and restaurants. She also had information for individuals wanting to start a business in the Iowa community.	10/13/2013 7:30am	15 minutes
Environment	Quad Cities Forum	Tessie Klipsch with the Clean Water Project talked about how listeners could become involved with a local event that raises money for an international program to bring clean water to areas where it is not readily available.	11/10/2013 7:30am	15 minutes
Environment/ Tourism	Quad Cities Forum	Kathy Wine with River Action discusses the groups efforts to protect the river by hosting events like "Ride the River" on Father's Day and "Floatzilla" to break the record for the most boats interlinked at one time.	12/29/2013 7:30am	30 minutes
Feeding the Poor	Quad Cities Forum	Denise Hester Spokeswoman for the Student Food Drive talked about the annual drive fueled by students from local high schools that has collected hundreds of thousands of pounds of food for local food pantries.	10/27/2013 7am	15 minutes
Immigration Issues	Quad Cities Forum	Michael Woods with Casa Guanajuato discusses the programs available to help Hispanic residents deal with adapting to the quad Cities area.	11/3/2013 7:30am	15 minutes
Low-Income Assistance	Quad Cities Forum	Zach Klipsch with Camp Abe Lincoln informed listeners about special programs available at the camp for underprivileged children and kids from military families. He talked about how listeners could help fund campers who couldn't otherwise afford it.	11/10/2013 7:30am	15 minutes
Mental Health	Quad Cities Forum	Liz Sherwin with Iowa-Illinois Center for Independent Living talks about opportunities for mentally challenged individuals to obtain a measure of independent living.	12/1/2013 7:30am	15 minutes
Politics	Quad Cities Forum	Maria Dickman President of Progressive Action for the Common Good discusses the new political group founded to push for progressive issues in the area.	11/24/2013 7:30am	15 minutes
Politics	Quad Cities Forum	Tim Albrecht with the Iowa Governors office discusses the Governor's new initiative to stop bullying in schools.	12/08/2013 7:30am	15 minutes
Tourism	Quad Cities Forum	Deb McDaniel with Festival of Trees talked about the events like the holiday parade, dances, and dinners that make up one of the biggest holiday events in the Quad Cities.	11/17/2013 7:30am	15 minutes
Tourism	Quad Cities Forum	Rick Palmer of the River Center in Davenport talks about the upcoming events at the multiuse facility in downtown Davenport. It hosts everything from weddings to conventions for car shows.	12/22/2013 7:30am	30 minutes
Tourism	Quad Cities Forum	QC Mallards General Manager Bob McNamara discussed the challenges for making a minor league hockey team successful. He pointed upcoming special promotional games.	10/27/2013 7:30am	15 minutes
Veterans	Quad Cities Forum	Film Maker Will Gardiner discusses his film "To Them That's Gone" honoring World War II Veterans that will be shown at the Putnam Museum for Veterans Day.	11/03/2013 7:30am	15 minutes
Veterans	Quad Cities Forum	Genesis Spokesman Craig Cooper talked about a special Veterans Day program being put together by Genesis Medial Systems.	11/03/2013 7:30am	15 minutes

Section II

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

NETWORK [and/or SYNDICATED] PROGRAMMING

ISSUE	PROGRAM/ TITLE	DESCRIPTION	DATE/ TIME	DURATION
Agriculture	Radio Health Journal	Laboratory-grown beef has reached the taste-test stage, and scientists hope to use it to eventually replace the current means of livestock agriculture. If successful, cultured meat could save huge amounts of land and energy, reduce pollution and improve animal welfare. But will consumers accept it? The world's foremost cultured meat scientist and a food futurist discuss.	11/17/13 7:00am	12:49

Alcohol Abuse	Radio Health Journal	An expert explains one of the first thorough studies into how and why college students binge drink. The results suggest that bingeing will be hard to curb, but that colleges can tap into student habits to reduce the harm that comes from binge drinking.	11/24/13 7:00am	11:51
Alcoholism	Radio Health Journal	Many shelter organizations require that homeless alcoholics be sober before they qualify for housing. However, many homeless alcoholics are not ready to stop drinking, yet need help. Experts discuss the pro's and con's of a new form of housing that allows residents to continue drinking while reducing the harm of homelessness and alcoholism.	10/13/13 7:00am	13:23
Children's Health	Radio Health Journal	Children's medicines are so notoriously bad-tasting that it can impact the effectiveness of treatment for serious illness. Experts discuss the problem, how taste works, some of the misconceptions about taste, and new ways to address the problem.	10/20/13 7:00am	11:50
Children's Health	Radio Health Journal	One of every 12 children now has a food allergy, and when two kids in every average classroom are affected, all their classmates' families need to know about them, too. Experts discuss why allergies occur, how they differ from sensitivities, and how a new law could save lives of children hit with an allergic reaction.	12/15/13 7:00a	7:39
Crime	Radio Health Journal	Confessing to a crime that a person did not commit is a major reason for wrongful convictions. Scientists have found that the psychology of innocent people is a major reason for false confessions. Experts discuss the chain of events and psychology that allow them to occur, and public policy changes that could make them much more rare.	10/27/13 7:00am	13:48
Drug Safety	Radio Health Journal	Most people's medicine cabinet is a disorganized mess with problems that could prevent healing and even threaten health. A pharmacist advised what should be in your medicine cabinet and how to keep those medicines safe and effective.	11/10/13 7:00am	7:37
Drug Use	Radio Health Journal	With the legalization of recreational marijuana use in Colorado and Washington, experts and other states will be watching closely to see whether the cannabis experience is similar to alcohol. Some experts fear that marijuana will be heavily marketed like alcohol. But marijuana supporters welcome the comparison, claiming that pot will show itself as a safer alternative. Experts and advocates discuss.	11/10/13 7:00am	12:08
Government and legislation	Radio Health Journal	The Orphan Drug Act of 1983 gave incentives to drug makers to develop medicines for rare diseases. Far more orphan drugs have been created, but the Act has also had unintended consequences. Without competition, some orphan drugs are priced so high that insurers balk at paying fully for them. Profits on orphan drugs can be so great that drug makers ignore normal drugs. Yet orphan drug science often ends up helping people with other diseases. Experts discuss.	12/15/13 7:00a	12:21
Health Care	Radio Health Journal	A surprisingly high percentage of people who've been treated in intensive care units later suffer from post-traumatic stress disorder, often including hallucinations recalling horrible ICU incidents. This has led to coining a new syndrome—PICS, or post intensive care syndrome. Experts discuss why the syndrome appears to occur and what's being done to treat and prevent it.	10/06/13 7:00a	12:54
Health Care	Radio Health Journal	Rehabilitation has been a staple of recovery for many illnesses, but often not after cancer treatment. Similarly, sometimes people about to undergo orthopedic surgery may be given exercises, or prehabilitation, to prepare them. A nationally known rehab specialist discusses using prehabilitation techniques for newly diagnosed cancer patients.	10/13/13 7:00am	7:33

Health Care	Radio Health Journal	Many people have no idea how or why psychotherapy works. A well-known psychotherapist describes what therapists are thinking about while the patient is on the couch and how these thoughts guide treatment.	10/20/13 7:00am	8:12
Health Care	Radio Health Journal	Patients often keep lifestyle secrets from their physicians even though it may be harmful to their health. Experts discuss the most common reasons for secret-keeping and the consequences that may result.	12/01/13 7:00am	7:32
Health Care	Radio Health Journal	The holidays are like no other time in your local hospital's emergency department. Having family in from out of town results in pickup football injuries, carving knife gashes, and maladies that should have been addressed long ago. It also creates a spike in dead-on-arrival cases greater than any other days of the year. Experts discuss why these occur and how to prevent them.	12/22/13 7:00a	12:28
Health Care	Radio Health Journal	A demonstration project has shown that involving community pharmacists in diabetes care can markedly improve medication adherence and health results for people in virtually any walk of life. An expert involved in the project discusses how it works and how the idea could be used for other chronic diseases.	12/22/13 7:00a	8:30
Parenting	Radio Health Journal	"Helicopter parents" are common, hovering over and intervening in everything their children do. New research is showing that over parented children often fail when they go to college and have to survive on their own. Experts discuss how over parenting creates dependence in children and how parents can start backing off.	12/08/13 7:00a	13:06
Psychology	Radio Health Journal	"Success gurus" have wildly varying prescriptions for how to win in life, but how scientifically valid are their ideas? Two brain scientists discuss what research shows is important to success.	10/06/13 7:00a	7:36
Psychology	Radio Health Journal	As a survival mechanism, the human brain is wired to remember negative events more strongly than positive ones. An expert neurologist discusses changes in thinking that can create more positive physical brain pathways, making us happier.	12/08/13 7:00a	7:47
Public Health	Radio Health Journal	Many people dismiss the body disruption of the time change as we enter and leave daylight saving time. However, each season, car crashes increase for a few days. Is that proof? Experts discuss our internal body clocks and how people can make time transitions easier.	10/27/13 7:00am	6:34
Public Health	Radio Health Journal	Thousands of Americans die each year as a result of the flu, prompting a major effort by public health officials to get people vaccinated for the flu. A nationally known expert discusses this year's flu season and changes in the vaccine to fight it.	11/03/13 7:00am	7:49
Public Health	Radio Health Journal	Food poisoning claims thousands of lives each year in the US and makes millions more sick. A food safety expert and FDA authority discuss ways to keep food safe, including new smartphone apps with a variety of functions.	11/17/13 7:00am	7:10
Public Health	Radio Health Journal	Thousands of new mothers who are unable to make enough milk for their babies have turned to web site matching with women who produce more than enough and are willing to share it or sell it. Experts discuss the risks of sharing with unknown donors and alternatives that might reduce the risks.	12/01/13 7:00am	13:19
Social Media	Radio Health Journal	Facebook has revolutionized our relationships and interpersonal communications in less than 10 years. Studies are beginning to reveal how people use social media and the differing psychological effects of these styles of use. Experts discuss.	11/03/13 7:00am	13:04
Technology	Radio Health Journal	Hip and knee replacements are common, and doctors now say ankle replacements have become technically good enough to make fusion obsolete for arthritis patients in severe pain. A doctor and patient discuss.	11/24/13 7:00am	7:58

Women's Health	Radio Health Journal	Low income women have a much higher rate of unintentional pregnancy than those with higher incomes. Experts explain some of the reasons and the serious consequences, both for families and for the nation, in its poverty rate and workforce composition.	12/29/13 7:00a	12:01
Youth at Risk	Radio Health Journal	Seriously ill teenagers still act like teens in the hospital, sometimes aided and abetted by staff. A novelist discusses her observations from years on the hospital floor with her sick child as the basis for her new book.	12/29/13 7:00a	7:11

Section III

Section III lists public service announcements that the station broadcast during the preceding quarter that address community issues.

PUBLIC SERVICE ANNOUNCEMENTS

ISSUE	ORGANIZATION OR DURATION	NUMBER/DATE/TIME	DURATION
Children at Risk	Toys for Tots WLLR helped to promote KWQC-TV 6's annual 'Toys for Tots' drive in front of their studios (805 Brady Street, Davenport) on December 5 th .	50 PSA Promos Aired 11/28-12/5. Various Dayparts	:10-:30 Each
Children at Risk/ Low-Income Assistance	Project Bundle-Up WLLR teamed up with KWQC-TV 6, and the Salvation Army for a winter clothing drive for area children in need of warm clothes. Listeners were encouraged to donate coats, gloves, hats, and more.	50 PSA Promos Aired 10/8-10/17 Various Dayparts	:10-:15 Each
Families	QC Radio Group Halloween Walk WLLR invited listeners and their families to trick or treat at our studios, Friday 10/24 from 4-6pm. This free event encourages parents to bring their littlest trick-or-treaters to enjoy their first, safe, Halloween experience.	100 PSA Promos Aired 10/1-24 Various Dayparts	:10-:30 Each
Families/ Tourism	Holiday Magic The Clear Channel Quad Cities' "Holiday Magic" event was held 12/7 at the Waterfront Convention Center, Bettendorf. WLLR invited families to come and 'get in the Christmas spirit'. Pictures with Santa, crafts, and musical entertainment were all part of this free family experience.	53 PSA Promos Aired 11/15-12/7 Various Dayparts <hr/> Remote Break-in Reports aired 11a-1pm on 12/7.	:10-:30 Each :50-:70 Each
Hunger	Student Hunger Drive WLLR helped promote the annual Quad Cities Student Hunger Drive, held 10/3-11/7. This annual appeal shows QC youth at their best—annually generating hundreds of thousands of pounds of food to distribute to less fortunate people in the area.	35 PSA Promos Aired 10/3-11/7 Various Dayparts	:10-:30 Each
Tornado Relief	Tornado Relief Fundraiser WLLR teamed up with KWQC TV-6, and the American Red Cross on November 22 nd for a fundraising drive to benefit people and communities recover from disasters like the tornadoes in Central Illinois.	45 PSA Promos Aired 11/20-11/22 Various Dayparts	:10-:15 Each
Tourism	Festival of Trees WLLR helped to promote for the annual 'Festival of Trees' event at the Davenport River Center. This celebration of the holidays draws thousands to downtown Davenport each year and includes the area's largest parade.	35 PSA Promos Aired 11/15-12/1 Various Dayparts <hr/>	:10-:30 Each
Typhoon Relief	Philippine Typhoon Fundraiser Teaming again with KWQC TV-6, WLLR broadcast live all day November 15 th to raise money for disaster relief in the Philippines.	35 PSA Promos Aired 11/12-15 Various Dayparts	:10-:30 Each
Women's Health	Trinity Girls Night Out WLLR helped to promote the Spirit of Women's "Girls Night Out" happening out at Northpark Mall. The event is held to encourage women's health and gives women a chance to undergo health screenings	45 PSA Promos Aired 10/1-10/10 Various Dayparts/Live and Produced <hr/>	:10-:30 Each

Various	<p>WLLR aired a total of 2,201 PSAs during fourth quarter, 2013, for a wide variety of causes, including but not limited to:</p> <ul style="list-style-type: none"> • Flu Shot Season • Salvation Army Bell Ringers • Jackson Co. Cattlemen • Beef Banquet • Central High School Booster Club Fundraiser • Western Illinois Fallen Soldiers Walk • QC Jingle Bells Run • Art at the Airport • Milan Optimists • West High Band Trivia Night • Benefit for Amanda Wooddruff • Benefit for Jennifer Owens • No Shave November • Benefit For Howard Langley • EM Christian School Fall Festival • Quad City Mallards Trivia • Bacon Brews and Berries at the Figge • Wildwood Church Christmas Program • Dancing With Local Celebrities • Thanksgiving Basket Giveaway • Euchre/Texas Holdem Tournament • Scott CC. Culinary Dinner • Spanish Tappa • Big Bro and Big Sis Putt Around • New Boston Fish Fry 	<p>2,201 PSAs Aired 10/1-12/31 ALL Dayparts</p>	<p>:15 Each</p>
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