

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 First Quarter, 2014
 April 8, 2014

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.
• Childhood Cancer: Today's kids have the best odds ever to beat childhood cancers, but much remains to be done to eradicate these health threats.
• Disabilities: Though the Americans with Disabilities act became law in 1990, society continues to recognize new areas where we can all be made 'more equal'.
• 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.
• 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.
• Mental Health As cutbacks have occurred in our federal spending, perhaps no area has been harder hit than the funding of mental illness programs.
• Politics: The 2014 elections loom ahead and Iowa and Illinois always have at least a few hotly contested races.
• 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.
• 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	Program	Description	Date/Time	Length
Arts and Entertainment	Quad Cities Forum	Linda Cook is a local newspaper writer and movie critic. Linda talks about local offerings of classic movies at venues around the Quad Cities.	2/02/2014 7:30am	30 minutes
Arts and Entertainment	Quad Cities Forum	Maureen Carter with River Music Experience discusses a new restaurant opening in the facility along with some of the musical acts and other entertainment coming to the RME.	2/09/2014 7:30am	15 minutes
Arts and Entertainment	Quad Cities Forum	German-American Heritage Center Executive Director Janet Brown-Lowe talks about what is available to local residents who want to visit the museum.	2/23/2014 7:30am	15 minutes
Arts and Entertainment	Quad Cities Forum	Andrew Chesser is the General Manager of the Quad City River Bandits minor league baseball team. He talks about the improvements to Modern Woodman Park and upcoming specialty days in the schedule for this season.	3/30/2014 7:30am	15 minutes
Community	Quad Cities Forum	Christie Adamson is the Assistant Program Director for the Humility of Mary Shelter. She talks about efforts to help the poor survive the bitter cold and how people in the Quad Cities can help those less fortunate in the area.	2/16/2014 7:30am	15 minutes
Community	Quad Cities Forum	Rock Island Fire Marshall Greg Marty talks about the things Quad Citians can do to help prevent fire over the winter months. Marty says the winter is usually the busiest time of the year for firefighters.	2/16/2014 7:30am	15 minutes
Community	Quad Cities Forum	Davenport mayor Bill Gluba talks about the successes and challenges facing the City in 2014.	3/16/2014 7:30am	30 minutes

Community	Quad Cities Forum	Jason Gilliland is with the Downtown Davenport Association. He talks about the schedule of upcoming events for downtown Davenport, including music and other programs.	3/30/2014 7:30am	15 minutes
Crime	Quad Cities Forum	Davenport police Frank Donchez talks about fighting crime and the drop in serious crimes that is happening in his city, and new efforts coming in 2014.	1/12/2014 7:30am	30 minutes
Economy	Quad Cities Forum	Kyle Carter with the Davenport Downtown Ass. Talks about the large number of business expansion projects planned for Davenport in 2014.	1/05/2014 7:30am	15 minutes
Economy	Quad Cities Forum	Jerry Lack, Executive Director of the Illowa Construction, Labor Management Council Discusses the impact the new construction projects in in the Quad Cities will have on the job markets in 2014.	1/05/2014 7:30am	15 minutes
Economy	Quad Cities Forum	Tim Heim is with the Hotel Blackhawk in Davenport. He talks about his groups efforts to bring housing opportunities to people who want to live in downtown Davenport.	2/09/2014 7:30am	15minutes
Education	Quad Cities Forum	Jody Cook is the Executive Director of Ballet Quad Cities. She talks about a special program they perform for local schools as part of an anti-bullying effort. The Ballet group puts on "The Ugly Duckling" for elementary students around the Quad Cities.	1/26/2014 7:30am	15 minutes
Education	Quad Cities Forum	Joel Franklin is the Planning Supervisor for the Creative Arts Academy. He talks about the programs that will become available for Davenport students when the Academy opens.	2/23/2014 7:30am	30minutes
Health	Quad Cities Forum	Dr Joe Lohmuller is the Chief Medical Officer for Genesis Health Systems. The doctor discusses the issue of trauma care, an issue that is becoming more of a concern across the country.	3/02/2014 7:30am	15 minutes
Politics	Quad Cities Forum	Former Iowa State Senator Maggie Tinsman talks about the effort her group is making to involve more women in politics.	1/26/2014 7:30am	15 minutes
Politics	Quad Cities Forum	Iowa State Representative Phyllis Thede (93 rd District) . She talks about the issues facing the Iowa general Assembly this legislative session.	3/09/2014 7:30am	15 minutes
Politics	Quad Cities Forum	Iowa State Representative Linda Miller (94 th District). She talks about the issues facing the Iowa General Assembly this legislative session.	3/08/2014 7:30am	15 minutes
Politics	Quad Cities Forum	Illinois State Representative Pat Verschoore (72 nd) District. He talks about the issues facing the Illinois General Assembly this legislative session.	3/23/2014 7:30am	15 minutes
Politics	Quad Cities Forum	Illinois State Representative Don Moffitt (74 th) District. He talks about the issues facing the Illinois General Assembly this legislative session.	3/23/2014 7:30am	15 minutes
Tourism	Quad Cities Forum	Kim Findlay with the Putnam Museum and Nat Geo Theater talks about "Be a Tourist in Your Own Backyard" and what the museum and theater will be offering to local "Tourists".	1/19/2014 7:30am	15 minutes
Tourism	Quad Cities Forum	Tim Shiffer is the Executive Director of the Figge Art Museum. He discusses the special offers the Figge is offering for the "Be a Tourist in Your Own Backyard" weekend.	1/19/2014 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
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Health Care	Radio Health Journal	The pool of recruits available to the US military is much more overweight and obese than ever, and some experts worry that it's a threat to readiness. Experts discuss the impact of obesity on our nations finest.	01/05/14 7:00a	11:14
Education	Radio Health Journal	Children facing long-term illness and medical care receive education wherever they are. Technology is helping those students maintain more normalcy and contact with their schools than has previously been possible. Experts discuss.	01/05/14 7:00a	9:27
Parenting	Radio Health Journal	About one-fifth of teens at some point injure themselves in order to cope with emotional stress. Experts discuss the difference between self-injury and suicidal behavior, and offer tips on how parents should deal with a child who is trying to deal with stress through cutting.	01/12/14 7:00am	10:33
Health Care	Radio Health Journal	Medical mistakes may be far more common than we think. An expert team of medical consumer advocates discusses what patients can do to protect themselves.	01/12/14 7:00am	9:29
Environment	Radio Health Journal	Millions of Americans suffer pain because of weather changes. Experts discuss different conditions affected by weather, why pain responds to weather changes and possible remedies to some of these maladies.	01/19/14 7:00am	11:56
Health Care	Radio Health Journal	Medicine is changing from technically centered practice to patient-centered, which requires doctors to listen to the patient and relate to them on a personal level. Experts discuss training all new doctors in this style, and whether it suits women better than men as a result of cultural upbringing.	01/19/14 7:00am	9:29
Public Safety	Radio Health Journal	Millions of Americans are surprised when they get a bill for their 911 ambulance call. Experts explain the economics of emergency medical services, why communities typically bill for calls, and what insurance will and won't pay.	01/26/14 7:00am	7:14
Gender Issues	Radio Health Journal	Science and society have sought a firm definition of male and female for hundreds of years, but have been unsuccessful even with modern genome analysis. An expert in the history of science discusses how scientists are swayed by cultural considerations in their efforts to define sex and gender, and how research shows there's not as much difference between men and women as most people think.	01/26/14 7:00am	9:22
Health Care	Radio Health Journal	The Affordable Care Act's enrollment website had a disastrous rollout, and "young immortals" aren't yet signing up for insurance in numbers that would assure the program's survival. Experts discuss deadlines and incentives that they think will encourage signups, and the difficulties likely to be encountered by people who've never been insured before. Experts also discuss studies showing that newly insured people may use healthcare much differently than had been expected.	02/02/14 7:00am	11:17
Health Care	Radio Health Journal	Health institutions are increasingly including participation in different forms of art to assist in healing. Experts discuss how it works and offer theories on why it works, as well.	02/02/14 7:00am	10:10
Disabilities	Radio Health Journal	Traumatic brain injury can dramatically change spousal relationships, as the injured may lose the ability to read the emotions of themselves and others, or may suffer a personality change. These relationship issues are often ignored in the rehabilitation process. However, the divorce rate of these couples is much less than previously believed. Experts discuss developing methods to help people with TBI relearn important social skills.	02/09/14 7:00am	9:47
Health Care	Radio Health Journal	Low-level systemic inflammation is being tied to many disorders including heart disease, and now research has even tied inflammation to intermittent explosive disorder, a syndrome of repeated rage. Experts discuss these findings and how inflammation can be combated through diet and supplementation.	02/09/14 7:00am	8:33

Women's Issues	Radio Health Journal	Job discrimination or lack of accommodation due to pregnancy has been illegal for 35 years, but courts have interpreted the law very narrowly, allowing discrimination against pregnant women to occur. Experts discuss how and why discrimination occurs, how women can help prevent it, and how a Congressional bill would tighten up enforcement.	02/16/14 7:00am	11:49
Health Care	Radio Health Journal	Scientists are learning that they can affect many areas of function of the body through supplementation of "good bacteria" in the intestinal tract. Experts discuss new methods.	02/16/14 7:00am	10:21
Health Care	Radio Health Journal	Rigorous scientific studies increasingly show that for healthy people, vitamins do not prevent many major diseases, such as cancer and heart disease. However, the supplement industry contends that's not why people take vitamins. They see an effort to amass disputable ammunition to further regulate the supplement industry. Experts discuss both sides of the issue.	02/23/14 7:00am	9:33
Elderly Issues	Radio Health Journal	A majority of Alzheimer's disease patients will experience wandering behavior. Yet many families and caregivers have no plan to prevent wandering or find their loved one when they get lost. Experts discuss wandering and how to deal with it.	02/23/14 7:00am	8:29
Agriculture	Radio Health Journal	Wild extremes in weather have become the norm in the nation's breadbasket. Experts discuss climatological reasons, predictions of how weather and climate will change over time, and how farmers are changing practices to keep producing.	03/02/14 7:00am	9:56
Health Care	Radio Health Journal	Thyroid disease affects millions of Americans, many of whom have not been diagnosed. Experts discuss symptoms, causes, and treatments.	03/02/14 7:00am	11:39
Psychology	Radio Health Journal	It's a psychological paradox that the greater the numbers of people present when a person needs help, the less likely help will be rendered. Experts discuss reasons why this effect occurs, how it can be broken by technology, and the background of intense research into the effect sparked by the first internationally famous "bystander effect" crime.	03/09/14 7:00a	10:50
Health Care	Radio Health Journal	Millions of people who think they have allergies, asthma, and sinus problems may actually have "silent reflux" which can travel up the esophagus all the way to the throat and head. An expert discusses telltale symptoms and the dietary triggers that can cause the disorder.	03/09/14 7:00a	8:42
Family Issues	Radio Health Journal	Many kids are victims of bullying by their peers, and they and their parents don't know why it happens or how to stop it. Hazing rituals are similar to bullying, but the victim willingly participates. We talk to two bullying specialists about why kids bully, what makes someone join in a hazing ritual, what are the signs that a child is being bullied, and find out some strategies parents, teachers and bystanders can use to prevent bullying and deal with both the aggressors and the victims.	03/16/14 7:00a	9:19
Employment	Radio Health Journal	Many Americans have been out of work for more than six months, and are considered "long-term unemployed." It's tough for everyone looking for a job, but especially hard for formerly well-paid white-collar workers. We talk to a researcher and author about the toll it takes on workers and their families, get some advice on how to lessen the frustration and depression that comes with being unemployed, and hear some strategies for getting unemployed workers back on the job.	03/16/14 7:00a	11:32
Health Care	Radio Health Journal	Last summer, the American Medical Association labeled obesity as a disease in hopes of getting physicians and society to take it more seriously as a medical problem and not as a lack of willpower. However, some researchers are finding psychological side effects of "having a disease." Experts discuss the effects of the declaration on the public and medical community.	03/23/14 7:00a	10:28
Youth at Risk	Radio Health Journal	Young adolescents often are allowed to take over the counter drugs on their own, but many OTC medicines, especially acetaminophen, can be dangerous. Experts discuss how to educate 'tweens on taking OTC drugs safely.	03/23/14 7:00a	11:17

Health Care	Radio Health Journal	If obesity is defined a disease, why do a majority of employer-sponsored health plans refuse to cover weight loss surgery? Experts discuss reasons for this exclusion and new research showing the high costs of obesity's consequences, raising the possibility that paying for weight loss surgery could ultimately save insurers money.	03/30/14 7:00a	12:14
Health Care	Radio Health Journal	Vision difficulties that mere glasses can't correct are often referred to as low vision. Experts discuss the various major causes of low vision and how they can be treated and prevented.	03/30/14 7:00a	8:32

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
Arts & Culture	Icestravaganza WLLR invited out listeners to come out and shake the winter blues at the 2 nd annual Icestravaganza in Downtown Davenport presented by the Downtown Partnership Arts & Culture Committee. Listeners could see ice sculptures, take carriage rides, and hear stories told.	53 PSA Promos Aired 1/8/14-1/18/14 Various Dayparts/Live and Produced	:10-:30 Each
Childhood Cancer	St Jude Radiothon February 27-28 WLLR broadcast live for 24 hours asking for donations for St Jude Children's Hospital, Memphis TN. This hospital develops treatments for cancer and other childhood catastrophic diseases that are used worldwide, including here in the Quad Cities. This year more than \$111,700 was raised for St Jude.	200 PSA Promos Aired 1/15-2/28 Various Dayparts Continuous broadcasts 6am-6pm on 2/27-28	:10-:30 Each Continuous broadcasting during Radiothon
Childhood Cancer	St Jude Scrapbooking Day January 25 th the annual 'Scrapbook Crop & Silent Auction for St Jude' was held at Keppy Hall, Mississippi Valley Fairgrounds, Davenport. All proceeds benefited St Jude Children's Hospital.	75 PSA Promos Aired 1/1-25 Various Dayparts	:10-:30 Each
Childhood Cancer	St Jude Night at Circa '21 January 24 th was the annual 'St Jude Night at Circa '21' in Rock Island. A portion of the proceeds of the sale of tickets that night's presentation of 'the Buddy Holly Story' were donated to St Jude Children's Hospital. A silent auction was also held. Over \$1,200 was raised for St Jude.	57 PSA Promos Aired 1/1-24 Various Dayparts	:10-:30 EEach
City & Recreation	Be a Tourist in Your Own Backyard WLLR helped to promote the annual Quad Cities event encouraging local residents to rediscover the community. Area hotels, restaurants and more offer discounts for the weekend.	44 PSA Promos Aired 1/1-1/17 Various Dayparts	:10-:15 Each
Health	Trinity Health's 'Day of Dance' WLLR ran PSA promos for the February 15 th 'Day of Dance' at the Davenport River Center. Families were encouraged to bring a group and take part in activities to stay healthy.	57 PSA Promos Aired 1/15-2/15 Various Dayparts	:10-:30 Each
Health & Well Being/Crime	WLLR teamed up with professional football player and Quad Cities resident Julian Vandervele to help find the vandals who put razor blades on playground equipment in a local park. Vandervele is offering a \$1,000.00 'bounty'.	13 PSA Promos Aired 3/28-3/31 All dayparts	:25 Each
Unemployment	Quad Cities Largest Career Fair WLLR helped promote a career fair, February 12 th in Bettendorf at the Quad Cities Waterfront Convention Center.	55 PSA Promos Aired 1/3-2/12 Various Dayparts Live Broadcast Aired 2/12	:10-:15 Each :60 each on 2/12/14

Various	<p>WLLR aired a total of 754 PSAs during first quarter, 2014, for a wide variety of causes, including but not limited to:</p> <ul style="list-style-type: none"> • AdoptUsKids.org • American Council on Education • American Eye Q • Army Reserves • ASPCA • Be Tire Smart • Bethere.iowa.gov • BoostUp.org • Child Theft • Childhood Obesity • Control Your Credit • Department of Labor • Department of Transportation • Diabetes Foundation • Doctors Without Borders • Ember • Farm Rescue • Feeding America • Good Karma • Identity Theft • Iowa Mentoring • Latch • Learning Disabilities • Lets Move Campaign • Library of Congress • Live United • Make A Wish • Men's Health • National Guard • Operation Homefront • Paralyzed Vets • Pet Owners • Reckless Driving • Salvation Army • Scott County Brief Intensive Services • SSA Online • Teachers Count • The Girl Scouts • Tops • UHCCF • US Air Force • USA.gov • Wildfire Prevention • Women in Government 	<p>754 PSAs Aired 1/1-3/31/2014 ALL Dayparts</p>	<p>:15 Each</p>
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