

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Third Quarter, 2018
 October 1, 2018

Issues

WLLR-FM provides its 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 and 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.
• Community: From road quality to sewer repair to garbage pickup, people of the Quad Cities are BIG on city basics.
• Cyber Security: The power and reach of the internet have improved our lives in so many ways, but have also complicated the security of our finances—even our very own identities.
• Economy: Greater coordination is needed between economic development efforts for the various communities that make up the Quad Cities metropolitan area. The Quad City Development Group is vital to this effort.
• 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.
• Family Issues: Raising children has never been easy, but in today’s world, a myriad of new issues have come in to play which complicate things even further.
• Health Care: From the politics of a national health care plan to the day-to-day challenges of administering health care to our population, the subject has never been more of a concern.
• I-74 Bridge: construction of the new I-74 bridge, with expected completion in 2021, has Quad Citians excited. Progress is obvious to anyone crossing the ‘old bridge’.
• Local Government: The real business of governing comes at the local level—city council, mayor, school boards and city administration.
• Mental Health: As federal and state(s) funding for mental health programs has been decreased; local agencies are increasingly challenged to keep up with the need.
• Public Welfare: Government struggles to maintain high quality living standards for all concerned—and these days with less and less funding to work with.
• Science and Technology. Amazing advances have been made in technology have had an enormously positive effect on each of our lives. These advances—and the breakneck pace of tech growth—have also made our lives more complicated.
• 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.
• Women’s Issues: Women in American society continue to face unique challenges ranging from equal pay to health care to the family/career balance.

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

Note: QC Forum is a :28 minute show that airs weekly and often consists of two main segments.

The time listed is the show start time on that date.

ISSUE	PROGRAM TITLE	DESCRIPTION	DATE/TIME	LENGTH
State Government, Taxes, Jobs, Fall Elections	Quad City Forum	Iowa Governor Kim Reynolds Ms. Reynolds discussed Future Ready Iowa, current political events, and community interest topics	July 8 7:30am	15 Minutes
Tourism, Public Health	Quad City Forum	Ed Froehlich, Bix 7 Race Director Mr. Froehlich discussed the annual Bix 7 road race	July 8 7:30am	15 Minutes
State Government, Taxes, Fall Elections	Quad City Forum	Repeat of July 7-8, 2018 show Ed Froehlich, Bix 7 Race Director Mr. Froehlich discussed the annual Bix 7 road race	July 15 7:30am	15 Minutes
Tourism, Public Health	Quad City Forum	Repeat of July 7-8, 2018 show Iowa Governor Kim Reynolds Ms. Reynolds discussed Future Ready Iowa, current political events, and community interest topics	July 15 7:30am	15 Minutes

State Government, Taxes, Fall Elections	Quad City Forum	Repeat of July 7-8, 2018 show Ed Froehlich, Bix 7 Race Director Mr. Froehlich discussed the annual Bix 7 road race	July 22 7:30am	15 Minutes
Tourism, Public Health	Quad City Forum	Repeat of July 7-8, 2018 show Iowa Governor Kim Reynolds Ms. Reynolds discussed Future Ready Iowa, current political events, and community interest topics	July 22 7:30am	15 Minutes
Veterans Issues, Opioid Addiction	Quad City Forum	Illinois State Senator Neil Anderson Mr. Anderson discussed current political events, community interest issues, an upcoming job fair benefiting veterans, and opioid addiction reduction efforts	July 29 7:30am	10 Minutes
Arts and Entertainment	Quad City Forum	Adam Lounsberry, Quad City Music Guild Adam plays the lead role in the community-based performance of Shrek	July 29 7:30am	10 Minutes
Military, Federal Government, National Security; Employment	Quad City Forum	Iowa Senator Chuck Grassley Mr. Grassley discussed current political events and community interest issues including the economy and jobs	July 29 7:30am	10 Minutes
State Government, Employment	Quad City Forum	Illinois Lt. Governor Evelyn Sanguinetti Ms. Sanguinetti her re-election campaign with Bruce Rauner, current political events, opioid addiction reduction efforts, and community interest issues.	August 5 7:30am	10 Minutes
Public Health, Community Impact Organization	Quad City Forum	Cassidy Welch, ALS Association of Iowa Ms. Welch discussed the resources available through ALS Association, ALS-related issues, and their 8/18/18 event QC Walk to Defeat ALS.	August 5 7:30am	10 Minutes
Breast Cancer, Public Health	Quad City Forum	Brent Bundy, community member Mr. Bundy discussed the importance of breast cancer screenings and his cross-country bicycle ride to raise awareness of breast screenings	August 5 7:30am	10 Minutes
Environmental Issues/Tourism	Quad City Forum	Kathy Wine, Executive Director of River Action Ms. Wine discussed the environmental and tourism advocacy work of River Action and their 8/18/18 event: Floatzilla	August 12 7:30am	15 Minutes
Arts & Entertainment, Tourism	Quad City Forum	Brian Baxter, Executive Director for QC Symphony Orchestra Mr. Baxter discussed the arts and entertainment provided by his organization, as well as his educational programming, and their 8/18/18 event Riverfront Pops	August 12 7:30am	15 Minutes
Cancer	Quad City Forum	Kelly Hendershot, Executive Director for Gilda's Club Quad Cities Ms. Hendershot discussed the ongoing programming and events coordinated by Gilda's Club Quad Cities	August 19 7:30am	15 Minutes
Economic Development	Quad City Forum	Paul Rumler, CEO of the Quad Cities Chamber Paul discussed upcoming activities of the Chamber including their efforts on economic development.	August 19 7:30am	15 Minutes
Employment, Community Development	Quad City Forum	Kathy Leggett, Statewide Coordinator for Future Ready Iowa, and Martha Garcia-Tappa, IOWAworks program manager Ms. Leggett and Ms. Garcia Tappa highlighted the upcoming Future Ready Iowa Summits held throughout the state of Iowa, including October 2, 2018 at the Putnam Museum in Davenport.	August 26 7:30am	15 Minutes
Child Health	Quad City Forum	Angie Peterson, CEO of Children's Therapy Center of the Quad Cities Ms. Peterson discussed the services the Children's Therapy Center of the Quad Cities provides to the community including therapy services to families unable to pay for the care they receive, and upcoming fundraising events for CTCQC	August 26 7:30am	15 Minutes
Employment, Youth Career Development	Quad City Forum	Dougal Nelson, CEO of Junior Achievement of the Heartland Mr. Nelson discussed the mission of JA of the Heartland regarding financial literacy and career planning and their volunteer needs.	September 2 7:30am	15 Minutes
I-74 Bridge Project	Quad City Forum	Danielle Alvarez Iowa DOT and Ryan Hippen Illinois DOT, I-74 Bridge project managers Ms. Alvarez and Mr. Hippen provided an update on the progress of the new I-74 bridge project including the impact on employment in the Quad Cities	September 2 7:30am	15 Minutes

Mental Illness	Quad City Forum	Dr. Lloyd Kilmer, NAMI GMV program manager Dr. Kilmer discussed his role as a NAMI program manager, upcoming NAMI programs, and their September 22 NAMI Walks event	September 9 7:30am	15 Minutes
Public Health, Down Syndrome	Quad City Forum	Pamela Lynch, GiGi's Playhouse Ms. Lynch discussed the resources and programming they offer Quad Cities with Down Syndrome and their families, and their 10/6 Heroes Walk.	September 9 7:30am	15 Minutes
Tourism, Public Health	Quad City Forum	Joe Moreno, Quad Cities Marathon race director Mr. Moreno discussed the 9/23 Quad Cities Marathon and the impact it has on the region	September 16 7:30am	15 Minutes
Community Housing	Quad City Forum	Elesha Gayman, event coordinator for Habitat for Humanity Quad Cities Ms. Gayman discussed the work Habitat for Humanity does to create affordable new housing opportunities for QC families, their volunteer needs, and their 10/6 Mr. and Ms. Habitat fundraising event	September 16 7:30am	15 Minutes
Education, College Financial Aid	Quad City Forum	Kent Barnds, Executive Vice President of External Relations at Augustana College Mr. Barnds discussed a collective QC post-secondary education resource QCColleges.com and the financial aid process that starts on 10/1	September 23 7:30am	15 Minutes
Environmental Issues, Tourism	Quad City Forum	Ryan Wille, Marketing and Special Events Manager, Quad City Botanical Center Mr. Wille discussed the entertainment and programming resources offered by the Quad City Botanical Center and their 9/27 Harvest Moon Banquet fundraising event	September 23 7:30am	15 Minutes
Community Heritage, Tourism	Quad City Forum	Kelly Lao, Executive Director of the German American Heritage Center of the Quad Cities Ms. Lao discussed German American Heritage Month and the programs and exhibits at the German American Heritage Center, and their 10/2 and 10/3 fundraising events	September 30 7:30am	15 Minutes
Bullying, Youth at Risk	Quad City Forum	Kim Riley-Quinn, Program Manager for QC United Ms. Riley-Quinn discussed Bullying Prevention Month, QC United's efforts to address the issue of bullying in QC schools, and their upcoming October awareness events	September 30 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

Note: Radio Health Journal is a :28 minute show that airs weekly and consists of two main segments. The time listed is the show start time on that date.

ISSUE	PROGRAM/TITLE	DESCRIPTION	DATE/TIME	DURATION
Military, National Security	Radio Health Journal	Most people think of military science in terms of defeating the other side. But it also involves keeping our troops sheltered, clothed, fed, and protected from adversaries like exhaustion, infection, heat and noise. A noted investigative journalist explains the less well known side of military research.	7/1/18 7:00am	12:20
Public Health	Radio Health Journal	Summer is when people want to spend as much time outdoors as possible. Skin protection and sunscreen are something most of us consider, but overexposure to UV rays is extremely dangerous to the eyes as well. An expert discusses.	7/1/18 7:00am	7:09
Dental Health, Diet and Nutrition	Radio Health Journal	Over the last 8,000 years, the human jaw has been getting smaller due to an increasingly soft diet and a lack of jaw exercise. The result is an epidemic of crooked teeth and serious health consequences, as two experts explain	7/8/18 7:00am	12:11
Health Care, Health Technology	Radio Health Journal	Many patients want certainty in diagnoses, especially when they've had expensive diagnostic tests. However, those tests are often less certain in their results than people think, making patients sometimes doubt doctors' competence.	7/08/2018 7:00am	7:41

Addictions, Mental Health	Radio Health Journal	The authoritative DSM-5 manual used by psychiatrists does not accept sex addiction as a real addiction, yet many doctors insist it's as real as any other compulsion. Experts and an admitted former sex addict discuss the disorder, its treatment, and the wreckage it leaves behind.	7/15/18 7:00am	12:48
Health Care, Youth at Risk	Radio Health Journal	Premature births are increasing in the US, but a new study shows they could be cut drastically if pregnant women increased blood levels of vitamin D. An expert discusses misconceptions about the vitamin, how it works and how it could be used to reduce infant mortality.	7/15/18 7:00am	7:02
Health Care, Senior Issues, Aging	Radio Health Journal	Osteoporosis is increasing as America ages. However, fewer people are being tested for bone density and are agreeing to treatment because of side effects of osteoporosis medications. Experts discuss the devastating effects of increased broken bones and what can now be done to prevent them.	7/22/18 7:00am	12:41
Youth at Risk, Mental Health	Radio Health Journal	Mental health experts once believed that children were too young to remember traumas well enough to suffer much from post-traumatic stress disorder. Now they know that children as young as 2 or 3 can be affected, often for the rest of their lives. An expert discusses PTSD in children and its treatment.	7/22/18 7:00am	7:08
Health Insurance, Public Health	Radio Health Journal	A number of court cases have challenged the Constitutionality of the Affordable Care Act, and the federal government has always defended the law—until now, and a Federal Court case brought by the State of Texas. With the stakes increased, experts discuss what the government's reversal means to consumers.	7/29/18 7:00am	11:55
Public Health, Youth at Risk, Environmental Issues	Radio Health Journal	Summer is tick season, and tick bites are common. However, bites from a couple of types of ticks can produce paralysis and even death if the tick is not removed quickly. An expert discusses.	7/29/18 7:00am	7:06
Education, Parenting, Youth at Risk	Radio Health Journal	Studies show that college students are America's loneliest people—even more so than the elderly—even though they're surrounded by people and activities. The role of technology is discussed in isolating students, and the role of changing culture toward children and adolescents having a constantly structured schedule with few breaks for downtime or spontaneity. Experts also discuss how parents, schools and students themselves can overcome social isolation.	8/5/18 7:00am	12:04
Senior Issues, Disabilities	Radio Health Journal	A searing, stabbing pain on one side of the face can be so severe it's sometimes called "the suicide disease," and may evade diagnosis for some time. The cause of trigeminal neuralgia is often a throbbing artery in contact with nerves at the base of the brain, and while treatment can be difficult it is often ultimately successful. Two experts discuss diagnosis and treatment.	8/5/18 7:00am	7:50
Addictions, Criminal Justice System, Public Health	Radio Health Journal	After criminal convictions, many people with substance use disorder are placed on probation with the condition they remain completely drug free. They are often jailed when they relapse, setting back recovery and removing them from treatment that helps keep them clean. Is that fair, when relapse is a common symptom of their disease (and many others)? Addiction and legal experts discuss.	8/12/18 7:00am	13:05
Interpersonal Communication	Radio Health Journal	People have different ways to interpret the world around them, and miscommunication is often a result when we assume we see the world similarly. A noted author discusses an innovative way to classify communication styles to avoid clashes.	8/12/18 7:00am	6:41
Disabilities, youth at Risk, Bullying	Radio Health Journal	Many children are bullied, especially in the middle school years, and many parents worry about their kids, especially if the parents have experienced this themselves growing up. But kids with disabilities are about twice as likely to be victims as those without disabilities. Experts discuss the problem and provide specific how-to's to educate parents and schools to work together to prevent bullying of these children.	8/19/18 7:00am	11:58

Sports and Recreation, Youth at Risk, Public Health	Radio Health Journal	Major League Baseball teams spend \$1.7 billion annually on pitchers, yet it is an extremely risky investment. Teams haven't figured out how to prevent all-too-frequent arm injuries, which are now filtering down to children as well. A journalist who investigated the science of pitching injuries explains.	8/19/18 7:00am	7:36
Mental Health, Health Technology	Radio Health Journal	Electroconvulsive therapy still has a stigma, with the reputation of being a painful, disturbing procedure that wipes out memories and, if movies are to be believed, even creates zombies. Experts explain the reality—that ECT is a quiet procedure that provokes a short brain seizure, releasing huge amounts of neurotransmitters to reset the brain in what is the quickest and most dependable treatment for severe and often suicidal depression.	8/26/18 7:00am	12:11
Health Care, Sports and Recreation	Radio Health Journal	People who injure their foot often think they have a mere sprained foot or ankle when they actually have an injury that is potentially much more severe and disabling if not treated. Experts explain the Lisfranc joint and injuries that can hurt it.	8/26/18 7:00am	7:36
Homelessness, Poverty, Public Health	Radio Health Journal	Homeless Americans have a life expectancy of only around 50, and often use the ER for primary care at a huge cost. The lack of follow-up care for their illnesses and the mental health or substance abuse disorders common in this population add up to an enormous health burden. Experts discuss how doctors on the street can improve health for the homeless and lower cost for society.	9/2/18 7:00am	12:12
Health Care, Senior Issues, Dementia	Radio Health Journal	If dementia is recognized early, medication and coping strategies are very beneficial. However, dementia is often undiagnosed and untreated until it is far along. A newly developed online test can help assess if someone has mild cognitive impairment, a precursor to dementia.	9/2/18 7:00am	7:39
Addictions, First Responders, Public Health	Radio Health Journal	The drug Naloxone has been hailed as a lifesaver, as it can reverse the effects of what would otherwise be fatal opioid overdoses. Expert panels recommend that more average citizens carry it, especially those likely to be in contact with drug users. However, obstacles including cost prevent even some first responders from having access. A new study also shows Naloxone may have unintended consequences, such as more drug use. Experts discuss.	9/9/18 7:00am	12:22
Mental Health, Veteran's Issues	Radio Health Journal	Decades ago, psychiatric treatment meant talk therapy. Now it usually means drugs or cognitive behavioral therapy for an extremely short time. A noted clinical psychologist and author explains why patients are better served when talk therapy is an option for recovery.	9/9/18 7:00am	7:41
Environment, Climate Change	Radio Health Journal	Rising global temperatures have produced effects such as extreme weather and a rising sea level. Climate scientists fear that if temperatures continue to rise, we may soon reach the point of no return. If the earth's natural cooling systems start to fail, each could feed failure of the next, resulting in a hothouse with large portions of the planet uninhabitable. Authors of a major report on this phenomenon explain.	9/16/18 7:00am	12:49
Mental Illness, Workplace Issues	Radio Health Journal	Many people who are smart, talented and successful still believe they are incompetent on the inside and that others will eventually find out. This "imposter syndrome" can undermine careers and lead to psychological distress. Two noted experts in the field discuss origins and how to deal with the phenomenon	9/16/18 7:00am	7:05
Dementia, Senior Issues	Radio Health Journal	The second most common form of dementia is virtually unknown to most people. However, Lewy body dementia affects 1.4 million Americans, with symptoms commonly misdiagnosed as Alzheimer's disease. Additional symptoms such as hallucinations and uncontrollable shaking make diagnosis and caregiving more difficult, and treatments for Alzheimer's or psychosis can often be harmful. Experts discuss.	9/23/18 7:00am	11:20

Health Care, Ethics	Radio Health Journal	Gene research has made incredible leaps in the last decade. A physician/Pulitzer-prize winning author explains what our new knowledge means for our immediate medical future, given our struggles with genetic knowledge in the past.	9/23/18 7:00am	8:32
Environment, Pollution, Government Guidelines	Radio Health Journal	For decades, the US has exported much of its recycled waste to China, an option no longer available to us by Chinese government policy. Now much of this waste may go to other Asian third world countries that are poorly equipped to take it. Experts say US consumers need to improve their recycling habits, but some advocates say we should aim for more—a “zero waste” lifestyle where a family of four can literally fit its annual trash in a pint jar. Experts discuss recycling options and how to reduce waste.	9/30/18 7:00am	12:07
Health Care, Youth at Risk, Parenting Issues	Radio Health Journal	Since the beginning of the “baby on back” movement to reduce sudden infant death syndrome, many more infants are developing misshapen heads with a flat spot in one place. An expert discusses whether this is serious, how it can be treated with a helmet-like device, and how it might be prevented.	9/30/18 7:00am	7:14

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
Childhood Cancer	St Jude On Air Auctions/MV Fair Prior to and after the 201 Mississippi Valley Fair, WLLR conducted on air auctions of meet & greet passes—and an autographed Toby Keith guitar—to raise money for St Jude Children’s Hospital. More than \$5,400 was raised for this children’s cancer research hospital.	100 PSA Promos 7/23-8/10 All Dayparts	:10-:15 Each
Family Issues	Bridal Fair Again WLLR was a sponsoring station for the Fall Bridal Fair, held September 23 at TaxSlayer Center. Listeners planning upcoming weddings could browse booths from more than 50 vendors to find just about anything they need for their big day. In addition, WLLR’s Jim O’Hara broadcast live from the event on September 23 rd .	60 PSA Promos 9/17-23 All Dayparts Remote Broadcast 9/23 10a-12:00 Noon	:10-:15 Each 60-:70 Each
Mental Health	NAMI Walk WLLR again helped to promote the ‘NAMI Walk’, held September 22 at Modern Woodmen Park in Davenport. WLLR’s Jim O’Hara was the emcee for this event, which raises funds to provide free education and support for families living with a serious mental illness condition.	45 PSA Promos 9/17-22 All Dayparts	:10-:15 Each
Military/Veterans	One Night for Our Military WLLR joined with iHeart Country stations across the country to help promote ‘One Night for Our Military’—a concert event in Los Angeles honoring veterans. WLLR is inviting listeners to nominate the veteran in their lives to win a trip for two to the November concert, which will feature Brantley Gilbert and Ely Young Band.	30 Live PSA Promos 50 Produced PSA Promos 9/24-30 All Dayparts	:10-:30 Each
Tourism	John Deere Classic WLLR aired promos for the Quad Cities major league sporting event: the John Deere Classic, held July 12-15 at the TPC at Deere Run, Silvis IL. The event’s ‘Birdies for Charity’ promotion raised millions for area charities in 2018.	60 PSA Promos Aired 7/5-15 Various Dayparts	:10-:30 Each
Tourism	Rock Island Grand Prix WLLR helped to promote the area’s fastest fun on Labor Day weekend: the Rock Island Grand Prix, held September 1-2 in downtown Rock Island.	52 PSA Promos Aired 8/27-9/2 Various Dayparts	:10-:30 Each
Tourism	Colona Fire Department Emergency Vehicle Show WLLR helped promote—and also broadcast live from—the Colona Fire Department Emergency Vehicle Show, held September 9 th in Colona IL.	25 PSA Promos Aired 9/3-9 Various Dayparts Remote Broadcast 9/9 11a-1p	:10-:30 Each :60 Each

Tourism/Health	Quad City Times Bix 7 WLLR aired promos inviting listeners to participate in the annual 'Bix 7' run, held July 28th. Over 16,000 participants makes the Bix the biggest run in the area; people come from all over America to participate.	77 PSA Promos Aired 7/5-28 Various Dayparts	:10-:30 Each
Tourism/Health	Run With Carl WLLR helped to promote 'Run With Carl', held Labor Day, September 3 rd in Bettendorf IA.	38 PSA Promos Aired 8/20-9/3 Various Dayparts	:10-:30 Each
Various	WLLR-FM aired 524 recorded PSAs during the third quarter, 2018, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Geneseo Kiwanis • Bix 7 • Patchy's • Woodhull Family Fun Fest • Friends of Hauberg • Make a Wish-Bandit Game • Kiwanis Flea Market • Iowa Works Success Fair • Bettendorf Veterans Post 776 • Iowa SIDS Walk for Future • Camp Courageous • Nick Teddy 5k • Freedom Fund Ball • Tori's Art of Hope • WIU Marathon • 44th Annual Children's Therapy Center Bass Tourney • Lindsat Thul Golf outing • Healthiest State Initiative Walk • Cambridge Champs Run • Toys for Tots Motorcycle Run • Rally for Joan • QC Pride 2018 	524 PSAs Aired 7/1-9/30/18 All Dayparts	Various