

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 First Quarter, 2019
 April 4, 2019

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:
• Animal Welfare. Pets are a huge part of people’s lives, but the economic downturn has left many families with no option other than to give up their animals—and these pets end up homeless.
• Arts and Entertainment: Research shows that the availability of Arts, Culture and Entertainment—everything from museums to parks and recreation systems—can greatly improve an area’s quality of life.
• 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.
• Environmental Issues: 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.
• Food Safety: More and more Americans are concerning themselves with the quality of the food they eat. From concerns about GMO’s & food additives to water quality--increasingly, people want to know where their dinner came from.
• 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.
• Mental Health As cutbacks have occurred in federal spending, perhaps no area has been harder hit than the funding of mental illness programs.
• Poverty. In spite of America’s improved economy, there are many families struggling to make ends meet; community efforts to support the poor and disadvantaged are vital.
• Racism: American culture continues to be challenged by individuals who treat other people different because they ‘don’t look like me’.
• 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: With a generation of veterans who have now served multiple tours overseas, their post-military treatment has become an important issue to Quad Citians.

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: Quad Cities Forum is a :30 minute show that airs weekly and frequently consists of more than one segment.

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

ISSUE	PROGRAM	DESCRIPTION	DATE/TIME	LENGTH
Arts & Entertainment, Tourism, Education, Jobs	Quad City Forum	Rob Junker, Executive Director of the QCCA Expo Center – discussed Bald Eagle Days Susan Zelnio, Program Manager for Career Cruising Network 30 minutes.	1/6/19 7:30am	30 minutes
Arts and Entertainment, Jobs, Youth at Risk	Quad City Forum	Kate Dale and Alex Burkamper from River Music Experience - January 19th Winter Wine event and RME programming Liz Zimmerman Waldman - Boys and Girls Club of the Mississippi Valley - January 26 th Annual Gala and their programs and resources.	1/13/19 7:30am	30 minutes
Education	Quad City Forum	Mark Salisbury, creator and director for Tuitionfit.org, a resource to help families bring down the cost of college.	1/20/19 7:30am	30 minutes
Arts and Entertainment, Tourism	Quad City Forum	Elly Gerdts from the Bettendorf Family Museum – discussed the February 2, 2019, Bettendorf Winter Carnival and Family Museum programming.	1/27/19 7:30am	30 minutes
Fundraiser, Jobs, Economy, Veterans Affairs	Quad City Forum	Mike Miller, Executive Director of Riverbend Foodbank – discussed the Community Food Drive throughout the month of February. Martha Garcia Tappa - IowaWORKS - general information about the IowaWORKS Career Center in Davenport.	2/3/19 7:30am	30 minutes
Community Events	Quad City Forum	Jenny Garner, Executive Director of the University of Illinois Extension Office in Milan, Illinois – discussed their Nursery School event, their 4H Academy, and other programs.	2/10/19 7:30am	30 minutes

Arts and Entertainment, Tourism, jobs, Economy	Quad City Forum	Pam Lynch, Program Manager for Gigi's Playhouse Quad Cities – discussed their March 9th I Have a Voice Gala and their program and services. Chris Caves, Program Manager for Talent Link – discussed their upcoming career exploration events and their need for volunteers.	2/17/2019 7:30am	30 minutes
Public Welfare	Quad City Forum	Elesha Gayman, Program Manager at Habitat for Humanity – discussed their merger with Rebuilding Together Quad Cities and a \$40,000 grant for a project in Moline's Florciento neighborhood.	2/24/19 7:30am	30 minutes
Arts and Entertainment, Tourism	Quad City Forum	David Herrell, Executive Director for Visit Quad Cities – discussed his role at Visit Quad Cities and the work they do for the Quad Cities, and also the upcoming Missouri Valley Conference Women's Basketball Tournament.	3/3/19 7:30am	30 minutes
Tourism, Community Events, Education, Jobs	Quad City Forum	Chuck Long, President of the Iowa Sports Foundation – discussed their programs and events throughout the state of Iowa. Melissa Lanham, iJAG Program Coordinator – discussed the ways iJAG helps area students discover and explore their careers of interest with help of their school.	3/10/19 7:30am	30 minutes
Public Welfare	Quad City Forum	Kelly Hendershot, Program Manager for Gilda's Club Quad Cities – discussed Gilda's Club programs and events with help of club member Theresa Saltzman who has used several of their services and resources.	3/17/19 7:30am	30 minutes
Tourism, Youth at Risk	Quad City Forum	Sara Cross, Executive Director of the First Tee Quad Cities program – discussed their programs and upcoming events including their Wine and Nine fundraiser Ben Leischner, Executive Director of the Quad City Airport – discussed his role at the airport and recent updates of services and amenities.	3/24/19 7:30am	30 minutes
Public Welfare, Community Event, Family Issues	Quad City Forum	Mark Smith, CEO of Hand in Hand QC – discussed Hand in Hand's programs and the April 6 Resource Fair for families, hosted with Children's Therapy Center of the Quad Cities and Gigi's Playhouse. Angie Peterson, President and CEO of Children's Therapy Center of the Quad Cities – discussed the Resource Fair and CTC programs and services. Special guest Hallee, a 6-year old client, also helped with the interview.	3/31/2019 7:30am	30 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	DESCRIPTION	DATE/TIME	DURATION
Addictions, Mental Health	Radio Health Journal	Drug and alcohol addiction and abuse is rising. Researchers have found that "fear mongering" educational efforts to combat it in adolescents don't work. New science has discovered that certain personality types are predictably predisposed to addiction risk, and that educational efforts can be targeted to them effectively. Experts discuss.	1/6/19 7:00am	12:17
Addictions, Mental Health	Radio Health Journal	Does addiction affect all of us in some degree? A noted addiction specialist and author believes we are all somewhere on the addiction spectrum, from bad habits to full-blown addiction. He discusses how small triggers can push people to seek relief, producing deepening decline.	1/6/19 7:00am	7:34
Autism, Youth at Risk	Radio Health Journal	Experts have believed that autism affects four times as many boys as girls, but the ratio may not actually be quite that high. Doctors are learning that autism shows up differently in girls' behavior as a result of brain differences. This leaves many girls with autism undiagnosed. Experts discuss how it appears in girls and the consequences of those differences.	1/13/19 7:00am	12:48

Sexual Abuse, Youth at Risk	Radio Health Journal	Experts say incest is the most common of all sexual abuse, but the least discussed openly. This can leave victims isolated and less able to reveal abuse, which can have further psychological ramifications later on. A noted expert on sexual abuse discusses how incest makes girls feel particularly responsible and unable to come forward, and a non-profit organization that seeks to help them.	1/13/19 7:00am	7:06
Health Care	Radio Health Journal	Surveys show that fewer Americans have a primary care doctor, especially among younger people. Experts discuss the ramifications of this trend both medically and economically, reasons behind it, and how primary care practitioners are changing the way they work to answer objections.	1/20/19 7:00am	11:43
Genetics, Health Care	Radio Health Journal	Dupuytren disease (pronounced DOO-pah-tren) is the most common disorder crippling hands that most people have never heard of. It is a genetic condition of the fascia beneath the skin of the palms, and it stubbornly resists treatment. An expert and a patient discuss the disorder.	1/20/19 7:00am	7:55
Infectious Disease, Health Care	Radio Health Journal	Since the introduction of antibiotics in World War II, doctors have prescribed courses of treatment that typically ran longer than necessary. Bacterial resistance is forcing a reevaluation, shortening courses sometimes to just a few days and even prompting doctors to advise not using all pills if patients feel better.	1/27/19 7:00am	12:19
Health Care	Radio Health Journal	Hormones were unknown until a little more than 100 years ago, and experts admit we still have a lot to learn. An expert author details the discovery of hormones and how our growing knowledge has shaped treatment of many diseases and conditions.	1/27/19 7:00am	7:39
Parenting Issues, Youth at Risk	Radio Health Journal	Scientists have discovered that the way parents talk to their infants has a huge effect on their intellectual development and later success. Experts discuss why and how parents should hold "conversations" with their babies.	2/3/19 7:00am	11:25
Psychology	Radio Health Journal	Professional athletes are among the most superstitious of all people. While we may be tempted to think these rituals have no effect on performance, psychologists say that if an athlete believes it helps, then it actually does. Experts explain how superstitions work in sports and in life.	2/3/19 7:00am	7:39
Organ Donation, Health Care	Radio Health Journal	After attempts to use non-human primates as a source of scarce organs for transplant, doctors have turned to pigs for a variety of reasons. They're now making great progress against the largest hurdle—rejection. One of the world's foremost xenotransplantation experts discusses how the process might work and what the future might look like for millions of potential organ and tissue recipients.	2/10/19 7:00am	13:07
Food and Nutrition	Radio Health Journal	Scientists are discovering that our food preferences are much more than a matter of taste, and that taste itself is more complicated than we thought. Psychology also plays a role. An expert discusses what determines preferences, such as why some people like jalapeno peppers & black coffee, and some don't.	2/10/19 7:00am	6:53
Law Enforcement, Public Health	Radio Health Journal	Many patients arrive in the emergency room as a result of violence or car crashes—events in which police have an investigative interest. Sometimes, police needs clash with trauma care, and priorities are hashed out case by case. Experts discuss which priorities come first and when, and the procedures needed to smooth out sometimes contentious interaction.	2/17/19 7:00am	12:44
Health Care, Genetic Science	Radio Health Journal	Advancements in genetic science are often clouded in ethical controversy. Often, scientists are accused of "playing God." Experts discuss a new platform where scientists and public can debate it, and from which education can be disseminated.	2/17/19 7:00am	7:10
Mental Health, Animal Welfare	Radio Health Journal	A new CDC report shows that suicide among veterinarians is much higher than in the general population. Experts discuss the unique stresses that affect these professionals, including financial, compassion fatigue, euthanasia, and online harassment. They also discuss measures being taken to prevent mental health struggles and suicide	2/24/19 7:00am	12:34
Research Ethics, Medical Science	Radio Health Journal	In the mid-1960's, many Ivy League and Seven Sister colleges as well as prestigious prep schools allowed researchers to photograph incoming students naked as part of work on a now-discredited theory linking physical characteristics to leadership potential. A former student who went through it, now a physician and writer, discusses how research ethics have changed in the last 50 years.	2/24/19 7:00am	7:09

Cardiovascular Health	Radio Health Journal	Heart attacks that produce few if any symptoms may be mistaken for indigestion or simple malaise, but they can be more serious than heart attacks that bring crushing pain because they often don't bring a victim to the hospital for lifesaving help. Experts discuss.	3/3/19 7:00am	12:37
Chronic Illness, Youth at Risk	Radio Health Journal	Children with serious chronic diseases often have a tough time transitioning from pediatric care, which has much support built in, to adult care, which has to be managed by the patient. Experts discuss how parents can make it easier with a gradual transition.	3/3/19 7:00am	7:20
Public Health, Stigma	Radio Health Journal	New surveys show that as many as 80 percent of people omit information, stretch the truth or outright lie to their doctors. Experts discuss why it happens, consequences, and methods that might reduce the amount of less-than-truthful answers to doctors' questions.	3/10/19 7:00am	12:36
Workplace Safety, Public Health	Radio Health Journal	Fatigue in the workplace carries enormous costs in loss of productivity and injury. Experts are beginning to measure its precise effects in real time using wearable motion sensors, with some surprising results that will shape solutions. An expert who has studied this shares insights	3/10/19 7:00am	7:15
Cancer Treatment, Medical Research	Radio Health Journal	Clinical trials drive medical advancement, but cancer clinical trials seldom meet their goals in recruiting patients. Experts discuss causes, consequences, and actions being taken to meet needs.	3/17/19 7:00am	12:45
Alcohol Abuse	Radio Health Journal	On St. Patrick's Day—one of the biggest drinking holidays of the year—an expert discusses why hangovers occur and what might work to prevent them and recover from them.	3/17/19 7:00am	7:04
Health Care	Radio Health Journal	Knee replacements are successful for 80 percent of recipients, yet many assume the success rate should be higher. Those who are not successful often are bitterly disappointed. However, patients and physicians can take steps to avoid a bad result. New techniques also offer much faster recovery. Experts discuss.	3/24/19 7:00am	13:45
Health Care, Stigma	Radio Health Journal	Many people have questions about their bodies that seem so silly, they never bring them up with their doctors. While the answers are sometimes humorous, often they are more complicated and important than we imagine. An expert physician/writer discusses.	3/24/19 7:00am	6:05
Health Care, Stigma	Radio Health Journal	Patients used to accept doctors' orders without question. Today, more are asking questions and challenging their doctors' opinions. However, even those who do it politely are likely to be labeled "difficult." A doctor whose late wife nearly made a career of being a difficult patient discusses how patients can do it respectfully and fruitfully.	3/31/19 7:00am	10:53
Societal Issues, Mental Health	Radio Health Journal	Studies show a rudeness epidemic in the US, and that people are profoundly affected when they experience or even witness it occurring to someone else. Two experts discuss.	3/31/19 7:00am	8:53

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 Radiothon February 21-22, 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 \$101,900 was raised for St Jude.	200 PSA Promos Aired 1/7-2/22 Various Dayparts Continuous broadcasts 6am-6pm on 2/21-22	:10-:30 Each <hr/> Continuous broadcasting during Radiothon
Childhood Cancer	On Air Auction for St Jude WLLR conducted an on-air auction for front row tickets plus meet & greet passes for the Dierks Bentley concert on March 7. \$600 was raised for St. Jude Children's Hospital.	50 PSA Promos Aired 2/25-3/7 Various Dayparts	:10-:15 Each
Donations to the Poor	Blessing Box Drive WLLR aided in promotion of KWQC's 'Blessing Box Drive', asking listeners and viewers to donate personal hygiene items and non-food essentials for those in our community who cannot afford them. Event drop-off day was Monday January 21 at the KWQC-TV 6 studios.	25 PSA liners aired between 1/19-21	:10-:15 Each

Energy Savings/Public Health	Spring Ahead – Daylight Savings Time WLLR reminded listeners to set their clocks ahead for the start of Daylight Saving Time, Sunday March 10 th .	20 PSA liners aired between 3/6-10	:10-:15 Each
Special Olympics	Polar Plunge for Special Olympics WLLR's morning show co-host Dani Lynn Howe emceed the Polar Plunge for Special Olympics, held March 24 th at Wick Lake, Jumer's Casino Hotel, Rock Island.	92 PSA Promos Aired 2/27-3/24 Various Dayparts	:10-:15 Each
Tourism	QC Restaurant Week WLLR promoted the Quad Cities Convention and Visitor's Bureau's "Restaurant Week", held February 17 to March 3, by encouraging people to explore the wide variety of restaurants the Quad Cities has to offer.	30 produced PSAs aired between 2/17-3/3	:30 Each
Women's Issues	International Women's Day In conjunction with iHeart Radio stations worldwide, WLLR celebrated the achievements of women in our society.	40 PSA liners aired between 3/4-8	:10-:15 Each
Women's Issues	KWQC-TV 6 Women's Health and Lifestyle Fair WLLR assisted in promotion for the annual 'Women's Health and Lifestyle Fair', held March 30 th at the Davenport River Center. Thousands of women attended this event, which focused on health and lifestyle issues for women.	60 PSA liners aired between March 18 and 30. Live Cut-Ins 8-10a on 3/30	:10-:5 Each :60 Each
Various	WLLR aired a total of 730 recorded PSAs during the first quarter, 2019, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Quad City Fire Annual Charity Hockey Game • Baby Delilah Benefit • Casey "Shrek" Hitchcock Benefit • Chinese New Year • Elks Lodge Free Clinic • Geneseo Kiwanis Pancake Day • Heart Association Heart Ball • Heartland Havoc Girls Softball • I Have a Voice Gala • MS Fundraiser • Rock Island Police Taco Dinner and Dance • Project Renewal Fit Fest • St Ambrose University Wine Fest • Sherrard Fire Department • Snowbird Softball Classic • Teen Challenge • Tour De Brew Quad Cities • Vietnam Memorial • CASI St Patrick's Day Run 	730 PSAs Aired 1/1-3/31/2019 ALL Dayparts	:15 Each