

WLLR-FM
DAVENPORT, IOWA
 Quarterly Issues/Programs List
 First Quarter, 2021
 April 12, 2021

ISSUES

<p>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:</p>
<ul style="list-style-type: none"> • Arts & Entertainment: Research shows that the availability of Arts and Culture – everything from museums to parks and recreation systems – can greatly improve the quality of life in a community.
<ul style="list-style-type: none"> • Diversity & Racism: Minority communities that have long been impacted by persistent and underlying racism, prejudice and inequities
<ul style="list-style-type: none"> • Economic Development: The overall health of our area is tied to its economic health. This health can only be maintained by sustaining the growth of local businesses.
<ul style="list-style-type: none"> • 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.
<ul style="list-style-type: none"> • 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.
<ul style="list-style-type: none"> • Food and Nutrition: We live in an age of plenty – for many Americans. But for others, “food deserts” are real. Additional emphasis is now being placed on proper nutrition from the foods we eat.
<ul style="list-style-type: none"> • Healthcare Costs: Today’s healthcare may be state-of-the-art, but consumers are paying for it. With increased premiums and fewer insurers, for many Quad Citizens, getting sufficient healthcare coverage is difficult.
<ul style="list-style-type: none"> • Immigration Issues: Newcomers to the United States settling in the Quad Cities area face many kinds of adjustments.
<ul style="list-style-type: none"> • Mental Health: As cutbacks have occurred in federal spending, perhaps no area has been hit harder than the funding of mental illness programs.
<ul style="list-style-type: none"> • Religion: Understanding of and tolerance for those with different religious beliefs.
<ul style="list-style-type: none"> • Senior Issues: From health to education to living conditions, senior needs are increasingly being accounted for – and marketed to.
<ul style="list-style-type: none"> • 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.
<ul style="list-style-type: none"> • Veteran’s Issues/PTSD: Treatment of all military, including veterans from the wars in Iraq and Afghanistan, is an important issue to Quad Citizens because so many from our area have served. PTSD is a common affliction.

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 City Forum is a 30-minute show that airs weekly and frequently features more than one segment or guest. The times listed below for Quad City Forum are the show start times on those dates and the duration is the total run time for the program.

ISSUE	PROGRAM TITLE	GUEST(S)	DATES	DURATION
Environment, climate science, homeless, public health, welfare	QC FORUM	Melissa Carlson, executive director of Families Helping Families of Iowa to talk about a tree planting event to help restore forestation after the Derecho in August of 2020. Also, guests from Christian Care and Humility Homes and Services discuss the Have A Heart For The Homeless luncheon. Trish Burnett from the American Red Cross discusses blood donation during the COVID-19 pandemic.	1/24/21, 7:00am	30 minutes
Public health, disabilities, people with special needs, veterans	QC FORUM	Guests from Special Olympics – Illinois, discuss the “virtual” Polar Plunge, an event that raises money to send special needs athletes to the Special Olympics. Guests from VanderGinst Law in Moline, Illinois, discuss Veteran’s Benefits and a “Spread The Love” event to raise money for veterans.	1/31/21, 7:00am	30 minutes
Public welfare, public safety, crime, child welfare, adoption	QC FORUM	Chief of Police from the Moline Police Department discusses the Crimestoppers program and about a recent increase in stolen vehicles in Moline and the Quad Cities. Guests from Families Helping Families of Iowa discusses foster care.	02/07/21, 7:00am	30 minutes
Public health, blood donation, mental health, family services	QC FORUM	Guests from the Mississippi Valley Regional Blood Center discuss blood donation during the pandemic and a shortage of blood supply. A guest from the Angel Babies 5k discuss a race that raises money to help families who have suffered the loss of a child.	02/14/21, 7:00am	30 minutes

Animal welfare, pet adoption, mental health, family services, culture, arts	QC FORUM	Guests from the Humane Society of Scott County discuss an upcoming event, Mardi Paws, which raises money to fund the Humane Society and all of the work they do with pets. A guest from the Angel Babies 5k discuss a race that raises money to help families who have suffered the loss of a child. Guests from Circa 21 dinner playhouse discuss the arts in the Quad Cities and some upcoming events to help those in the arts come out of the COVID pandemic.	2/28/21, 7:00am	30 minutes
Public health, mental health, arts, culture	QC FORUM	Guests from Gilda's Club QC discuss a workshop to help families dealing with cancer. Guests from the Quad City Symphony Orchestra discuss ways that the orchestra has been able to continue during the Pandemic, as well as some upcoming performances.	3/07/21, 7:00am	30 minutes
Environment, climate science, public health, welfare, blood donation	QC FORUM	Melissa Carlson, executive director of Families Helping Families of Iowa to talk about a tree planting event to help restore forestation after the Derecho in August of 2020. Trish Burnett from the American Red Cross discusses blood donation during the COVID-19 pandemic.	03/14/21, 7:00am	30 minutes
Arts, COVID-19 Pandemic, women's issues, gender equality	QC FORUM	Guests from Ohnward Fine Arts Center in Maquoketa, Iowa, discuss a fundraiser to help save their local theater. Guests from Toastmasters discuss the organization and helping women gain leadership roles in business.	03/21/21, 7:00am	30 minutes
Environment, wildlife, climate science, public health	QC FORUM	Environmentalist Chad Pregracke discusses the possible plans to make the old I-80 bridge into a park space and crossing for wildlife between Iowa and Illinois. Guests from Relay For Life discuss a run to help raise money for the American Cancer Society of the Quad Cities.	03/28/21, 7:00am	30 minutes

Section II

Section II 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: iHeartRadio Communities Forum is a 30-minute show that airs weekly and features more than one segment or guest. The times listed below for iHeartRadio Communities are the show start times on those dates and the duration is the total run time for the program.

ISSUE	PROGRAM/TITLE	DESCRIPTION	DATE/TIME	DURATION
Public Health, Senior Citizens	iHeartRadio Communities: Public Affairs Special	<ul style="list-style-type: none"> • U.S. Surgeon General Dr. Jerome Adams – Update on the current coronavirus outbreak happening across the country & how to stay safe following holiday gatherings • Dr. Jason Wilson, Associate Medical Director of the Emergency Department at Tampa General Hospital – COVID-19 vaccine recipient on what you need to know about the vaccine • Dr. Richard Feifer, Chief Medical Officer at Genesis Healthcare - Preparations underway for vaccine arrival at nursing homes and long-term care facilities across the country 	1/3/21, 7:00am	30 minutes
Public Health, Nutrition	iHeartRadio Communities: Public Affairs Special	<ul style="list-style-type: none"> • Mark Weber, Deputy Assistant Secretary for Public Affairs/Human Services in the Office of the Assistant Secretary for Public Affairs at HHS- Weber discussed the latest rollout for the COVID-19 vaccines and vaccine misinformation. • Lisa Bruno, a registered dietician and nutrition communications specialist with Masters in Nutrition – Bruno talked about tips for a healthier 2021. • Lauren Berlengeri, Founder and CEO at HigherDOSE. Berlengeri is a holistic nutritionist and health coach and covered outside-the-box ideas for a healthier New Year routine 	1/10/21, 7:00am	30 minutes
Public Health, Minority Issues	iHeartRadio Communities: Public Affairs Special	<ul style="list-style-type: none"> • RADM Felicia Collins is the Deputy Assistant Secretary for Minority Health for Health and Human Services. Collins gave us an update on COVID-19 and talked about why the impact of COVID has been so great on minority populations. She also discussed vaccine safety and when we might expect to get back to normal. • Trovon C. Williams- NAACP, Vice President of Marketing and Communications – Williams 	1/17/21, 7:00am	30 minutes

		discussed Martin Luther King Day and how the NAACP is raising National awareness about the history of King. He also discussed some of the challenges COVID has caused for African Americans and talked about next week's inauguration of President-elect Biden and Kamala Harris.		
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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
Health, persons with disabilities	VIRTUAL POLAR PLUNGE FOR SPECIAL OLYMPICS ILLINOIS WLLR-FM promoted a fundraiser for Special Olympics-Illinois which helps athletes with special needs attend and compete at Special Olympics.	180 PSA liners aired between 2/1 and 3/14	:10-:15 Each
Children's health, public health, healthcare	ST. JUDE RADIOTHON WLLR-FM held a two-day radiothon for St. Jude Children's Research Hospital, which raises money to help families and their children, who have been affected by cancer. In addition to the 2-day broadcast (12 hours each day), WLLR also promoted the radiothon with PSA liners.	48 PSA liners aired between 2/15 and 2/26 and 10/15	:10-:15 Each
Tourism, local economy	QC RESTAURANT WEEK KCQQ-FM teamed up with Visit Quad Cities to promote all of the local restaurants in the Quad Cities, as they start to open after the COVID-19 Pandemic.	64 PSA liners aired between 3/13 and 3/28	:10-:15 Each
Various	WLLR-FM aired 517 recorded PSAs during the fourth quarter, 2020, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • BOYS AND GIRLS CLUB GALA • HAND-IN-HAND CHILI COOKOFF • OHNWARD FINE ARTS CENTER FUNDRAISER • ST JOHN'S EASTER SERVICE • ST. JUDE CHILDREN'S HOSPITALS 	517 PSAs Aired 1/1 – 3/31 Various Dayparts	:15 Each