

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Fourth Quarter, 2015
 January 7, 2016

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.
• 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.
• Poverty/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.
• 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	Guest	DESCRIPTION	DATE/TIME	LENGTH
Area History	Quad Cities Forum	Gwenn Tomberg is the marketing manager with the Quad City Times. She talks about a new book the paper has put out that captures the early days of the Quad Cities with pictures.	11/29/15 7:30am	15min
Arts and Culture	Quad Cities Forum	Linda Cook is the Film Critic for the Quad City Times newspaper. She takes a look at some of the new and old films that are playing at local venues.	11/08/2015 7:30am	30min
Arts and Entertainment	Quad Cities Forum	Janet Brown-Lowe is the Executive Director of the German Heritage Museum. She discusses what's happening in the month of October... which is German American month.	10/11/2015 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Former local sportswriter Craig Cooper has written a book titled “convergence of Events”.	11/22/2015 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Janet Brown-Lowe is the Executive Director of the German Heritage Museum. She discusses what's happening in the month of December.	12/06/2015 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Leslie Klinger is an author who has written a book about Sherlock Holmes.	12/13/2015 7:30am	15min
Arts and Entertainment, Tourism	Quad Cities Forum	Kim Findlay is the Director of The Putnam Museum. She talks about next exhibits coming to the museum and movies coming to the big screen.	11/28/2015 7:30am	15min
Arts and Entertainment, Tourism	Quad Cities Forum	Stephanie Nagle head up marketing and events for the IWireless Center. She talks about upcoming events and shows at the Moline, Illinois venue.	12/27/2015 7:30am	15min
Community, The Homeless	Quad Cities Forum	Kristie Adamson is with the Sisters of Humility Shelter. She talks about the groups Community Outreach Program that help find shelter for the homeless during the harsh winter months.	10/25/15 7:30am	15min

Community, Tourism	Quad Cities Forum	Lance Leslie and John Farrell are on the Niabi Zoo board. They discuss the problems the zoo has faced and whether there is a future for a zoo in the Quad Cities.	10/11/15 7:30am	15min
Economic Development	Quad Cities Forum	Downtown Davenport Partnership Director Kyle Carter talks about the new business...housing and other development projects that are happening in downtown Davenport.	10/25/15 7:30am	15min
Economic Development, Arts and Culture	Quad Cities Forum	Joel Ryser runs a business called Hot Glass. He creates Stained Glass Windows and teaches the techniques to High School students.	12/20/15 7:30am	15min
Education, Food Health	Quad Cities Forum	Bambi Suits is the education Director of the Quad Cities Food Hub at the Freight House in Davenport. She talks about her goal about education residents about locally grown food options.	10/04/15 7:30am	15 min
Education, Food Health	Quad Cities Forum	Jodi Wheeler Toppen is with National Geographic. She has authored a book called: "Edible Experiments: Science You Can Eat"	11/15/15 7:30am	15min
Health	Quad Cities Forum	Kirby Wynn is with the Mississippi Valley Regional Blood Center. He talks about the need for blood donors over the holiday season.	10/18/15 7:30am	15min
Health	Quad Cities Forum	Nicole Carkner is the director of the Quad Health Initiative. She talks about the effort to make the Quad Cities a healthier place.	12/27/15 7:30am	15min
History	Quad Cities Forum	Author Winston Groom has Written a book titled "The Generals". It looks at the stories of three famous American Generals from WWII.	11/22/15 7:30am	15min
Human Relations	Quad Cities Forum	Jayne Waxman has written a book titled: "How To Break Up With Anyone"	11/15/15 7:30am	15min
Missing Persons, White Slavery	Quad Cities Forum	Dennis Harker is the President of the Quad Cities Missing Persons Network. He talks about latest efforts to improve communications when someone goes missing in the Quad Cities	11/01/15 7:30am	15min
Religion	Quad Cities Forum	Elizabeth Dias is an author who has written the book "What Did Jesus Ask"	12/13/15 7:30am	15min
Sports and Recreation, Community	Quad Cities Forum	Bob McNamara is the President of the Quad City Mallards. He talks about the effort to strengthen the bond between the team and the community.	12/15/15 7:30am	15min
Tourism	Quad Cities Forum	Brett Hitchcock is Director of Audience Development at Circa 21 Dinner Theater. He talks about the shows that will be on the schedule for Circa.	10/18/2015 7:30am	15min
Tourism	Quad Cities Forum	Susan Yarolem is with the Mississippi Belle Paddle Wheeler. She talks about river cruises available to tourists to the quad Cities.	10/04/15 7:30am	15min
Tourism	Quad Cities Forum	Jason Gilliland is the events director for the Downtown Davenport Partnership. He talks about the events planned for Davenport during the holiday season.	12/06/15 7:30am	15min

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	DESCRIPTION	DATE/TIME	LENGTH
Alcohol & Substance Abuse/ Health/ Automotive Safety	Radio Health Journal	Government researchers and auto companies are developing a device called DADSS (Driver Alcohol Detection System for Safety) that can unobtrusively test whether a person is drunk as he attempts to start his car. If so, DADSS makes the car inoperable. Experts explain how it will work and debate some of the issues surrounding its possible rollout.	10/25/15 7:00a	11:49
Crime/ Criminal Justice/ Mental Health	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.	11/15/15 7:00a	12:19

Health & Medicine/ Women's Issues	Radio Health Journal	Only about a third of research subjects in clinical studies are women. In basic research on animals and cells, female models are even more poorly represented. This results in poor understanding of how new drugs work on women and occasional drug recalls when major side effects are discovered after the fact. Experts discuss why such an imbalance occurs, its results, and how the problem is being addressed.	10/11/15 7:00a	11:59
Health & Medicine/ Consumerism	Radio Health Journal	Thirty million Americans wear contact lenses, but today's high tech lenses are vastly superior to those of a few decades ago. Even so, most contact wearers don't maintain their lenses correctly. An expert explains.	10/25/15 7:00a	7:25
Health Care/ Science & Technology	Radio Health Journal	The body uses extra calories to stay warm in cold conditions, creating heat through thermogenesis. However, it's only recently that scientists have discovered one of the mechanisms the body uses for this--brown fat. Now they're learning how to harness brown fat for weight loss. Experts discuss.	11/8/15 7:00a	12:38
Health Care/ Family Issues/ Senior Citizen Issues	Radio Health Journal	One year ago, we visited Greg O'Brien, a journalist attempting to document his own decline into early onset Alzheimer's disease. Now he discusses the past year and the difficulties he's meeting as his disease progresses.	11/8/15 7:00a	7:09
Health Care/ Consumerism	Radio Health Journal	Controversy has broken out over the doctor's traditional white lab coat and necktie. Some doctors say physicians should wear short sleeves instead because coats carry germs. Others maintain the white coat isn't a germ colony, but rather is a source of comfort for patients. Experts discuss.	11/22/15 7:00a	7:47
Health Care/ Medical Ethics	Radio Health Journal	Infertility is often due to poor egg quality, or chromosomal damage. Some of this damage may occur in the egg's mitochondria, the cell's powerhouse. A new procedure seeks to replace mitochondria in old eggs with fresher mitochondria to improve egg quality. However, some doctors say there haven't been enough studies to know if the procedure is either safe or effective. Experts discuss.	11/29/15 7:00a	12:19
Health Care/ Cancer	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.	11/29/15 7:00a	7:34
Health Care/ Youth At Risk/ Mental Illness	Radio Health Journal	A recent study finds that about 35 percent of children receiving treatment for mental health issues are being treated only by a primary care physician. This is due in part to a shortage in pediatric mental health care providers as well as a stigma in consulting them. Experts discuss readiness of pediatricians to treat mental illness in children and adolescents and efforts to be sure they're prepared.	12/6/15 7:00a	12:45
Health Care/ Sports Injuries	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. Heart attacks additionally create 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.	12/20/15 7:00a	12:17
Health Care/ Accidents & Injuries	Radio Health Journal	Traumatic brain injuries, even mild ones, may produce cognitive and personality changes months later, when that "bump on the head" has been forgotten. An expert explains these injuries and how to prevent some of the consequences.	12/20/15 7:00a	7:29
Health Care/ Senior Issues	Radio Health Journal	Only about a fifth of people who could use hearing aids have them. Reasons include stigma, high cost, and poor training of people who actually get hearing aids. An audiologist, hearing aid manufacturer, and hearing aid user discuss solving these issues.	12/27/15 7:00a	12:42

Health/ Youth At Risk	Radio Health Journal	Autism has been misunderstood ever since its first description in the 1940's. Experts describe how this misunderstanding has drastically affected treatment of people with autism, and how schools and other institutions might change their approach and understanding to improve treatment.	10/4/15 7:00a	12:40
Health/ Youth At Risk	Radio Health Journal	Children suffering from a rare disorder called cyclic vomiting may vomit for days on end once or twice a month. Experts describe how the disorder is often misdiagnosed and remains difficult to treat. However, children often eventually outgrow the disorder as it transitions into migraine headaches.	10/4/15 7:00a	7:19
Health/ Youth At Risk	Radio Health Journal	Many people have no idea how or why psychotherapy works. A well-known psychotherapist describes what therapists are thinking while the patient is talking and how these thoughts guide treatment.	10/11/15 7:00a	8:06
Health/ Senior Issues	Radio Health Journal	As many as five percent of people diagnosed with Parkinson's or Alzheimer's diseases may in reality have a treatable disorder caused by "water on the brain." An expert and patient discuss.	10/18/15 7:00a	11:46
Health/ Youth At Risk	Radio Health Journal	Scientists have learned that emotional trauma suffered as a child or adolescent has profound effects on a person's physical health years later. Children who suffer multiple traumas such as loss of a parent and physical abuse are much more likely to experience cancer, heart disease and autoimmune diseases as adults. A noted science writer explains.	10/18/15 7:00a	8:06
Healthcare/ Consumerism/ Patient Safety	Radio Health Journal	Studies estimate that about five percent of diagnoses are wrong, leading treatment down the wrong road. Experts discuss why misdiagnoses occur, and a new Institute of Medicine report on how they might be prevented.	11/1/15 7:00a	11:59
Labor & Employment Issues/ Youth At Risk	Radio Health Journal	Slavery was officially outlawed 150 years ago in the US, but millions of vulnerable low-wage workers are still exploited and trapped in the US and around the world. Experts discuss why foreigners are especially at risk of being intimidated into forced labor in the US and how they might be rescued.	12/13/15 7:00a	12:11
Mental Illness/ Healthcare	Radio Health Journal	Some people, especially those in northern latitudes, may get the blues or worse as fall sets in and days get shorter. They suffer from seasonal affective disorder, a chemical change in the brain caused by decreased exposure to sunlight. Experts discuss causes and remedies.	12/6/15 7:00a	7:25
Mental Illness/ Family Issues	Radio Health Journal	Surveys show that most Americans are less than happy, and seldom experience joy. Two experts discuss how even naturally glum people can manufacture joy.	12/13/15 7:00a	7:32
Poverty/Obesity/ Nutrition	Radio Health Journal	Forty-nine million people in the US are food insecure -- often unsure they'll have three decent meals per day. The poor are also often forced to purchase foods that are poor in nutrition, which leads to high rates of obesity. Experts discuss reasons for food insecurity, outcomes, and a variety of inventive solutions.	11/22/15 7:00a	12:01
Substance Abuse/ Family Issues	Radio Health Journal	People who use drugs, even those who are not addicted, are often destructively enabled by families. An expert explains why this occurs and what families have to do to break through their own denial as well as that of the user.	11/1/15 7:00a	8:11
Youth At Risk/ 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.	11/15/15 7:00a	7:49
Youth At Risk/ Parenting	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 book.	12/27/15 7:00a	7:16

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
AIDS	To draw more attention to World AIDS Day on 12/1, WLLR and all iHeart Radio stations changed the company name from iHeart Radio to 'iHeart Red'.	24 PSA Promos 11/31-12/1 All Dayparts	:10-:30 Each
Children at Risk	Toys for Tots WLLR joined KWQCT-TV 6's annual 'Toys for Tots' drive in front of their studios (805 Brady Street, Davenport) on December 3 RD . WLLR broadcast live that day, encouraging listeners to drop off new, unwrapped toys for the Marine Corps 'Toys for Tots' drive.	81 PSA Promos Aired 11/28-12/4. Various Dayparts Remote Break-in Reports aired 12/3 5:30-9a, 11a-1p and 3-6pm.	:10-:30 Each :50-:70 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.	48 PSA Promos Aired 10/12-10/23 Various Dayparts	:10-:15 Each
Economically Disadvantaged	Pay It Forward WLLR teamed up with Klauer Heating and Air to award a new Rheem furnace, completely installed, to a family nominated by WLLR listeners. Over 80 entries were received in this promotion and the entries were extremely deserving of assistance—the winner was extremely appreciative.	100 PSA Promos Aired Aired 11/17-12/21 Various Dayparts	:30 Each
Families	QC Radio Group Halloween Walk WLLR invited listeners and their families to trick or treat at our studios, Friday 10/22 from 4-6pm. This free event encourages parents to bring their littlest trick-or-treaters to enjoy their first, safe, Halloween experience.	88 PSA Promos Aired 10/1-22 Various Dayparts	:10-:30 Each
Families/ Tourism	Holiday Magic The Family Museum Bettendorf's "Winterfest event was held Sunday 12/6 at the museum. 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. Proceeds benefitted the Family Museum, Bettendorf.	30 PSA Promos Aired 11/30-12/6 Various Dayparts Remote Break-in Reports aired 11a-2pm on 12/6.	:10-:30 Each :50-:70 Each
Hunger	Student Hunger Drive WLLR helped promote the annual Quad Cities Student Hunger Drive, held 10/5-11/20. 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.	69 PSA Promos Aired 10/5-11/20 Various Dayparts	:10-:30 Each
Jobs	Quad Cities Career Fair WLLR helped promote, and broadcast live from, the Quad Cities Fall Career Fair, held October 14 at the iWireless Center in Moline. More than fifty employers accepted resumes and interviewed candidates for local jobs.	53 PSA Promos Aired 10/1-10/14 Various Dayparts/Live and Produced. Broadcast cut-ins aired 10/14 1-4pm	:10-:30 Each
Tourism	Be A Tourist In Your Own Back Yard WLLR and the entire iHeart Media Quad Cities group served as the official radio stations for 'Be A Tourist In Your Own Back Yard' event, 1/15-18/2016 at various sponsor locations and attractions throughout the Quad Cities.	25 PSA Promos Aired 12/26-12/31 Various Dayparts	:10-:15 Each

Various	<p>WLLR aired a total of 710 PSAs during fourth quarter, 2015, for a wide variety of causes, including but not limited to:</p> <ul style="list-style-type: none"> • Churches United/Chordbusters • QC Paws/Cuts for Pups • Davenport West HS Trivia Night • Eagle Ridge Craft Show • Festival of Trees • Grandpa Johnson Benefit Bike Ride • Healthiest State • Iowa Medicaid Transition • Mena Fredricksen Benefit • Out of The Darkness/Suicide Prevention • Make-A-Wish Outlaw Fest • Princeton Holiday open house • Qua City amateur singers holiday music program • Riverbend Transit QC-IC • Salvation Army Red Kettle • St Ambrose University Dance Marathon Trick or Treat • Telecommunications Access Iowa-Relay Iowa.com • Quad City Homeless/Underwear Because We Care • Wish Iowa/Walk for Wishes • Mercy Medical Center, Clinton/Wine and Chocolate Festival • WQPT Military Stories/Library of Congress 	710 PSAs Aired 10/1-12/31 ALL Dayparts	:15-:60 Each
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