

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Second Quarter, 2017
 July 7, 2017

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 and Entertainment: Research shows that the availability of Arts and Entertainment—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.
• Discrimination: Whether on the basis of race, religion or sex, one doesn’t have to look far in today’s world to see evidence that discrimination has been eliminated.
• 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.
• Mental Health: Modern-day life stresses and a variety of contributing factors may make this the most stressful era in history. Americans treat these stresses in a lot of different ways.
• Public Health: Getting and staying well is the challenge that faces every one of us.
• Tourism: Many cities in the Quad Cities two-state area rely on tourism revenues. The combination of a rich history and a wide variety of seasonal activities make the region a great place to visit.
• Youth-At-Risk: In today’s society, so many young people are simply left to grow up on their own that there is an impact on people of all ages.

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	Guest	DESCRIPTION	DATE/TIME	LENGTH
Syrian Refugees	Quad Cities Forum	Elizabeth Josie talks about a local fundraiser to help refugees from war torn Syria.	4/02/17 7:30am	15min
Empowering Women	Quad Cities Forum	Regina Haddock is with the local chapter of Dress For Success. She explains how Recycle the Runway will help supply clothing to women to allow them to interview for better jobs.	4/02/17 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Andrew Chesser is the General Manager of the Quad City Riverbandits. He talks about the opening of the season and new attractions at the ballpark.	4/09/17 7:30am	15min
Mental Health Programs	Quad Cities Forum	Todd Noack is with Life Connection peer recovery Systems. The Clinton program features people who have had mental health issues to aid in the recovery of individuals suffering from mental issues	4/09/17 7:30am	15min
Education	Quad Cities forum	Ryan Wille is with the QC Botanical Center. He outline the educational programs offered by the center	4/16/17 7:30am	15min
Legal	Quad Cities Forum	Courtney Stenzel is with Transitions. She is an advocate for people going through the Scott County Mental Health Court.	4/16/17 7:30am	15min
Education	Quad Cities forum	Kwame Alexander is a writer with National Geographic. She has written a children’s book about animals calle: “Animal Ark”.	4/23/17 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Lora Adams is with The Black Box Theater. A local theater group that allows theater fans to continue to have an outlet for their acting skills.	4/23/17 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Scott Mullen heads up the iWireless Center in Moline. He talks about upcoming acts at the Quad Cities largest venue.	4/30/17 7:30am	15min
Homeless Problem	Quad Cities Forum	Patti Trapp is with Humility of Mary Housing. She explains the effort to keep the facility open to offer shelter to the homeless.	4/30/2017 7:30am	15min

Arts and Culture	Quad Cities Forum	Kelly Lao is with the German American Heritage Center. She talks about the educational programs offered about Schutzen Park	5/07/17 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Brett Hitchcock is the owner of Circa 21. He talks about the programs and shows coming to the Rock Island dinner theater.	5/07/17 7:30am	15min
Local Foundations	Quad Cities Forum	Joy Boruff is with the Moline Foundation. She explains what types of programs her organization funds.	5/14/17 7:30am	15min
Politics	Quad Cities Forum	Illinois representative Mike Halpin talks about the budget problems facing the State of Illinois.	5/14/17 7:30am	15min
Mental Health Issues	Quad Cities Forum	Chris McCormick is Vera French Community Mental Health Facility. He talks about problems funding his organization.	5/21/2017 7:30am	30min
Mental Health Issues	Quad Cities Forum	Courtney Stenzel is with Transitions. She is an advocate for people going through the Scott County Mental Health Court.	5/28/17 7:30am	30min
Education	Quad Cities Forum	Kate Mapes is with the QC Botanical Center. She talks about educational programs available thru the center for young people.	6/04/17 7:30am	30min
Arts and Entertainment	Quad Cities Forum	Linda Cook is the movie reviewer for the Quad City Times. She talks about upcoming movie releases at local theaters.	6/11/17 7:30am	30min
Arts and Entertainment	Quad Cities Forum	Singer/Song Writer Michael McDonald talks about his career and his connection with the Quad Cities in his early days.	6/18/17 7:30am	30min
Local Business Development	Quad Cities Forum	Jay Gilliland is with the Downtown Davenport Partnership. He talks about efforts to attract new business to Downtown Davenport.	6/25/17 7:30am	15min
Arts and Culture	Quad Cities Forum	Karie Gibson is with Quad City Arts. She talks about programs offered through Quad City Art to make the area more art aware.	6/25/17 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

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
Environment and Pollution	Radio Health Journal	The President's proposed 31 percent budget cut for the Environmental Protection Agency and the appointment of a prominent EPA critic as the agency's head have raised fears that the nation's air and water quality will be ignored. EPA critics say the agency needs cutting, as it's been activist in pursuing "worthless" strategies to reduce unproven global warming. Experts on each side discuss pros and cons of EPA cuts.	4/02/2017 7:00a	13:02
Public Health, Plagues	Radio Health Journal	Plagues can wipe out entire populations and create fear and great mystery in how they spread. An author who has explored plagues and dangerous diseases explains	4/02/2017 7:00a	6:44
Cancer	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.	4/09/2017 7:00a	12:45
Public Health	Radio Health Journal	Sleep used to be natural, governed by darkness, light, and fatigue. Now it's highly processed and scheduled. An author discusses his research on the ways this has led to a poorer night's sleep.	4/09/2017 7:00a	7:07
Public Healthcare, Insurance	Radio Health Journal	Workers are currently protected from having to take genetic tests for employers. However, a bill under consideration in the US House—HR1313—would allow corporate wellness plans to ask workers for a test, and penalize them through markedly higher health insurance premiums if they refuse. The bill also provides no protections against how or to whom the information is distributed. Experts discuss.	4/16/2017 7:00a	12:45

Exercise	Radio Health Journal	Studies are showing that people who train hard and long at running have death rates similar to couch potatoes, while those who exercise moderately or even lightly are likely to live much longer. Experts discuss how much exercise is enough and how to make the most of light exercise.	4/16/2017 7:00a	6:48
Antibiotics	Radio Health Journal	Millions of Americans believe they are allergic to penicillin. However, most of them are wrong. Experts discuss how these misdiagnoses happen and what results when so many of us avoid the most effective, yet cheapest antibiotic.	4/23/2017 7:00a	11:12
Cancer	Radio Health Journal	Scientists are tapping the entire adult population of Iceland for a clinical test for treatments for multiple myeloma, a blood cancer. An expert explains the disease and how a whole country is pitching in to fight it.	4/23/2017 7:00a	8:06
Youth at Risk, Cancer	Radio Health Journal	Doctors can cure cancer in children better than ever, but decades later, many survivors suffer from serious, chronic disease as a result of powerful cancer treatments. Often those survivors don't get screening and treatment for late effects. Experts and survivors discuss how treatments influence life decades later, how survivors can get treatment they need, and new ways of treatment can lessen late effects.	4/30/2017 7:00a	11:31
End of Life Issues	Radio Health Journal	Doctors often take extreme measures to save patients who are dying, and who might wish to die in peace. A critical care physician discusses how doctors are learning to resist their impulses to over-treat.	4/30/2017 7:00a	8:23
Youth at Risk	Radio Health Journal	The proportion of severely obese teenagers continues to rise. Doctors increasingly understand that only weight loss surgery is likely to help them lose weight and avoid health consequences of obesity. But teens are often held back until they're so heavy that even bariatric surgery isn't enough to return them to normal weight. Experts discuss.	5/07/2017 7:00 am	12:35
Cancer	Radio Health Journal	Cancer treatment has always focused on survival. Now doctors are increasingly focusing on side effects, including the effect of treatment on sexual function and satisfaction. However, many patients are shy about bringing up their difficulties, unaware there are ways to help. One of the nation's top experts discusses	5/07/2017 7:00 am	
Cancer	Radio Health Journal	DNA mutations happen all the time in the body, but the immune system usually detects and deals with them. When the system fails, cancer results. Yet some animals, such as elephants, almost never get cancer, and scientists have learned that the elephant DNA repair system is 20 times more powerful than the human system. Experts explain how they hope to tap this knowledge.	5/14/2017 7:00 am	12:52
Elderly and Senior Citizens	Radio Health Journal	Some retirement homes are offering local college students room and board in return for interaction with elderly residents. Students and experts involved discuss how it's a win/win for everyone.	5/14/2017 7:00 am	
Blood Donation	Radio Health Journal	Donated blood saves 4.5 million American lives each year, but has a short shelf life, low portability and must be available for all blood types. Researchers have sought safe and effective blood substitutes for 60 years, and a few viable alternatives are in animal testing. Experts involved in research discuss	5/21/2017 7:00 am	12:06
Smoking, Youth at Risk	Radio Health Journal	Experts have a lot of questions still unanswered about electronic cigarettes, but evidence is starting to accumulate that the effect on the oral cavity can be as significant as tobacco cigarettes. An expert discusses.	5/21/2017 7:00 am	7:38
Opioid Abuse	Radio Health Journal	Americans consume 80 percent of the opioid painkillers prescribed worldwide, ultimately resulting in the deaths of more than 20,000 Americans each year of overdoses of these drugs. The crisis is making doctors look at alternative medicine therapies for a substitute for these drugs. Experts discuss modalities that have shown success.	5/28/2017 7:00 am	12:44
Youth at Risk, Epilepsy	Radio Health Journal	Epilepsy can show itself in many ways, including as episodes of giggling and laughing. An expert discusses the case of a nine-year old boy with such seizures, the danger they posed, and the novel way he was treated.	5/28/2017 7:00 am	7:06

Mental Health	Radio Health Journal	Loneliness affects far more than our mental health. Studies are now showing that loneliness and social isolation also have profound effects on our physical health, and increase the risk of death substantially. Experts discuss.	6/04/2017 7:00 am	12:28
Youth at Risk	Radio Health Journal	More than two million youth may run away from home each year. More than 100,000 of them are forced into the sex trade each year to survive. One young woman who overcame such a life describes how she beat the odds and what runaways need to have a chance to succeed.	6/04/2017 7:00 am	6:51
Family Issues, Parenting	Radio Health Journal	Only children have been vilified for more than a century as inevitably selfish, spoiled and lonely. Yet research finds that children without siblings are psychologically quite similar to those with brothers and/or sisters. Today the proportion of only children is increasing. Experts refute the myths about only children and discuss how parents can help children navigate life with no siblings	6/11/2017 7:00 am	10:58
Public Health	Radio Health Journal	The sense of touch is often taken lightly, yet it conveys more emotion than any other sense because it literally has a separate emotional wiring system. A neuroscientist explains the sense of touch, how it works, the power it has over everyday decisions, and what can happen when it's not working as it should.	6/11/2017 7:00 am	8:56
Traffic and Road Safety, Texting and Driving	Radio Health Journal	After 40 years of declining traffic deaths, American roads have become more dangerous the past two years. Police blame texting. Now activists are seeking to put teeth into anti-texting-while-driving laws with the legalization of a device that police can use to instantly determine if a driver was texting at a given time. Experts discuss the "textalyzer," how it would work, and its pros and cons.	6/18/2017 7:00 am	13:05
Environment and Pollution	Radio Health Journal	The average American is exposed to more than 100 potentially toxic synthetic chemicals every day, and there is little oversight of their safety. A noted expert discusses the vast amount that we don't know about these chemicals and how tougher regulation in other countries could help keep Americans safer.	6/18/2017 7:00 am	6:44
Education and Learning	Radio Health Journal	The ability to "know" the musical pitch of any sound has traditionally been thought to be learnable only at a very early age through musical training. But new research shows perfect pitch is teachable to adults as well. Experts discuss the implications on all forms of learning.	6/25/2017 7:00 am	12:55
Mental Health	Radio Health Journal	Social anxiety disorder is more than just shyness. It can be crippling and keep people completely inside the house. An expert whose daughter was afflicted discusses social anxiety warning signs in children and how the disorder can be treated.	6/25/2017 7:00 am	6:45

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
Breast Cancer	Komen Race for the Cure WLLR aired live PSA Promos inviting listeners to participate in the Susan G Komen 'Race for the Cure', held June 10 at the i-Wireless Center, Moline.	39 PSA Promos Aired 5/23-6/10 Various Dayparts	:10-:30 Each
Childhood Cancer	St Jude Cowboy Shoot WLLR served as the presenting radio sponsor for the annual 'Charity Cowboy Shoot', held Memorial Day weekend at the Milan (IL) Rifle Club.	74 PSA Promos Aired 5/5-5/29 Various Dayparts	:10-:30 Each
Childhood Cancer	Buck Up For St Jude April 12 th , on the way in to the Eric Church concert at the iWireless Center, listeners were invited to 'buck up for St Jude' Children's Hospital. Over \$570 was raised that evening for St Jude.	30 PSA Promos Aired 4/10-12 Various Dayparts 6 Live-on-location broadcasts	:10-:15 Each

Childhood Cancer	Buck Up For St Jude June 17th, on the way in to the Tim McGraw/Faith Hill concert at the iWireless Center, listeners were invited to 'buck up for St Jude' Children's Hospital. Over \$900 was raised that evening for St Jude.	30 PSA Promos Aired 6/15-17 Various Dayparts 6 Live-on-location broadcasts	:10-:15 Each
Childhood Cancer	Buck Up For St Jude May 18 th & 19th, on the way in to the Luke Bryan concerts at the iWireless Center, listeners were invited to 'buck up for St Jude' Children's Hospital. Over these two evenings nearly \$1,700 was raised for St Jude.	50 PSA Promos Aired 5/16-19 Various Dayparts 12 Live-on-location broadcasts	:10-:15 Each
Health, Families, Tourism	Ride the River WLLR helped to promote Ride the River on Father's Day, 2017.	24 PSA Promos Aired 6/5-18 Various Dayparts	:10-:15 Each
Health, Tourism	Quad City Marathon WLLR is encouraging listeners to train early and often for the September 24 Quad City Marathon.	49 PSA Promos Aired 6/11-30 Various Dayparts	:10-:15 Each
Information Security	Secure Shred Event WLLR helped promote the "KWQC-TV 6 Secure Shred Event" to provide secure and safe shredding of old confidential documents. This year's event was held at the Mississippi Valley Fairgrounds in Davenport.	42 PSA Promos Aired 5/1-5/12 Various Dayparts 4 Live-on-location broadcasts	:10-:15 Each
Tourism, Family Activities	This year's East Moline 4 th of July event, the 'Independence Day Celebration', was promoted on WLLR.	35 PSA Promos Aired 7/1-3 Various Dayparts	:10-:15 Each
Tourism, Health	Bix 7 Race WLLR aired promos for the 2017 Quad City Times Bix 7 run, set for July 29 in downtown Davenport.	15 PSA Promos Aired 6/25-30 Various Dayparts	:10-:30 Each
Unemployment	Drive Thru Career Fair WLLR helped promote the Quad Cities Drive-Through Career Fair, held May 10 outside the iHeart Media studios in Davenport.	58 PSA Promos Aired 4/20-5/10 Various Dayparts 4 Live-on-location broadcasts	:10-:30 Each :60 Each
Various	WLLR aired a total of 498 PSAs during second quarter, 2017, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Sip Sip Hooray Fundraiser • QC Relay For Life • Discovery Shop Benefit • Bike Rodeo Sponsorship • Muscular Dystrophy • Angelman Syndrome • Maroons In Bloom PSA • Duck Creek Family Dental • Tour De Brew QC • Skip A Long • Earth Day • Masonic Center • AHA Heart Walk 2017 • River Action Fish and Fire • St Joseph The Worker House • R.I. Arsenal • Geneseo Kiwanis Fest • Erie High School • Qc Paws • YSSA • Jordan's Joy Fundraiser • Relay For Life • Preston Fire • Race For The Cure • HDC • Ride The River • S. Moeller Benefit • Am Red Cross • Churches United • Red Cross Blood Drive • Bix @ 6 Training Runs • Pinky Swear 5k • CASI Fund Drive • Swing For a Cure 	498 PSAs Aired 4/1-6/30/17 ALL Dayparts	:15 -:60 Each