

**WLLR-FM**  
**Davenport, IA**  
 Quarterly Issues/Programs List  
 Third Quarter, 2014  
 October 8, 2014

**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:
• <b>Arts and Entertainment:</b> 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.
• <b>Child Cancer:</b> Today's kids have the best odds ever to beat childhood cancers, but much remains to be done to eradicate these health threats.
• <b>Children &amp; Family:</b> 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.
• <b>Community:</b> From road quality to sewer repair to garbage pickup, people of the Quad Cities are BIG on city basics.
• <b>Economy:</b> 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.
• <b>Education:</b> 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.
• <b>Environment:</b> 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 descendents.
• <b>Health:</b> 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.
• <b>Mental Health:</b> As federal and state(s) funding for mental health programs has been decreased; local agencies are increasingly challenged to keep up with the need.
• <b>Science and Technology.</b> 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.
• <b>Tourism:</b> 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.
• <b>Veteran's Support:</b> Treatment of all veterans, particularly those from the war against terror stationed in Iraq and Afghanistan, is an important issue to Quad Citians because of the number of Eastern Iowans who have been/are stationed in those countries.

**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
<b>Arts and Entertainment</b>	Quad Cities Forum	Stephani Nagle is with the I-Wireless center. She talks about upcoming concerts and shows coming to the venue in the upcoming months.	8/16/14 7:30am	15min
<b>Arts and Entertainment</b>	Quad Cities Forum	Linda Cook is the Entertainment Editor of the Quad City Times. She talks about upcoming movie showing of classic movies and of the untimely death of Robin Williams.	9/06/14 7:30am	30min
<b>Arts and Entertainment</b>	Quad Cities Forum	Executive Director of the Figge Art Museum talks about upcoming displays and events that will be at the Figge museum.	8/30/14 7:30am	15min
<b>Environment</b>	Quad Cities Forum	Bill Sherwood is a Quad City Environmental Activist. He talks about local efforts to deal with environmental problems that face the Quad Cities area.	8/23/14 7:30am	15min
<b>Community</b>	Quad Cities Forum	Bix 7 Raced Director Ed Froehlich talks about the 40 <sup>th</sup> anniversary of this internationally known road race through the streets of Davenport, Iowa. World class athletes take part in this race that has up to 10-thousand runner.	7/19/14 7:30am	15min
<b>Community</b>	Quad Cities Forum	Mississippi Valley Fair Director Bob Fox talks about the week-long event featuring that draws hundreds of thousands of people to the Davenport fairground.	7/19/14 7:30am	15min
<b>Community</b>	Quad Cities Forum	Kathy Wine is the Director of River Action. She talks about Flotzilla, the community effort to break the record for canoes and Kayaks joined together at one time.	8/16/14 7:30am	15min

<b>Community</b>	Quad Cities Forum	Jason Gilliland is the Director of Events for the Downtown Davenport Association. He talks about "Red White and Boom" a two state fireworks show that was postponed from the fourth of July because of flooding from the Mississippi River.	8/30/14 7:30am	15min
<b>Community</b>	Quad Cities Forum	Bob McNamara is the President of the QC Mallards professional hockey team. He talks about the upcoming season and changes fans can expect at Mallards games.	9/13/14 7:30am	15min
<b>Community</b>	Quad Cities Forum	Andrew Chesser is the General manager of the QC Riverbandits minor league baseball team. He talks about the successes that led to a record breaking season for attendance.	9/13/14 7:30am	15min
<b>Crime</b>	Quad Cities Forum	Scott County Attorney Mike Walton talks about the health of Scott County's court system. He explains how his office handles criminal cases involving juveniles.	8/02/14 7:30am	15min
<b>Economy</b>	Quad Cities Forum	Scott County Recorder Rita Vargas talks about what her office does for the residents of Scott County and what services they provide that they may not be aware of.	8/02/14 7:30am	15min
<b>Education</b>	Quad Cities Forum	Dawn Saul is with the Davenport School System. She talks about changes in the schools that students will face as they begin a new school year.	8/23/14 7:30am	15 min
<b>Health</b>	Quad Cities Forum	Austin Bird is A Community Relations Coordinator with Genesis Health Systems. He talks about working with local community groups to enroll newly eligible people in the new health care system.	9/27/14 7:30am	15min
<b>Politics</b>	Quad Cities Forum	Mark Ross is the Republican challenger for the Iowa State Representative 93 <sup>rd</sup> district seat. He talks about the issues facing local voters in the November election.	7/05/14 7:30am	15min
<b>Politics</b>	Quad Cities Forum	Democrat Phyllis Thede is the Iowa State Representative from the 93 <sup>rd</sup> district. She talks about the issues facing Quad City area voters in the upcoming November election.	7/05/14 7:30am	15min
<b>Politics</b>	Quad Cities Forum	U-S Representative Dave Loebsack represents Iowa's 2 <sup>nd</sup> District. The four term Representative talks about the national issues facing local voters in the upcoming election	7/12/14 7:30am	30min
<b>Politics</b>	Quad Cities Forum	Democrat Mike Smiddy is the Illinois State Representative from the 71 <sup>st</sup> district. He talks about the issues facing local Illinois voters in the upcoming election.	7/26/14 7:30am	15min
<b>Politics</b>	Quad Cities Forum	Jim Wozniak is the Republican challenger for the 71 <sup>st</sup> district seat in the Illinois legislature. He talks about the differences between his policies and those of his opponent in the upcoming election	7/26/14 7:30am	15min
<b>Politics</b>	Quad Cities Forum	Cindy Winkler is the Iowa State Representative from the 90 <sup>th</sup> district. She is running for re-election and talks about the issues facing voters in the upcoming election	8/09/14 7:30am	15min
<b>Politics</b>	Quad Cities Forum	Jim Lykam is the Iowa State Representative from the 89 <sup>th</sup> District. He is running for re-election and talks about the issues facing voters in the upcoming election.	8/09/14 7:30am	15min
<b>Politics</b>	Quad Cities Forum	Norlin Momsen is the republican candidate for the vacant seat in Iowa house 97 <sup>th</sup> district. He talks about the issues facing voters in the upcoming election.	9/20/14 7:30am	15min
<b>Politics</b>	Quad Cities Forum	Jay Saxon is the democratic candidate for the vacant seat in the Iowa house 97 <sup>th</sup> district. He talks about the issues facing voters in the upcoming election.	9/20/14 7:30am	15min
<b>Politics</b>	Quad Cities Forum	Linda Miller represents the 94 <sup>th</sup> district in the Iowa House. She is running for re-election and talks about the issues that are important to her in the upcoming election.	9/27/14 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/TITLE	DESCRIPTION	DATE/TIME	DURATION
Consumerism	Radio Health Journal	Eating fruits and vegetables that are locally in season has many health benefits, but consumers also need to be careful of pesticides. Experts discuss.	08/17/14 7:00am	08:08
Consumerism	Radio Health Journal	Summer vacation can be marred by mosquito and tick bites and by the rash of poison ivy. Home remedies abound on the internet, but do any of them work? What does? Experts discuss the best ways to avoid these problems and get relief.	08/24/14 7:00am	12:31
Consumerism	Radio Health Journal	Most people know cystic fibrosis as a disease that clogs the lungs with mucous, but the same sort of mucous also clogs ducts for digestive secretions, making it very difficult for CF patients to digest food and get adequate nutrition. Two experts discuss the results of this problem and ways patients get around them.	08/31/14 7:00am	07:49
Consumerism	Radio Health Journal	Virtually all vertebrates yawn, but no one really knows why we do it. Experts discuss theories and the evidence behind them.	09/28/14 7:00a	06:59
Disabilities	Radio Health Journal	Most people don't understand Asperger's Syndrome, which affects high functioning people with autism. Most of those with the syndrome can't express what their lives are like, but here, one person with the syndrome articulates his unusual world.	08/03/14 7:00am	07:31
Disabilities	Radio Health Journal	Leisure travel is possible for people with disabilities if they plan well in advance and communicate their needs ahead of time. A travel writer with a disability discusses.	09/21/14 7:00a	08:19
Education	Radio Health Journal	The average deaf high school graduate reads at about a 4th grade level. Some schools are teaching a technique called cued speech to make phonics accessible to deaf people. Many educators say this helps with literacy. Experts explain and discuss.	07/06/14 7:00a	11:36
Family Relationships	Radio Health Journal	Nearly half of marriages end in divorce in the US. A college course at Northwestern Univ. seeks to give students tools to build relationships that last, with lessons for all of us. The course's teacher and a student who recently took the course explain.	09/07/14 7:00a	07:54
Health Care	Radio Health Journal	Some people who have a stroke in the brain stem suffer from a condition where they are fully conscious and aware, yet appear to be in a coma because they cannot move a muscle, except for sometimes the eyes. They may remain in this "locked-in" state for years.	07/06/14 7:00a	08:13
Health Care	Radio Health Journal	Back pain hits 80 percent of Americans at some point in their lives. An expert discusses why it can be so hard to diagnose and treat.	07/13/14 7:00am	07:07
Health Care	Radio Health Journal	Doctors have discovered that a transplant of fecal material from a healthy person into a sick one can cure sometimes fatal c. difficile infections more than 90 percent of the time. In the past, the "ick factor" has contributed to the technique being seldom used. That is finally starting to change, and researchers are looking for ways to clean up the procedure.	07/27/14 7:00am	11:14
Health Care	Radio Health Journal	People who get bariatric surgery often face drastically changed relationships with spouses, children, and friends. Their self image also often needs repair, all while they've lost their most reliable old coping mechanism--food.	07/27/14 7:00am	08:31
Health Care	Radio Health Journal	Most Americans know that saturated fats are bad for their health. But some experts now say saturated fat has been unfairly villified, the victim of bad science in the 1950's. Many of these scientists say the real culprit is carbohydrates in combination with fats. Other experts say the truth is much more complicated. Experts on both sides discuss the evidence.	08/03/14 7:00am	12:18
Health Care	Radio Health Journal	Millions of Americans will experience the slow loss of memory due to Alzheimer's disease. But what is it like for those going through it. A journalist describes how he hopes to provide the most detailed look yet as he progresses through early-onset Alzheimer's.	08/17/14 7:00am	12:42
Health Care	Radio Health Journal	Newborns born with virtually "half a heart" can now be saved through a series of surgeries rerouting their heart blood flow. An expert, a cardiac nurse and the mother of one such child discuss the successes and questions these procedures raise.	08/31/14 7:00am	12:28

<b>Health Care</b>	Radio Health Journal	Lupus results when the immune system turns on the body, producing inflammatory attacks on virtually any organ. A minority of patients have lupus only on the skin, and while this is not life threatening, it can still be psychologically devastating.	09/14/14 7:00a	09:23
<b>Homelessness</b>	Radio Health Journal	New research is showing that a remarkably high proportion of homeless men have suffered a traumatic brain injury in the past, raising the possibility that TBIs may cause behaviors directly leading to homelessness.	09/07/14 7:00a	11:24
<b>Pets &amp; People</b>	Radio Health Journal	Humans and animals share many diseases, and surprisingly, many behavioral disorders as well.	08/10/14 7:00am	08:11
<b>Public Health</b>	Radio Health Journal	Average life expectancy in the US is increasing, but among lower income people it is not, and the lifespan gap between rich and poor is increasing. Even middle class people have shorter lifespans than the rich. Experts discuss how a large income buys extra years of life, and why a lower income produces barriers to a longer life.	09/21/14 7:00a	12:06
<b>Public Health</b>	Radio Health Journal	Research is piling up showing that high school age students have a natural circadian rhythm that calls for them to sleep from about 11:00pm to 8:00am. Most schools start class before 8:00, leaving most students with a severe and detrimental sleep deficit. Experts discuss how a growing number of schools are pushing classes to later in the day for student benefit.	09/28/14 7:00a	12:41
<b>Public Safety</b>	Radio Health Journal	Police confrontations with mentally ill subjects can quickly turn tragic, as neither side often understands the other. Specially trained crisis intervention teams have spread around the country to prevent deaths, injuries, and unnecessary incarceration. Experts discuss how CIT works.	08/10/14 7:00am	11:48
<b>Technology</b>	Radio Health Journal	Silver nanoparticles provide germ resistant characteristics to anything containing them, so silver nano is being added to all kinds of consumer products, from teddy bears to computer hard drives. However, scientists aren't sure what the effects of silver nano are in the environment or on the human body.	07/13/14 7:00am	11:36
<b>Traffic &amp; Highway Safety</b>	Radio Health Journal	Auto crashes kill more than 35,000 people in the US each year, but that toll is down dramatically even as speed limits have been going up. Engineers now realize that artificially slow speed limits can be more dangerous than high speeds.	08/24/14 7:00am	11:28
<b>Youth at Risk</b>	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.	07/20/14 7:00am	11:49
<b>Youth at Risk</b>	Radio Health Journal	Some 700 American children under age 14 die of drowning each year. But when a child is pulled out of the water and revived, they may face life-threatening peril hours or days later as the body reacts. Experts discuss.	07/20/14 7:00am	07:23
<b>Youth at Risk</b>	Radio Health Journal	Use of prescription medications for mental disorders among children and adolescents is growing rapidly. An author, herself a Prozac user since age 17, discusses attitudes toward medications revealed in her extensive interviews with dozens of similar subjects.	09/14/14 7:00a	12:14

### 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
<b>Economics/ Education</b>	Student Hunger Drive WLLR aired live PSA Promos inviting listeners to participate in the Student Hunger Drive, held at the Riverbend Food Bank on September 29.	40 PSA Promos Aired Various Dayparts.	:10-:30 Each
<b>Family Health/Tourism</b>	Families On! Challenge WLLR--along with sister station MIX 96--served as the radio sponsors for the first ever 'Families On! Challenge', to be held October 11 <sup>th</sup> at Davenport's Credit Island. This for-fun event is all about participation from all family members and encouraging a healthy lifestyle.	60 PSA Promos Aired 9/1-30 Various Dayparts	:10-:30 Each

<b>Tourism</b>	John Deere Classic WLLR helped to promote the John Deere Classic Golf Tournament – with a main purpose to raise funds for local and regional charities including those that benefit children	28 PSA Promos Aired 7/2-7/12 All Dayparts.	:10 -:15 Each
<b>Tourism/Local Charities</b>	John Deere Classic WLLR helped to promote the John Deere Classic Golf Tournament – with a main purpose to raise funds for local and regional charities	33 PSA Promos Aired 7/2-7/12 All Dayparts.  15 'Live' tournament updates 7/10-7/12 in all Dayparts.	:10 -:15 Each  :30 – Each
<b>Tourism/Health</b>	Quad City Times Bix 7 WLLR aired promos inviting listeners to participate in the annual 'Bix 7' run, held July 26th. Over 18,000 participants makes the Bix the biggest run in the area; people come from all over America to participate.	60 PSA Promos Aired 7/1-26 Various Dayparts	:10-:30 Each
<b>Tourism/History</b>	East West Riverfest WLLR helped promote East West Riverfest. A two-week event featuring hundreds of events to celebrate arts, culture, history, and the Mississippi River.	80 PSA Promos Aired 8/4-9/21 Various Dayparts	:10-:30 Each
<b>Various</b>	WLLR aired a total of 647 PSAs during third quarter, 2014, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> <li>• Big Brother Big Sister Putt Around (40)</li> <li>• NAMI Walk (37)</li> <li>• Volunteers for the Bix 7 (34)</li> <li>• ARC of Quad Cities (31)</li> <li>• Grow Ministries (29)</li> <li>• Race to Knock Out Hunger (28)</li> <li>• Bix Military (26)</li> <li>• Sleep Out (25)</li> <li>• Ride For The Cause (23)</li> <li>• Boys Ranch Challenge Ride (22)</li> <li>• Silvis Moonlight Parade (20)</li> <li>• Team Analiese Benefit (20)</li> <li>• Salvation Army Shred Event (17)</li> <li>• X Stream Cleanup (15)</li> <li>• Benefit for Jasmine Bullock (14)</li> <li>• Iowa Wrestling Golf Outing (14)</li> <li>• Benefit for Tori Vogel (12)</li> <li>• Light the Night (11)</li> <li>• QC Marines Silent Auction (11)</li> <li>• St Joseph's Fall Festival (11)</li> <li>• Kidney for Kevin (10)</li> <li>• Stand Up To Cancer (10)</li> <li>• Toys For Tots Run (10)</li> <li>• Epilepsy Foundation Seminar (9)</li> <li>• Family Outreach Center (9)</li> <li>• Hearing Loss (9)</li> <li>• Alcoa Junior Bix (8)</li> <li>• Benefit for Ashley Spaulding (7)</li> <li>• Battle of the Badges (6)</li> <li>• UTHS Cheerleaders (6)</li> <li>• Miracle Treat Day (5)</li> <li>• Pork in the Park (4)</li> <li>• Adamfest For Mental Health Research (3)</li> <li>• Princeton Days (3)</li> </ul>	647 PSAs Aired 7/1-9/30/14 ALL Dayparts	Various Length :15 to :60 Each