

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Third Quarter, 2019
 October 7, 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:
<ul style="list-style-type: none"> • Alzheimer's Awareness & Care: Though it is a disease without a cure, some of the symptoms can be controlled through the use of cutting-edge drugs. The challenge of providing quality of life for those living with the disease continues, as does the search for a cure. • Arts and 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. • Community: From road quality to sewer repair to garbage pickup, people of the Quad Cities are BIG on city basics. • Economy: 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. • 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. • Family Issues: 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. • Health Care: From the politics of a national health care plan to the day-to-day challenges of administering health care to our population, the subject has never been more of a concern. • I-74 Bridge: construction of the new I-74 bridge, with expected completion in 2021, has Quad Citians excited. Progress is obvious to anyone crossing the 'old bridge'. • Local Government: The real business of governing comes at the local level—city council, mayor, school boards and city administration. • Mental Health: As federal and state(s) funding for mental health programs has been decreased; local agencies are increasingly challenged to keep up with the need. • Public Welfare: Government struggles to maintain high quality living standards for all concerned—and these days with less and less funding to work with. • Science and Technology. 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. • 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. • Women's Issues: Women in American society continue to face challenges ranging from equal pay to health care to sexual harassment, to the family/career balance.

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: QC Forum is a :28 minute show that airs weekly and often consists of two main segments.
 The time listed is the show start time on that date.*

ISSUE	PROGRAM TITLE	GUEST	DATES	DURATION
Education, Jobs, Economy	Quad City Forum	Gabe Price, a Quad City entrepreneur, discussed his Earnest Earth eco-friendly fertilizer system developed with help from Gies College of Business and agriculture resources. Becky Bray, County Extension Director for the University of Iowa Extension and Outreach office in Bettendorf, Iowa, discussed the organization's programs, resources, and events.	7/7/19 7:30am	30 minutes
Arts and Entertainment, Tourism	Quad City Forum	Todd DeDecker, Executive Director for the Bishop Hill Historic Association, discussed the history of Bishop Hill, Illinois, and its attractions and events. Representatives from Mississippi Bend Trykes discussed how their organization serves differently-abled youth and adults with their custom-made adaptive bicycles.	7/14/19 7:30am	30 minutes

Health Care, Mental Health	Quad City Forum	Janice Weiner, an Iowa City-area resident, discussed her personal experience as a parent of someone with "dual diagnosis" (mental health issues and drug addictions) and her efforts to advocate for others affected by the condition.	7/21/19 7:30am	30 minutes
Arts and Entertainment, Tourism, Jobs	Quad City Forum	Liz Zimmerman-Waldman from Boys and Girls Club of the Mississippi Valley discussed how the organization serves area youth through their clubs and teen centers, programs, and resources, and she also provided details of their August 3 rd fishing derby fundraiser at the Rock Island Conservation Club. Martha Garcia-Tappa with IowaWORKs discussed the organization's upcoming Success Fair for job-seekers and their move to a new location in Davenport.	7/28/19 7:30am	30 minutes
Agriculture, Health Care, Mental Health	Quad City Forum	Tara Mayhew, the new Executive Director for the Rock Island Farm Bureau, discussed the bureau's programs and resources including their support of efforts to promote careers in agriculture. Courtney Stenzel, from Transitions Mental Health Services, discussed the programs and resources they provide and also provided information about the Scott County Mental Health Court, a special program serving Quad Citians in the court system due solely to their mental health struggles.	8/4/19 7:30am	30 minutes
Health Care, Cancer	Quad City Forum	Kelly Craft, Program Manager for Gilda's Club Quad Cities, discussed the organization's programs, resources and events. Mike Zeglin, a Gilda's Club member, also shared his experience with cancer and the programs and resources he utilizes at Gilda's Club.	8/11/19 7:30am	30 minutes
Education, Jobs, Economy	Quad City Forum	Dougal Nelson, President and CEO of Junior Achievement of the Heartland, discussed JA's programs, resources, volunteer needs, and events. Rene Gellerman, President and CEO of United Way of the Quad Cities, discussed a collaboration between United Way and River Music Experience (in Davenport, Iowa) to create songs that tell the story of people that have benefited from the United Way. She also provided details about the event premiering these songs, on September 5, 2019, at the Rust Belt in East Moline.	8/18/19 7:30am	30 minutes
Arts and Entertainment, Tourism, Veterans	Quad City Forum	Joe Moreno, Race Director for the TBK Bank Quad Cities Marathon (and other QC road races) discussed the September 22 marathon event. Monika Sauer, Rider and Volunteer Coordinator for New Kingdom Trailriders, discussed how the organization helps differently abled adults and children as well as military veterans through therapeutic horse riding. She also provided details about the Join the Journey Celebration event benefiting NKT September 20 at the Quad City Botanical Center.	8/25/19 7:30am	30 minutes
Arts and Entertainment, Tourism, Mental Health	Quad City Forum	A representative from the National Alliance on Mental Illness Greater Mississippi Valley discussed the organization's programs and resources, and she gave details about the NAMI Walk event.	9/1/19 7:30am	30 minutes
Public Welfare, Health Care	Quad City Forum	Patti Trapp, Program Manager for Humility of Mary Housing and Services discussed the organization's programs and resources, volunteer needs, and upcoming events. Pamela Crouch, founder and Executive Director of Living Proof Exhibit, discussed how her organization provides therapeutic help through art for those afflicted by cancer.	9/8/19 7:30am	30 minutes
Public Welfare, Health Care	Quad City Forum	Jim Sanderlin, Community Relations Manager for Bethany for Children and Families, discussed the history of the organization and their efforts to address adoption and social service needs in the community through their programs and resources. Dr. Ben Lloyd, a Quad City dentist, discussed the Iowa Mission of Mercy (IMOM) event that provides free dental care to anyone in need for two days at the Davenport River Center with help from hundreds of volunteers from the dental profession.	9/15/19 7:30am	30 minutes

Alzheimer's Awareness & Care, Mental Health	Quad City Forum	Megan Olsen, Program Manager for the Iowa Chapter of the Alzheimer's Association discussed their programs, resources, and upcoming events including their September 28 Walk to End Alzheimer's. Dennis Harker, founder and Executive Director for the Quad Cities Missing Persons Network, discussed the origins of QCMPN and its programs and resources. Details were also given for the QCMPN trivia night October 25 at CASI in Davenport.	9/22/19 7:30am	30 minutes
Arts and Entertainment, Tourism, Education	Quad City Forum	Kate Mapes, Gardens and Special Projects Manager at the Quad City Botanical Center, discussed how the botanical gardens serve the community and gave details about their programs and upcoming events.	9/29/19 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/TITLE	DESCRIPTION	DATE/TIME	DURATION
Health Care, Youth at Risk	Radio Health Journal	Strep infection may prompt a severe reaction in some children, causing their own immune system to attack cells in the brain. What appear to be extreme psychological symptoms result from what is really a physical disorder. The disorder, known as PANDAS, is often misdiagnosed. Experts discuss.	7/7/19 7:00am	11:15
Mental Health	Radio Health Journal	Most people procrastinate at least now and then. But when we put something off, we're usually facing not a time management problem, but an emotion management problem. Experts discuss what's going on in our heads when we procrastinate.	7/7/19 7:00am	8:10
Substance Abuse, Health Care	Radio Health Journal	Most people associate cirrhosis of the liver with heavy alcohol use. But nonalcoholic fatty liver disease, which also leads to cirrhosis, is growing rapidly, and may affect a quarter of the population. Experts discuss this silent disease and what people can do to prevent and treat it.	7/14/19 7:00am	12:17
Cancer, Mental Health	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.	7/14/19 7:00am	7:43
Technology, Health Care	Radio Health Journal	Mobile health apps are becoming very popular, though some are being shown to have little benefit. Few barriers exist to almost anyone entering the field whether they have health expertise or not. Privacy is also a concern. Experts discuss how people can protect themselves and find apps that do what they want.	7/21/19 7:00am	12:28
Health Care, Cancer, Obesity	Radio Health Journal	Studies are finding that obesity significantly increases a person's risk for a variety of cancers. However, not all forms of fat carry equal risk. An expert discusses who is more at risk and why.	7/21/19 7:00am	7:25
Health Care, Sleep Effects	Radio Health Journal	Getting less than six hours of sleep per night has long been known to be hazardous to health, but the discovery of the mechanisms behind those hazards is leading scientists to strengthen their warnings. Too little sleep or poor sleep carries heart and brain risks that are powerful, as experts explain.	7/28/19 7:00am	11:20
Health Care, Nutrition, Heart Disease	Radio Health Journal	Heart disease is the number one killer in the US, but a well-known cardiologist says if everyone would follow a plant-based, oil-free diet, heart disease could be eradicated. Yet many cardiologists won't prescribe such a diet, fearing it's so difficult to follow that it's a prescription for defeat. Experts discuss.	7/28/19 7:00am	8:39

Head Injury, Health Care	Radio Health Journal	Traumatic brain injury can profoundly change the injured in personality and temperament, as well as physically and cognitively. Spouses bear the brunt of these changes to the point many feel like they're living with a stranger. Two experts and the spouse of a TBI victim discuss the many ways life changes after an injury and what can help to get them through the ordeal.	8/4/19 7:00am	12:57
Youth at Risk, Auto Safety	Radio Health Journal	With the school year approaching, drivers need to be aware of children in crosswalks—and away from them. However, increasing distractions for both pedestrians and drivers sometimes make that difficult. A safety expert and a veteran school crossing guard—the nation's "favorite crossing guard"—discuss.	8/4/19 7:00am	7:01
Sleep Effects, Youth at Risk	Radio Health Journal	Thirty years of research have shown that teenagers' biology prevents them from getting to sleep much before 11pm, and with most high schools starting classes around 8 am, they are chronically sleep deprived. Experts discuss how students and even the economy would benefit from later start times and the reasons many people and school districts still oppose the change.	8/11/19 7:00am	12:12
Family Issues, Pets and People	Radio Health Journal	Nearly 40 percent of American homes have a dog, and while dogs may be "man's best friend," sometimes they bite, and sometimes with serious consequences. An expert who has studied dog bites discusses the reality of breed temperament, especially when children are around, how to prevent bites, and whether breeds with dangerous reputations deserve them.	8/11/19 7:00am	7:29
Mental Health, Nutrition Issues	Radio Health Journal	High levels of copper in the body can produce mental health symptoms such as depression, anxiety, and aggression. However, most doctors don't test for copper levels and may prescribe medications like antidepressants instead. An author who suffered years with undiagnosed copper toxicity and two expert psychiatrists discuss diagnosis and treatment.	8/18/19 7:00am	13:15
History, Public Health	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.	8/18/19 7:00am	6:40
Food Waste, The Environment, Poverty	Radio Health Journal	Experts believe about 40 percent of the food available in America is thrown away. Solving this problem also creates an opportunity to help with food insecurity. It starts with consumers. Experts explain where waste comes from and how people can cut down on its production.	8/25/19 7:00am	12:45
Health Care, Youth at Risk	Radio Health Journal	Epilepsy can show itself in many ways, including as episodes of giggling and laughing. An expert discusses the case of a then-nine-year old boy with such seizures, the danger they posed, and the novel way he was treated.	8/25/19 7:00am	7:02
Youth at Risk, Parenting Issues, Public Health	Radio Health Journal	Each year, some 400 US children over age 1, most of them toddlers, die overnight for no known reason. Families, longing for answers, often find that their families, friends, and even pediatricians are unfamiliar with this classification of death, or that they even occur. Family members who have lost a child, a medical examiner, and a research expert who has lost a child discuss SUDC.	9/1/19 7:00am	12:32
Health Care	Radio Health Journal	Some people find that small "stones" are growing on their tonsils. They're an accumulation of skin cells, food, and other debris. While they are not medically dangerous or painful, they often produce bad breath or sometimes pain. Two expert physicians discuss tonsil stones' formation and treatment.	9/1/19 7:00am	6:25
Mass Shootings, Public Health	Radio Health Journal	With the recent active shooter incidents in El Paso and Dayton, these incidents no longer seem rare, and experts say there's been a shift in public perception. Now they seemingly could happen anywhere, and it's become a public health issue. Two experts discuss the changing theory of how to survive an active shooter incident through what's called "run, hide, and fight."	9/8/19 7:00am	12:45

Public Health	Radio Health Journal	Many Americans believe if they have good health care, they'll have good health. But many factors beyond medicine contribute to our level of health. A noted public health expert explains these factors, and why our own health is much more than an individual concern.	9/8/19 7:00am	7:16
Public Health, International Relations	Radio Health Journal	The Trump Administration has proposed wholesale import of drugs from Canada to ease high US prescription drug prices. But since Canada is 1/10th the size of the US, could it supply enough drugs to make a difference? What's more, it appears Canadians are opposed to the plan and are devising rules to stop it. Experts discuss pro's and con's.	9/15/19 7:00am	11:50
Public Health	Radio Health Journal	The US spends more on medical care than other nations while quality still lags behind. A health industry expert explains how increased use of primary care and increased engagement with providers could reverse both trends.	9/15/19 7:00am	8:11
Public Safety, Climate Change, Mental Health	Radio Health Journal	Violence increases as temperatures rise in the summer, but are higher temperatures a cause of aggression? New research shows that the answer is yes, especially in family conflict, and that poor neighborhoods bear the brunt of the relationship. Researchers discuss the synergy between poverty, heat, and aggression, and speculate that a warmer world in the future could be a more violent one.	9/22/19 7:00am	12:27
Health Care, Mental Health	Radio Health Journal	Nail biting is an extremely common habit, but some people bite their nails so badly and so often that they suffer damage to their hands. Experts discuss why so many of us are driven to bite our nails, what can be done to stop it, and the damage that can occur when we can't stop.	9/22/19 7:00am	7:39
DNA and Genetic Testing, Parenting Issues	Radio Health Journal	The availability of consumer DNA tests and databases has allowed long-hidden family secrets to be revealed, including mistaken paternity and unknown siblings. It has also taken the anonymity away from some cases of sperm donation. Two experts discuss the ethics of overturning this promised secrecy and the impact that the revelation of secrets can have on entire families.	9/29/19 7:00am	12:38
Health Care, Neurology	Radio Health Journal	Dr. Joel Salinas has mirror touch synesthesia, a condition involving cross-wiring in the brain. The result is that visual stimuli prompt a response in his touch system. He literally feels it when people experience pain. Salinas discusses how this strange condition works and how he is able to use it in diagnosis.	9/29/19 7:00am	7:08

Section III

Section III lists public service announcements that the station broadcast during the preceding quarter that address community issues.

PUBLIC SERVICE ANNOUNCEMENTS

<i>ISSUE</i>	<i>ORGANIZATION OR DURATION</i>	<i>NUMBER/DATE/TIME</i>	<i>DURATION</i>
Employment, Jobs	Career Fair WLLR aired promos for the 'Quad Cities Largest Career Fair', held in conjunction with the Quad City Times and QC Employe Dot Com, September 25 th at TaxSlayer Center. Applicants were encouraged to bring a resume and interview right there, on-site with Quad City employers looking for workers.	42 PSA Promos Aired 9/19-25 Remote Broadcast 9/25 3-6p	:10-:30 Each :60 Each
Environment, Data Security	Fall Shred-It Event WLLR aired PSA promos for the October 12 th 'Shred-It' at the iHeart studios in Davenport. Listeners are encouraged to bring old documents—and just drive through our parking lot—for secure shredding, courtesy of the Quad Cities Better Business Bureau.	39 PSA Promos Aired 9/24-30 Various Dayparts	:10-:30 Each
Family Issues	Bridal Fair Again WLLR was a sponsoring station for the Fall Bridal Fair, held September 29 at Bettendorf's Waterfront Convention Center.. Listeners planning upcoming weddings could browse booths from more than 45 vendors to find just about anything they need for their big day. In addition, WLLR's Jim O'Hara broadcast live from the event on September 29th.	60 PSA Promos 9/16-29 All Dayparts Remote Broadcast 9/29 10a-1p	:10-:15 Each 60-:70 Each

Global Poverty	Global Citizen Festival WLLR announced the lineup and gave ticket on-sale information for the 'Global Citizen Festival', which was held in New York City on September 28 th .	7/29 Concert Announcement	2:00 Minutes
Mental Health	NAMI Walk WLLR again helped to promote the 'NAMI Walk', held September 21 at Veteran's Memorial Park, Bettendorf IA. WLLR's Jim O'Hara was the emcee for this event, which raises funds to provide free education and support for families living with a serious mental illness condition.	45 PSA Promos 8/26-9/21 All Dayparts	:10-:15 Each
Military Charities	10 th Annual Necker's Diamond Dash WLLR helped to promote the 10 th annual Necker's Jewelers 4k Diamond Dash that was held on the Rock Island Arsenal August 17 th . This year the proceeds of the event went to benefit the USO of Rock Island and the Quad Cities Honor Flight.	30 PSA Promos Aired 8/5-17 Various Dayparts Live and Produced	:10-:30 Each
Military/Veterans	One Night for Our Military WLLR is again joining with iHeart Country stations across the country to help promote 'One Night for Our Military'—a concert event in Nashville honoring veterans. WLLR is inviting listeners to nominate the veteran in their lives to win a trip for two to the November concert, which will feature Jason Aldean, Kelsea Ballerini and Scotty McCreery.	9/9 Concert Announcement 50 Produced PSA Promos 9/9-30 All Dayparts	2:00 Minutes :30 Each
Public Television	'Country Music' Documentary WLLR helped to promote the showing of Ken Burns' documentary, 'Country Music' on both Iowa Public Television, and also on WQPT Quad Cities. WLLR morning co-host Dani Lynn Howe hosted a preview showing of the documentary, held September 12 th at the RME, Davenport.	80 PSA Promos 8/5-9/30	:10-:30 Each
Tourism	John Deere Classic WLLR aired promos for the Quad Cities major league sporting event: the John Deere Classic, held July 11-14 at the TPC at Deere Run, Silvis IL. The event's 'Birdies for Charity' promotion raised millions for area charities again in 2019.	58 PSA Promos Aired 7/5-14 Various Dayparts	:10-:30 Each
Tourism	Rock Island Grand Prix WLLR helped to promote the area's fastest fun on Labor Day weekend: the Rock Island Grand Prix, held August 31-September 1 in downtown Rock Island.	49 PSA Promos Aired 8/26-9/1 Various Dayparts	:10-:30 Each
Tourism	Red White & Boom WLLR broadcast live from 'Red White & Boom', the Quad Cities fireworks celebration on July 3 rd . Morning co-host Pat Leuck broadcast from the Rock Island Arsenal, which for the first time was opened up as a viewing spot for the fireworks.	35 PSA Promos Remote Broadcast 7/3 3-5pm	:10-:30 Each :60 Each
Tourism/Health	Quad City Times Bix 7 WLLR aired promos inviting listeners to participate in the annual 'Bix 7' run, held July 27 th . Over 17,000 participants makes the Bix the biggest run in the area; people come from all over America to participate.	69 PSA Promos Aired 7/5-27 Various Dayparts	:10-:30 Each
Tourism/Health	Run With Carl WLLR helped to promote 'Run With Carl', held Labor Day, September 2 nd in Bettendorf IA.	38 PSA Promos Aired 8/19-9/2 Various Dayparts	:10-:30 Each
Various	WLLR-FM aired 850 recorded PSAs during the third quarter, 2019, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Alzheimer's Walk • American Heart Association • Angie Stafford Benefit Night • Bix 7 Run • Floatzilla • Gilda's Club Cancer Ride • Go Red for Women • Handicapped Development Center Anniversary Dinner • Mary and Joseph Lawn Social • NAMI Walk • Peace Corps, • SIDS Walk • TBI Awareness Ride • Traffic Safety Administration <div style="text-align: right; margin-top: 10px;"> <ul style="list-style-type: none"> The Red Cross Stand Up to Cancer </div>	850 PSAs Aired 7/1-9/30/19 All Dayparts	Various

