

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 First Quarter, 2013
 April 8, 2013

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 Culture:** 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.
- **Casino Gambling:** A major source of recreation in the Quad Cities, casino gambling is also a large employer. In 2013 the City of Davenport has been considering investing city resources in this industry.
- **Childhood Cancer:** Today's kids have the best odds ever to beat childhood cancers, but much remains to be done to eradicate these health threats.
- **Economic Development:** 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.
- **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.
- **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.
- **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:** Those serving in wars overseas and those who have served—and their families—often find themselves dealing with a unique set of issues, for which there is not always government assistance.
- **Women's Health:** We live in a time where medical technology has never been more able to save lives. Issues confronting women's health are at the forefront of this research and achievement.

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 | PROGRAM | DESCRIPTION | DATE | DURATION |
|--|-------------------|---|------------------|------------|
| Arts & Culture | Quad Cities Forum | Janet Brown-Low from the German-American Center of the Quad Cities discusses local events and how people can get involved. Scott Mullen previews upcoming events at the i-Wireless Center | 1/20/13 7:30a | 30 minutes |
| Arts & Culture | Quad Cities Forum | Dawn Wolford Metallo from the local QC Arts Organization talks about their visual arts program. Nicole Miles, VP of Education at the Putnam Museum discusses the new Bodies Revealed Exhibit. | 3/3/13 7:30a | 30 minutes |
| Arts & Culture | Quad Cities Forum | Susan Wahlmann from the Performing Arts Center discusses upcoming performances. Loxi Hopkins from QC Interfaith talks about local church events. | 3/10/13 7:30a | 30 minutes |
| Arts & Culture/ Juvenile Diabetes | Quad Cities Forum | Heather Brummel the chairman of Davenport Downtown Arts talks about upcoming exhibits in Davenport's Museums. Carry Turner from the local Juvenile Diabetes Foundation discusses ways people can help | 1/7/13 7:30a | 30 minutes |
| Casino Gambling | Quad Cities Forum | Mary-Ellen Chamberlain discusses potential changes to the Davenport Casino and where they may build it and who might buy it. | 1/27/13 7:30a | 30 minutes |
| Education/ Tourism | Quad Cities Forum | LaWanda Roudebush from the Davenport library discusses the future of the library following her retirement. Kim Findlay from the Putnam Museum discusses new exhibits that are coming | 1/13/13 7:30a | 30 minutes |
| Local Interest | Quad Cities Forum | Ellis Kell & Tom Swanson discuss upcoming performances at the River Music Experience. Alderman Bill Boom discusses the latest with regards to the Davenport Casino | 3/24/13 7:30a | 30 minutes |
| Local Interest | Quad Cities Forum | Bob McNamara discusses the QC Mallards playoff scenario and the fan experience at the games. Sen. Mike Jacobs discusses local legal issues | 3/31/13 7:30a | 30 minutes |

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| Local People | Quad Cities Forum | Rep. Frank Wood talks about local legal issues. Author Randy Wayne-White discusses an upcoming book tour in the area and the release of a new book | 3/17/13 7:30a | 30 minutes |
| Local Politics | Quad Cities Forum | Sen. Rita Hart and Rep. Cindy Winckler discuss local legal issues. | 2/9/13 7:30a | 30 minutes |
| Local Politics | Quad Cities Forum | Rep. Mike Smiddy and Rep Don Moffitt discuss local legal issues. | 2/16/13 7:30a | 30 minutes |
| Local Politics | Quad Cities Forum | Rep. Mike Smiddy and Rep Don Moffitt discuss local legal issues. | 2/24/13 7:30am REPEAT | 30 minutes |
| Mental Health | Quad Cities Forum | Rep Linda Miller discusses legal issues with regards to mental health. Rep Phyllis Thede discusses local issues with regards to education | 2/3/13 7:30a | 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

| ISSUE | PROGRAM/ TITLE | DESCRIPTION | DATE/ TIME | DURATION |
|-------------------------|----------------------|--|--------------------|----------|
| Crime Technology | Radio Health Journal | Science is a routine part of today's criminal investigations (and TV shows about them). An expert discusses how the forensics revolution came about as a result of one man and a now-forgotten French serial murder case. | 03/24/13 7:00a | 7:55 |
| Disabilities | Radio Health Journal | A man who went mostly deaf at age six but did not realize it explains his survival skills honed over 25 years. He and several experts discuss implications of hearing loss, use of cochlear implants, and teaching sign language to children. | 03/24/13 7:00a | 12:52 |
| Education | Radio Health Journal | Many schools are slashing music education as "a costly frill" so students can concentrate on the 3 R's. But new research shows that music education changes the brain. Students who learn a musical instrument are much better learners in all subjects. Experts explain. | 01/06/13 7:00a | 13:07 |
| Evolution | Radio Health Journal | An expert discusses his study of traditional native societies, which shows how human genetics have not adapted to change. | 02/24/13 7:00am | 8:48 |
| Health | Radio Health Journal | Tinnitus, or ringing in the ears, affects millions of Americans, though many of them do nothing about it. Some who seek treatment cannot be helped with common masking solutions. An audiologist and inventor of a new technology for tinnitus symptoms discusses the issue. | 03/10/13 7:00a | 8:43 |
| Health | Radio Health Journal | A few studies have shown that treatment of frown muscles can effectively treat many cases of depression. The developer of the technique discusses how brain-muscular "feedback loops" affect mood. | 03/17/13 7:00a | 7:20 |
| Health Care | Radio Health Journal | Drug contamination from a compounding pharmacy led to dozens of deaths and hundreds of illnesses this fall, calling into question the lack of regulation that could allow such an incident to happen. Experts discuss how compounding is regulated in pharmacies, loopholes that allow drug manufacture in the guise of compounding, and how consumers can protect themselves. | 01/13/13 7:00am | 14:22 |
| Health Care | Radio Health Journal | Eye exams are looking for a lot more than just eye diseases or how well you see. The eye is the window to the rest of our body's health, and many diseases can be spotted there first. An ophthalmologist explains. | 01/20/13 7:00am | 7:02 |
| Health Care | Radio Health Journal | All too often, people who've been released from the hospital quickly get sick again and need to be readmitted, resulting in wasteful spending. Medicare now financially penalizes hospitals whose readmission rates are above average, so hospitals are embarking on measures to check up on released patients and keep them well. Experts discuss. | 01/27/13 7:00am | 13:26 |

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| Health Care | Radio Health Journal | A new study finds that about 80 times per week in the US, errors occur in surgery that experts agree should never happen: operating on the wrong body part or the wrong person, or leaving an instrument or sponge behind in the patient. Experts discuss how these egregious mistakes happen and new efforts to prevent them. | 02/17/13 7:00am | 14:44 |
| Health Technology | Radio Health Journal | Researchers have succeeded in treating a small number of leukemia patients using their own immune systems. The patient's T-cells are altered to recognize and destroy cancer cells while affecting very few healthy cells, similar to the way T-cells kill a virus. It could mark a breakthrough in cancer treatment if further trials are successful. | 03/03/13 7:00am | 13:55 |
| Media | Radio Health Journal | Societies have attempted to stamp out carnival freak shows, but they always return. Many experts believe reality TV shows are this generation's incarnation of this phenomenon. Experts discuss the purposes they may serve society, efforts to legitimize such shows and the seemingly irresistible pull they have on many of us. | 01/27/13 7:00am | 7:31 |
| Men's Health | Radio Health Journal | Doctors are on the lookout for postpartum depression in new mothers. However, around 10 percent of new fathers may also experience depression in the first six months after their child's birth. Experts discuss differences in symptoms, warning signs, and preventive strategies. | 02/24/13 7:00am | 11:56 |
| Mental Health | Radio Health Journal | Research is showing that premonitions may be real, and explainable through quantum physics. A noted expert discusses the research and how premonitions could be exploited to people's benefit. | 01/13/13 7:00am | 6:42 |
| Mental Health | 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. | 02/10/13 7:00am | 11:49 |
| Mental Health | Radio Health Journal | A unique 90-year study has uncovered how personality is one of the most important factors determining lifespan. One of the researchers involved in the study explains their groundbreaking findings. | 02/10/13 7:00am | 8:40 |
| Mental Health | Radio Health Journal | Fear keeps many people from doing what they want, even when fear isn't reasonable or justified. A journalist who investigated the brain's fear pathways and roots discusses how this most ancient instinct often doesn't work in the modern world. | 03/03/13 7:00am | 6:53 |
| Mental Health | Radio Health Journal | Studies estimate that at some point in their careers, 35 percent of workers will be bullied badly enough to affect their health. Experts discuss the reasons for workplace bullying, the outcomes, and some of the few ways to prevent it. | 03/10/13 7:00a | 12:10 |
| Mental Illness | Radio Health Journal | Doctors now accept that mental illness is often the result of chemical imbalance in the brain. A researcher discusses the genetic inability of some people's bodies to process some nutrients, leading to imbalances, and the nutritional therapy that might correct them. | 03/31/13 7:00a | 8:47 |
| Psychology | Radio Health Journal | Once the domain of pop psychologists, science has now tackled romantic relationships to show the secrets of success. Experts discuss what research shows couples need to know to maintain their relationship. | 02/03/13 7:00am | 12:41 |
| Psychology | Radio Health Journal | Research shows that about half of Americans are superstitious. Studies also show that superstitious rituals may improve performance by boosting confidence. Experts discuss the psychology of superstitions. | 02/03/13 7:00am | 7:53 |
| Psychology | Radio Health Journal | Most people consider eavesdropping to be rude, but one expert explains that the behavior has been vital to survival. Our psychological need to eavesdrop is so pronounced that today we outsource the practice. | 02/17/13 7:00am | 6:02 |
| Public Health | Radio Health Journal | This flu season is shaping up to longer and worse than usual. Experts discuss influenza and impediments to the development of a "universal" flu vaccine that would protect against all forms of flu for years at a time. | 01/20/13 7:00am | 13:25 |

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| Public Safety | Radio Health Journal | America's infrastructure is falling apart. Hundreds of bridges have failed the last 20 years, and thousands more are structurally deficient. Experts fear that the Minnesota bridge collapse in 2013, killing 13 and injuring 145, may be only the first of many tragedies or, at the very least, severe economic loss if state and federal governments fail to address the issue. | 03/31/13 7:00a | 9:10 |
| Sports Health | Radio Health Journal | Cheerleading, with its pyramids and throws, is the most dangerous school activity that a high school girl can pursue. An expert and study co-author explains changes advocated by the nation's pediatricians that would reduce catastrophic injuries. | 01/06/13 7:00a | 7:49 |
| Teen Health | Radio Health Journal | New studies show dating abuse among teenagers may be twice as prevalent as previously thought, and that it has bad effects on behavior years later. Experts discuss this new research, why such behavior may be so common, and resources for teens who may find themselves in abusive relationships. | 03/17/13 7:00a | 13:34 |

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 |
|-----------------------------------|---|---|--------------|
| Animal Abuse | Hearts for Horses Benefit WLLR helped to promote the 'Hearts for Horses' event, held February 9 th at the Mississippi Valley Fairground's Starlight Ballroom. Hearts for Horses is an organization that aids abused and mistreated horses in the Quad Cities region. | 20 PSA Promos Aired 1/28-2/9 Various Dayparts | :10-:30 Each |
| Childhood Cancer | Scrapbooking Day for St Jude WLLR helped promote the 'Scrapbooking Day' event held on January 26 th at the Mississippi Valley Fairgrounds. Alpha Kappa Chapter of Epsilon Sigma Alpha International runs this annual event, with all of the proceeds to St Jude Children's Hospital. | 73 PSA Promos Aired 1/1-26 Various Dayparts | :10-:30 Each |
| Childhood Cancer | St Jude Night at Circa 21 WLLR is helping promote Circa 21's performance of 'Hank Williams and the Lost Highway', held on January 26 th . Proceeds from ticket sales to St Jude Children's Hospital. | 74 PSA Promos Aired 1/1-26 Various Dayparts | :10-:30 Each |
| Childhood Cancer | Radiothon for St Jude WLLR's annual Radiothon to benefit St. Jude Children's Hospital occurred February 21-22, 2013. WLLR broadcast for 24 hours: 6am-6pm both days. Air talent solicited for donations to St. Jude including 'partner in hope' memberships. All of the proceeds to St Jude Children's Hospital. | 1000 PSA Promos Aired 1/1-2/22 Various Dayparts | :10-:30 Each |
| Persons with Special Needs | Polar Plunge for Special Olympics WLLR helped promote the Special Olympics' 'Polar Plunge', held March 10 at Jumers Casino in Rock Island. | 25 PSA Promos Aired 3/1-10 Various Dayparts | :10-:30 Each |

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| Various | <p>WLLR aired a total of 1240 PSAs during first quarter, 2013, for a wide variety of causes, including but not limited to:</p> <ul style="list-style-type: none"> • US Veterans • Epilepsy Support • QC Public Library Musical Genres program • PV Dodge ball tournament • Veteran's Crisis Line • Arthritis Prevention • Peace Pipe Players performance of Godspell • Tribute to our Fallen remembrance • Henry County Fair Trivia Night • Cesar Milan Appearance • Focus on the Family/Adultery • Focus on the Family/Alcohol Abuse • Riverbend Food Bank • Relay for Life Rock Island Trivia Night • Humane Society Bowl-For-A-Buddy • Christian Church Trivia Night • Redstone Room Black History Month • QC Coin Show • Camanche Muscular Dystrophy Event • Long Grove Fire Department Dinner • Chuck Long Sports Auction for Children's Therapy Center • Christian Care Trivia Night • Father Daughter Princess Dance • St Andrew's Garage Sale • Culver's Charity Dinner • QC Greyhound Club Bowling Event • Epilepsy Walk • Run for the Hills 5K • Cards for a Cause • Multiple Sclerosis Connection event | <p>1240 PSAs Aired 1/1-3/31 ALL Dayparts</p> | <p>:15 Each</p> |
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