

**WLLR-FM**  
**Davenport, IA**  
 Quarterly Issues/Programs List  
 Fourth Quarter, 2014  
 January 8, 2015

**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
<b>Arts and Entertainment</b>	Quad Cities Forum	Randy Cohen is the VP of Research and Policy with Americans for the Arts. He is in town to address local leaders about the amount of money that the arts bring into their communities.	10/18/2014 7:30am	30min
<b>Arts and Entertainment, Tourism</b>	Quad Cities Forum	Kim Findlay is the President and CEO of the Putnam Museum. She talks about the upcoming exhibits and 3D movies coming to the museum.	10/11/2014 7:30am	15min
<b>Arts and Entertainment, Tourism</b>	Quad Cities Forum	Brett Hitchcock is the owner of Circa 21 Dinner Theater. He talks about the upcoming productions coming to the theater.	10/18/2014 7:30am	15min
<b>Arts and Entertainment, Tourism</b>	Quad Cities Forum	Stephany Nagle is with the I-Wireless center. She talks about upcoming concerts and shows coming to the venue in the upcoming months.	11/15/14 7:30am	15min
<b>Arts and Entertainment, Tourism</b>	Quad Cities Forum	Authoress Louise Penny who has written a series of books set in Three Pines, Canada. The series features the cases of inspector Armand Gamache.	12/13/14 7:30am	30min
<b>Arts, Education</b>	Quad Cities Forum	Sam Schlough is the Director of Public Relations and Arts Promotions with Augustana College. He gives the schedule of educational events that the college will offer to all residents of the Quad Cities.	11/29/14 7:30am	30 min
<b>Community</b>	Quad Cities Forum	Scott Mullen runs the I-Wireless Center in the Moline and he talks about the upcoming Mallards Hockey season and the conventions and community events scheduled for the events center.	10/11/14 7:30am	15min
<b>Community</b>	Quad Cities Forum	Scott Crane is the President of the United Way of the Quad Cities. He talks about the holiday campaign to raise money and the programs that the money from the money drives go to fund.	12/06/14 7:30am	15min

<b>Crime</b>	Quad Cities Forum	Davenport Police Chief Frank Donchez talks about the challenges facing local police departments. He analyzes crime statistics.	10/04/14 7:30am	15min
<b>Education, Local Environment</b>	Quad Cities Forum	Ellen Loechner is the Education Director for the Quad Cities Botanical Center. She talks about the programs available to educate Quad Citians about plants that are indigenous to the area.	10/04/14 7:30am	15 min
<b>Health Care</b>	Quad Cities Forum	Jennifer Busch is a Navigator for Genesis Health Insurance Enrollment. She talks about problems individuals are having in getting enrolled in the new healthcare programs that are available to them.	11/15/14 7:30am	15min
<b>Health, Kids at Risk</b>	Quad Cities Forum	Jeff Cornelius is the program director for Give Kids a Smile. The program is run through Bethany Charities and workers to give qualifying kids the dental care they can't afford.	10/18/14 7:30am	15min
<b>Local Politics</b>	Quad Cities Forum	Diane Holst is a candidate for the Scott County Board of Supervisors. He talks about the issues facing local voters in the November election.	10/25/14 7:30am	15min
<b>Local Politics</b>	Quad Cities Forum	Jon Narcisse is the independent candidate for governor in the state of Iowa. He talks about the issues facing Quad City area voters in the upcoming November election.	10/25/14 7:30am	15min
<b>Local Politics</b>	Quad Cities Forum	Mike Smiddy is an Illinois State Representative. He talks about a bill he sponsored to promote breast cancer awareness. His wife suffers from breast cancer.	11/01/14 7:30am	30min
<b>Poverty</b>	Quad Cities Forum	Chris Rice is with the Blackhawk Gardens Food Forest. It's a program that works to feed the hungry in the Quad Cities.	11/01/14 7:30am	15min
<b>Poverty, Women at Risk</b>	Quad Cities Forum	Sister Mary Ann Vogel is with the Humility of Mary Shelter. She describes the programs and service that the shelter provides for those residents that need a helping hand.	11/22/14 7:30am	30min
<b>Religion</b>	Quad Cities Forum	Rabbi Henry Karp talks about the traditions of the holiday season for the Jewish faith.	12/20/14 7:30am	15min
<b>Religion</b>	Quad Cities Forum	Presbyterian Minister Richard Miller talks about the holiday season and the Christianity traditions that surround the season.	12/20/14 7:30am	15min
<b>Religion</b>	Quad Cities Forum	Author Jean-Pierre Isbouts has written a book The Story Of Christianity	12/27/14 7:30am	30min
<b>Tourism, Quad Cities Heritage and Culture</b>	Quad Cities Forum	Janet Brown-Lowe is the Executive Director of the German American Heritage Center. She talks about the programs the center is offering to Quad Cities residents.	12/06/14 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
<b>Addiction, Substance Abuse</b>	Radio Health Journal	Most people who have a drinking problem are not alcoholics, so they may slip through the cracks and not receive the help they need. Experts discuss warning signs and ways to break through denial.	11/23/14 7:00am	07:24
<b>Children at Risk, Mental Health</b>	Radio Health Journal	Many people feel that gifted children don't need any help because they're so talented. But many gifted kids are so bored in school they become disruptive and do poorly, so they're not identified and their need for a challenge isn't met. Some gifted children also have disabilities, such as learning disabilities, that are not identified because they are masked by their gifts.	12/21/14 7:00a	12:20
<b>Disabilities</b>	Radio Health Journal	Some people simply have no rhythm. A small percentage may be "beat deaf," the rhythmic equivalent of tone deafness, and have a biological deficit in their body's timing mechanism. Experts discuss the problem and other body timekeeping clocks that may be affected.	12/21/14 7:00a	07:30

<b>Ebola, Health Issues</b>	Radio Health Journal	The Ebola virus, which has killed thousands in West Africa, has made it to the US. Experts describe the characteristics of the virus and its transmission, whether there really is a risk to Americans, and the odds of success of new safety measures.	10/26/14 7:00am	12:05
<b>Employment; Discrimination; Women's Issues;</b>	Radio Health Journal	Discrimination due to pregnancy has been illegal since the 1970's, yet it's still a common occurrence. Experts discuss the many pretexts employers use to fire pregnant women and the steps women need to take to combat it.	10/05/14 7:00a	11:57
<b>Family/Parenting Issues</b>	Radio Health Journal	Twins whose "other half" dies unexpectedly may face challenging issues of grief and identity. A well-known psychotherapist, herself a twin, explains these issues through the lens of her own life.	10/19/14 7:00am	07:59
<b>Health Care</b>	Radio Health Journal	Many people who've recently been in the hospital quickly make a return trip, often with a different illness. Researchers are finding that hospital stays themselves can make people sick, or at least susceptible to getting sick. Experts discuss post-hospital syndrome and simple ways it might be fixed.	11/09/14 7:00am	12:38
<b>Health Care</b>	Radio Health Journal	More than 400,000 Americans are on kidney dialysis, a number that may grow to 2 million by 2030 due to obesity-related diseases. Experts discuss the advantages and shortfalls of dialysis and new transplant waiting list rules that will give the best organs to recipients who will be able to use them the longest.	12/28/14 7:00a	12:19
<b>Health Care, Legal System</b>	Radio Health Journal	Doctors have often been advised to avoid emotions regarding patients in order to keep their decisions objective. However, this has led many patients to believe doctors don't care about them. A new movement in medicine seeks to reverse the trend and put compassion back in medicine, led by a "Healer's Art" class in many medical schools. Experts who teach the class explain.	10/12/14 7:00am	12:15
<b>Health Care, Government Regulation</b>	Radio Health Journal	Sixteen million Americans have had Lasik surgery for vision correction, and some have complained of severe visual artifacts and eye pain. The former chief of the FDA branch that approved Lasik has now petitioned the FDA to remove Lasik devices from the market for these safety reasons. He and experts on both sides of the issue discuss safety of this common surgery.	11/16/14 7:00am	12:19
<b>Health Care, Cancer</b>	Radio Health Journal	People who undergo cancer treatment are not generally offered the same kind of physical rehabilitation given to others who suffer injuries and illnesses. A leader in the new field of cancer rehabilitation explains how it could improve outcomes and quality of life after cancer.	12/28/14 7:00a	07:27
<b>Health Care, Government</b>	Radio Health Journal	As "Obamacare" health insurance exchanges enter their second year, some insured people are finding that getting access to care is extremely difficult due to meager provider networks and low doctors' payments. Many insured are also being surprised by high deductibles and co-payments. Experts discuss the extent of the problems and ways they might be resolved.	12/14/14 7:00a	12:27
<b>Health Care, Technology Issues</b>	Radio Health Journal	Increased use of computer screens and smartphones has brought an epidemic of eye complaints. Experts discuss why digital devices produce extra eyestrain and how people can avoid it.	12/07/14 7:00a	08:19
<b>Justice System, Health Issues</b>	Radio Health Journal	Researchers have found that poor health and disabilities can be factors leading to prison. An expert discusses the life cycles that can make this occur.	11/30/14 7:00am	07:07
<b>Mental Health</b>	Radio Health Journal	Water is almost synonymous with relaxation and mental cleansing. A researcher explains the mind science behind it.	10/12/14 7:00am	07:34

<b>Mental Health, Pop Culture</b>	Radio Health Journal	Halloween is the season for fright, but people with phobias may not have been in the mood to enjoy it. Research shows an effective way to combat phobias—admit out loud what you're afraid of. Most people are advised to pretend they're not afraid. The lead researcher of this study explains why pretending doesn't work and why this approach has promise.	11/02/14 7:00am	08:33
<b>Mental Health, Addiction</b>	Radio Health Journal	Compulsive over-shoppers often are seeking to compensate for some unfilled internal need. An expert discusses these reasons and how people can learn to overcome compulsive shopping.	12/14/14 7:00a	07:26
<b>Mental Health, Family Issues</b>	Radio Health Journal	Two years ago, when mentally ill 20-year old Adam Lanza killed 20 grade school children and six staff members at Sandy Hook Elementary School, some in the public blamed Lanza's mother (also a victim) for not getting him treatment. A writer with a mentally ill son explains the many reasons why it's not as easy to get treatment as many people think.	12/07/14 7:00a	11:49
<b>Obesity, Health and Fitness</b>	Radio Health Journal	Researchers are collecting evidence that a virus is to blame for at least some cases of obesity, making it literally as easy to catch as a cold, and explaining in part why obesity has grown so quickly all over the world. Experts discuss the virus, how it takes over fat cells of the body, and its implications.	10/19/14 7:00am	11:41
<b>Pets and People; Family Issues</b>	Radio Health Journal	Some people, particularly childless couples, insist they love their pets as much as anyone could love their children. Is the emotional attachment really the same? Experts discuss the evidence.	10/05/14 7:00a	07:28
<b>Police &amp; Fire, Public Safety, Education</b>	Radio Health Journal	Police officers, firefighters, paramedics and emergency dispatchers experience events that most people couldn't stand, and they pay for it with high levels of stress-related outcomes and PTSD. Experts describe the training received by first responders, the additional training they need, and the police/fire culture that makes it difficult to get help.	11/02/14 7:00am	12:27
<b>Public Health, Transportation</b>	Radio Health Journal	More and more Americans are turning to their bicycles for everyday transportation, not just recreation.	11/16/14 7:00am	08:37
<b>Women's Health, Breast Cancer</b>	Radio Health Journal	Breast cancer treatment has made great strides since doctors have determined several types and subtypes of cancers and the treatments that are optimum for each. An expert explains where breast cancer treatment is today.	10/26/14 7:00am	07:47
<b>Women's Issues, Health Care, Mental Health</b>	Radio Health Journal	The last decade, the number of women over 30 seeking treatment for anorexia, bulimia and binge eating disorder has skyrocketed. Experts discuss the factors triggering eating disorders in midlife or bringing women in for treatment for long standing disorders.	11/30/14 7:00am	12:52
<b>Workplace Issues, Gender Discrimination</b>	Radio Health Journal	Some people believe it's not possible for men to be sexually harassed at work. But new studies show that not only is it possible, but men can be much more disturbed by it than most people think, and may react in some ways even more than women. Experts discuss psychological and legal ramifications of sexual harassment of men.	11/23/14 7:00am	12:16
<b>Youth At Risk</b>	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.	11/09/14 7:00am	07:50

**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>AIDS</b>	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
<b>Childhood Cancer</b>	St Jude Children's Hospital WLLR held an on-air auction between 12/15-24 for a Florida Georgia Line autographed guitar, donated by QC Guitar Academy. \$910 was donated to St Jude Children's Hospital.	120 PSA Promos 12/8-24 Various Dayparts	:10-:30 Each
<b>Children at Risk</b>	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 4 <sup>th</sup> . WLLR broadcast live that afternoon, encouraging listeners to drop off new, unwrapped toys for the Marine Corps 'Toys for Tots' drive.	84 PSA Promos Aired 11/28-12/4. Various Dayparts  Remote Break-in Reports aired 12/4 from 3-6pm.	:10-:30 Each  :50-:70 Each
<b>Children at Risk/ Low-Income Assistance</b>	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.	50 PSA Promos Aired 10/8-10/17 Various Dayparts	:10-:15 Each
<b>Families</b>	QC Radio Group Halloween Walk WLLR invited listeners and their families to trick or treat at our studios, Friday 10/23 from 4-6pm. This free event encourages parents to bring their littlest trick-or-treaters to enjoy their first, safe, Halloween experience.	97 PSA Promos Aired 10/1-23 Various Dayparts	:10-:30 Each
<b>Families/ Tourism</b>	Holiday Magic The Clear Channel Quad Cities' "Holiday Magic" event was held 12/7 at the Waterfront Convention Center, Bettendorf. 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.	53 PSA Promos Aired 11/15-12/7 Various Dayparts  Remote Break-in Reports aired 11a-1pm on 12/7.	:10-:30 Each  :50-:70 Each
<b>Hunger</b>	Student Hunger Drive WLLR helped promote the annual Quad Cities Student Hunger Drive, held 10/1-11/5. 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.	79 PSA Promos Aired 10/1-11/5 Various Dayparts	:10-:30 Each
<b>Tourism</b>	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, 1/16-19/2015 at various sponsor locations and attractions throughout the Quad Cities.	25 PSA Promos Aired 12/26-12/31 Various Dayparts	:10-:15 Each
<b>Tourism/Family Issues</b>	Families On! Challenge WLLR was one of the radio sponsors for the 'Families On! Challenge', held 10/11 at Davenport's Credit Island Park. This day-long event allowed families to form teams and compete in an amazing variety of "challenges"—all for fun.	100 PSA Promos Aired 9/1-10/11 Various Dayparts	:10-:30 Each
<b>Veteran's Issues</b>	Hometown Heroes WLLR helped to promote the "Hometown Heroes" iHeart Media national campaign, saluting local residents serving in the armed services.	50 PSA Promos Aired 11/1-12/14 Various Dayparts/Live and Produced.	:10-:30 Each

<b>Various</b>	<p>WLLR aired a total of 851 PSAs during fourth quarter, 2014, for a wide variety of causes, including but not limited to:</p> <ul style="list-style-type: none"> <li>• Auditions for Ohnward Fine Arts Center</li> <li>• Holiday Train</li> <li>• Harvest Hustle 5K</li> <li>• Skip Along Food Drive</li> <li>• Lights on For Life</li> <li>• Wine and Chocolate Event</li> <li>• Student Hunger Drive</li> <li>• Easter Seals of Iowa</li> <li>• Henry County Court Service</li> <li>• Des Cunningham Benefit</li> <li>• Mark Austin Benefit</li> <li>• Vendor Show</li> <li>• Davenport West Trivia Night</li> <li>• Benefit for Paul Legrand</li> <li>• CASI Hat Bash</li> <li>• Toys for Tots Ruhl &amp; Ruhl</li> <li>• QC Paws</li> <li>• Krayton Huling Golf Memorial</li> <li>• Team Analiese Benefit</li> <li>• Benefit for Tori Vogel</li> <li>• Unity House Anniversary Celebration</li> <li>• Colona Fire Department Pancake Breakfast</li> <li>• Pancake Breakfast</li> <li>• Holiday Grande</li> <li>• QC Wolfpack tryouts</li> <li>• Salvation Army Project Bundle Up</li> <li>• Quad City Regatta</li> <li>• Benefit for Shawn Murphy</li> <li>• Taco Dinner Dream Catchers</li> <li>• Benefit for Jasmine Bullock</li> <li>• Bergner's</li> <li>• Wendy's-National Adoption Month</li> <li>• LeClaire Business Fair</li> <li>• Toys For Tots Run</li> </ul>	<p>851 PSAs Aired 10/1-12/31 ALL Dayparts</p>	<p>Various</p>
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