

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Fourth Quarter, 2019
 January 8, 2020

Issues

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| 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 the quality of life in a community. |
| • Economic Development: The overall health of our area is tied to its economic health. This health can only be maintained by sustaining the growth of local 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. |
| • Food and Nutrition: We live in an age of plenty—for many Americans. But for others, ‘food deserts’ are real. Additional emphasis is now being placed on proper nutrition from the foods we eat. |
| • Healthcare Costs: Today’s healthcare may be state-of-the art, but consumers are paying for it. With increased premiums and fewer insurers, for many Quad Citians, getting sufficient healthcare coverage is difficult. |
| • I-74 Bridge: The new structure that is now being built to join our communities along the Iowa-Illinois border is the largest construction project in the region in decades, employing hundreds of workers and positively impacting the Quad Cities economically. |
| • Immigration Issues: Newcomers to the United States settling in the Quad Cities area face many kinds of adjustments. |
| • Mental Health As cutbacks have occurred in federal spending; perhaps no area has been harder hit than the funding of mental illness programs. |
| • Religion. Understanding of and tolerance for those with different religious beliefs. |
| • Senior Issues: From health to education to living conditions, senior needs are increasingly being accounted for--and marketed to. |
| • 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. |
| • Veteran’s Issues/PTSD: Treatment of all military, including veterans from the wars in Iraq and Afghanistan, is an important issue to Quad Citians because so many from our area have served. PTSD is common. |

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

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.

| | | <i>Note: Quad City Forum is a :30 minute show that airs weekly and frequently consists of more than one segment. The times listed below for Quad City Forum are the show start times on those dates and the duration is the total run time for the program.</i> | | |
|---|----------------------|--|-------------------|-----------------|
| ISSUE | PROGRAM TITLE | GUEST(S) | DATES | DURATION |
| Public Welfare, Education, Job Development | Quad City Forum | Mike Miller, President and CEO of Riverbend Foodbank, discussed their programs and resources and the Student Hunger Drive. Kristine Bullock from the Iowa Governor’s STEM Advisory Board discussed her organization’s efforts with career exploration for students throughout Iowa and the Quad Cities STEM Festival. | 10/6/19, 7:30 am | 30 minutes |
| Youth at Risk, Culture, Tourism | Quad City Forum | Jaime Keller from Big Brothers Big Sisters of the Mississippi Valley discussed their programs and resources and their fall volunteer recruitment campaign. Elly Gerds from the Bettendorf Family Museum talked about the museum’s exhibits and programs. | 10/13/19, 7:30 am | 30 minutes |

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| Senior Issues, Youth at Risk | Quad City Forum | Liz Zimmerman-Waldman from Boys and Girls Clubs of the Mississippi Valley discussed the organization's programs, resources, clubs and centers, and provided details about their Cocoa Beano 5k fundraising event. Jacob Irish from the Western Illinois Area Agency on Aging discussed their programs and resources and provided details about the fall Medicare reenrollment period. | 10/20/19, 7:30 am | 30 minutes |
| Families with Life-Threatening Diseases, Veterans Issues, Job Development | Quad City Forum | Michelle McMullen from Jordan's Joy discussed the efforts of her organization that honors the memory of her son Jordan and the upcoming Jordan's Jam fundraising event. Mark Gastmann, Veteran's Coordinator for the Illinois Department of Employment Security, discussed the department's programs and resources and their upcoming success fair for veterans and the public at large. | 10/27/19, 7:30 am | 30 minutes |
| Veterans Issues, Education, Arts and Entertainment, Tourism | Quad City Forum | Tom Reagan, Director of the Veterans Resource Center at Black Hawk College, discussed the programs and resources available at his center for BHC students and the public and a special event planned for Veterans Day. Representatives from Quad City Arts discussed their organization's programs and community outreach efforts, as well as their upcoming Festival of Trees events. | 11/3/19, 7:30 am | 30 minutes |
| Job Development, Senior Issues | Quad City Forum | Susan Zelnio, Director of Workforce Development for the Moline Foundation, discussed the Career Cruising-based TalentLink program that connects area students and schools with local employers for career exploration efforts. Zelnio also shared how community members can volunteer for the program. Laura Kopp, Executive Director for the Center for Active Seniors, discussed the programs and resources available through CASI and provided details about their upcoming Holiday Hat Bash fundraising event. | 11/10/19, 7:30 am | 30 minutes |
| Real IDs, Youth at Risk | Quad City Forum | Luis Moreno, CEO for Arrowhead Ranch, discussed the organizations programs and resources for area youth and their families. Henry Haupt from the Illinois Secretary of State's office discussed the details for obtaining a Real I.D. Although Haupt is from an Illinois organization, the information was applicable to Iowa residents as the Real I.D. is a federal effort, not state. | 11/17/19, 7:30 am | 30 minutes |
| Public Welfare, Domestic Violence Against Women | Quad City Forum | Bill Horrell, Director of Development for the Quad Cities Salvation Army, discussed the organization's programs and resources, the Make a Difference Campaign (formerly Red Kettle Campaign) and a need for volunteers (bell ringers). Dr. Kit Evans-Ford, founder and director of Argrow's House of Hope and Healing, discussed her organization's programs and resources for women affected by domestic violence and provided details about the beauty products (soaps and lotions) created by Argrow's House and sold as a fundraising opportunity. | 11/24/19, 7:30 am | 30 minutes |
| Positivity, Arts and Entertainment, Tourism | Quad City Forum | Former KWQC TV 6 anchor and reporter Gary Metivier discussed the need for positive and inspiring stories and his Heart of the Story projects that provide them. Todd DeDecker, Executive Director for the Bishop Hill Heritage Association, discussed the history of Bishop Hill, current attractions, and upcoming events. | 12/1/19, 7:30 am | 30 minutes |

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| Tourism, Arts and Culture, Funding Non-Profits | Quad City Forum | Bret Dale and Ben Schwind from River Music Experience discussed RME's programs, resources and community outreach, and provided details of upcoming events. Jen Dobrunz from the Quad Cities Cultural Trust discussed how the trust provided support and financial backing for six different Quad City non-profit organizations. | 12/8/19, 7:30 am | 30 minutes |
| Public Welfare, Education, Youth at Risk | Quad City Forum | Kim Riley, Executive Director for QC United, discussed her group's efforts to help Quad City youth achieve their full potential and prevent bullying. | 12/15/19, 7:30 am | 30 minutes |
| Public Welfare, Arts and Entertainment, Tourism, Education | Quad City Forum | Joy Boruff, outgoing CEO of The Moline Foundation, discussed her organization's role in philanthropic efforts in the Quad Cities and looked back at her 20 years with the organization as she retired in December. Kelly Lao, Executive Director for the German American Heritage Association, discussed the museum's history, exhibits, programs, and upcoming events. | 12/22/19, 7:30 am | 30 minutes |
| Real IDs, Youth at Risk | Quad City Forum | Replay of the November 16-17, 2019, Quad City Forum featuring Luis Moreno from Arrowhead Ranch and Henry Haupt from the Illinois Secretary of State's office (for Real I.D.) | 12/29/19 7:30 am | 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 |
|---|----------------------|--|--------------------|----------|
| Public Health; Youth at Risk | Radio Health Journal | Fluoride in community drinking water has been controversial since its introduction nearly 75 years ago. A new study adds to this with evidence that pregnant women who drink fluoridated water may produce children with slightly lowered IQ. The study author and two other experts discuss what's known and what the ramifications of the study could be for communities, for oral health, and for children. | 10/6/19 7:00am | 13:20 |
| Mental Health | Radio Health Journal | As much as 16 percent of the population suffers from tryphobia, which makes them uneasy at the sight of holes clustered together, as in a honeycomb. Two experts and a sufferer discuss this phobia, which can be remarkably debilitating. | 10/6/19 7:00am | 6:38 |
| Health Care | Radio Health Journal | A large number of hospitals in rural areas have closed, and many more have closed their maternity units, leaving many rural mothers-to-be with no nearby place to deliver their babies or even get prenatal care. Experts discuss the financial and demographic reasons behind these closures, the danger it presents to mothers and children, and some ways to counter the risk. | 10/13/19 7:00am | 13:25 |
| Youth at Risk, Public Health | Radio Health Journal | Doctors have learned that childhood allergies and asthma may have their start in dry, dysfunctional skin in infancy, when allergens such as food particles enter the body through cracks in the skin. A noted pediatric allergist discusses this "atopic march" and ways to combat it. | 10/13/19 7:00am | 6:33 |
| Employment, Mental Health | Radio Health Journal | Gig work is becoming more and more a part of the American economy. It takes a certain temperament for a worker to thrive on the freedom gig work offers without being paralyzed by the lack of security. Experts discuss the psychological benefits and difficulties of multiple part time jobs or freelancing. | 10/20/19 7:00am | 13:12 |
| Public Health, Emergency Health Care | Radio Health Journal | Emergency room physicians have to make sense of and care for complete strangers every day. A recently retired ER doctor looks back at lessons he's learned that are applicable to everyone's life. | 10/20/19 7:00am | 6:42 |

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| Environmental Issues, Public Health, Nutrition | Radio Health Journal | Rising levels of carbon dioxide in the atmosphere are making crops grow bigger & faster. However, researchers have found that these crops contain significantly lower levels of protein, iron, zinc, and other important nutrients, potentially endangering nutrition for hundreds of millions of people. Experts explain the effect will get worse as CO2 levels continue to rise, and what might be done to combat the problem. | 10/27/19 7:00am | 12:12 |
| Health Care, Youth at Risk, Workplace Issues | Radio Health Journal | The US is one of the few world nations that offers no paid job leave for either new moms or dads. A new study shows that paid leave has benefits in infant mortality as well as mother's health. An expert and advocate for paid leave discusses the benefits. | 10/27/19 7:00am | 7:21 |
| Mental Health, Gun Safety | Radio Health Journal | Mass shootings and other forms of mass violence are on the increase. Where to assess blame is in sharp dispute. A new report from a blue ribbon panel of behavioral scientists has found that mental illnesses carry some of the blame, but mental "distress" is a much more likely factor. Panel members discuss mental health first aid, red flag laws, and other report recommendations on ways to prevent mass violence. | 11/3/19 7:00am | 12:11 |
| Drug Use, Ethics | Radio Health Journal | Intelligence agencies have long sought ways to control the mind to get people to do their bidding. An author discusses his investigation into CIA mind control efforts in the 1950's and 60's through the use of psychedelic drugs, which unwittingly led to an explosion of the drugs' use | 11/3/19 7:00am | 7:53 |
| Suicide, Mental Illness, Family Issues | Radio Health Journal | For those left behind when a loved one dies of suicide, recovery can be difficult. Stigma, guilt, and blame are exceptionally common. They need more support, but often get less, and their own risk of suicide is elevated. Experts—one a suicide survivor herself—discuss the difficulties and ways survivors can cope. | 11/10/19 7:00am | 13:43 |
| Labor and Employment, Cultural Trends | Radio Health Journal | Birth rates in the US are at an all-time low, and fertility for all age groups under age 30 is dropping. Experts explain that it may not be as good a thing as we may think, and cite nations like Japan and Italy, which are facing labor shortages and elderly populations as a result of less-than-replacement-level fertility. | 11/10/19 7:00am | 6:00 |
| Women's Issues, Health Care | Radio Health Journal | Some agencies estimate that 50,000 children have been born in the US using donor eggs. But egg donation (or sale, as some insist) is not regulated, and while short-term risks are known, few donors have been followed for years. Long-term risks are not well understood. Experts discuss what we know... and what we don't. | 11/17/19 7:00am | 11:32 |
| HIV/Aids, Public Health | Radio Health Journal | HIV/AIDS was once an epidemic and a death sentence. But many Americans are too young to remember that, so HIV awareness has faded. One of the nation's top HIV experts discusses HIV as a treatable, chronic illness and the need to still be vigilant—and be tested. | 11/17/19 7:00am | 8:00 |
| Homelessness, Addictions | Radio Health Journal | Around a half million people are homeless in the US on any given night, but the street homeless who are most visible often incorrectly influence our assumptions about the homeless. A noted researcher discusses myths and truths about their addictions, employment, residences, and more, and why people often become homeless | 11/24/19 7:00am | 11:34 |
| Women's Health, Breast Cancer | Radio Health Journal | Women undergoing cancer treatment often suffer hair loss and other impacts on appearance. A noted beauty expert discusses best ways to deal with it. | 11/24/19 7:00am | 7:44 |
| Public Safety, Mental Health | Radio Health Journal | Studies show that law enforcement is the most sleep deprived of all professions, with potentially damaging and even fatal consequences for decision-making and reaction time, as well as long-term health damage. Experts discuss the unique challenges in having a poorly rested police force and in fixing it. | 12/1/19 7:00am | 12:56 |
| Pet Nutrition | Radio Health Journal | A growing number of pet owners are tempted to put their dog or cat on vegan, gluten-free or raw diets. An expert pet nutritionist and veterinarian discuss what pets should and shouldn't eat to be healthy. | 12/1/19 7:00am | 6:48 |

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| Bullying, Workplace Issues | Radio Health Journal | Some bullies never grow up, and just keep on bullying. Experts describe where and how it most often occurs, what workplace bullies are seeking, who they target, why it continues, and what needs to happen to stop it. | 12/8/19 7:00am | 11:56 |
| Parenting Issues | Radio Health Journal | The average age when men first become fathers has risen to 31, and more men are also becoming dads in their 40's and 50's. A National Book Award-winning author discusses his experience as a first-time dad at 56, and now as a 73-year old father with teenagers | 12/8/19 7:00am | 8:01 |
| Vaccination, Youth at Risk, Public Health | Radio Health Journal | The debate over vaccination isn't as civil as it once was, and leaves little room for common ground or even discussion. Pro-vaccine advocates often point to science showing safety and effectiveness, but as a noted medical humanities researcher explains, values common among anti-vaccine advocates lead them to reject this science, and both sides need to understand where the disconnect comes from. | 12/15/19 7:00am | 14:10 |
| Ethics, Youth at Risk | Radio Health Journal | Rich people receive deference that the rest of us don't, but do wealthy kids grow up knowing they can get away with what others can't? Research finds that all children apparently know this. Experts discuss. | 12/15/19 7:00am | 6:00 |
| Health Care, Suicide, Seasonal Depression | Radio Health Journal | Winter in general, and the holidays in particular, are the busiest time of year in hospital emergency departments, even in places where it doesn't snow. Experts discuss the increase in deaths of all kinds, including the "Merry Christmas Coronary" and possible reasons those deaths bounce up | 12/22/19 7:00am | 12:39 |
| Health Care | Radio Health Journal | During the holidays, reflux problems are magnified by big meals with trigger foods like chocolate and alcohol. But reflux sometimes doesn't show up as heartburn. A gastroenterologist discusses reflux, how it may appear as asthma or hoarseness, and how it can be treated. | 12/22/19 7:00am | 7:29 |
| Mental Health, Hoarding | Radio Health Journal | Hoarding disorder affects at least five percent of Americans, and despite TV programs showing its effects, it is still widely misunderstood. Experts discuss the danger hoarding poses to others, including neighbors, children, and first responders; why those with the disorder are so attached to things; and the right and wrong ways to address the problem. | 12/29/19 7:00am | 12:17 |
| Cancer, Public Health | Radio Health Journal | Fifteen years ago, advanced melanoma was usually lethal. But new treatments harnessing the immune system have increased survival so much that researchers haven't completely been able to quantify it. An expert physician discusses the advances. | 12/29/19 7:00am | 7:14 |

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 |
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| Children at Risk | Toys for Tots WLLR joined KWQC-TV 6's annual 'Toys for Tots' drive in front of their studios (805 Brady Street, Davenport) on 12/5. WLLR broadcast live that day, encouraging listeners to drop off unwrapped, new toys for the Marine Corps 'Toys for Tots' drive. | 11/25-12/5 72 PSA Promos. Various Dayparts Remote Break-in Reports aired 12/5 5:30-9a, 11a-1p and 3-6pm. | :10-:30 Each :50-:70 Each |
| Children at Risk/ Low-Income Assistance | 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 Friday 10/18 at KWQC-TV. Listeners and viewers were encouraged to donate coats, gloves, hats, and more. | 10/7-10/18 68 PSA Promos Various Dayparts Remote Break-in Reports aired 10/18 5:30-9a, 11a-1p and 3-6pm. | :10-:15 Each |
| Families | QC Radio Group Halloween Walk WLLR invited listeners and their families to trick or treat at our studios, Friday 10/22 from 4-6pm. This free event encourages parents to bring their littlest trick-or-treaters to enjoy their first, safe, Halloween experience. | 10/1-22 122 PSA Promos Various Dayparts | :10-:30 Each |

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| Public Health | iHeart Saving Lives Blood Drive WLLR, along with all of the iHeartRadio stations in the Quad Cities and the Mississippi Valley Regional Blood Center, helped promote a blood drive scheduled for Thanksgiving Day and Black Friday. This is a time of year when blood donations typically fall off sharply, due to the holiday. | 101 PSA liners aired between 11/18 and 11/30 | :10-:15 Each |
| Recycling | iHeart Fall Shred Day On Saturday 10/12, WLLR helped to promote the first ever 'iHeart Fall Shred Day', from 8-10am outside our studios. Listeners were encouraged to drop off documents for recycling, sponsored by the Better Business Bureau of the Quad Cities. | 10/1-12 50 PSA liners aired. | :10-:15 Each |
| Veterans Issues | One Night for Our Military WLLR, along with iHeart Country stations around the country, conducted a promotion to send veterans from around the country to a special concert for veterans in Nashville TN, "One Night for Our Military". WLLR also aired the concert on WLLR and www.WLLR.com | 103 PSA liners aired between 9/24 and 11/11 | :10-:30 Each |
| Various | WLLR aired a total of 941 PSAs during fourth quarter, 2019, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • ABATE Toys For Tots Ride • QC Heart Association - Go Red Dinner • Big Brothers Big Sisters-Donation Day • Jordan's Joy • Shred It Event • Flu Shots • North Scott Rotary-Rallies For Youth • Country Western Music Assoc-Veterans • QC Singers Christmas • Shop With A Hero-Chili Cook Off • Team Ryder • Winter Nights Winter Lights | 941 PSAs Aired 10/1-12/31/19 ALL Dayparts | Various |