

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Second Quarter, 2016
 July 7, 2016

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 Entertainment:** Research shows that the availability of Arts and Entertainment—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.
- **Discrimination:** Whether on the basis of race, religion or sex, one doesn't have to look far in today's world to see evidence that discrimination has been eliminated.
- **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.
- **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.
- **Public Health:** Getting and staying well is the challenge that faces every one of us.
- **Tourism:** Many cities in the Quad Cities two-state area rely on tourism revenues. The combination of a rich history and a wide variety of seasonal activities make the region a great place to visit.
- **Youth-At-Risk:** In today's society, so many young people are simply left to grow up on their own that there is an impact on people of all ages.

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: Quad Cities Forum is a :30 minute show that airs weekly and frequently consists of more than one segment. The time listed is the show start time on that date.

ISSUE	Guest	DESCRIPTION	DATE/TIME	LENGTH
Community	Quad Cities Forum	QC Riverbandits General Manager Andrew Chesser talks about improvements that are being made at Modern Woodman Park and promotions planned for the upcoming season.	4/03/16 7:30am	15min
Politics	Quad Cities Forum	Iowa US Representative Dave Loebsack is back from Washington DC to meet with constituents about the issues they think are important.	4/03/16 7:30am	15min
Health	Quad Cities Forum	Jamie Kreuger is an educator with the National Alliance ON Mental Illness. She talks about the challenges facing the mental health field and the problems educating people about mental health. She also talks about the NAMI Walk.	4/10/16 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Brett Hitchcock is the President and owner of Circa 21 in Rock Island, Illinois. He talks about the shows coming up at the only Dinner Theater in the area.	4/10/2016 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Rick Palmer heads the Adler Theater in Davenport. He discusses the shows coming to the Quad Cities as part+ of their "Broadway Theater Series".	4/17/16 7:30am	15min
Health	Quad Cities Forum	Joseph Cowley is the President and CEO of the Center For Alcohol and Drug Services (CADS) in the Quad Cities. He Discusses the Services that his organization offers.	4/17/16 7:30am	15min
Education	Quad Cities Forum	Ford Cochran is a geologist, journalist, and educator. He is Director of Programming for National Geographic Expedition. He talks about the shows new series highlighting national parks around the country.	4/24/2016 7:30am	30min
Politics	Quad Cities Forum	Davenport Mayor Frank Klipsch talks about the challenges facing him as he after taking over the reins of the largest of the Quad Cities.	5/01/16 7:30am	30min
Community	Quad Cities Forum	Jason Gilliland is with the Quad Cities Chamber of Commerce. He talks about efforts to recruit new businesses to locate in the area and some of the success stories.	5/08/16 7:30am	30 min

Arts and Entertainment	Quad Cities Forum	Tim Schiffer is the Executive Director of the Figge Museum. He talks about some of the new exhibits coming to the Figge this spring and summer.	5/15/16 7:30am	15min
Community	Quad Cities Forum	Becky Passman is Project Manager with the Iowa Quad Cities Transit Association. She talks about upcoming changes to the bus routes in Davenport and other streamlining measures they are instituting.	5/15/16 7:30am	15min
Education	Quad Cities Forum	Jack Cullen is a reporter with the Quad City times. He talks about covering local events and editorial writing in a political environment.	5/22/2016 7:30am	15min
Politics	Quad Cities Forum	Rock Island Alderman PJ Foley talks about the issues facing the city and what City Council is doing to attract new business to the Illinois city.	5/22/2016 7:30am	15min
Community	Quad Cities Forum	Lance Leslie and John Farrell are on the Niabi Zoo board. They discuss the problems the zoo has faced and whether there is a future for a zoo in the Quad Cities.	5/29/16 7:30am	15min
Arts And Entertainment	Quad Cities Forum	Kim Findlay is the Director of The Putnam Museum. She talks about the King Tut exhibit that will be running at the museum through the summer.	5/29/16 7:30am	15min
Arts And Entertainment	Quad Cities Forum	Linda Cook is the Film Critic for the Quad City Times newspaper. She discusses the new releases coming to theaters this summer.	6/05/16 7:30am	30min
Community	Quad Cities Forum	Sister Mary Ann Vogel is with the Humility of Mary. She talks about the outreach programs that her organization offers Quad Cities residents.	6/12/16 7:30am	15min
Community	Quad Cities Forum	QC Riverbandit General Manager Andrew Chesser talks the new Ferris wheel gondola that meets federal guidelines for the disabled. He also talks about upcoming events at the ballpark.	6/12/16 7:30am	15min
Community	Quad Cities Forum	Kitson Jazyinka is with National Geographic. She talks about a new publication for kids that features unusual animals around the world.	6/19/16 7:30am	15min
Health	Quad Cities Forum	Tyler Mitchell is with Genesis Health system. He talks about a new family viewing area that Genesis is created for families wanting to watch the Red-White and Boom fireworks show.	6/19/16 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Dawn Wohlford-Metalla is the Quad Cities Visual Arts Director. She talks about what her organization does and who benefits from it.	6/26/2016 7:30am	15min
Health	Quad Cities Forum	Dr. Abraham Nussbaum is a Psychiatrist and an author. He talks about his new book about health care reform and what it means in the field of mental health care.	6/26/2016 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

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; Education	Radio Health Journal	In an age of increasing medical complexity, some leading thinkers in medical education are proposing that the time spent on medical education be cut by nearly one third. The key, these advocates say, is ridding curricula of requirements that most doctors never use. Experts discuss both sides of the issue.	04/03/16 7:00a	11:55
Health Care; Patient Safety	Radio Health Journal	Studies have found that many doctors don't really listen to their patients, and so miss how illness is affected by the "other things" in life. Experts discuss how to help doctors consider the patient as a whole.	04/03/16 7:00a	8:00
Health Care; Federal Government Regulation	Radio Health Journal	For more than 10 years, hospitals have been plagued by shortages of important drugs, sometimes forcing doctors to decide who will receive them, and who will die. Experts explain why these shortages occur, the unfortunate outcomes, and what they do to try to minimize the damage.	04/10/16 7:00a	11:48

Health Care; Disabilities	Radio Health Journal	Experts discuss symptoms and treatments of Meniere's disease, an often misdiagnosed disorder producing loss of hearing and crippling vertigo.	04/10/16 7:00a	8:14
Health Care; Consumer Safety; Federal Government Regulation	Radio Health Journal	Since FDA rules on prescription drug advertising were loosened in 1997, the amount of advertising has mushroomed. However, there is still controversy over whether that's good for patients, and now the American Medical Association has come out for an ad ban. Experts discuss the pros and cons of direct to consumer advertising and its effect on patients and physicians.	04/17/16 7:00a	11:35
Interpersonal Relationships; Family Issues	Radio Health Journal	Research shows that friends are the most powerful people in our lives, influencing our behavior, attitudes and health even more than our parents or spouses. An expert discusses the many ways friends determine our destinies.	04/17/16 7:00a	7:45
Health Care	Radio Health Journal	Diseases apparently have distinctive odors that humans can't detect. Researchers are using dogs, mice, rats and other animals to literally sniff out cancer and other diseases in the laboratory. In the 3rd World, rats are used to diagnose TB. Experts discuss the use of animals to diagnose disease and their efforts to build machines that can do the same thing.	04/24/16 7:00a	12:34
Health Care	Radio Health Journal	Many people confuse allergies, colds, and sinus infections. A physician specializing in these maladies describes the differences, and the new ways sinusitis can be treated.	04/24/16 7:00a	7:12
Workplace Issues; Public Health	Radio Health Journal	Presenteeism is when people go to work at less than peak efficiency due to illness, injury or distraction. Experts discuss the huge cost to the economy, the chronic illnesses that exact the most cost, and the accommodations that could save businesses billions of dollars.	05/01/16 7:00a	11:54
Family and Parenting Issues	Radio Health Journal	Parents who have spent 18 years or more raising children often feel lost when the last child leaves home for college or their own place. A psychotherapist discusses common reactions and strategies for renewing purpose living in the empty nest.	05/01/16 7:00a	7:54
Health Technology	Radio Health Journal	Freezing eggs in their 30's allows women to preserve fertility well into their 40's. The concept was originally meant for women whose fertility was threatened by disease or medical treatment, but today the majority of those having eggs frozen are doing so for social or career reasons. Now egg freezing is even offered as a corporate benefit in some places. Experts discuss the procedure and its uses.	05/08/16 7:00a	12:10
Youth at Risk	Radio Health Journal	Behavioral similarities between prodigies and some people with autism have long been noted. Now some researchers are beginning to find genetic links between the two phenomena. Experts discuss findings and their implications for autism treatment.	05/08/16 7:00a	7:37
Homelessness, Poverty, Health Care	Radio Health Journal	Homeless Americans have a life expectancy of only around 50, and often use the ER for primary care at a huge cost. The lack of follow-up care for their illnesses and the mental health or substance abuse disorders common in this population add up to an enormous health burden. Experts discuss how doctors on the street can improve health for the homeless and lower cost for society.	05/15/16 7:00a	12:11
Sports and Recreation; Youth at Risk	Radio Health Journal	Major League Baseball teams spend \$1.7 billion annually on pitchers, yet it is an extremely risky investment. Teams haven't figured out how to prevent all-too-frequent arm injuries, which are now filtering down to children as well. A journalist who investigated the science of pitching injuries explains.	05/15/16 7:00a	7:38
HIV and AIDS	Radio Health Journal	Bleeding disorders such as hemophilia and von Willebrands disease can be extremely serious, but today are very treatable. However, many people who've had these disorders for some time fight the legacy of more primitive treatment, such as HIV and hepatitis C. Experts including a hemophilia patient explain.	05/22/16 7:00a	11:34
Men's Health Issues	Radio Health Journal	Bladder cancer is the fourth most frequent cancer in men. However, research into the disease has been slow. The newly appointed director of the world's only research center devoted exclusively to bladder cancer discusses risks and treatments.	05/22/16 7:00a	7:38

Youth at Risk; Education; Bullying	Radio Health Journal	Many children are bullied, especially in the middle school years, but kids with disabilities are about twice as likely to be victims. Experts discuss the problem and how parents and schools can work together to prevent bullying of these children.	05/29/16 7:00a	12:14
Technology, Psychology	Radio Health Journal	As a survival mechanism, the human brain is wired to remember negative events more strongly than positive ones. An expert neurologist discusses changes in thinking that can create more positive physical brain pathways, making us happier.	05/29/16 7:00a	7:48
Health Research & Development	Radio Health Journal	When doctors can take advantage of massive amounts of data on patient outcomes, lives will be saved. We look at one of the first efforts, an attempt to associate dangerous drug interactions, and the difficulty in convincing other doctors that "crunching numbers" can provide adequate proof. A researcher and reporter involved in the case explain.	06/05/16 7:00a	11:47
Health Care Technology	Radio Health Journal	Some people who need a kidney transplant have immune systems so sensitive they will reject almost any organ. Experts explain a new desensitization technique that may help them and kidney exchanges that make more patients eligible for transplants.	06/05/16 7:00a	7:47
Suicide, Government Regulation	Radio Health Journal	Doctors are attempting suicide in high numbers, and are much more likely than the general population to complete it. Experts discuss the cover-up of doctor suicides, the reasons behind depression in doctors, and why doctors who are depressed are less likely than normal to get help.	06/12/16 7:00a	12:04
Consumer Safety; Health Care	Radio Health Journal	Increasing recalls for food contamination have scared many Americans. A noted expert discusses why contamination scares are becoming more common, what government and producers are doing to protect us, and what we can do in our own kitchens to make foods safer	06/12/16 7:00a	7:49
Health Care, Mental Health	Radio Health Journal	It's a rare thing for people to lose their memory of past events. An expert discusses why doctors believe it may occur, and a woman to whom it happened recounts her experience.	06/19/16 7:00a	12:38
Pain Management	Radio Health Journal	Pain is an often misunderstood reality for millions of people. A noted university professor who became a quadriplegic in a bicycle accident discusses her constant pain and the way it changes life.	06/19/16 7:00a	6:55
Youth at Risk	Radio Health Journal	Kidney stones in children and adolescents used to be unusual. Over the last 30 years, they've become much more common. Experts discuss why this may be occurring, why doctors still sometimes miss the diagnosis, and how kidney stones are treated in children.	06/26/16 7:00a	12:23
Consumerism; Health and Nutrition	Radio Health Journal	Gluten free diets have taken the world by storm and some experts say for people who do not have celiac disease, the diets can do much more harm than good. One such expert explains which kinds of people would find the diet appropriate and the pitfalls to avoid.	06/26/16 7:00a	7:26

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
Health, Tourism	Quad City Marathon WLLR is encouraging listeners to train early and often for the September 25 Quad City Marathon.	42 PSA Promos Aired 4/1-15 Various Dayparts	:10-:15 Each
Unemployment	Drive Thru Career Fair WLLR helped promote the Quad Cities Drive-Through Career Fair, held May 17 outside the iHeart Media studios in Davenport.	60 PSA Promos Aired 4/16-5/17 Various Dayparts 4 Live-on-location broadcasts	:10-:30 Each :60 Each
Childhood Cancer	St Jude Cowboy Shoot WLLR served as the presenting radio sponsor for the annual 'Charity Cowboy Shoot', held Memorial Day weekend at the Milan (IL) Rifle Club. The event raised more than \$40,000 for St Jude Children's Hospital.	82 PSA Promos Aired 4/25-5/22 Various Dayparts	:10-:30 Each

Information Security	Secure Shred Event WLLR helped promote the "KWQC-TV 6 Secure Shred Event" to provide secure and safe shredding of old confidential documents.	40 PSA Promos Aired 5/1-5/13 Various Dayparts 4 Live-on-location broadcasts	:10-:15 Each
Breast Cancer	Komen Race for the Cure WLLR aired live PSA Promos inviting listeners to participate in the Susan G Komen 'Race for the Cure', held June 11 at the i-Wireless Center, Moline.	40 PSA Promos Aired 5/23-6/11 Various Dayparts	:10-:30 Each
Health, Families, Tourism	Ride the River WLLR helped to promote Ride the River on Father's Day, 2016.	22 PSA Promos Aired 6/12-19 Various Dayparts	:10-:15 Each
Tourism, Health	Bix 7 Race WLLR aired promos for the 2016 Quad City Times Bix 7 run, set for July 30 in downtown Davenport. Over 15,000 will run in this annual Quad City tradition.	20 PSA Promos Aired 6/15-30 Various Dayparts	:10-:30 Each
Tourism, Family Activities	WLLR helped to promote the traveling Baseball Hall of Fame exhibit, appearing at Davenport's Modern Woodmen Park July 3-10.	30 PSA Promos Aired 6/20-30 Various Dayparts	:10-:15 Each
Tourism, Family Activities	This year's East Moline 4 th of July event, the 'Independence Day Celebration', was promoted on WLLR.	40 PSA Promos Aired 6/25-7/3 Various Dayparts	:10-:15 Each
Various	WLLR aired a total of 469 PSAs during second quarter, 2016, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Colona Fire Dept. Pancake Breakfast • United Steel Workers Benefit • Colona Scott Family Lodge • Benefit O. McCormick • Neighborhood Watch • Make A Wish • Am. Heart Association • Epilepsy Purple Dash • Heart Walk • Clarence Vol Fire Dept. • March Of Dimes • American Cancer Society • Trivia Night Benefit • Tour DeBrew • QC MS Open • Coyne Center Fire Dept. • QC Tailgate Cook-off • First Step • CASI Trivia Night • Handicapped Development Center • QC Marathon • CASI Older American Month • AdamFest • Komen Race for the Cure • Relay For Life • Rhubarb Fest • Moving Wall • Riding With Rudy • Benefit for Karen Ickes • Ride The River • Boys & Girls Club • Pinky Swear Triathlon • Bix 7 Road Race • Moline High Special Olympics • Davenport Rotary • COTA For Team Ryder Car Wash 	469 PSAs Aired 4/1-6/30/16 ALL Dayparts	:15 -:60 Each