

WLLR-FM
Davenport, IA
Quarterly Issues/Programs List
Second Quarter, 2013
July 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:				
•	Boston Marathon Attack:	The terrorist bombing at this year's Boston Marathon captured the attention of our entire nation and Quad Citizens wanted to do whatever they could to help the victims.		
•	Breast Cancer:	Much progress has been made in fighting breast cancer in the past twenty years; increased awareness of the issue and regular testing have no doubt saved many lives.		
•	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.		
•	Economy/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.		
•	Gun Laws:	Illinois 'concealed carry' bill was debated during much of 2013. Illinois is the only state in the nation to prohibit citizens from carrying concealed weapons. The legislation was meant to remedy that.		
•	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.		
•	LGBT Rights:	Americans are increasingly aware of the rights of ALL citizens for basic human rights, including those of the LGBT community.		
•	Local Community:	From road quality to sewer repair to garbage pickup, people of the Quad Cities are BIG on city basics.		
•	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 many different ways.		
•	Oklahoma Tornado Relief:	The spring tornado that hit a suburb of Oklahoma City devastated thousands of people, but the rebuilding has begun.		
•	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.		

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/TIME	LENGTH
Breast Cancer	Quad Cities Forum	Christina Schmidt discusses the Susan G. Komen Race for the Cure	5/26/2013 7:30am	15 minutes
Children at Risk	Quad Cities Forum	Frank Klipsch discusses local efforts to help children in the community	5/19/2013 7:30am	15 minutes
Children's Health	Quad Cities Forum	Lori Short talks Iowa Kids Sight to get eye tests for kids.	6/2/2013 7:30am	15 minutes
Education	Quad Cities Forum	Teresa Hutchinson from St. Ambrose talks about enrollment in the business program at the school. Rabbi Henry Karp discusses Temple Emanuel and its impact on the community	5/5/2013 7:30am	30 minutes
Gun Laws	Quad Cities Forum	Maria Dickmann talks about changing gun laws.	4/14/2013 7:30am	15 minutes
Health	Quad Cities Forum	Brad Martell talks about the YMCA	6/15/2013 7:30am	15 minutes
Health Care	Quad Cities Forum	Tom Bowman talks about community health care.	5/26/2013 7:30am	15 minutes
Human Trafficking	Quad Cities Forum	Father McVey discusses human trafficking.	4/14/2013 7:30am	15 minutes
LGBT Rights	Quad Cities Forum	Pastor Rich Hendricks talks about Pride-Fest and gay rights.	6/23/2013 7:30am	15 minutes
Local Community	Quad Cities Forum	Davenport Alderman Gene Meeker discusses the development of Downtown Davenport. Rock Island alderman PJ Foley talks about Rock Island development	4/7/2013 7:30am	30 Minutes
Local Community	Quad Cities Forum	Davenport Alderman Jason Gordon talks about the city of Davenport. Silvis mayor Bill Fox talks about the issues in Silvis	4/28/2013 7:30am	30 minutes
Local Community	Quad Cities Forum	Mayor Bob Gallagher discusses issues in the city of Bettendorf	4/21/2013 7:30am	15 minutes

Local Community	Quad Cities Forum	Eldridge Mayor Marty O Boyle discusses the latest with the city of Eldridge.	6/2/2013 7:30am	15 minutes
Local Culture	Quad Cities Forum	Janet Brown-Lowe talks about the German-American Heritage Center.	6/23/2013 7:30am	15 minutes
Local Economy	Quad Cities Forum	Tara Barney from the Quad Cities Chamber discusses the employment rate in the Quad Cities	5/12/2013 7:30am	30 minutes
Local Events	Quad Cities Forum	Kerry Skinner discusses upcoming events taking place at the Rock Island Arsenal.	6/15/2013 7:30am	15 minutes
Local Politics	Quad Cities Forum	Illinois Rep Pat Verschoore discusses local politics.	4/21/2013 7:30am	15 minutes
Tourism	Quad Cities Forum	Scott Mullen talks about the 20 th anniversary of the i-Wireless Center	6/8/2013 7:30am	30 minutes
Tourism	Quad Cities Forum	Nicole Miles discusses upcoming exhibits at the Putnam Museum.	5/19/2013 7:30am	15 minutes
Tourism	Quad Cities Forum	Jason Gilliland discusses Red White & Boom.	6/30/2013 7:30am	15 minutes
Tourism/Health	Quad Cities Forum	Matt Wilson discusses the Eldridge Moonlight Race.	6/30/2013 7:30am	15 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
Child Abuse	Radio Health Journal	New DNA tests given for other reasons can reveal when a new baby is the product of incest, even without parental cooperation. A doctor's legal obligation to report is clear in the case of child abuse. Nevertheless, what should doctors do if both parents are of age and incest is revealed? Experts discuss	05/19/13 7:00am	6:54
Children's Health	Radio Health Journal	Children are most vulnerable to the toxics in our environment. The US has fewer rules requiring testing of new chemicals compared to the EU, so it is mostly up to parents to keep children safe. Two experts discuss the important steps parents can take.	06/16/13 7:00a	13:12
Communication	Radio Health Journal	Much of our communication relies on speaking. Experts discuss ways to keep your voice out of trouble	06/30/13 7:00a	7:39
Crime	Radio Health Journal	Researchers have found that short, less-attractive people are less likely to be employed than tall, beautiful people, and so are statistically more likely to turn to a life of crime. Experts discuss the ramifications of this legal discrimination on society.	04/14/13 7:00am	7:53
Crime	Radio Health Journal	Police and prosecutors have long sought technologies to help them solve crimes and gain convictions. Use of "truth serum" is one such effort. Research shows subjects are able to lie and are extremely suggestible under its influence, so these narco-analytic interviews are seldom used. Even so, a Colorado judge has okayed their use on the alleged Aurora theater shooter should he attempt an insanity defense. Is that ethical? Might it work? Experts discuss truth serum and its use.	05/05/13 7:00am	13:22
Dental Health	Radio Health Journal	Some 180 million Americans have silver tooth fillings, which contain mercury. Some advocates and dentists claim they should be banned because they release mercury vapor, which can cause severe health problems. However, the FDA, American Dental Association and other authorities insist there is no health issue. Experts on each side discuss the evidence.	06/02/13 7:00am	14:04

Economics	Radio Health Journal	Americans throw out 25 percent of the food we bring home. Food makes up 18 percent of landfills. Experts discuss why we waste so much, how to combat waste, and how hunger organizations are turning food that used to be thrown out into good meals for the needy.	04/07/13 7:00a	12:51
Economics	Radio Health Journal	Most people would like to eat healthy foods. However, other factors such as cost and ease of preparation are much more important in our food choices. A longtime food market researcher discusses why we choose the foods we eat.	04/21/13 7:00am	8:33
Economics	Radio Health Journal	The Mediterranean diet, high in olive oil, beans, nuts, vegetables and fish, has been found to cut the risk of death by up to 30 percent in high risk people. Experts discuss why this style of eating confers such advantages and how people can eat such a diet inexpensively	04/28/13 7:00am	8:09
Education	Radio Health Journal	Many schools are cutting recess and playgrounds to give children more time in the classroom. However, research shows that children need free play, and learn better when they have it. Two experts discuss the advantages of free play.	06/16/13 7:00a	7:13
Employment	Radio Health Journal	It's much more common today for 20-somethings to delay moving out of Mom and Dad's house to start an independent life. An expert discusses the reasons for this trend, and emerging thought on whether this apparent new stage of life is normal.	06/09/13 7:00a	8:20
Health Care	Radio Health Journal	About one of every six US workers is also a caregiver for an elderly parent or loved one. This creates a drag on productivity in the workplace as employees arrive late, leave early, take work time for care giving issues and deal with extra stress. Co-workers also have to pick up the slack for these workers. Experts discuss the issue and how employers can prevent problems.	04/21/13 7:00am	12:19
Health Care	Radio Health Journal	Diseases that produce no diagnosis are frustrating for both patient and physician, to the point that some doctors conclude that even a real illness must be "all in a patient's head." One victim discusses such a misdiagnosis and its implications.	05/05/13 7:00am	6:59
Health Care	Radio Health Journal	As many as 40 percent of Americans suffer from insomnia. Two experts discuss consequences of our sleep deficit and a variety of ways to give people a better chance to sleep soundly all night.	05/12/13 7:00am	13:07
Health Care	Radio Health Journal	Scientists are hotly pursuing the genetic roots of cancer to treat the disease without harming normal cells. But when they first stumbled onto a single mutation that caused a form of leukemia in 1959, researchers had no idea what to do with the discovery. A science writer describes 40 years of innovation to get from the microscope to the first genetic treatment.	05/12/13 7:00am	7:52
Health Care	Radio Health Journal	Most people have little idea what goes on in the digestive system. A science writer explains everything she found during an exhaustive investigation.	05/26/13 7:00am	13:04
Health Care	Radio Health Journal	Most US counties had an alms house at one time, a form of charity hospital/housing for longer term recovery. Today, almost none exist. A doctor who spent 20 years at an alms house discusses the lessons it brings to how medicine can be done.	06/02/13 7:00am	6:52
Health Care	Radio Health Journal	Access to doctors is a major problem in American healthcare. It can take weeks to get in to the doctor, and then a patient may have just a few minutes time in the exam room. Researchers have devised group visits as a solution, as long as patients are willing to share their lengthened appointment time with a dozen or so other patients. Experts discuss the pro's and con's.	06/09/13 7:00a	12:27

Mental Health	Radio Health Journal	Having a child with ADHD is often difficult for parents, but when a parent has ADHD as well, it can set up an explosive situation. One such parent who went on a quest of understanding explains the "inside story" of the dynamic and suggests solutions.	04/07/13 7:00a	7:59
Mental Health	Radio Health Journal	Many people believe that middle-aged men almost inevitably face a midlife crisis, resulting in intemperate behavior, divorce and the purchase of convertibles. Experts trace the origins of the theory and why it doesn't hold up to examination.	05/19/13 7:00am	12:22
Mental Health	Radio Health Journal	Devices such GPS help us find our way easily, but researchers are finding that over-reliance may lead to weakening of a specific part of the brain, with a higher risk of dementia later. Experts explain and discuss ways to keep the hippocampus healthy.	06/23/13 7:00a	13:41
Mental Health	Radio Health Journal	Researchers have discovered that specific mind tasks can enhance specific parts of the brain. A brain scientist and a puzzle developer discuss how to use different kinds of puzzles to strengthen the mind.	06/23/13 7:00a	7:04
Public Health	Radio Health Journal	The 40 million Americans with allergies are finding allergy seasons are getting longer with higher pollen counts as a result of climate change. Experts discuss this change and how it could affect public health.	04/28/13 7:00am	12:15
Public Safety	Radio Health Journal	Twenty-one US states require bicycle helmets for children, but they remain controversial for adults and few jurisdictions require them. Experts discuss conflicting evidence on helmet effectiveness, the possibility that helmet laws reduce ridership, and other governmental actions that could reduce injuries and deaths even more than helmets.	04/14/13 7:00am	12:49
Public Safety	Radio Health Journal	Seven hundred children under age 15 drown in the US each year, most within sight of a parent or other adult. Experts discuss one major reason: drowning doesn't look like most people picture it, and so are unaware the child is in trouble.	05/26/13 7:00am	7:22
Technology	Radio Health Journal	The advent of smartphones puts a computer in many people's pockets, and application developers have created hundreds of apps to do everything from finding information and testing vital signs to making diagnoses. The industry calls these "MHealth apps." Experts discuss how they're being adopted by doctors and patients and what they'll mean to health care.	06/30/13 7:00a	13:10

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
Boston Marathon Attack	Mississippi Valley Regional Blood Center WLLR promoted and did a live remote for a blood donation event on April 24 from 1-6pm at the Mississippi Valley Regional Blood Center in Davenport. Donations were especially encouraged in light of the recent Boston Marathon Attack and massive explosions in Texas.	40 PSA Promos Aired 4/19-24 12 Live-on-location promos on 4/24.	:10-:15 Each :35-65 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 8 at the i-Wireless Center, Moline.	30 PSA Promos Aired 5/28-6/8 Various Dayparts	:10-:30 Each
Child Health	Children's Therapy Center WLLR helped to promote 'Cans for Children', held May 31-June 2 at all Iowa Hy-Vee locations in the Quad Cities. Listeners were invited to donate Iowa returnable bottles & cans the weekend after Memorial Day, with all the refund proceeds to Children's Therapy Center—helping Quad City children with disabilities cope.	40 PSA Promos Aired 5/28-6/2 Various Dayparts	:10-:30 Each

Childhood Cancer	St Jude Children's Hospital WLLR helped promote the 'Quad Cities to Memphis Motorcycle Ride for St. Jude' in conjunction with Weibler's Harley Davidson. Though the event won't happen until late summer, during April Weibler's hosted a series of informational meetings on the ride.	50 PSA Promos Aired 4/10-22 Various Dayparts	:10-:30 Each
Juvenile Diabetes	WLLR aired PSA Promos encouraging listeners to walk to cure Juvenile Diabetes, held May 4 at Niabi Zoo, Coal Valley, IL	50 PSA Promos Aired 4/23-5/4 Various Dayparts	:10-:30 Each
Oklahoma Tornado Relief	Disaster Relief Fund WLLR teamed with KWQC-TV and Red Cross of the Quad Cities to help promote a daylong fund drive to help those affected by the Oklahoma Tornado.	15 PSA Promos Aired 5/20-5/24 4 Live-on-location promos	:10-:15 Each :60 Each
Tourism	Biggest Catch WLLR's 'Biggest Catch' contest highlights listeners fishing photos; winner gets a prize package worth over \$1,000!	50 PSA Promos Aired 5/1-6/30 Various Dayparts	:10-:30 Each
Tourism, Health	Bix 7 Race WLLR aired promos for the 2013 Quad City Times Bix 7 run, set for July 27 in downtown Davenport. Over 15,000 will run in this annual Quad City tradition.	40 PSA Promos Aired 5/15-6/30 Various Dayparts	:10-:30 Each
Veteran's Support	Show Your Stripes WLLR is promoting the "I Heart Radio Show Your Stripes" website to connect veterans with employers.	65 PSA Promos Aired 6/4-6/30 Various Dayparts	:10-:15 Each
Youth Activities	Youthfest WLLR aided in promotion for the Davenport Park & Recreation Department's 'Youthfest', set for July 10 in Davenport's Centennial Park. In addition to regular activities, this year Youthfest joins with the iExploreSTEM program, challenging kids to think STEM (Science, Technology, Engineering, and Math).	30 PSA Promos Aired 6/24-30 Various Dayparts	:10-:30 Each
Various	WLLR aired a total of 2,145 PSAs during second quarter, 2013, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • HOOVER MUSEUM 50TH ANNIVERSARY 136 • NANCY DEMEYER RIDE 49 • JASON CARNEY SOFTBALL TOURNAMENT 31 • RUN FOR THE HILLS 30 • MIDWEST CENTER FOR SAFETY AND RESCUE 28 • KOMEN QC – RACE FOR CURE 25 • JDRF WALK 22 • LOBSTER FEST 22 • QC CONCERT CHARITY FEST 22 • ELDRIDGE LEGION PANCAKES 19 • SCOTT CO I-CLUB 19 • MILAN YARD SALE 12 • MS WALK 12 • RELAY FOR LIFE 12 • CHILD AWARENESS DAY 10 • IOWA COLLEGE AID 10 • PAWS FOR A CAUSE 10 • HDC BOOSTERS 9 • RIBS FOR KIDS 9 • ALS LES TURNER 8 • ANDALUSIA VOLUNTEER AMBULANCE 8 • MUDVENTURE 8 • PROJECT RENEWAL 8 • PROPHETSTOWN 3 ON 3 BBALL TOURNAMENT 8 • RON BOWMAN MEMORIAL GOLF OUTING 8 • LEGENDS OF IOWA FOOTBALL BASH 7 • QC ST BALDRICKS 7 • SANDY DAXON BENEFIT 7 • RI POLICE DANCE 6 • SANDY SCHMACHER BENEFIT 6 • BETTENDORF PARK VAN 5 • BIG BROTHERS/BIG SISTERS PLANTS 5 • CLARENCE PANCAKE MEAL 5 • KARSYN'S KRUSADERS 5 • LAURA'S LEGACY MDA 5 	2,145 PSAs Aired 4/1-6/30/13 ALL Dayparts	:15 Each

	(WLLR PSA's, Continued) <ul style="list-style-type: none">• NEXT BIG THING EVENT 5• REYNOLD'S CRAFT FAIR 5• MOLINE FIREFIGHTERS PANCAKES 4• QC SINGERS SPRING EVENTS 4• AWARENESS RIDE 3• GEORGE STRAIT TRIBUTE 3• MOLINE PUBLIC LIBRARY 3• QC BIRTH CONFERENCE 3• SEX ASSAULT MONTH 3• SOARING EAGLE CENTER 3• VINTAGE TORQUE FEST 3• AVA SCHINCKEL BENEFIT 2• CHRIST'S FAMILY CHURCH 2• PV BOOSTERS TRIVIA 2• QC PRIDE SCHOLARSHIP 2• ST MARYS DINNER 2• WILDWOOD CHURCH 2• LULAC JOB FAIR 1• NEW LIFE FELLOWSHIP 1• STERLING FIRST CHURCH 1		
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