

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Second Quarter, 2015
 July 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:
• Addiction: The wide range of addictions affecting our country cover every age and life group. From gambling addictions to alcohol and drugs.
• 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

ISSUE	PROGRAM	DESCRIPTION	DATE/TIME	LENGTH
Arts and Entertainment	Quad Cities Forum	Michael Edmonson is a Professor at Augustana College. He talks about his latest book.	4/19/2015 7:30am	30min
Arts and Entertainment, Tourism	Quad Cities Forum	Janet Brown-Lowe is the Executive Director of the German Heritage Museum. She discusses the new exhibits at the museum.	5/17/2015 7:30am	15min
Arts and Entertainment, Tourism	Quad Cities Forum	Tim Schiffer is the Executive Director of the Figge Art Museum. He talks about the exhibits coming to the museum during the upcoming season.	6/21/2015 7:30am	15min
Arts and Entertainment, Tourism	Quad Cities Forum	Brad Hitchcock is the Marketing Director for the Circa 21 Dinner Theater. He talks about the upcoming productions that will be featured during the current dinner theater season.	6/28/15 7:30am	15min
Cancer	Quad Cities Forum	Claudia Robinson is the Executive Director of the Quad Cities Chapter of Gilda's club. She discusses upcoming events that serve as fundraisers for the club and the cancer programs they help support.	6/07/15 7:30am	15min
Community	Quad Cities Forum	Bob McNamara is the General Manager of the Quad City Mallards, the local minor league hockey club. He talks about the upcoming season and the promotions the club will be offering to attract fans.	4/19/15 7:30am	15min
Community	Quad Cities Forum	Kyle Carter is the Executive Director of the Davenport Downtown Partnerships. He talks about the new businesses coming to downtown Davenport along with the programs available to entice businesses to locate in the downtown area.	4/26/15 7:30am	15min
Community	Quad Cities Forum	Carla Jaquet is the Director of the Quad Cities Food Hub. She talks about the businesses coming to the Farmers Market at the Freight House in Davenport	6/14/15 7:30am	30min
Community	Quad Cities Forum	Bob Gallagher is the mayor of Bettendorf. He talks about the future development of the City and projects that are scheduled for the fiscal year.	5/24/15 7:30am	15min

Community	Quad Cities Forum	Scott Tunncliff is with Davenport's Hilltop Campus Village Group. He talks about the improvements that have been made to the Harrison Street area south of St Ambrose University.	6/07/15 7:30am	15min
Community, Tourism	Quad Cities Forum	Andrew Chesser General Manager of the Quad City Riverbandits talks about the upcoming baseball season.	4/12/15 7:30am	15min
Community, Tourism	Quad Cities Forum	Raelene Pullen is the Director of Development for the Figge Museum. She talks about the new exhibits that are coming to the Figge Museum.	4/26/15 7:30am	15min
Education	Quad Cities Forum	Dr Art Tate is the Superintendent of Schools for Davenport. He talks about his response to funding issues that have made news.	4/05/15 7:30am	30 min
Education	Quad Cities Forum	A Special thanking Americas Teachers...produced by IHeartmedia.	5/10/15 7:30am	30min
Education, Jobs	Quad Cities Forum	Mike Poster is VP of Finance for St Ambrose University. He talks about the upcoming construction projects for the University.	5/31/15 7:30am	30 min
Environment	Quad Cities Forum	Kathy Wine is the Executive Director of River Action. She talks about the upcoming events to raise money for projects to clean up the river.	5/17/15 7:30am	15min
Health	Quad Cities Forum	Courtney Thompson is a dietician at Edgerton's Women's Health Center. She talks about new trend in daily diets and how they relate to your health.	5/24/15 7:30am	15min
Jobs	Quad Cities Forum	Davenport mayor Bill Gluba talks about the City's upcoming Job Fair.	4/19/15 7:30am	15min
Tourism	Quad Cities Forum	Executive Director of the Niabi Zoo Marc Heinzmann discusses what's new at the Niabi Zoo this season and special promotions that will be available for Quad City area families.	5/24/15 7:30am	15min
Tourism	Quad Cities Forum	Andrew Chesser General Manager of the Quad City Riverbandits talks about upcoming baseball promotional events.	6/21/15 7:30am	10am
Tourism	Quad Cities Forum	Jason Gilliland is the Events Coordinator for Davenport's Downtown Partnership. He talks about a special fireworks show coming for the 4 th of July. The name of the event is red White and Boom.	6/28/15 7:30am	15min
Women's Health	Quad Cities Forum	Annika O'Melia is the Executive Director of the Edgerton's Women's Health Center talks about the services provided by her clinic.	5/03/15 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
Addiction	Radio Health Journal	Many people have misconceptions about what addiction is and is not. A noted British journalist explains how these myths fuel the war on drugs, and alternatives that might really curb addiction and drug trafficking	4/19/15 7:00a	8:32
Emergency Preparedness	Radio Health Journal	Many people will have to deal with a natural disaster at some point in their lives. Two civil defense experts discuss how to be ready before it comes.	5/10/15 7:00a	6:54
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.	4/26/15 7:00a	13:01
Health Care	Radio Health Journal	Since the dawn of medicine, doctors have believed that, once injured, the brain could not heal. Now they've learned that the brain can heal, and are beginning to tap ways to make it heal better and faster. Experts explain.	4/26/15 7:00a	7:01

Health Care	Radio Health Journal	Doctors too often use language that's indecipherable to normal people. Efforts are underway at medical schools to teach doctors to speak in plain language. An expert at one such school and a participant in these classes discuss.	5/3/15 7:00a	7:55
Health Care	Radio Health Journal	Many doctors believe emotion is detrimental to medical practice, and many patients think doctors are cold and emotionless. But one influential physician explains why emotion is important to doctors.	6/28/15 7:00a	6:40
Health Care, Disabilities	Radio Health Journal	Bell's palsy is a frightening malfunction in the nerve controlling half of the face that occurs for unknown reasons. Sufferers often think they're having a stroke. While Bell's palsy often resolves on its own, it can leave permanent effects. Experts and two people who've had the disorder discuss	6/28/15 7:00a	14:06
Health Care, Technology	Radio Health Journal	Color blindness (or color vision deficiency) affects up to eight percent of men. Until recently, doctors could do nothing to treat it. Now high-tech glasses can make colors come alive for many people with the most common form of color blindness. Experts explain color blindness and the glasses that can treat it.	4/12/15 7:00a	11:15
HIV/Aids, Public Health	Radio Health Journal	When AIDS first became widespread in the 1980's, it was a death sentence. A doctor who has spent her entire career on the front lines of HIV recounts the gloom and desperation of the early days and the transition of HIV into a treatable chronic disease.	6/7/15 7:00a	7:11
Mental Health	Radio Health Journal	Loneliness affects far more than our mental health. Studies are now showing that loneliness and social isolation also have profound effects on our physical health, and increase the risk of death substantially. Experts discuss.	5/24/15 7:00a	12:34
Parenting Issues, Youth At Risk	Radio Health Journal	More than five million children have been born as a result of in-vitro fertilization, but many are born as twins, triplets and even quadruplets. Experts discuss the challenges that result in multiple births and new technology that promises to reduce the number of multiples in IVF.	6/21/15 7:00a	12:47
Public Health	Radio Health Journal	Studies are showing that people who train hard and long at running have death rates similar to couch potatoes, while those who exercise moderately or even lightly are likely to live much longer. Experts discuss how much exercise is enough and how to make the most of light exercise.	4/5/15 7:00a	6:46
Public Health	Radio Health Journal	Vitamins are essential to our health, and most of those we need we can get through our diets. Many foods are fortified today. Standards for dietary minimums help prevent deficiency diseases, but little is known about whether it's possible to consume too many vitamins. Experts discuss.	4/19/15 7:00a	11:37
Public Health	Radio Health Journal	The sense of smell evokes powerful memories and makes food taste good, but it also has important functions in interpersonal relations and personal safety. Experts discuss the science behind it.	5/31/15 7:00a	7:26
Public Health, Cancer	Radio Health Journal	Lung cancer is the world's #1 cancer killer, but its association with smoking has created a stigma that often stuns patients who never smoked and results in much less research money for lung cancer than for other less lethal diseases. Still, new treatments provide hope. Experts discuss these issues.	5/10/15 7:00a	12:53
Public Health, Discrimination	Radio Health Journal	The cultural bias against obesity is often justified on health grounds. But recent studies show that people classified in the "overweight" BMI category actually have less mortality than normal weight people. Experts discuss how culture drives our obsession with weight and what science really has to say about it.	5/17/15 7:00a	12:50
Public Health, Disease Prevention	Radio Health Journal	Many diseases have a genetic trigger, but a noted researcher concludes that alteration of the diet can override that programming. He discusses how disease doesn't have to be preordained.	5/17/15 7:00a	7:06

Public Health, Nutrition	Radio Health Journal	Most people would like to eat healthy foods. But 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.	4/12/15 7:00a	8:35
Public Health, Technology	Radio Health Journal	Digital technology has revolutionized many industries, but medicine has lagged behind. One of the nation's most influential doctors discusses why the shift hasn't occurred yet, what the consequences are, and what it will take to bring health care technology to its full potential.	6/14/15 7:00a	12:37
Public Health; Addiction	Radio Health Journal	Scientists are learning that some people can be physically addicted to certain kinds of foods, especially highly-processed foods, and suffer withdrawal when they can't have them. Experts explain the brain chemistry of food addiction, how it is virtually identical to the chemistry of drug addiction and alcoholism, and what it means for the nation's fight against obesity.	4/5/15 7:00a	13:04
Science and Technology	Radio Health Journal	Some people who remember things extremely well may claim they have a "photographic memory," but some experts say such a thing doesn't really exist. Experts discuss how memory works.	6/14/15 7:00a	7:15
Transportation, Youth at Risk	Radio Health Journal	Teenage drivers are the most dangerous on the road. Graduated driver's license programs have improved their record, but a new study finds teen drivers are often distracted before crashes. Brain biology plays a role. Experts discuss distracted driving and ways to get teens to pay attention on the road.	5/3/15 7:00a	12:00
Women's Issues, Cancer	Radio Health Journal	Testing for breast cancer genes BRCA-1 and 2 has been inaccessible to many women due to extremely high cost. Now a new \$249 breast cancer gene test is available. Experts discuss whether this changes who should be tested and the ramifications of widespread testing.	5/31/15 7:00a	12:26
Youth At Risk	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.	5/24/15 7:00a	7:23
Youth At Risk	Radio Health Journal	Psychological or physical abuse by siblings is much more common than most people realize. It can leave severe psychological scars. However, parents often downplay it, calling it "normal sibling rivalry." Experts discuss the extent of the problem, warning signs of abuse, and how parents can act without involving family services officials and endangering the family.	6/7/15 7:00a	13:06
Youth At Risk, Mental Health	Radio Health Journal	Social anxiety disorder is more than just shyness. It can be crippling and keep people completely inside the house. An expert whose daughter was afflicted discusses social anxiety warning signs in children and how the disorder can be treated.	6/21/15 7:00a	7:01

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
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 13 at the i-Wireless Center, Moline.	42 PSA Promos Aired 5/28-6/13 Various Dayparts	:10-:30 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 \$50,000 for St Jude Children's Hospital.	80 PSA Promos Aired 4/27-5/24 Various Dayparts	:10-:30 Each

Health, Families, Tourism	Ride the River WLLR helped to promote Ride the River on Father's Day, 2015.	20 PSA Promos Aired 6/12-20 Various Dayparts	:10-:15 Each
Health, Tourism	Quad City Marathon WLLR is encouraging listeners to train early and often for the September 27 Quad City Marathon.	40 PSA Promos Aired 4/1-15 Various Dayparts	:10-:15 Each
Health, Tourism	Quad City Distance Classic WLLR helped to promote the Quad City Distance Classic, Mother's Day, beginning, and ending at Augustana College, Rock Island.	20 PSA Promos Aired 4/1-5/10 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 5/10-5/29 Various Dayparts 4 Live-on-location broadcasts	:10-:15 Each
Juvenile Diabetes	Juvenile Diabetes Walk WLLR aired PSA Promos encouraging listeners to walk to cure Juvenile Diabetes, held May 2 at Niabi Zoo, Coal Valley, IL	40 PSA Promos Aired 4/23-5/2 Various Dayparts	:10-:30 Each
Poverty	Red Nose Day WLLR helped to promote the worldwide charity fundraiser to combat child poverty: 'Red Nose Day' on May 27 th . Included in the effort was an NBC special featuring comedy & music performances from almost 100 of today's biggest stars.	25 PSA Promos Aired 5/21-17 Various Dayparts	:10-:15 Each
Tourism, Health	Bix 7 Race WLLR aired promos for the 2015 Quad City Times Bix 7 run, set for July 25 in downtown Davenport. Over 15,000 will run in this annual Quad City tradition.	30 PSA Promos Aired 5/15-6/30 Various Dayparts	:10-:30 Each
Unemployment	Career Expo WLLR helped promote the Quad Cities Drive-Through Career Fair, held May 13 outside the iHeart Media studios in Davenport.	60 PSA Promos Aired 4/16-5/13 Various Dayparts 4 Live-on-location broadcasts	:10-:30 Each :60 Each
Various	WLLR aired a total of over 600 PSAs during the second quarter of 2015 for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Pedaling For Pancreatic Cancer • Ride The River Father's day ride to benefit River Action • Stand up to cancer; vigil to Benefit SGT Housby • QC Motorcycle Rally/City Tour/Children's Therapy Center • First Step Riverfront/Children's Therapy Center • Pork in the Park/Kiwanis Club, Geneseo • Urban Street Games Fitness challenge/Jordan's Joy • Little Bogey Golf Tournament/Pre-School programs • Ballet Quad Cities/Romeo and Juliette • First Responders Training Benefit • Rudy's Taco Run/Children's Therapy Center • Lids For Kids/kids sun protection • Child Abuse Council • Beaux Arts Fair Dance • Last Days of Vietnam Screening • Girl Parts Fest/Norma Leach Ovarian Cancer Foundation • Red Cross Giving Day • Calvary Lutheran Taco Lunch/American Cancer Society • RI Police Dance/Police Benevolent Fund • Islamic Center Open House • Bingo Night/Rock Island Lions Club • Tour De Brew QC/ Live Strong • Kids 4 Kids • Bix at 6 Practice Runs • Bettendorf Lions Club/Pancake Breakfast • RI Arsenal Mother's Day/Military Moms • JDRF One Walk/Juvenile Diabetes • Fashion Show/Miss Teen Illinois program • Clarence Fire Department/Pancake Breakfast • Ashley Wunderlich Benefit • 4H Free Meal • Laura's Legacy/ALS division of the MDA in Eastern Iowa • Bake Sale/Team Theem Rock Island County Relay For Life • Glenview Middle School/Mariachi Band Taco benefit • United Township High School Spring Band Concert • Run For Renewal 5k/Project Renewal youth program • United Township High School Spring Choir Concert • CMN-University of Iowa Children's Hospital Benefit • Special Olympics Iowa/area law enforcement • Walk For Epilepsy 	600 PSAs Aired 4/1-6/30/15 ALL Dayparts	:15 Each