

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Second Quarter, 2020
 July 9, 2020

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:
<ul style="list-style-type: none"> • Arts and 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. • Community: From road quality to sewer repair to garbage pickup, people of the Quad Cities are BIG on city basics. • COVID-19: The pandemic of coronavirus disease swept into the United States in early 2020, causing social and economic disruption, including the largest global recession since the Great Depression. • Cyber Security: The power and reach of the internet have improved our lives in so many ways, but have also complicated the security of our finances—even our very own identities. • Economy: 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. • 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. • Family Issues: Raising children has never been easy, but in today’s world, a myriad of new issues have come in to play which complicate things even further. • Health Care: From the politics of a national health care plan to the day-to-day challenges of administering health care to our population, the subject has never been more of a concern. • I-74 Bridge: construction of the new I-74 bridge, with expected completion in 2021, has Quad Citians excited. Progress is obvious to anyone crossing the ‘old bridge’. • Local Government: The real business of governing comes at the local level—city council, mayor, school boards and city administration. • Mental Health: As federal and state(s) funding for mental health programs has been decreased; local agencies are increasingly challenged to keep up with the need. • Public Welfare: Government struggles to maintain high quality living standards for all concerned—and these days with less and less funding to work with. • Science and Technology. Amazing advances have been made in technology have had an enormously positive effect on each of our lives. These advances—and the breakneck pace of tech growth---have also made our lives more complicated. • 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. • Women’s Issues: Women in American society continue to face unique challenges ranging from equal pay to health care to the family/career balance.

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	PROGRAM TITLE	GUEST(S)	DATE/TIME	LENGTH
Disaster Relief	Quad City Forum	Sherry Ristau, President and CEO of the Quad Cities Community Foundation talked about how the organization serves as a conduit of philanthropy and provided details about the Quad Cities Disaster Recovery Fund. Details of various virtual programs, resources, and events were shared during the second segment of the forum.	4/5/2020 7:30am	30 minutes
COVID-19 Response, Mental Health	Quad City Forum	Hannah Bigot from Visit Quad Cities, Deanna Frazier from FEMA, Dr. Whitaker from Vera French Community Mental Health Center, and Dr. Ivan Misner discussed various aspects of the Coronavirus response in the Quad Cities.	4/12/2020 7:30am	30 minutes

COVID-19, Homelessness, Autism	Quad City Forum	Gary Rowe, Executive Director of the Quad Cities Autism Society, talked about the ways the organization provides programs, assistance, and support to area families affected by Autism. Ashley Velez from Humility Homes and Services talked about the organization's mission and programs to address homelessness in the area and discussed the ways they have adjusted in response to Coronavirus.	4/19/2020 7:30am	30 minutes
Youth at Risk, Veteran's Issues	Quad City Forum	Kim Riley-Quinn, Program Manager for QC United, talked about how her organization encourages area youth to pursue and achieve their potential through their programs, resources and anti-bullying campaign. Representatives from the Breakfast Optimists talked about how their organization benefits the community and their Avenue of Flags event that serves as a way to honor veterans and active duty military but also as a fundraiser for many area not for profit organizations.	4/26/2020 7:30am	30 minutes
Hunger, Veteran's Issues	Quad City Forum	Mike Miller President and CEO of Riverbend Foodbank talked about the ways the organization addresses hunger needs in the Quad Cities region. Monika Sauer of New Kingdom Trailriders talked about how the organization provides horse riding therapy to special needs riders and veterans.	5/3/2020 7:30am	30 minutes
Cancer Care and Research, Homelessness	Quad City Forum	Darren Batterson with the Tour de Brew Quad Cities talked about Katie's Club and the other QC cancer organizations that benefit from the event. Repeat of the Humility Homes and Services interview from April.	5/10/2020 7:30am	30 minutes
COVID-19 Response, Tourism	Quad City Forum	Senator Charles Grassley (R-IA) talked about the nation's Coronavirus response, his virtual 99-county tour, and other current events. Noah Truesdell from River Action talked about their efforts to promote and support recreation trails and their Ride and Seek event during the month of June.	5/17/2020 7:30am	30 minutes
Health Care, Veteran's Issues	Quad City Forum	A focus on Fisher House, an organization that provides housing for families of veterans receiving medical assistance.	5/24/2020 7:00am	30 minutes
Education, Economy, Jobs	Quad City Forum	Paul Fessler Director for the Highway Construction Career Training Program (HCCTP) administered by Black Hawk College and the Illinois Department of Transportation discussed the details of the program and the upcoming orientations (required to apply for the program). Sonia Shepard, an HCCTP graduate, discussed her experience with the program and her success in the carpenters' union after graduating.	5/31/2020 7:00am	30 minutes
Arts and Entertainment, Tourism	Quad City Forum	Gary Rowe from Genesis Guild talks about the history of the organization and the adjustments it has made in 2020 due to Coronavirus, including its offering of virtual theatre experiences. Repeat of the River Action interview focused on Ride and Seek.	6/7/2020 7:00am	30 minutes
COVID-19 Response, Public Health, Unemployment	Quad City Forum	Kirby Winn from the Mississippi Valley Regional Blood Center talked about the ways his organization builds and maintains the area's blood supply and the challenges they face due to the Coronavirus pandemic. Martha Garcia-Tappa from IowaWORKs talked about the programs and services they offer to unemployed workers and those looking to changes jobs or careers.	6/14/2020 7:00am	30 minutes

Arts & Entertainment, Tourism, Public Health, Families at Risk	Quad City Forum	Michelle Juehring, Race Director for the Quad City Times Bix 7 road race, talked about their move to a virtual race experience in 2020. Callahan Herrig from Bethany for Children and Families talked about the history of the organization, the programs and resources they offer, funding from Birdies for Charity, and their upcoming Cones for Kids fundraiser with Whitey's Ice Cream.	6/21/2020 7:00am	30 minutes
Education, Arts & Entertainment, Tourism	Quad City Forum	Sara McLaughlin-Cross from First Tee Quad Cities talked about her golf-based youth mentoring program, their upcoming open house, their partnership with the John Deere Classic, and funding from Birdies for Charity. Gretchen Small and Stacy Klingler from the Butterworth Center and Deere-Wiman House talked about the history of homes in Moline, how the community utilizes their facilities, programs and events, volunteer opportunities, and funding from Birdies from Charity.	6/28/2020 7:00am	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
Women's Issues, Youth at Risk	Radio Health Journal	Perinatal depression (previously known as postpartum depression) is seldom brought up by a new mother, so healthcare providers must screen for it carefully. However, sometimes they err on the side of caution in efforts to prevent the mother from harming herself or her baby. Experts discuss the balancing act.	4/5/20 7:00am	12:32
COVID-19, Mental Health	Radio Health Journal	Virtually no one in the US has been unaffected by the coronavirus pandemic, and stress is at high levels. A public health and brain expert discusses why "sheltering in place" is so important in spite of the stress it generates, and a few simple steps to ease the stress.	4/5/20 7:00am	6:53
COVID-19, Women's Issues, Youth at Risk	Radio Health Journal	With hundreds of millions of Americans sheltering at home due to the COVID-19 pandemic, the odds and fear of domestic abuse are rising. The leader of a noted shelter and counseling program discusses the increase, the difficulty of counteracting it during a national lockdown, and what people can do to cope.	4/12/20 7:00am	12:03
Health Care, Brain Injuries	Radio Health Journal	People who suddenly speak with what sounds like a foreign accent often have a brain injury due to a stroke or other trauma. Experts discuss the syndrome and chances of recovery.	4/12/20 7:00am	7:10
COVID-19, Health Care System, Public Safety	Radio Health Journal	Hospitals are scrambling to get extra equipment and outfit more beds and ICU units for COVID-19 patients. Their treatment is time-consuming and expensive. At the same time, hospitals' lucrative elective procedure business has largely been eliminated. Will the combination bankrupt hospitals? Two experts who have studied the crisis discuss.	4/19/20 7:00am	12:25
COVID-19, Public Health	Radio Health Journal	The national effort to shelter in place has closed gyms and led many people to complain of weight gain. Two exercise experts discuss how people can maintain fitness at home with no equipment.	4/19/20 7:00am	7:42
COVID-19, The Economy	Radio Health Journal	Many Americans are impatient with social distancing as a result of COVID-19 despite the success of the tactic. However, reopening the country too quickly could allow the virus to come roaring back, resulting in thousands more deaths and even more economic damage. Two experts explain how the rollout should happen to get us back to work safely.	4/26/20 7:00am	12:23

COVID-19, Public Health	Radio Health Journal	A lack of ventilators potentially puts doctors in the position of deciding which of their COVID-19 patients get a ventilator and live, and which ones don't get one and die. New rules for making such decisions have been released which are designed to be fair and independent. The designer of the rules explains.	4/26/20 7:00am	7:44
COVID-19, Mental Health	Radio Health Journal	Mental health is difficult to maintain when people are required to stay inside at home. In fact, we're asked to engage in activities that normally would indicate mental distress. A noted psychologist with the NIH discusses ways to stay mentally healthy during the pandemic lockdown.	5/3/20 7:00am	12:11
COVID-19, Senior Issues	Radio Health Journal	Nursing homes have been a hotbed of fatal COVID-19 infections. The virus was loose in many of them before they could even know it. An industry expert discusses what nursing homes are doing now to keep the virus out and their patients safe.	5/3/20 7:00am	8:06
COVID-19, The Economy	Radio Health Journal	The COVID-19 pandemic has caused a quicker economic crash than we've ever seen. Opening the nation too fast will likely trigger a "W" shaped recovery with wide swings of growth then decline. Either way, the effects will last for years. Experts discuss likely scenarios.	5/10/20 7:00am	11:35
Health Care, Telemedicine, COVID-19	Radio Health Journal	Doctor's appointments via smartphone have been available for some time but were little used except in remote areas due to insurance reluctance. Now telemedicine has been forced on us and on insurers by COVID-19 restrictions, and many providers swear by them. Three experts discuss.	5/10/20 7:00am	7:54
Alcohol Abuse, COVID-19	Radio Health Journal	The COVID-19 lockdown has triggered increased alcohol use in many people, and an alcohol use disorder in some. Help can be difficult to access, as face-to-face counseling and group sessions have been halted. For women, it can be even more difficult, as they are much more comfortable in more rare single-sex sharing situations. Two experts discuss today's dangerous alcohol triggers and how to seek help.	5/17/20 7:00am	12:32
COVID-19, Mental Health	Radio Health Journal	Spring is the season of rituals—prom, graduation, commencement and weddings. Social distancing has taken most of these rituals away. An expert discusses the importance of rituals in our mental health and why it's OK to grieve their loss. She also discusses how changing rituals can be successful save for the tragic loss of funerals.	5/17/20 7:00am	7:13

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/Welfare	Unite Quad Cities WLLR helped to promote a Quad Cities Disaster Relief Fund donation drive to help those affected by the COVID-19 pandemic.	35 PSA liners aired between 4/1 and 4/6	:10-:15 Each
Health/Welfare	PPE Equipment Drive WLLR encouraged listeners to donate to the "Personal Protection Equipment" drive for local first responders, nurses, and doctors held April 11 th at Modern Woodmen Park in Davenport.	28 PSA liners aired between 4/8 and 4/11.	:10-:15 Each
Economy	Pay Your Bills The COVID-19 pandemic has resulted in thousands of job layoffs in our area in 2020. WLLR helped three Quad City listeners pay their bills', as iHeart Radio awarded \$1,000 each to Neal Kilberg of Davenport IA, Teresa Beauchamp of Winfield IA and Mike Bull of Monmouth IL in the 'Pay Your Bills' national contest.	250 PSA liners aired between 4/1 and 5/15.	:10-:15 Each

Economy	Open for Food WLLR helped to spread the word on which restaurants were still open for business during the COVID-19 pandemic. On air promos were backed up with details like curbside, takeout, delivery information, etc. on the WLLR website.	1,135 PSA produced promos and live liners aired between 4/1 and 5/31	:10-:15 Each
Tourism	BIX 7 Virtual Race WLLR helped to promote the Bix 7 race and its move in 2020 to being "virtual" due to the COVID-19 pandemic.	133 PSA liners between 6/1 and 6/30	:10-:15 Each
Various	Birdies for Charity WLLR promoted the John Deere Classic's Birdies For Charity fundraising drive. The program had to be taken "virtual" this Summer, due to COVID-19. Money raised from the program benefits over 500 local charities in the Quad Cities.	55 PSA liners ran between 6/15 and 6/30	:10-:15 Each
Various	WLLR aired 665 recorded PSAs during the second quarter, 2020, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • BIX 7 • Dorothy's House • Goodwill – Skills for Success • Fueling Musicians Program • River Bend Food Bank • Quad Cities Heart Walk • Shriners 	665 PSAs Aired 4/1 – 6/30 Various Dayparts	:15 Each