

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Third Quarter, 2017
 October 6, 2017

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 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.
- **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 descendents.
- **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.
- **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: QC Forum is a :28 minute show that airs weekly and often consists of two main segments.

The time listed is the show start time on that date.

ISSUE	Guest	DESCRIPTION	DATE/TIME	LENGTH
Local Economy	Quad Cities Forum	Kyle Carter with the Downtown Davenport Partnership talks about efforts to bring new businesses to the city’s downtown.	7/02/17 7:30am	30min
Empowering Women in Politics	Quad Cities Forum	Iowa Representative Phyllis Thede talks about the effort to bring more women into politics.	7/09/17 7:30am	30min
Mental Health Programs	Quad Cities Forum	Scott Crane is with The United Way. He discusses the analysis of the Mental Health Gap that exists in the Quad Cities.	7/16/17 7:30am	30min
Education	Quad Cities Forum	Kate Mapes is with the QC Botanical Center. She outlines the educational programs offered by the center.	7/23/17 7:30am	15min
Local Government	Quad Cities Forum	Davenport Alderman Maria Dickmann talks about the issues facing the city when it comes to development and infrastructure.	7/23/17 7:30am	15min

Education	Quad Cities forum	Todd Novak is with Life Connections in Davenport. He talks about his group's efforts to provide in home Behavioral Health Intervention Services as well as Therapy services in our 6 office locations and in approved schools across Iowa.	7/30/17 7:30am	30min
Arts and Entertainment	Quad Cities Forum	Tim Schiffer is the Director of The Figge Museum. He discusses the current and future exhibits that will be at the Davenport museum.	8/06/17 7:30am	30min
Empowering Women	Quad Cities Forum	Dani Sikes is with United in Motherhood. Their Mission: To support and empower mothers in all aspects of life in a diverse and inclusive environment.	8/13/17 7:30am	15min
Education	Quad Cities Forum	Kate Mapes is with the QC Botanical Center. She outlines the educational programs offered by the center.	8/13/17 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Adler Theater Director Rick Palmer talks about the upcoming shows and concerts that are coming to the downtown Davenport Theater.	8/20/17 7:30am	30min
Education	Quad Cities Forum	Author Dr Brady Barr has written a kid's book for National Geographic called Bite Force. It talks about the force animals have when bite down.	8/27/17 7:30am	30min
Arts and Entertainment	Quad Cities Forum	Brett Hitchcock is the owner of Circa 21. He talks about the programs and shows coming to the Rock Island dinner theater.	9/03/17 7:30am	30min
Health	Quad Cities Forum	Kelly Hendershot is with Gilda's Club of the Quad Cities. She talks about the effort to support women with breast cancer.	9/10/17 7:30am	30min
Arts and Entertainment	Quad Cities Forum	Linda Cook is the movie reviewer for the Quad City Times. She talks about upcoming movie releases at local theaters.	9/17/17 7:30am	30min
Mental Health Issues	Quad Cities Forum	Richard Whitaker is with the Vera French Community Mental Health Facility. He talks about problems funding his organization.	9/24/17 7:30am	30min

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
Education, Youth at Risk	Radio Health Journal	High schoolers in high achieving suburbs & private academies are often pushed to do more and more, and do it well. It creates a culture of pressure that may have severe mental health consequences. Experts discuss where the pressure comes from and what parents can do about it.	7/02/2017 7:00am	12:46
Health Care	Radio Health Journal	Dr. Joel Salinas has mirror touch synesthesia, a condition involving cross-wiring in the brain. The result is that visual stimuli prompt a response in his touch system. He literally feels it when people experience pain. Salinas discusses how this strange condition works and how he is able to use it in diagnosis.	7/02/2017 7:00am	6:45
Health Care, Obesity	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.	7/09/2017 7:00am	12:46
Health Care	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.	7/09/2017 7:00am	7:12

Child Abuse	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.	7/16/2017 7:00am	12:23
Health Care	Radio Health Journal	We often judge people by their smiles. However, dental care and medical care have always been separate in the US, creating a large population that doesn't receive dental care. These people often end up with extremely poor oral health and make up a surprisingly large proportion of ER visits. Experts discuss.	7/16/2017 7:00am	7:25
Emergency Preparedness	Radio Health Journal	911 is literally a lifeline for millions of Americans, but it's mostly based on old technology depending on landline phones to know where callers are. Expensive next generation technology built for the 75 percent of 911 calls from cell phones has helped push call centers to consolidate. But will it cost lives when a far away call center worker, with no local geographic knowledge, takes your call? Experts discuss.	7/23/2017 7:00am	12:14
Youth at Risk, Health Care	Radio Health Journal	Children's medicine is more specialized than many people think. Pediatric practitioners and hospitals are set up to deal with the different biology of children. An expert explains.	7/23/2017 7:00am	7:41
Auto & Highway Safety	Radio Health Journal	Auto accidents are the largest cause of post-traumatic stress disorder. About 25 percent of people injured in car crashes will suffer from it. Accident survivors and one of the world's foremost experts discuss variables that make PTSD worse and those that make recovery easier, as well as the essentials victims must carry out to recover.	7/30/2017 7:00am	13:20
Veteran's Issues	Radio Health Journal	Around nine million military veterans receive healthcare services from the Department of Veterans Affairs. An expert discusses her contention that the care the VA provides is much better than its perception.	7/30/2017 7:00am	6:24
Women's Issues	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.	8/06/2017 7:00am	11:31
Health Care	Radio Health Journal	New studies show that changing your weekday sleep schedule by sleeping in as little as an hour every weekend can have severe health impact. Experts discuss this "social jetlag," why it occurs, and how people can avoid health concerns without avoiding staying out late.	8/06/2017 7:00am	6:48
Homelessness, Housing Issues	Radio Health Journal	Many local jurisdictions have criminalized activities of the homeless, such as sleeping on public streets or panhandling. While these laws make cities feel like they're doing something to ease public discomfort over the presence of the homeless, jail does nothing to address root causes of homelessness and may even make the situation worse. Experts discuss.	8/13/2017 7:00am	12:41
End of Life Planning	Radio Health Journal	Even though death is part of life, few people prepare for it by collecting important documents and contact points that survivors will need to know. Two experts discuss organizing for the inevitable.	8/13/2017 7:00am	7:15
Medicare and Medicaid	Radio Health Journal	Many of the nation's hospitals serving small towns and rural areas are in deep financial trouble because of a heavy reliance on underpaying Medicare and Medicaid programs. The situation could be made much worse if Congress cuts Medicaid funding, a centerpiece of "repeal and replace" of Obamacare. Experts discuss the need for rural healthcare and the close link between hospitals and community economics.	8/20/2017 7:00am	10:45
Workplace Issues	Radio Health Journal	Multitasking seems like a necessity for most people, and most of us think it improves our efficiency. However, studies show that only a tiny proportion of people can juggle tasks well. Researchers discuss why our brains can't do two things at once, and why "supertaskers" may be different.	8/20/2017 7:00am	8:00

Health Care	Radio Health Journal	Medical errors are the third largest cause of death in the US, and mistakes in making diagnoses are the most frequent form of error. A noted expert discusses why mistakes happen, and what doctors and patients can do to make them less frequent.	8/27/2017 7:00am	9:15
Public Health	Radio Health Journal	Errors in medical labs can have life-threatening consequences. An expert explains that human error is impossible to completely eliminate, so labs are increasingly turning to DNA tracking to catch mistakes when they occur.	8/27/2017 7:00am	9:47
National Security	Radio Health Journal	Analysts at the Central Intelligence Agency often rely on psychological techniques to predict the behavior and decisions of world leaders, and also of populations around the world. Experts, including an active CIA analyst, describe how they do it, and how other nations use these techniques as well.	9/03/2017 7:00am	11:48
Health and Behavior	Radio Health Journal	Handedness is a central part of a person's identity. Left-handers are often seen as somehow different than the rest of us, and over history they've been stereotyped as more quirky, intelligent, and sinister than righties. Science shows that some labels are likely to be true. Experts discuss where handedness comes from, and what differences truly result.	9/03/2017 7:00am	7:48
Cancer Treatment	Radio Health Journal	Most forms of cancer have a built-in constituency of patients, loved ones, and concerned others. Lung cancer patients, instead, are often blamed for their own disease because of its frequent connection with smoking. Patients are often isolated, and research dollars lag behind other, less common cancer killers	9/10/2017 7:00am	11:44
Pet Health, Family Issues	Radio Health Journal	Just as people face an obesity crisis in the US, so do our pets, who have many of the same health consequences as overweight humans. Experts discuss why pet obesity is a problem and ways pet owners can keep their furry friends healthy.	9/10/2017 7:00am	8:00
Addiction, Youth at Risk	Radio Health Journal	The FDA has proposed mandating a significant cut in the nicotine content of cigarettes to encourage them to move to healthier forms of nicotine distribution, such as e-cigarettes. Experts explain how the plan might work and the science behind it.	9/17/2017 7:00am	12:41
Diet and Health	Radio Health Journal	A healthy diet is one of the best weapons against heart disease and its recurrence, yet new studies show cardiologists (as well as other physicians) are woefully deficient in nutritional knowledge. Experts discuss causes and outcomes of this lack of knowledge.	9/17/2017 7:00am	7:11
Women's Issues	Radio Health Journal	Colleges are required by Federal law to present anti-sexual assault training to new students, but rather than instilling "no means no," some experts think we need to do much more to enlist men to help prevent sexual assault. Experts discuss how this can be done by making men allies, rather than regarding them as potential perpetrators, and also through bystander training.	9/24/2017 7:00am	11:41
Youth at Risk, Parenting Issues	Radio Health Journal	Teenage boys are often labeled as lazy by parents who see that their homework isn't done and their attitude is one of disinterest. An expert psychologist explains the inner workings of teen boys and how parents can bring out the best in them.	9/24/2017 7:00am	8:05

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
Childhood Cancer	Buck Up for St Jude During the 2017 Mississippi Valley Fair, WLLR conducted daily 'Buck Up' promotions for St Jude, where listeners could donate money to this children's cancer research hospital.	65 PSA Promos 8/1-6 All Dayparts	:10-:15 Each
Health, Tourism	Quad Cities Marathon. WLLR promoted the area's major running marathon, the Quad Cities Marathon, held September 27 throughout the Quad Cities.	377 live PSA liners Aired 4/15 - 9/27 All Dayparts	:10-:15 Each

Family Issues	Bridal Fair Again WLLR was a sponsoring station for the Fall Bridal Fair, held September 17 at the iWireless Center. Listeners planning upcoming weddings could browse booths from more than 60 vendors to find just about anything they need for their big day.	60 PSA Promos 8/24-9/17 All Dayparts Remote Broadcast 9/17 10a-12:00 Noon	:10-:15 Each 60-:70 Each
Mental Health	NAMI Walk WLLR again helped to promote the 'NAMI Walk', held September 23 at Modern Woodmen Park in Davenport. WLLR's Jim O'Hara was the emcee for this event, which raises funds to provide free education and support for families living with a serious mental illness condition.	70 PSA Promos 8/30-9/23 All Dayparts	:10-:15 Each
Tourism/Small Business	Red Cross-Hurricane Harvey Relief WLLR helped encourage donations to the Red Cross 'Hurricane Harvey Relief Day' at KWQC-TV6, held 6am-6pm September 6 th .	30 PSA Promos Aired 8/29-9/6 Various Dayparts Remote Broadcast 9/6 8a-4:30p	:10-:30 Each 60-:70 Each
Tourism	John Deere Classic WLLR aired promos for the Quad Cities major league sporting event: the John Deere Classic, held July 13-16 at the TPC at Deere Run, Silvis IL. The event's 'Birdies for Charity' promotion raised millions for area charities in 2017.	60 PSA Promos Aired 7/1-13 Various Dayparts	:10-:30 Each
Tourism	East Moline 4 th of July WLLR helped to promote the city of East Moline's 4 th of July celebration, including their huge fireworks display held at dusk on July 3 rd this year	22 PSA Promos 7/1-3 All Dayparts	:10-:15 Each
Tourism	Rock Island Grand Prix WLLR helped to promote the area's fastest fun on Labor Day weekend: the Rock Island Grand Prix, held September 2-4 in downtown Rock Island.	50 PSA Promos Aired 8/29-9/4 Various Dayparts	:10-:30 Each
Tourism/Small Business	Red Cross-Hurricane Harvey Relief WLLR helped encourage donations to the Red Cross 'Hurricane Harvey Relief Day' at KWQC-TV6, held 6am-6pm September 6 th .	30 PSA Promos Aired 8/29-9/6 Various Dayparts Remote Broadcast 9/6 8a-4:30p	:10-:30 Each 60-:70 Each
Tourism/Health	Quad City Times Bix 7 WLLR aired promos inviting listeners to participate in the annual 'Bix 7' run, held July 29 th . Over 18,000 participants makes the Bix the biggest run in the area; people come from all over America to participate.	85 PSA Promos Aired 7/1-29 Various Dayparts	:10-:30 Each
Various	WLLR-FM aired 842 recorded PSAs during the third quarter, 2016, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • 3rd Annual Paul L. Golf Tournament • American Heart Association Heart Walk • American Cancer Society • American Red Cross -Sound The Alarm • Army reserve • BBBS Training. • Bix At 6 Training Runs • Bix 7 Quick Bix • Boys & Girls Club Gala • Cambridge Fire Department • Cancer Fundraiser • CASI Fund Drive • Churches United /Food Drive • Child Abuse Prevention Council • Diabetes Prevention • Discovery Shop Benefit • Durant Firefighters Festival • Earth Day • Erie High School • Geneseo Kiwanis Festival • Girl Scouts • Growing Great Families 	842 PSAs Aired 7/1-9/30/17 All Dayparts	Various

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| | <ul style="list-style-type: none"> • Handicapped Development Center • Hope for Hayden • Kiwanis • Little Leon Benefit • Louisa County Ambulance BBQ • Make-A-Wish • Margarita Mix-up • Maroons in Bloom • Miracle Field • Muscular Dystrophy • National Bully Prevention Month • Night of Music in Orion • Peace Corps • Pinky Swear 5K • Pinnacle Foundation • QC Relay For Life • QC Preparedness Day • Race For The Cure • Red Cross "100 pints" Blood Drive • Relay For Life • Ride The River • R.I. Arsenal • Run With The Bull • Skip-A-Long Daycare • Swing For A Cure • The Nick Teddy 5K • Tori's Art of Hope • Unmask Mental Health • Working For Wishes-Iowa | | |
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