

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Third Quarter, 2020
 October 8, 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 Response: 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: 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	PROGRAM TITLE	GUEST(S)	DATES	DURATION
Youth at Risk, Mental Health	Quad City Forum	Dan Pearson from Three Rivers FCA talked about the organization’s programs, services, and youth outreach and mentoring, along with the local chapter of the FCA merging with the Peoria-based chapter to form Three Rivers FCA. Courtney Stenzel from Transitions Mental Health Services talked about the organizations free mental health programs and services and the ways the Scott County Mental Health Court serves the community.	7/5/2020, 7:00am	30 minutes

Tourism, Public Health	Quad City Forum	Michelle Juering from the Bix 7 Race talked about the 2020 event shifting to a virtual format. Clair Peterson, Director of the John Deere Classic, talked about the Birdies for Charity program and the ways it was altered for 2020 to continue the fundraiser even in the absence of a tournament.	7/12/2020, 7:00am	30 minutes
Education, Election 2020	Quad City Forum	Rene Gellerman from United Way of the Quad Cities talked about the way the organization serves the community and provided details of their “Stock the Schools” school supply drive. Senator Joni Ernst (R-IA) talked about her 2020 campaign and current issues in Iowa and Washington DC.	7/19/2020, 7:00am	30 minutes
Public Welfare, Arts & Culture	Quad City Forum	Jen Dobrunz from Quad City Cultural Trust talked about the six non-profit organizations supported by QCCT and ways the community can donate to the cause. Brian Baxter from the Quad City Symphony Orchestra – one of the beneficiaries of QCCT – discussed the organization’s support of art and culture in the Quad Cities and provided details of the socially distanced 2020 Riverfront Pops event.	7/26/2020, 7:00am	30 minutes
Cancer, Tourism, Health	Quad City Forum	Kelly Hendershot from Gilda’s Club Quad Cities talked about the organization’s free cancer support programs and services and the ways they serve the community. Joe Moreno from the TBK Bank Quad Cities Marathon talked about the ways the races were adapted to a virtual format for 2020.	8/2/2020, 7:00am	30 minutes
Public Welfare, Homelessness, Tourism	Quad City Forum	Major Robert Doliber from the Salvation Army of the Quad Cities discussed their programs, services, and Stuff the Bus school supply drive. Dave Herrell from Visit Quad Cities discussed their tourism management and promotion and the challenges tourism has faced in 2020.	8/9/2020, 7:00am	30 minutes
Youth at Risk, Coronavirus	Quad City Forum	A representative from Iowa State University Extension and Outreach office discussed ways families can discuss Coronavirus issues with youth.	8/16/2020, 7:00am	30 minutes
History, Arts & Culture, Youth at Risk	Quad City Forum	Kelly Lao from the German American Heritage Center of the Quad Cities talked about their temporary and permanent exhibits and the history of German emigration in the Quad Cities. Sara McLaughlin-Cross from First Tee Quad Cities discussed the organization’s golf-based youth mentoring program and their partnership with the John Deere Classic PGA golf tournament.	8/23/2020, 7:00am	30 minutes
Health Care, Seniors Issues, 9/11	Quad City Forum	Glenn Roebuck (Genesis Health System) and Joe Ulloa (UnityPoint Trinity) discuss the Quad City Senior Care Coalition. Ron Roman from the 9/11 Commemorative Golf Outing talked about the history of the event and details of the 2020 event.	8/30/2020, 7:00am	30 minutes
Veterans Issues, Mental Health	Quad City Forum	Dr. Burl Randolph Jr. with Reboot Recovery talked about the organization’s programs and resources and the transitional challenges that veterans and their family often face. Jennifer White with New Kingdom Trailriders discussed the organizations therapeutic equestrian program and their upcoming virtual event.	9/6/2020, 7:00am	30 minutes

Women's Issues, Children's Health	Quad City Forum	Megan Hasselroth with Lead(h)er Quad Cities and Deanna Jensen-Valiere, a member and mentor of Lead(h)er discussed the ways the organizations provides support to female professionals by matching mentors with mentees seeking guidance in the working world. Scott Ford, committee chairman for the Bass Tournament for Children's Therapy Center of the Quad Cities, talked about CTCQC's work with children's therapy and the bass tournament fundraiser in support of their work.	9/13/2020, 7:00am	30 minutes
Public Welfare, Homelessness, Breast Cancer	Quad City Forum	Patti Trapp and Cloey Quintero from Humility Homes and Services discussed their organization's programs and services. Sandy Seley from the Pink Pajama Party benefiting Quad Cities Breast Cancer support efforts, an annual event that has moved to a drive-in theatre in 2020.	9/20/2020, 7:00am	30 minutes
Alzheimer's, Youth Mentoring	Quad City Forum	Megan Olsen from the Alzheimer's Association of Iowa talked about the organization's programs and resources and their upcoming virtual event. Kim Riley-Quinn from QC United talked about the ways her organization works with youth to empower them for success and the ways QC United continues to connect with students in 2020.	9/27/2020, 7:00am	30 minutes

Section III

Section III lists public service announcements that the station broadcast during the preceding quarter that address community issues.

PUBLIC SERVICE ANNOUNCEMENTS

<i>ISSUE</i>	<i>ORGANIZATION OR DURATION</i>	<i>NUMBER/DATE/TIME</i>	<i>DURATION</i>
Children's Health	CTC Bass Tournament WLLR helped to promote the bass tournament held for the benefit of the Children's Therapy Center of the Quad Cities on September 19 th , beginning in Albany IL. Children's Therapy Center is an outpatient pediatric rehabilitation center providing physical, occupational, speech and feeding therapy for children from birth to age five.	35 PSA Promos	:10-:30 Each :60 Each
Family Issues	Bridal Fair Again WLLR was a sponsoring station for the Fall Bridal Fair, held September 27 at Bettendorf's Waterfront Convention Center.. Listeners planning upcoming weddings could browse booths from more than 15 vendors to find just about anything they need for their big day. In addition, WLLR's Jim O'Hara broadcast live from the event on September 27th.	60 PSA Promos 9/14-27 All Dayparts Remote Broadcast 9/27 9:30a-1:30p	:10-:15 Each 60-:70 Each
Mental Health	NAMI Walk WLLR again helped to promote the 'NAMI Walk', held virtually on October 10th. WLLR's Jim O'Hara served as the 'video emcee' for this event, which annually raises funds to provide free education and support for families living with a serious mental illness condition.	60 PSA Promos 9/1-10/10 All Dayparts	:10-:15 Each
Tourism	Birdies for Charity Although there was no John Deere Classic in 2020, WLLR aired promos for the JDC's big fundraiser: 'Birdies for Charity'. This promotion raised thousands for area charities in 2020.	30 PSA Promos Aired 7/1-3 Various Dayparts	:10-:30 Each
Tourism/Health	Quad City Marathon WLLR helped to promote the area's major marathon running event: the Quad City Marathon—held September 26-27 VIRTUALLY.	40 PSA Promos 7/26-9/27	:10-:15 Each
Tourism/Health	Quad City Times Bix 7 WLLR aired promos inviting listeners to participate in the annual 'Bix 7' run, held July 1 st through 25th. This year's event, though virtual, allowed runners to train and run where they wanted to, adding an entirely different dimension.	74 PSA Promos Aired 7/1-25 Various Dayparts	:10-:30 Each

Tourism/Health	Last Bash Demo Derby WLLR assisted in promotion for the 'Last Bash Demo Derby', held September 11 at the Mississippi Valley Fairgrounds in Davenport. The event served as a fundraiser for the Cambridge IL High School FFA..	25 PSA Promos Aired 9/5-11 Various Dayparts	:10-:30 Each
Various	WLLR-FM aired 772 recorded PSAs during the third quarter, 2020, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Al-Anon • Alzheimer's Association • Alzheimer's Walk • America's Farmers • Bix 7 • Boys & Girls Clubs • Bullying-Not a Bully • Children's Therapy Center Bass Fishing Tournament • Coronavirus-Most at Risk • Covid19 Coalition • Komen More than Pink Walk • Lupus Foundation • Mississippi Valley Fair – safety • NAMI Walk • Social Security • St Jude Children's Hospital • Vote Illinois • Vote Iowa • Wildfire Prevention 	772 PSAs Aired 7/1-9/30/20 All Dayparts	Various