

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 First Quarter, 2020
 April 14, 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"> • Animal Welfare. Pets are a huge part of people’s lives, but when families fall on tough economic times, they often have no option other than to give up their animals—and these pets end up homeless. • Arts and Entertainment: Research shows that the availability of Arts, Culture and Entertainment—everything from museums to parks and recreation systems—can greatly improve an area’s quality of life. • COVID-19: During early 2020 the novel Coronavirus spread to the United States--and into the Quad Cities area. The impact--- beyond terrible sickness and death caused by the illness itself—including a request from government agencies for citizens to stay at home, resulting in an almost total closing of the economy. • 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. • Environmental Issues: 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. • Food Safety: More and more Americans are concerning themselves with the quality of the food they eat. From concerns about GMO’s & food additives to water quality--increasingly, people want to know where their dinner came from. • 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. • Mental Health As cutbacks have occurred in federal spending, perhaps no area has been harder hit than the funding of mental illness programs. • Poverty. In spite of America’s improved economy, there are many families struggling to make ends meet; community efforts to support the poor and disadvantaged are vital. • Racism: American culture continues to be challenged by individuals who treat other people different because they ‘don’t look like me’. • 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. • Veterans: With a generation of veterans who have now served multiple tours overseas, their post-military treatment has become an important issue to Quad Citians.

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	DESCRIPTION	DATE/TIME	LENGTH
Public Welfare, Education, Environmental Issues, Tourism	Quad City Forum	Elizabeth Zimmerman-Waldman from Boys and Girls Club of the Mississippi Valley discussed their youth mentoring programs and resources and provided details about their annual fundraising gala. Rob Junker from the Quad Cities Conservation Alliance discussed how the QCCA Expo Center supports local nature and conservation efforts and provided details about the Bald Eagles Day event.	1/5/2020, 7:30am	30 minutes
Economy, Jobs, Veterans, Mental Health	Quad City Forum	Paul Fessler from the Highway Construction Careers Training Program (HCCTP) discussed how the program engages its students with a variety of trades and prepares them for an apprenticeship and provided details about the orientations required prior to applying for the program. Dr. Burl Randolph from Reboot Combat Recovery discussed the ways this programs helps active duty service members and veterans transition to family and civilian life.	1/12/2020, 7:30am	30 minutes

Special Needs, Mentoring	Quad City Forum	Mark Smith from Hand in Hand QC discussed how his organization services the special needs community and provided details about the Chili Cookoff fundraising event. Becky Buckrop from the University of Illinois Extension Office discussed extension programs and resources.	1/19/2020, 7:30am	30 minutes
Arts and Entertainment, Tourism, Animal Welfare, Jobs	Quad City Forum	Elly Gerdts from the Bettendorf Family Museum discussed museum programs, events, and attractions and provided details about the Winter Carnival presented by the museum in partnership with the City of Bettendorf, the library, and city recreation center. Martha Garcia-Tappa from IowaWORKS discussed programs and resources available through Iowa Workforce Development and provided details about their upcoming job fair event. Stacy Teager from the Quad City Animal Welfare Center discussed the shelter resources and services and provided details about their upcoming fundraising event.	1/26/2020, 7:30am	30 minutes
Mentoring, Youth at Risk, Cancer Survivors	Quad City Forum	Sara Cross-Mclaughlin from The First Tee Quad Cities discussed the ways they mentor area youth through golf and provided details about their upcoming informational event for potential participants. Kelly Hendershot from Gilda's Club Quad Cities discussed their programs and resources in support of people impacted by cancer.	2/2/2020, 7:30am	30 minutes
Special Needs Families	Quad City Forum	Pamela Lynch from GiGi's Playhouse discussed programs and resources available for families with special needs and provided details about their upcoming resource fair. Melissa Mohr from the Figge Arts Museum discussed their programs, resources and attractions and provided details about their upcoming Mardi Gras-themed fundraising event.	2/9/2020, 7:30am	30 minutes
Tourism, Small Business	Quad City Forum	Dave Herrell from Visit Quad Cities discussed how his organization promotes tourism and hospitality and provided details about Restaurant Week in the Quad Cities. Dougal Nelson and Katie Sothmann from Junior Achievement of the Heartland discussed JA's program and resources and provided details about their bowlathon fundraisers in the region.	2/16/2020, 7:30am	30 minutes
Tourism, Arts and Entertainment, Female Mentoring	Quad City Forum	Christina Kastell from the Putnam Museum discussed the museums programs, resources, and attractions and provided details about their newest display focused on the women's suffrage movement. Megan Hassleroth from Lead(h)er discussed her new role as executive director of the organization and provided details about the programs, resources, and volunteer opportunities in this mentoring program for women in the workplace.	2/23/2020, 7:30am	30 minutes
Agriculture, Arts and Entertainment, Tourism	Quad City Forum	Tara Mayhew from the Rock Island County Farm Bureau and Katie Laleman from the Henry County Farm Bureau discussed programs, resources, and scholarship opportunities available through the farm bureau. Pamela Crouch from Living Proof Exhibit discussed how her organization provides solace through art for those impacted by cancer and discussed details of her upcoming fundraising event. Ami Porter from the Quad City Botanical Center discussed their programs, resources, and attractions and provided details about their upcoming Chocolate Festival fundraising event.	3/1/2020, 7:30am	30 minutes

Seniors Services, Tourism, Law Enforcement, Public Welfare	Quad City Forum	Laura Kopp from the Center for Active Seniors (CASI) discussed their programs, resources, and activities that keep area seniors physically active and mentally engaged, and she provided details about the St Patrick's Day race, a fundraiser for CASI. Nevada Lemke and Andrew Harris from the City of Davenport provided details about the Good Neighbor Project that promotes positive engagement between citizens and law enforcement.	3/8/2020, 7:30am	30 minutes
Seniors Health, Alzheimer's, Tourism, Physical Fitness	Quad City Forum	Megan Pederson from the Alzheimer's Association of Iowa discussed their programs and resources and provided details about the Senior Caregivers Conference. Jayashree Karnam discussed her Spurthi the Inspire program promoting strong mental and physical wellness and provided details about the 5k run/walk benefiting Family Resources.	3/15/2020, 7:30am	30 minutes
Veterans, Community Pride, Youth Mentoring	Quad City Forum	Bob Moore and Pat Wendt from (Illinois) Breakfast Optimists discussed ways the organization impacts the community and provided details about their Avenue of Flags event. Jamie Keller from Big Brothers Big Sisters of the Mississippi Valley discussed their programs, resources, and volunteer opportunities and provided details about their upcoming mentor recruitment event.	3/22/2020, 7:30am	30 minutes
COVID-19	Quad City Forum	Jen Walker from the Quad Cities Chamber of Commerce, Kelly Thompson from the Quad Cities Community Foundation, Martha Garcia-Tappa from IowaWORKS, and Kirby Winn from the Mississippi Valley Regional Blood Center discussed the impact of coronavirus respective to their organization.	3/29/2020, 7:30am	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
Senior Issues, Housing	Radio Health Journal	As loved ones age, tough decisions need to be made on finances, housing, and other concerns, and these decisions need to be made far earlier than they typically are. This is especially true if a person does not have family to act as support and caregiver. Two experts discuss managing the transition from complete independence as we age.	1/5/20 7:00am	12:31
Ethics; Public Discourse, Societal Issues	Radio Health Journal	Lies aren't always bad. Often, they're told to be polite, and compassionate people are most likely to tell whoppers. But as the stakes of lies rise, honesty trumps kindness. Yet few people are ever able to distinguish when they're being told lies. Experts explain.	1/5/20 7:00am	7:06
Public Health; Hospitals	Radio Health Journal	Some hospital units have set up handshake bans because too few healthcare workers wash hands well enough to keep from spreading germs. The general public is even worse at washing hands, which has caused spread of serious disease. Some experts say handshakes foster important human connections and oppose bans. Experts discuss and describe what it takes to wash hands well enough to be "clean."	1/12/20 7:00am	11:34
Healthcare; Heart Disease	Radio Health Journal	When a person suffers a severe emotional shock, they may suffer what looks like a heart attack but is actually what doctors call "stress cardiomyopathy." Most patients recover but the condition can be fatal, confirming that it is possible to die of a broken heart. An expert explains.	1/12/20 7:00am	7:58

Insurance, Healthcare, Hospitals	Radio Health Journal	Nearly a quarter of us owe past due medical debt, and hospitals are moving more aggressively to collect. The rise is the result of a tradeoff--Americans have avoided higher health insurance premiums only to be jeopardized by extremely high deductibles and out-of-network costs. Experts explain what unpaid medical debt can mean, how patients can escape its clutches, and how one charity works to buy and forgive debt.	1/19/20 7:00am	13:25
Youth at Risk, Healthcare	Radio Health Journal	Doctors are realizing that concussions can smolder in the brain for years, making diagnosis at the time of occurrence all the more important. Yet a new study shows that protocols affecting the most vulnerable—young athletes—often are not followed. Experts explain why, and what people should do when they receive any blow to the head.	1/19/20 7:00am	6:36
Developmental Disorders; Family Issues	Radio Health Journal	New research shows that most people with ADHD have a disordered body clock, prompting disturbed sleep, sleep deprivation, and a worsening of ADHD symptoms. Experts discuss how fixing the body clock could lessen the impact of both ADHD and physical diseases that result from poor sleep	1/26/20 7:00am	12:10
Public Health; Employment and Workplace Issues	Radio Health Journal	Surveys show the vast majority of employees go to work when they're sick, risking fellow workers and slowing their own healing. Experts discuss the maladjusted workplace culture that promotes this, how to know when you really should stay home, and ways to protect yourself from illness at the office.	1/26/20 7:00am	7:30
Education, Healthcare	Radio Health Journal	Pre-medical students have typically majored in science, but some medical schools are finding that liberal arts and even music majors with no science background can do well. Some admissions officers and doctors believe they may even have advantages, given the importance of communications in the doctor-patient relationship. A musician-turned-med student, an admissions officer and a musical doctor explain.	2/2/20 7:00am	12:22
Food Safety	Radio Health Journal	Super Bowl party snacks are prime territory for contamination via cross contamination and being dropped on the floor. A scientist who has studied both phenomena discusses the truth (or lack of truth) in two old myths.	2/2/20 7:00am	7:51
Senior Issues, Alzheimer's	Radio Health Journal	Spouses of Alzheimer's disease patients often struggle with depression while caregiving and are desperate for support. Some have started new relationships while their loved one is still alive but no longer recognizes them. Acceptance of such infidelity is highly individual. Experts and a woman involved in such a relationship discuss how it can benefit even the incapacitated spouse, as long as families find it acceptable.	2/9/20 7:00am	11:10
Healthcare	Radio Health Journal	Untold millions of people are afraid of needles. Most manage by looking the other way when they're facing an injection, but many may avoid the doctor as a result of their fear. The problem is increasingly dangerous for the rising number of people with diabetes, who must inject themselves with insulin to survive. A needle-phobic woman and doctor who's squeamish himself discuss.	2/9/20 7:00am	8:27
Healthcare, Family Issues, Ethics	Radio Health Journal	Parents who have a mental illness known as factitious disorder may fake or induce illness in their children to get attention, sometimes taking kids to hundreds of medical visits and deceiving doctors into performing numerous procedures and surgeries. Experts and a parent who got his child out of an abusive situation discuss how the legal & medical system may fail kids, danger signs and the road to recovery.	2/16/20 7:00am	12:30
Healthcare	Radio Health Journal	Untold millions of people are afraid of needles. Most manage by looking the other way when they're facing an injection, but many may avoid the doctor as a result of their fear. The problem is increasingly dangerous for the rising number of people with diabetes, who must inject themselves with insulin to survive. A needle-phobic woman and doctor who's squeamish himself discuss.	2/16/20 7:00am	7:11

Heart Disease	Radio Health Journal	More than 100 million Americans have high cholesterol, a major risk factor for heart disease. Most people think of their diets as the main cause, but genetics also play a role in both good and bad ways. A noted expert discusses how scientists are harnessing cholesterol genes to lower the risk of heart attacks.	2/23/20 7:00am	12:10
Healthcare	Radio Health Journal	Untold millions of people are afraid of needles. Most manage by looking the other way when they're facing an injection, but many may avoid the doctor as a result of their fear. The problem is increasingly dangerous for the rising number of people with diabetes, who must inject themselves with insulin to survive. A needle-phobic woman and doctor who's squeamish himself discuss.	2/23/20 7:00am	7:59
Nutrition, Neighborhood Development	Radio Health Journal	Public policy is built on the food desert theory: the lack of neighborhood supermarkets drives people to eat less fresh food and more junk food. New research is challenging that theory, but finding values of grocery stores in other, unexpected places. Experts discuss how nearby supermarkets change people and the neighborhoods where they live.	3/1/20 7:00am	12:57
Senior Issues, The Economy	Radio Health Journal	Some experts believe the healthy lifespan eventually may be extended to hundreds of years through genetic manipulation. This brings many philosophical and ethical questions, which a noted science author discusses.	3/1/20 7:00am	7:06
Women's Issues, Public Health	Radio Health Journal	Polycystic ovary syndrome affects about 10% of American women, but has such a wide variety of troubling symptoms that it's often misdiagnosed. Experts discuss the disorder and what women should know	3/8/20 7:00am	13:04
Youth at Risk, Public Health	Radio Health Journal	Poor children often can't access healthcare or other needs in spite of decades of efforts. A pediatrician who has established clinics for the poor discusses the problem.	3/8/20 7:00am	6:37
Healthcare, Public Safety	Radio Health Journal	The Institute of Medicine report "To Err Is Human" in 1999 shook health care with the finding that as many as 120,000 Americans die each year due to medical mistakes. A noted researcher re-examines how far we've come since then and the difficult cooperation it will take to make patient safety more certain.	3/15/20 7:00am	11:59
Healthcare, Consumerism	Radio Health Journal	Studies show that by this time of year, most of us have failed new year's resolutions to lose weight. A noted expert discusses how most people get in trouble with obesity and a more reasonable way to try to lose weight than most people follow.	3/15/20 7:00am	7:34
COVID-19	Radio Health Journal	In the past 10 days, the US has finally begun to institute aggressive tactics against coronavirus that may limit its spread and the death toll. But many Americans remain confused about what they should do and why. One of the nation's most authoritative infectious disease experts discusses.	3/22/20 7:00am	13:08
COVID-19	Radio Health Journal	The effectiveness of efforts to contain coronavirus often depend on governmental policies determined years or even decades ago that, at the time, had nothing to do with public health. A health policy expert discusses some of these policies and what they mean for coronavirus testing and treatment.	3/22/20 7:00am	6:54
Employment and Workplace Issues, COVID-19	Radio Health Journal	Millions of Americans suddenly have to work from home for the first time as a result of coronavirus. Many do not have a good home office setup, tech skills, family makeup or the temperament to do it. A remote working expert discusses the do's and don'ts of working from home without going crazy.	3/29/20 7:00am	12:41
Healthcare, Kidney Disease	Radio Health Journal	Most people who have kidney disease are not aware of it. In fact, nearly half of people with severe kidney disease don't know it. Kidney disease is often silent, and one of its main risk factors, high blood pressure, is silent as well. The head of the NIH's kidney research organization discusses this major public health issue and what people should look for to receive early intervention.	3/29/20 7:00am	7:27

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	St Jude Radiothon February 13-14, WLLR broadcast live for 24 hours asking for donations for St Jude Children’s Hospital, Memphis TN. This hospital develops treatments for cancer and other childhood catastrophic diseases that are used worldwide, including here in the Quad Cities. This year more than \$101,900 was raised for St Jude.	210 PSA Promos Aired 1/7-2/14 Various Dayparts Continuous broadcasts 6am-6pm on 2/13-14	:10-:30 Each <hr/> Continuous broadcasting during Radiothon
Donations to the Poor	Blessing Box Drive WLLR aided in promotion of KWQC’s ‘Blessing Box Drive’, asking listeners and viewers to donate personal hygiene items and non-food essentials for those in our community who cannot afford them. Event drop-off day was Monday January 20 at the KWQC-TV 6 studios.	24 PSA liners aired between 1/17-20	:10-:15 Each
Special Olympics	Polar Plunge for Special Olympics WLLR’s morning show co-host Dani Lynn Howe emceed the Polar Plunge for Special Olympics, held March 15 th at Wick Lake, Jumer’s Casino Hotel, Rock Island.	91 PSA Promos Aired 2/20-3/15 Various Dayparts	:10-:15 Each
Tourism	QC Restaurant Week WLLR promoted the Quad Cities Convention and Visitor’s Bureau’s “Restaurant Week”, held February 24 to March 1, by encouraging people to explore the wide variety of restaurants the Quad Cities has to offer.	40 produced PSAs aired between 2/24-3/1	:30 Each
Women’s Issues	International Women’s Day In conjunction with iHeart Radio stations worldwide, WLLR celebrated the achievements of women in our society.	21 promos aired between 3/7	:10-:15 Each
Women’s Issues	KWQC-TV 6 Women’s Health and Lifestyle Fair WLLR assisted in promotion for the annual ‘Women’s Health and Lifestyle Fair’, held February 29th at the Davenport River Center. Thousands of women attended this event, which focused on health and lifestyle issues for women.	60 PSA liners aired between January 31 and February 29. Live Cut-Ins 8-10a on 2/29	:10-:5 Each :60 Each
Various	WLLR aired a total of 827 recorded PSAs during the first quarter, 2020, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Quad Cities Heart Ball • Open for Food (Restaurants Still Open/COVID-19) • CASI St. Patrick’s Day Parade • SAU Wine Fest • Quad Cities Restaurant Week • Project Hope • QC Botanical Center – Chocolate Experience • QC Botanical Center – Winter Nights, Winter Lights • St. Mary/St. Joseph Breakfast • New Kingdom Trail Riders • Milan Optimist Club – Annual Breakfast • North Scott Rotary • Kelly Mullesch Benefit • Mark Williams Benefit 	827 PSAs Aired 1/1-3/31/2020 ALL Dayparts	:15 Each

