

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Second Quarter, 2019
 July 10, 2019

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 covers 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.
- **Me Too Movement:** This international movement against sexual harassment and assault—especially in the workplace—is having a major impact on how men and women are interacting, now and in the future.
- **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

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	DESCRIPTION	DATE/TIME	LENGTH
Mental Health	Quad City Forum	Vicki Walters, program manager for National Alliance for Mental Illness (NAMI) Greater Mississippi Valley discussed NAMI programs, resources, and events in the Quad Cities. Jayashree Karnam and Yogesh Joshi discussed Spurthi the Inspire and their April 28 th race benefiting NAMI.	4/7/19 7:30am	30 minutes
Health Care, Special Needs	Quad City Forum	Tom Reagan and Bob Clancy from the Moline Optimist Club discussed their Avenue of Flags fundraiser. Carol Foster from the Handicapped Development Center discussed HDC programs, resources, and events.	4/14/19 7:30am	30 minutes
Education, Autism	Quad City Forum	Gary Rowe from the Autism Society of the Quad Cities discussed their programs, resources, and events. Dougal Nelson, President of Junior Achievement of the Heartland, and JAH board member/volunteer Nick Kramer discussed JAH programs, resources, and events, as well as Nick’s experience as a JAH volunteer.	4/21/19 7:30am	30 minutes
Arts and entertainment, Tourism	Quad City Forum	Ami Porter, Executive Director for the Quad City Botanical Center, discussed QCBC programs, resources, and events.	4/28/19 7:30am	30 minutes
Jobs, Economy, Public Welfare, Pets	Quad City Forum	Susan Zelnio, program manager for Career Cruising Network and Talent Link discussed their career exploration resources for area students and teachers. Trish Burnett, Executive Director for the Quad Cities’ chapter of the American Red Cross, discussed their resources and events. Stacy Teager, Program Manager for the Quad City Animal Welfare Center, discussed their resources, events, and animal adoption programs.	5/5/19 7:30am	30 minutes

Health Care	Quad City Forum	Megan Pederson and Megan Olsen, representatives of the Alzheimer's Association, talked about their programs, resources, and events.	5/12/19 7:30am	30 minutes
Mentoring, Education	Quad City Forum	Beth Clark and Jamie Keller, program managers for Big Brothers Big Sisters, discussed their mentoring programs, resources, and events. Maddie Gullick with Camp Kesem discussed the camp and support given by University of Iowa students in support of its mission.	5/19/19 7:30am	30 minutes
Arts and Entertainment, Tourism	Quad City Forum	Kate Dale and Brett Dale, representatives from River Music Experience, discussed RME programs, resources, and events.	5/26/19 7:30am	30 minutes
Arts and Entertainment, Tourism	Quad City Forum	Joe Moreno, race director for the Firecracker Run, discussed the event and other races he is involved in planning and executing. Gary Rowe and Doug Tschopp, representatives from Genesis Guild, discussed the upcoming season and their involvement in the Guild.	6/2/19 7:30am	30 minutes
Education, Arts and Entertainment, Tourism	Quad City Forum	Jenny Garner, Executive Director of the Illinois Extension Office in Milan, discussed their programs, resources, and events. Hillary Erb from Quad City Music Guild discussed the 2019 performances including the upcoming Beauty and Beast performance.	6/9/19 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
Health Care System; Medical Insurance	Radio Health Journal	Two Congressional plans, one from each side of the political spectrum, are competing to blow up the current healthcare system. Here experts examine one of them—the left's bid to replace private insurers with a government-run single-payer plan labeled "Medicare for All." Alternatives may include bolstering the Affordable Care Act, or getting rid of it completely.	4/7/19 7:00am	12:47
Health Care; Technology and Health	Radio Health Journal	One of the most popular searches on Google is for symptoms and what they mean. It's created a much more well informed patient population, but one that may panic at the least pain or discomfort. Two experts discuss how to think of symptoms and how to search for them.	4/7/19 7:00am	7:01
Health Care; Technology	Radio Health Journal	Organ transplantation has dramatically changed lives and is raising hopes it could do even more for millions of people. But getting where we are has not been easy. A transplant surgeon traces the history of transplant research and notes the courage to fail among pioneering researchers and patients.	4/14/19 7:00am	11:50
Interpersonal Relationships; Family Issues	Radio Health Journal	Research shows that friends are the most powerful people in our lives, influencing our behavior, attitudes and health even more than our parents or spouses. An expert discusses the many ways friends determine our destinies.	4/14/19 7:00am	7:41
Mental Health; Emergency Response	Radio Health Journal	Many people having a mental health crisis go to the emergency room. However, ER's are not well equipped to handle them, and many patients are boarded there for hours or even days without treatment. Experts discuss the reasons for the failure, the outcomes it produces, and solutions that have been successful in limited trials.	4/21/19 7:00am	21:45
Health Care; Food and Nutrition	Radio Health Journal	Heart disease is often preventable, but how people look at it often keeps them from doing as much about it as they could. Often this is a result of myth and misinformation. An expert physician discusses some of the most harmful of these myths.	4/21/19 7:00am	6:45

Health Care; Economics	Radio Health Journal	Millions of Americans believe they are allergic to penicillin. However, most of them are wrong. Experts discuss how these misdiagnoses happen and what results when so many of us avoid the most effective, yet cheapest antibiotic.	4/28/19 7:00am	11:25
Public Health; Vaccination	Radio Health Journal	The flu's unique ability to mutate makes it one of the toughest diseases to solve, as it evades vaccines and treatment. It also has a deadly history, which prompts fears each flu season. A noted expert discusses all about the flu and its myths.	4/28/19 7:00am	7:24
Insurance; Federal Government and Regulation	Radio Health Journal	Millions of Americans cannot afford the medications they've been prescribed. Many skip doses, split pills or don't fill prescriptions at all as a result, with sometimes even fatal consequences. But doctors are often unable to consider cost very well in prescribing, as the same drug often costs patients vastly different amounts due to insurance differences. Experts discuss the problem and what patients can do to save.	5/5/19 7:00am	12:48
EMS and Emergency Response; Strokes	Radio Health Journal	Brain aneurysms—bulging in a brain blood vessel, like an inflated balloon—affect 1 in 50 people and are generally without symptoms until they burst. This occurs in about 30,000 people per year in the US, accounting for 3-5 percent of all new strokes. Here is the story of one survivor in her own words.	5/5/19 7:00am	7:08
Public Health; Animals	Radio Health Journal	DNA mutations happen all the time in the body, but the immune system usually detects and deals with them. When the system fails, cancer results. Yet some animals, such as elephants, almost never get cancer, and scientists have learned that the elephant DNA repair system is 20 times more powerful than the human system. Experts explain how they hope to tap this knowledge.	5/12/19 7:00am	11:55
Aging and Senior Citizens; Dementia	Radio Health Journal	Dementia has a much wider range than most people think, and people with dementia are usually functional for years. An expert discusses the course of the disease and how life can still be positive for years before it reaches the late, debilitating stage most people think of when they hear the word "dementia."	5/12/19 7:00am	8:01
Women's Health; Contraception and Family Planning	Radio Health Journal	Autoimmune diseases such as rheumatoid arthritis and lupus carry a genetic predisposition, but need an environmental trigger to take hold. Triggers are poorly understood, but some women claim their disease is a result of contraceptives, including birth control pills and IUD's. Experts and one woman suffering from autoimmune disease discuss the issue.	5/19/19 7:00am	13:46
Women's Health; Infant and Maternal Mortality	Radio Health Journal	Preeclampsia, an irregularity in the placenta during pregnancy, is the leading cause of premature delivery worldwide, and causes nearly 20 percent of maternal deaths in the US. Little is known about its cause and how it can be treated, but an inexpensive new test could help flag those suffering from it and lessen complications. The test's inventor discusses it and the disorder.	5/19/19 7:00am	6:12
Youth at Risk; Parenting Issues; Bullying	Radio Health Journal	The proportion of severely obese teenagers continues to rise. Doctors increasingly understand that only weight loss surgery is likely to help them lose weight and avoid health consequences of obesity. But teens are often held back until they're so heavy that even bariatric surgery isn't enough to return them to normal weight. Experts discuss.	5/26/19 7:00am	11:35
Science and Technology; Public Health	Radio Health Journal	Many people may picture the immune system as the ruthless blaster of all foreign invaders, but a Pulitzer Prize-winning science writer says his research shows it prefers to get along with friendly invaders, saving its power for the truly dangerous ones. How does it know the difference? The writer discusses.	5/26/19 7:00am	8:38
Health and Medicine; Vaccine Use Controversy	Radio Health Journal	Measles had been declared eliminated in 2000, but has come roaring back because of the increasing number of people who have not been vaccinated. Parents may have legitimate fears of side effects, but claims vaccines are unsafe are not true. Experts discuss the complicated psychological reasons vaccine refusal exists despite this, and what may help change minds to promote public health.	6/2/19 7:00am	13:06

Infant Nutrition; Breastfeeding	Radio Health Journal	Most infants are breastfed in the US today, but breastfeeding often doesn't look the way most of us think of it, as a result of adoption, same sex marriage, and other changes in parenting. An expert discusses some of the hurdles and challenges to getting infants the best nutrition possible.	6/2/19 7:00am	6:59
Elderly and Senior Citizens; Mental Health Care	Radio Health Journal	Loneliness is increasing across all ages, but it's especially noteworthy among seniors, and it can dramatically affect health. An expert geriatrician who has studied the effects of loneliness and the leader of an organization that provides friendly visitors to the isolated elderly discuss causes of increasing loneliness, its impact, and the effectiveness of visitor programs	6/9/19 7:00am	12:57
Public Health; Individual Rights	Radio Health Journal	Many Americans believe if they have good health care, they'll have good health. But many factors beyond medicine contribute to our level of health. A noted public health expert explains these factors, and why our own health is much more than an individual concern.	6/9/19 7:00am	6:51
Health Care; Discrimination	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.	6/16/19 7:00am	12:57
Consumerism; Public Health	Radio Health Journal	Many Americans believe that healthy food doesn't taste good, and tasty food isn't healthy. A chef who is also a cardiologist discusses how to find a balance by seeking out healthy ingredients rather than whole categories of foods.	6/16/19 7:00am	6:59
Health Care; Fraud	Radio Health Journal	Since the 1980's, almost all production of generic drugs has moved overseas, where FDA inspectors have a much tougher time making sure they're following rules for safety. An investigative journalist describes the ways she's found that many drug makers cut corners, putting safety at risk, and details what consumers can do to protect themselves.	6/23/19 7:00am	12:57
Youth at Risk; Health Care	Radio Health Journal	Each year, the humanitarian organization Save the Children develops a nation-by-nation scorecard on how likely children are to grow up healthy, educated, and safe. The organization's CEO discusses how most nations have improved the ways children are treated over the past generation, and why the US ranks 36th.	6/23/19 7:00am	6:59
Health Care; CBD Health Benefits/Risks	Radio Health Journal	Suddenly, cannabis-related, hemp-derived CBD is almost everywhere. CBD's FDA status is murky, and we know very little about its benefits, thanks in part to its former place on DEA Schedule 1. How much has been proven about its supposed health qualities? What are the risks? Experts discuss in depth.	6/30/19 7:00am	12:51
Health Care; Genetic Testing	Radio Health Journal	When most of us think of genetic testing for health, we imagine tests to detect whether we've inherited genes that predispose us for cancer or other serious disease. But another kind of gene testing—genomic testing of tumor cells for their susceptibility to targeted treatments—is giving thousands of people hope of survival they've never had before. Experts discuss both genetic and genomic testing.	6/30/19 7:00am	7:03

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	Race for the Cure WLLR promoted the Susan G. Komen Quad Cities Race For The Cure...a foot race event with proceeds benefiting breast cancer research.	79 PSA liners aired between 5/13 and 6/8	:10-:15 Each
Flood Relief	Drive Up-Drop Off for Flood Relief WLLR combined promotional forces with KWQC-TV 6 to invite listeners/viewers to make cash donations for victims of the flood of 2019. During this flood season, downtown Davenport was inundated with Mississippi river flooding for nearly 100 days. Donations were accepted at the KWQC-TV 6 studios in Davenport.	33 PSA Promos Aired 5/1-7 Various Dayparts	:10-:15 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. The event was held at the Mississippi Valley Fairgrounds, Davenport.	42 PSA Promos Aired 5/10-5/17 Various Dayparts 6 Live broadcasts	:10-:15 Each :60 Each
Unemployment	Drive-Thru Career Fair WLLR promoted a career fair to help the unemployed in the Quad Cities find a job.	52 PSA liners aired between 5/1 and 5/15. 6 Live broadcasts	:10-:15 Each :60 Each
Various	WLLR aired 903 recorded PSAs during the second quarter, 2019, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • 4H Pork chop and Pie Auction • Bernadine King Benefit • BIX 7 • Boy Scouts Rummage/Bake Sale • Boys and Girls Clubs • Car Show/Benefit MDP • Crawford Flood Relief • Debbie Johnson Benefit • Empower House • Gilda’s Club Plane Pull • Heart Walk • Joyfest 2019 • March of Dimes • MIP Arts and Crafts Fair • Mississippi Valley Regional Blood Drive • MS Fundraiser • Patriot Hunts Benefit • Police Dance and Tacos • Project Renewal Fit Fest • Race for the Cure • Rock Island Countywide Shelter • Ride to Fight Suicide • Roam Flood Benefit • Rock the Lot • Rosie the Riveter Convention • St Ambrose University Wine Fest • SCC Enviro Club Movie Night • Stand Up to Cancer • Steam Engine Experience • Teen Challenge • Tour De Brew • Tudi’s Tribe 	903 PSAs Aired 4/1-6/30/19 ALL Dayparts	:15 -:60 Each