

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Third Quarter, 2013
 October 8, 2013

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:

- **Business:** 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.
- **Childhood Cancer:** Today's kids have the best odds ever to beat childhood cancers, but much remains to be done to eradicate these health threats.
- **City Services:** From road quality to sewer repair to garbage pickup, people of the Quad Cities are BIG on city basics.
- **Economic Development:** 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.
- **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:** 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.
- **Senior Issues:** The fact that people now are able to live longer creates a number of practical concerns. Health care issues—and costs—top the list.
- **Substance Abuse:** The wide range of addictions affecting our country cover every age and life group. From gambling addictions to alcohol and drugs
- **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:** Treatment of all veterans, particularly those from the war against terror stationed in Iraq and Afghanistan, is an important issue to Quad Citians because of the number of Eastern lowans who have been/are stationed in those countries.
- **Women's Issues:** Women's roles have changed, and the right to equality with men is now better understood by more of society than at any other time in our history; meanwhile, there are unique challenges faced by today's woman that few could have expected 100 years ago.

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

ISSUE	PROGRAM	DESCRIPTION	DATE/TIME	LENGTH
Children at Risk	Quad Cities Forum	Beth Clark with Big Brothers Big Sisters talks about the programs to help kids who need a helping hand.	9/14/2013 7:30a	15 minutes
Children's Health	Quad Cities Forum	Theresa Hauman discusses the City of Davenports Recreation programs to keep kids healthy.	9/14/2013 7:30a	15 minutes
Education	Quad Cities Forum	Gary Mohr Talks about education opportunities at Eastern Iowa Community College.	7/6/2013 7:30a	15 minutes
Education	Quad City Forum	Kenneth Wayne Thompson discusses the Davenport Library system	7/13/2013 7:30a	30min
Health Care	Quad Cities Forum	Karen Metcalf talks about community health care. What options are available to people who need help in the Quad City area.	7/27/2013 7:30a	15 minutes
Local Community	Quad Cities Forum	Kirk Marske talks about "Career Cruising QC" a program to help kids find careers.	8/10/2013 7:30a	15 Minutes
Local Community	Quad Cities Forum	Long time Quad City Times Columnist Bill Wundram talks about the changes in the community over his tenure as a writer for the past five decades	8/31/2013 7:30a	30 minutes
Local Culture	Quad Cities Forum	Howard Braren discusses Museum dedicated to Davenports own Bix Beiderbeck .	7/20/2013 7:30a	15 minutes
Local Culture	Quad Cities Forum	Kim Findlay talks about what's the display and films coming up at the Putnam Museum and its I-Max theater.	8/10/2013 7:30a	15 minutes
Local Culture	Quad Cities Forum	Rita Rawson discusses the East Bluff Neighborhood Association.	8/17/2013 7:30a	15 minutes

Local Culture	Quad Cities Forum	Janet Brown-Lowe talks about the German-American Heritage Center.	8/17/2013 7:30a	15 minutes
Local Culture	Quad Cities Forum	Susan Wahlmann with QC Performing Art talks about programs available in the area for adults and children interested in the arts..	9/21/2013 7:30a	15 minutes
Local Culture	Quad Cities Forum	Bestselling author Louise Penny talks about a book signing in the area.	9/28/2013 7:30a	30min
Local Economy	Quad Cities Forum	Gary Mohr discusses his role in the Riverboat Development Authority and a new Casino for the city of Davenport.	7/06/2013 7:30a	15 minutes
Local Economy	Quad Cities Forum	Dianna Blake discusses the Freight House Farmer's Market in Davenport.	8/03/2013 7:30a	15 minutes
Local Events	Quad Cities Forum	Race Director Ed Froehlich talks about the impact of the Bix 7 Road Race has on the Quad Cities	7/20/2013 7:30a	15 minutes
Local Events	Quad Cities Forum	Movie Critic Linda Cook discusses the series of classic films that will be shown in the Quad Cities.	8/24/2013 7:30a	30 minutes
Local Politics	Quad Cities Forum	Phil Banazek talks about the issues facing the Rock Island Board of Supervisors.	8/03/2013 7:30a	15 minutes
Marriage Laws	Quad Cities Forum	Reverend Jay Wolin with the Unitarian Church talks about the Defense of Marriage Act.	7/27/2013 7:30a	15 minutes
Teen Health	Quad Cities Forum	Mary Ann McLeod Bethany Quad Cities and the free access clinics available to local teens.	9/21/2013 7:30a	15 minutes
Tourism	Quad Cities Forum	Joe Moreno discusses the large number of races available to runners in the area and the impact it has on drawing visitor to the Quad Cities.	9/07/2013 7:30a	15 minutes
Tourism	Quad Cities Forum	Joe Taylor with the Quad Cities Convention and Visitors Bureau talks about upcoming events in the area.	9/07/2013 7:30a	15 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

ISSUE	PROGRAM/TITLE	DESCRIPTION	DATE/TIME	DURATION
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.	07/07/13 7:00a	14:03
Elderly Health	Radio Health Journal	Recent advertising campaigns claim that a 150-year lifespan is imminent. But is it? Experts discuss what we know about the limits of aging, quality of life and care for the aged, the relationship of research and life spans, and whether people would actually want to live a century and a half even if they could.	07/21/13 7:00am	12:55
Ethics	Radio Health Journal	It's a fine line between preserving life and prolonging death. An award winning science writer discusses her personal experience observing how medical professionals and patients differ in their acceptance of impending death, and what families need to know to navigate the end of life toward a "good death."	09/15/13 7:00a	8:10
Food Safety	Radio Health Journal	Caffeine used to be present in only coffee, tea, and some sodas. Now energy drinks have opened the door to added caffeine in all kinds of foods, from pancake syrup to candy. Experts discuss if food makers have overstepped limits of safety and propriety, and whether the FDA needs to step in with the limits it is considering.	08/18/13 7:00am	13:03
Health	Radio Health Journal	Irritable bowel syndrome affects a surprisingly large proportion of Americans, yet many do not get help. An expert discusses new treatments that could ease the suffering of millions.	08/11/13 7:00am	8:31

Health Care	Radio Health Journal	Doctors and scientists have long been criticized for seemingly being unable to speak in understandable language. Medical schools are now beginning to teach this skill. We look at how one such effort works.	07/14/13 7:00am	8:13
Health Care	Radio Health Journal	Doctors are often accused of holding emotions too much at bay. A physician who has examined the issue discusses the importance of emotion in the practice of medicine.	07/28/13 7:00am	8:44
Health Care	Radio Health Journal	State insurance exchanges that are central to the Affordable Care Act are scheduled to begin enrolling on Oct. 1. Experts discuss the likely problems that consumers may face as they enter the market.	09/22/13 7:00a	12:32
Health Care	Radio Health Journal	Most medium and large businesses now have corporate wellness programs for employees in an effort to keep health insurance costs down. Many have incentives for reaching health goals. Experts discuss how these plans work and whether the effort shows up favorably on the bottom line.	09/29/13 7:00a	13:08
Health Education	Radio Health Journal	Studies show that medical professionals are second only to family members as a source of bias against obese and overweight people. Experts discuss why this might occur, the medical harm that can result, and how medicine might be able to reverse its behavior.	09/15/13 7:00a	12:54
Medical Education	Radio Health Journal	An expert examines how far we've come in medicine by focusing on past practices, which lead him to conclude doctors in ancient Greece provided better care than those in the US 150 years ago.	08/04/13 7:00am	7:47
Mental Health	Radio Health Journal	One of the most difficult aspects of schizophrenia treatment is a frontal lobe disability in half of patients, which causes them to deny that they are ill, prompting rejection of medication or therapy. A noted expert discusses the effects of this on patients, families and therapists, and how families can get people with schizophrenia into treatment despite this problem.	07/14/13 7:00am	12:44
Mental Health	Radio Health Journal	Some people who remember things extremely well may claim they have a "photographic memory," but some experts say such a thing doesn't really exist. Experts discuss how memory works.	07/21/13 7:00am	7:48
Mental Health	Radio Health Journal	A surprisingly large number of people may become agitated or even enraged when they hear "mouth sounds" such as chewing or slurping, sniffing, or crunching of paper. This disorder, misophonia, is largely unknown, but researchers believe audio processing of these sounds is mis-routed to rage centers in the brain. Experts and a sufferer discuss the syndrome.	09/08/13 7:00a	12:01
Mental Illness	Radio Health Journal	Studies show that in good times, "level headed" leaders do well. However, one leading expert on mood disorders explains that in times of war and crisis, leaders such as Lincoln, Franklin Roosevelt and M.L. King, who led utilizing traits of mental illness, may be more effective	08/18/13 7:00am	8:01
Mental Illness	Radio Health Journal	Everyone deals with grief at one time or another. An expert discusses how most people experience it, and what separates normal grief from more problematic depression A writer/illustrator discusses his experience dealing with his spouse's sudden death.	08/25/13 7:00am	9:00
Nutrition	Radio Health Journal	One of the hottest food store trends is the rapidly increasing number of supermarket dietitians. Experts discuss the extra value of health providers offering hands on advice to customers in the very place food purchase decisions are made.	08/11/13 7:00am	12:29
Pop Culture	Radio Health Journal	Research shows that singing in a group has health benefits, as well as simply making people feel good. Experts and participants discuss this increasing singing trend in society.	09/01/13 7:00am	8:21

Public Safety	Radio Health Journal	The National Transportation Safety Board has recommended lowering the DUI threshold from .08 BAC to .05 as a means of reducing drunk driving. Advocates are divided on whether such a reduction would have much effect, and the legislative fight would drag on for years. Experts discuss this and other moves that might have larger and immediate impact.	07/28/13 7:00am	12:00
Technology	Radio Health Journal	Scientists have learned how to make stem cells from skin cells, opening the door to regeneration of tissues and organs from a person's own cells to bypass rejection. A scientist in the field explains how it works and how the process could be used in the future.	09/08/13 7:00a	8:14
Violence	Radio Health Journal	Little boys are often stopped from playing the way they want to in preschool and kindergarten, or made to change the stories they tell, because it's all "too violent." Teachers may worry that allowing violent play and images will desensitize children to violence. Experts explain that these worries are unfounded, and that children grow in many ways through play.	09/01/13 7:00am	12:31
Women's Health	Radio Health Journal	The bimanual pelvic exam is a part of the vast majority of visits to the obstetrician-gynecologist. However, some doctors say they're unnecessary, are not good at detecting disease, and may even cause more harm than good. Experts discuss	07/07/13 7:00a	6:42
Women's Health	Radio Health Journal	Eating disorders are widespread among teenage girls, but those disorders do not disappear as women age. Women get better at hiding them. An expert and former bulimic discusses psychological causes and treatment.	09/22/13 7:00a	7:47
Work Safety	Radio Health Journal	It turns out that day in and day out, refuse workers have the most dangerous municipal job, with more injuries than police or firefighters. Two experts discuss the massive job of hauling our garbage away.	08/04/13 7:00am	12:09
Youth at Risk	Radio Health Journal	Studies show that on some college campuses, half or more of all students will have used an illicit ADHD drug to get better grades by the time they graduate. Experts discuss the attitudes of students toward these drugs and the new moves by many student health services to clamp down on their easy availability.	08/25/13 7:00am	11:57
Youth at Risk	Radio Health Journal	Children's growth disorders are sometimes discounted by pediatricians. Experts discuss the causes and treatments for growth disorders and how parents can decide if their child's growth is a problem	09/29/13 7:00a	7:45

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
Economics/ Education	Student Hunger Drive WLLR aired live PSA Promos inviting listeners to participate in the Student Hunger Drive, held at the Riverbend Food Bank on October 1.	30 PSA Promos Aired Various Dayparts	:10-:30 Each
Childhood Cancer	St Jude Children's Hospital WLLR aired promotional announcements for the July 12 'St Jude Mini-Golf Challenge at River Valley Mini-Golf, Moline IL	65 PSA Promos Aired ALL Dayparts	:15 Each
Unemployment	QC Employ Me Career Expo WLLR helped promote the Quad Cities Fall Career Expo September 25 th at Blackhawk Hotel in Davenport.	35 PSA Promos Aired Various Dayparts	:10-:30 Each

Various	<p>WLLR aired a total of 1,972 PSAs during third quarter, 2013, for a wide variety of causes, including but not limited to:</p> <ul style="list-style-type: none"> • Art At The Airport 15 • Arts on the Square 24 • Bix 7 Race 37 • Breast In Show 12 • Cathy Robertson Poker Run 7 • Children's Therapy Car Show 14 • Churches United Strike Out Hunger 11 • Clinton Humane Society 7 • Elks Euchre Tournament 9 • Genesis Pro AM Challenge 10 • Iowa SIDS Walk 34 • Jamie Hill Memorial Golf Tournament 15 • Kickin' It Old School Dance Party 18 • Night At The Shelter Sleep Out 33 • Greyhound Adoption 20 • Playcrafters 13 • QC Raiders Food Drive 9 • Riverssance 11 • Riverside Methodist Church Marketplace 48 • Ron Bowman Golf Outing 13 • St. James Spaghetti Fundraiser 5 • St. Joseph's Fall Festival 21 • Stuff The Bus 6 • Texting & Driving Safety 53 • Trash Day 13 • United Way Volunteers 19 • Walk To End Alzheimer's 24 • Walk With Travis 13 • WIU Fallen Soldiers Walk 9 	<p>1,927 PSAs Aired 7/1-9/30/13 ALL Dayparts</p>	<p>Various Length :15 to :60 Each</p>
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