

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Fourth Quarter, 2016
 January 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 & 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.
• Bullying: Though most often associated with unwanted aggressive behavior among school aged children, any real or perceived power imbalance—no matter what the age group—is considered bullying, and our society is looking for ways to eliminate it.
• Economic Development: The overall health of our community is tied to its economic health. This health can only be maintained by sustaining the growth of area businesses.
• 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.
• Food and Nutrition: We live in an age of plenty—for many Americans. For others, ‘food deserts’ are real. Additional emphasis is now being placed on proper nutrition from the foods we eat.
• 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.
• Immigration Issues: Newcomers to the United States settling in the Quad Cities area face many kinds of adjustments.
• Mental Health As cutbacks have occurred in our federal spending, perhaps no area has been harder hit than the funding of mental illness programs.
• Military: Treatment of all military, including veterans from the wars in Iraq and Afghanistan, is an important issue to Quad Citians because so many from our area have served.
• 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.

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	GUEST	DESCRIPTION	DATE/TIME	LENGTH
Politics	Quad Cities Forum	Drue Mielke is a Rock Island County Board member running for re-election. He talks about the challenges facing the board in the coming year.	10/02/16 7:30am	15min
Politics	Quad Cities Forum	Tony McCombie is a Republican candidate for the Illinois House...running against incumbent Mike Smiddy.	10/02/16 7:45am	15min
Politics	Quad Cities Forum	Ken Beck is a candidate for the Scott County Board of Supervisors.	10/09/16 7:30am	15min
Politics	Quad Cities forum	Tony Knobbe is a candidate for the Scott County Board of Supervisors.	10/09/16 7:45am	15min
Politics	Quad Cities Forum	Mike Smiddy is the incumbent democrat facing a challenge to his seat in the Illinois House.	10/16/16 7:30am	15min
Politics	Quad Cities forum	Brandi McGuire is challenging the incumbent for a seat in the Illinois House.	10/16/16 7:45am	15min
Arts and Entertainment	Quad Cities Forum	Rick Palmer is the Director of the Adler Theater in downtown Davenport. He talks about the programs and shows coming to the theater in the coming months	10/23/16 7:30am	15min
Politics	Quad Cities Forum	Former Iowa state Legislator Maggie Tinsman is heading up a program called 50/50 by 2020. It’s goal is to get more women in politics.	10/23/16 7:45am	15min
Arts and Entertainment	Quad Cities Forum	Tim Schiffer is the Executive Director of the Figge Museum. He talks about some of the new exhibits coming to the Figge this fall and winter.	10/30/2016 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Karie Gilson is with Quad Cities Arts. She talks about the exhibits and programs available for young area artists.	10/30/16 7:45am	15min

Education	Quad Cities Forum	George Hirthler is the author of a book called "The Idealist". It's about the birth of the modern Olympics and how it survived Nazi Germany.	11/06/16 7:30am	30min
Education	Quad Cities Forum	Sandra Feder is the author of a book titled "The Moon Inside". It's a book for children on how to deal with their fear of the darkness.	11/13/16 7:30am	30min
Health	Quad Cities Forum	Colleen Reardon is with the Iowa Marrow Donor Program. She talks about the need for people to be tested and to register to be a bone marrow donor.	11/20/16 7:30am	30min
Community	Quad Cities Forum	Jonathan Turner is a local author that has written a book titled "History of Buckhorn" It talks about the history of an ethnic history of the quad Cities call Buckhorn.	11/27/2016 7:30am	15min
Community	Quad Cities Forum	Brandi McGuire heads up a foundation called Ribbons For Kelsey. It works to make sure that kids don't have a problem taking their service dogs with them to school.	11/27/16 7:45am	15min
Religion	Quad Cities Forum	Religious author Elizabeth Dias has written a news book titled "What Did Jesus Ask".	12/04/16 7:30am	15 min
Education	Quad Cities Forum	Thompson Teasdale and Megan Cousins are students in the Davenport school district. They are with a group of students pushing for equal school funding.	12/04/16 7:45am	15min
Religion	Quad Cities Forum	Rabbi Henry Karp talks about the holidays and how they are celebrated in the Jewish religion.	12/11/16 7:30am	30min
Religion	Quad Cities Forum	Local Pastor Rob Willey Talks about Christmas...its meaning and how it's celebrated in his religion.	12/18/16 7:30am	30min
Religion	Quad Cities Forum	Local Pastor Rogers Kirk Talks about Christmas...its meaning and how it's celebrated in his religion.	12/25/16 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
Hansen's Disease, Leprosy	Radio Health Journal	Police confrontations with mentally ill subjects can quickly turn tragic, as neither side may understand the other. Specially trained crisis intervention teams have spread around the country to prevent deaths, injuries, and unnecessary incarceration.	10/02/2016 7:00am	17:08
Mental Illness, Police Response	Radio Health Journal	Thanks in part to its Biblical past, the disfiguring disease leprosy carries more stigma than most diseases. We hear little about it today, but it still exists, and because it's now treatable, often the stigma is worse than the disease.	10/02/2016 7:00am	12:30
Adoption, Family Issues	Radio Health Journal	People who are adopted have more psychological problems than others, yet they also tend to have other psychological strengths. Experts, both themselves also adoptees, discuss the roots and outcomes of these issues as adopted children grow up.	10/09/2016 7:00am	14:31
Homelessness, Mental Illness	Radio Health Journal	Research is showing that a remarkably high proportion of homeless men have suffered a traumatic brain injury in the past, raising the possibility that TBIs may cause behaviors directly leading to homelessness. Experts discuss their research.	10/09/2016 7:00am	10:52
Health Care, Technology	Radio Health Journal	Genetic testing is now available to consumers to satisfy a variety of desires—tracing heritage, gauging risk of inherited diseases in children, and screening for disease. However, risks come with what doctors say is incomplete knowledge. Experts discuss uses, risks, and future of consumer genetic testing.	10/16/2016 7:00am	17:13

Homelessness, Mental Illness	Radio Health Journal	Research is showing that a remarkably high proportion of homeless men have suffered a traumatic brain injury in the past, raising the possibility that TBIs may cause behaviors directly leading to homelessness. Experts discuss their research.	10/16/2016 7:00am	12:34
Vaccines, Youth at Risk, Health Care	Radio Health Journal	A new survey shows more pediatricians are experiencing vaccination refusal among patients, and while the reasons are evolving, they still often result from misinformation. An increasing proportion of doctors are kicking these families out of their practices if they can't change minds and behavior, but is that ethical? Whose rights are paramount—the unvaccinated child or the rest of the practice? Experts discuss.	10/24/2016 7:00am	15:57
Growth and Development, Mental Health	Radio Health Journal	During the Halloween season, many people seek out frightening experiences. This controlled fear has a psychological and developmental purpose, as an expert explains.	10/25/2016 7:00am	12:13
Lupus	Radio Health Journal	Lupus results when the immune system turns on the body, producing inflammatory attacks on virtually any organ. A minority of patients has lupus only on the skin, and while this is not life threatening, it can still be psychologically devastating. Experts discuss.	11/01/2016 7:00am	15:57
Concussions, High School Sports	Radio Health Journal	Concussions have prompted many parents to question whether their sons should play high school football. A well-known sportswriter and parent who was given nearly unlimited access to a high school team for a year shares the red flags he saw as well as the benefits of playing.	11/01/2016 7:00am	11:21
Organ Transplants, Addictions	Radio Health Journal	Skyrocketing drug overdose deaths are adding to the supply of transplantable organs. Contrary to the beliefs of many—and their designation as "high risk" donors—these are often high quality organs from youthful people. Even organs carrying disease that never would have been acceptable before are now able to be used if recipients accept them. Experts explain.	11/06/2016 7:00am	11:49
Pets and Mental Health	Radio Health Journal	A woman who suffered severe abuse as a child describes the mental health benefits of owning a dog, and an expert on the Americans with Disabilities Act discusses requirements for emotional support animals.	11/06/2016 7:00am	12:25
Traffic and Highway Safety, Technology	Radio Health Journal	Self-driving cars are being developed more rapidly than most experts thought possible. But even if they're technically possible, can we be assured of their safety? Trust is a major hurdle to adoption of what could be a major step forward in transportation, as experts discuss.	11/13/2016 7:00am	12:57
Pets and Mental Health	Radio Health Journal	A woman who suffered severe abuse as a child describes the mental health benefits of owning a dog, and an expert on the Americans with Disabilities Act discusses requirements for emotional support animals.	11/13/2016 7:00am	6:58
Compassionate Medicine	Radio Health Journal	Doctors have often been advised to avoid emotions regarding patients in order to keep their decisions objective. However, this has led many patients to believe doctors don't care about them. A new movement in medicine seeks to reverse the trend and put compassion back in medicine, led by a "Healer's Art" class in many medical schools. Experts who teach the class explain.	11/20/2016 7:00am	17:04
Weight Loss	Radio Health Journal	Patients who have bariatric surgery stand to lose not only lots of weight but often an identity and way of life as an obese person, which changes many of their relationships. Experts discuss these changes and means of coping with them.	11/20/2016 7:00am	13:10
Health Care	Radio Health Journal	Doctors have long known that people feel depressed when they're ill with a cold or the flu. But it may be more than simply feeling bad. Inflammation, which is part of many illnesses and infections, has been found in brain cells and is being implicated as a cause of depression, one of the world's most debilitating disorders. This creates the possibility of treatment with anti-inflammatory medications. Experts on the frontlines of this research discuss.	11/27/2016 7:00am	12:03

Weight Loss	Radio Health Journal	People who get bariatric surgery often face drastically changed relationships with spouses, children, and friends. Their self-image also often needs repair, all while they've lost their most reliable old coping mechanism--food.	11/29/2016 7:00am	6:54
Life Expectancy	Radio Health Journal	Average life expectancy in the US is increasing, but among lower income people it is not, and the lifespan gap between rich and poor is increasing. Even middle class people have shorter lifespans than the rich. Experts discuss how a large income buys extra years of life, and why a lower income produces barriers to a longer life.	12/04/2016 7:00am	11:41
Health Care, Parenting Issues	Radio Health Journal	Children with serious chronic diseases often have a tough time transitioning from pediatric care, which has much support built in, to adult care, which has to be managed by the patient. Experts discuss how parents can make it easier with a gradual transition.	12/04/2016 7:00am	8:03
Addictions	Radio Health Journal	Drug and alcohol addiction and abuse is rising. Researchers have found that "fear mongering" educational efforts to combat it in adolescents doesn't work. New science has discovered that certain personality types are predictably predisposed to addiction risk, and that educational efforts can be targeted to them effectively. Experts discuss.	12/02/2016 7:00am	12:14
Genetic Science	Radio Health Journal	Advancements in genetic science are often clouded in ethical controversy. Experts discuss a new platform where scientists and public can debate it, and from which education can be disseminated.	12/02/2016 7:00am	7:47
The Affordable Health Care Act	Radio Health Journal	The incoming Trump Administration and Congressional Republicans have made "repeal and replacement" of the Affordable Care Act one of their primary goals. But there are many options in how it might be replaced, and some popular aspects of Obamacare will likely remain. Experts discuss likely scenarios and how they would affect Medicaid, Medicare, insurance exchanges and the overall market.	12/18/2016 7:00am	14:13
Law and Crime, Youth at Risk	Radio Health Journal	Rich people receive deference that the rest of us don't, but how much can they get away with? Some young criminals have escaped jail by claiming "affluenza:" their wealthy parents instilled no moral compass, so they believed they could do anything without consequence.	12/18/2016 7:00am	5:47
Education, Gifted Children	Radio Health Journal	Many people feel that gifted children don't need any help because they're so talented. But many gifted kids are so bored in school they become disruptive and do poorly, so they're not identified and their need for a challenge isn't met. Other gifted children have disabilities, such as learning disabilities, that are not identified because they are masked by their gifts. Experts discuss how to meet the needs of these children educationally and emotionally.	12/25/2016 7:00am	12:20
Disabilities	Radio Health Journal	Some people simply have no rhythm. A small percentage may be "beat deaf," the rhythmic equivalent of tone deafness, and have a biological deficit in their body's timing mechanism. Experts discuss the problem and other body timekeeping clocks that may be affected. NOTE CONTACT POINT CITED: beat.brams@gmail.com	12/25/2016 7:00am	7:31

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
Economically Disadvantaged	Pay It Forward WLLR and the entire iHeart Quad Cities radio group teamed up with Klauer Heating and Air to award a new Rheem heating and air conditioning system, completely installed, to a family nominated by our listeners. Over 150 entries were received in this promotion and the entries were extremely deserving of assistance—the winner was extremely appreciative.	9/5-10/21 120 PSA Promos Aired Various Dayparts	:30 Each

Families	QC Radio Group Halloween Walk WLLR invited listeners and their families to trick or treat at our studios, Friday 10/20 from 4-6pm. This free event encourages parents to bring their littlest trick-or-treaters to enjoy their first, safe, Halloween experience.	10/1-20 84 PSA Promos Various Dayparts	:10-:30 Each
Jobs	Quad Cities Career Fair WLLR helped promote, and broadcast live from, the Quad Cities Fall Career Fair, held October 19 at Rhythm City Casino, Davenport. More than fifty employers accepted resumes and interviewed candidates for local jobs.	10/1-10/19 55 PSA Promos Various Dayparts/Live and Produced. Broadcast cut-ins aired 10/19 1-4pm	:10-:30 Each
Children at Risk/ Low-Income Assistance	Project Bundle-Up WLLR teamed with KWQC-TV 6 and the Salvation Army for a winter clothing drive for area children in need of warm clothes. Listeners were encouraged to donate coats, gloves, hats, and more.	10/10-10/21 53 PSA Promos Various Dayparts Remote Break-in Reports aired 10/21 5:30-9a, 11a-1p and 3-6pm.	:10-:15 Each
Public Health	Free Flu Shot Friday WLLR, along with Genesis Health Systems, promoted a program where listeners could stop by the station and receive a free flu shot.	10/17-10/28 54 PSA liners Broadcast cut-ins aired 10/28 7-9am	:10-:15 Each
Community Fine Arts	Festival of Trees WLLR promoted the annual Festival of Trees, a fundraiser for the Quad City Arts Council.	11/1-11/27 53 PSA liners aired.	:10-:15 Each
AIDS	To draw more attention to World AIDS Day on 12/1, WLLR and all iHeart Radio stations changed the company name from iHeart Radio to 'iHeart Red'.	11/31-12/1 24 PSA Promos All Dayparts	:10-:30 Each
Children at Risk	Toys for Tots WLLR joined KWQCT-TV 6's annual 'Toys for Tots' drive in front of their studios (805 Brady Street, Davenport) on December 1st. WLLR broadcast live that day, encouraging listeners to drop off new unwrapped toys for the Marine Corps 'Toys for Tots' drive.	11/28-12/1. 84 PSA Promos Various Dayparts Remote Break-in Reports aired 12/1 5:30-9a, 11a-1p and 3-6pm.	:10-:30 Each :50-:70 Each
Childhood Cancer	St Jude Children's Hospital WLLR helped raise money for St Jude Children's Hospital with our 'Buck Up for St Jude' meet & greet giveaways for the 12/9 Chris Young concert.	12/6-9 35 PSA Promos Various Dayparts	:10-:30 Each
East Tennessee Wildfire Victims	Smokey Mountain Rise www.WLLR.com aired Dolly Parton's telethon for the victims of fires in East Tennessee on 12/13, featuring performances by Reba, Chris Stapleton, Kenny Rogers, and many others.	12/13 10 PSA Promos	:10-:30 Each
Tourism	Be A Tourist In Your Own Back Yard WLLR and the entire iHeart Media Quad Cities group served as the official radio stations for 'Be A Tourist In Your Own Back Yard' event, 1/13-16/2016 at various sponsor locations and attractions throughout the Quad Cities.	12/26-12/31 21 PSA Promos Various Dayparts	:10-:15 Each

Various	<p>WLLR aired a total of 550 PSAs during fourth quarter, 2016, for a wide variety of causes, including but not limited to:</p> <ul style="list-style-type: none"> • Abate Toys For Tots Ride • Vietnam Vets Trivia Night • Benefit Amy Lippens • Hogtoberfest • Spooktacular • Trudy Appleby Fundraiser • Harvest Hustle • Student Hunger Drive • Stroll for OHL • Go Red For Women • Eagle Ridge Craft Fair • St. Ambrose • Mustache Challenge • Davenport West High Trivia Night • Juicebox Charities • Camp Courageous • Festival Of Trees • Gabe's All Inclusive Play Trivia Night • PBFUMC Run • BPD Pack A Car • Angel Tree • Lights For Life • Davenport West Wizards of Winter • Henry Co – Impaired Driving 	<p>550 PSAs Aired 10/1-12/31/16 ALL Dayparts</p>	Various
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