

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 First Quarter, 2016
 April 8, 2016

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:

- **Disabilities:** Though the Americans with Disabilities act became law in 1990, society continues to recognize new areas where we can all be made 'more equal'.
- **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.
- **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 our federal spending, perhaps no area has been harder hit than the funding of mental illness programs.
- **Politics:** The 2016 election--preceded by the Iowa caucuses and the Illinois primary--has meant an increase in the number of Quad City area visitors who also happen to be Presidential candidates.
- **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	Guest	DESCRIPTION	DATE/TIME	LENGTH
Health	Quad Cities Forum	Author Dr. Rueben Mesa has written a book on surviving cancer. He talks about the resources needed to negotiate the journey.	1/03/16 7:30am	15min
Religion	Quad Cities Forum	Rabbi Henry Karp talks about the Syrian refugees that are being relocated to the Quad Cities and problems they will face.	1/03/16 7:30am	15min
Health	Quad Cities Forum	Kirby Wynn is the PR Coordinator for the Mississippi Valley Regional Blood Center. He talks about the on-going need to recruit blood donors, especially around the holidays.	1/10/16 7:30 am	15min
Arts and Entertainment	Quad Cities Forum	Rick palmer heads the Adler Theater in Davenport. He discusses the shows coming to the Quad Cities as part+ of their "Broadway Theater Series".	1/10/2016 7:30 am	15min
Community	Quad Cities Forum	QC Riverbandit General Manager Andrew Chesser talks about improvements that are being made at Modern Woodman Park.	1/17/16 7:30 am	15min
Health	Quad Cities Forum	Joseph Cowley is the President and CEO of the Center For Alcohol and Drug Services (CADS) in the Quad Cities. He Discusses the Services that his organization offers.	1/17/16 7:30 am	15min
Arts and Entertainment	Quad Cities Forum	Tim Schiffer is the Executive Director of the Figge Museum. He talks about the exhibits and other art works that are coming to the Figge.	1/24/2016 7:30 am	15min
Health	Quad Cities Forum	Emily Gordon is the Executive Director of Rick's House of Hope in the Quad Cities. It is associated with Vera French. It does Grief, Loss and Trauma work with children	1/24/16 7:30 am	15min

Community	Quad Cities Forum	New Davenport Mayor Frank Klipsch talks about taking over the job of mayor in Davenport and what are his goals.	1/31/16 7:30 am	30min
Education	Quad Cities Forum	Ikponwonsa Oriakh is the Executive Director of the QC Alliance for Immigrants and Refugees (QCAIR). She talks about the programs her group offers for immigrants and refugees relocating to the Quad Cities	2/07/16 7:30 am	15 min
Community	Quad Cities Forum	Laura Kopp is the Executive Director of CASI , the Center for Active Seniors. She discusses the upcoming St Patrick's day race that serves as a fundraiser for her organizations programs.	2/07/16 7:30 am	15min
Education	Quad Cities Forum	St Ambrose University President Sister Joan Lescinski talks about the forums the school has set up for the Presidential candidates and how it helps educate students by being up close with the candidate.	2/14/16 7:30 am	20min
Community	Quad Cities Forum	Lou Ann Goral is the Executive Director of the Vera French Foundation. She discusses The work the foundation does with groups in the Quad Cities.	2/14/16 7:30 am	8min
Arts and Entertainment	Quad Cities Forum	Linda Cook is the Film Critic for the Quad City Times newspaper. She takes a look at the movies nominated for Academy Awards.	2/21/2016 7:30 am	30min
Health	Quad Cities Forum	Norma Leah Ovarian Cancer Foundation President Jodie Kavensky talks about the advancements being made in the fight against ovarian cancer.	2/28/16 7:30 am	15min
Community	Quad Cities Forum	Laura Kopp is the Executive Director of CASI, the Center for Active Seniors. She discusses the upcoming St Patrick's day race that serves as a fundraiser for her organizations programs.	2/28/16 7:30 am	15min
Health	Quad Cities Forum	Dr Bob Arnot talks about the benefits of coffee, calling it a super food.	3/06/16 7:30 am	30min
Community	Quad Cities Forum	Christine McNamara-Schmidt is Public Relations Director for Susan B Koman Quad Cities. She gives us the details on this years "Race For The Cure".	3/13/16 7:30 am	15min
Community	Quad Cities Forum	Chris Pekios is the Chairwoman of the the Tobacco Free Coalition of the Quad Cities. She talks about the programs they offer to help people quit smoking.	3/13/16 7:30 am	15min
Community	Quad Cities Forum	Joy McMeekan is the Director of Development for Gilda's Club of the Quad Cities. She takes over for Claudia Robinson. She discusses upcoming fundraisers.	3/20/16 7:30 am	15min
Politic	Quad Cities Forum	Iowa Congressman Dave Loebsack talks about the issues facing congress and how they impact Iowans.	3/20/16 7:30 am	15min
Arts and Entertainment	Quad Cities Forum	Linda Cook is the Film Critic for the Quad City Times newspaper. Recaps her picks for the Academy Awards.	3/27/2016 7:30 am	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	SEGMENT DURATION
Public Health	Radio Health Journal	Millions of Americans suffer pain as a result of weather changes. Experts discuss different conditions affected by weather, why pain responds to weather changes and possible remedies to some of these maladies.	1/3/16 7:00a	11:52
Environmental Issues, Pollution	Radio Health Journal	The average American is exposed to more than 100 potentially toxic synthetic chemicals every day, and there is little oversight of their safety. A noted expert discusses the vast amount that we don't know about these chemicals, how the US might regulate them better, and how tougher regulation in other countries could help keep Americans safer.	1/3/16 7:00a	7:54

Workplace Violence	Radio Health Journal	Healthcare workers are about four times more likely than workers in any other field to be attacked on the job, usually by patients or family members, and most often in the emergency department. Experts discuss how and why attacks occur and how hospitals and health care workers can do a better job preventing them.	1/10/16 7:00a	12:23
Health Care	Radio Health Journal	Hip and knee replacements are common, and doctors now say ankle replacements have become technically good enough to make fusion obsolete for arthritis patients in pain. A doctor & patient discuss.	1/10/16 7:00a	7:54
Ethics, Public Health	Radio Health Journal	Scientists have developed the technology to edit single genes, which could eventually eliminate some inherited diseases. However, doctors don't know how such "germline editing" or errors in execution of it would affect other genes for generations to come, calling the practice into question.	1/17/16 7:00a	12:30
Women's Issues, Public Health	Radio Health Journal	Many women who can't or don't want to breastfeed their newborns are pressured into trying anyway. An expert and an author discuss the political forces creating unusual unanimity behind the issue, and the truth of health claims on breastfeeding's benefits.	1/17/16 7:00a	7:54
Mental Health	Radio Health Journal	A surprisingly high percentage of people who've been treated in intensive care units later suffer from post-traumatic stress disorder, often including hallucinations recalling horrible ICU incidents. This has led to coining a new syndrome--PICS, or post intensive care syndrome. Experts discuss why the syndrome appears to occur and what's being done to treat and prevent it.	1/24/16 7:00a	12:47
Public Health, Food Regulations	Radio Health Journal	Millions of people who think they have allergies, asthma, and sinus problems may actually have "silent reflux" which can travel up the esophagus all the way to the throat and head. An expert discusses telltale symptoms and the dietary triggers that can cause the disorder.	1/24/16 7:00a	7:12
Public Health	Radio Health Journal	Heart attacks that produce few if any symptoms may be mistaken for indigestion or simple malaise, but they can be more serious than heart attacks that bring crushing pain because they often don't bring a victim to the hospital for lifesaving help. Experts discuss.	1/31/16 7:00a	12:38
Public Safety	Radio Health Journal	Low-level systemic inflammation is being tied to many disorders including heart disease, and now research has even tied inflammation to intermittent explosive disorder, a syndrome of repeated rage. Experts discuss these findings and how inflammation can be combatted through diet and supplementation.	1/31/16 7:00a	7:12
Developmental Disorders, Children at Risk	Radio Health Journal	Synopsis: Stuttering has been blamed even fairly recently on parenting, but new research has several new findings: a structural deficiency in the brain's wiring in stutterers; an inability to perceive rhythms; and a much more successful way to treat stuttering. Experts discuss the new advances.	2/7/16 7:00a	11:39
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.	2/7/16 7:00a	8:17
Public Health, Government Regulation	Radio Health Journal	Clinical trials are much of the basis for the practice of medicine. Funding of trials has dramatically shifted so that today, trials paid for by pharmaceutical and device makers outnumber publically funded trials 6-to-1. Some studies indicate this makes bias in trials more likely, jeopardizing public health. Experts discuss.	2/14/16 7:00a	13:30
Health Insurance Costs, Public Health	Radio Health Journal	American healthcare is the most expensive in the world. An expert author details some of the causes and possible solutions now being established.	2/14/16 7:00a	7:32
Infectious Disease, Public Health	Radio Health Journal	Mosquito-transmitted Zika virus has arrived in Central and South America, and while most people are not affected by it, the virus has been linked to microcephaly, a severe birth defect. Experts discuss the virus, how it's transmitted, its spread to the US, and how to protect yourself from it.	2/21/16 7:00a	13:17

Food Additives, Health Care	Radio Health Journal	Thyroid disease affects millions of Americans, many of whom have not been diagnosed. Experts discuss symptoms, causes, and treatments.	2/21/16 7:00a	6:15
Psychology, Crime Prevention	Radio Health Journal	It's a psychological paradox that the greater the number of people present when a person needs help, the less likely help will be rendered. Experts discuss reasons why this effect occurs, how it can be broken by technology, and the background of intense research into the effect sparked by the first internationally famous "bystander effect" crime.	2/28/16 7:00a	11:55
Family Issues, Public Health	Radio Health Journal	Egg donation can solve infertility, but it can be a minefield of emotional risks, especially if the donor and recipient are family or friends. An author/journalist who has donated twice with vastly different results discusses the technology and what to look out for when approaching egg donation.	2/28/16 7:00a	8:08
Health Care Economics	Radio Health Journal	Many primary care doctors are unhappy with the "factory medicine" they have to practice. Some are creating "concierge medicine" practices in response, cutting patient roles and asking for retainer fees from those that remain. Patients receive much longer appointments, greater access, and more personal care for these higher fees. Two concierge doctors and a patient discuss.	3/6/16 7:00a	12:20
Health Care, Family Issues	Radio Health Journal	Restless legs syndrome, a neurological condition, strikes people at night, creating some of the worst sleep conditions known by any patients. Experts discuss identifying and treating the syndrome.	3/6/16 7:00a	8:08
Emergency Response, Public Safety	Radio Health Journal	Paramedics and EMTs are the first responders of the health system and often find violent, confusing situations on their arrival. A former paramedic describes the "inside story" of the job, its dangers and rewards.	3/13/16 7:00a	11:46
Youth at Risk, Family Health	Radio Health Journal	Patients often keep lifestyle secrets from their physicians even though it may be harmful to their health. Experts discuss the most common reasons for secret-keeping and the consequences that may result.	3/13/16 7:00a	7:32
Technology and Society	Radio Health Journal	Genetic testing has become a widespread reality in the past five years, but doctors are struggling with what many genetic findings really mean. Should patients be told about the presence of genes that might be either dangerous... or perfectly harmless? Experts discuss.	3/20/15 7:00a	11:24
Public Health, Dietary Education	Radio Health Journal	Many experts disagree over the roots of the obesity crisis some 40 years ago. One well-known expert describes why he believes sugar is to blame, and the changes in the market and government advisories that made sugar a much heavier part of our diets.	3/20/16 7:00a	7:24
Public Health	Radio Health Journal	Doctors often deal with bacterial infections, but they are less familiar with infections involving several different kinds of bacteria in a matrix. This form, known as biofilm, is surprisingly common, resistant to many antibiotics, and gaining new attention as a source of hard to eradicate infections. Experts discuss	3/27/16 7:00a	11:51
Youth at Risk, Public Health	Radio Health Journal	Young adolescents often are allowed to take over the counter drugs on their own, but many OTC medicines, especially acetaminophen, can be dangerous. Experts discuss how to educate 'tweens on taking OTC drugs safely.	3/27/16 7:00a	7:24

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 18-19 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 \$113,740 was raised for St Jude.	200 PSA Promos Aired 1/10-2/19 Various Dayparts Continuous broadcasts 6am-6pm on 2/18-19	:10-:30 Each Continuous broadcasting during Radiothon

City & Recreation	Be a Tourist in Your Own Backyard WLLR helped to promote the annual Quad Cities event encouraging local residents to rediscover the community. Area hotels, restaurants and more offer discounts for the weekend.	88 PSA Promos Aired 1/1-1/18 Various Dayparts	: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 20 th at Wick Lake, Jumer's Casino Hotel, Rock Island.	75 PSA Promos Aired 1/15-3/20 Various Dayparts	:10-:15 Each
Unemployment	Quad Cities Largest Career Fair WLLR helped promote a career fair, February 24 th in Moline at the iWireless Center.	70 PSA Promos Aired 1/3-2/24 Various Dayparts <hr/> Live Broadcast Aired 2/24	:10-:15 Each <hr/> :60 each on 2/24
Various	WLLR aired a total of 480 PSAs during first quarter, 2016, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Big Brothers/Big Sisters Softball Tourney • Iowa Medicaid Transition • Rafa Perez Benefit • Scott Spies Benefit • Hand In Hand • Sienna Rose Benefit • Salvation Army • Lions Trivia Night • Boys & Girls Club • Soup or Bowls Donations Drive • Colona Souper Bowls of Caring • Neighborhood Watch • Polar Plunge • Vera French Foundation • CASI St. Pats Day Race • Parrish of Saints Breakfast • Full Power Meet • Buffalo Bills Birthday • Rock Island Benevolent Assoc. • Strike Out Prostate Cancer • Extension 4-H • American Heart Association • Andover Fire Dept. • Epilepsy Purple Dash • Clarence Vol Fire Dept. • Colona Fire Dept. Pancake B-fast • United Steel Workers Benefit • Benefit O. McCormick 	480 PSAs Aired 1/1-3/31/2016 ALL Dayparts	:15 Each