

**WLLR-FM**  
**Davenport, IA**  
 Quarterly Issues/Programs List  
 Third Quarter, 2015  
 October 8, 2015

**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:
• <b>Arts and Entertainment:</b> 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.
• <b>Child Cancer:</b> Today’s kids have the best odds ever to beat childhood cancers, but much remains to be done to eradicate these health threats.
• <b>Children &amp; Family:</b> Raising children has never been easy, but in today’s world, a myriad of new issues have come in to play which complicate things even further.
• <b>Community:</b> From road quality to sewer repair to garbage pickup, people of the Quad Cities are BIG on city basics.
• <b>Economy:</b> 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.
• <b>Education:</b> 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.
• <b>Environment:</b> 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.
• <b>Health:</b> 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.
• <b>Highway Safety:</b> From modern driving distractions including electronics, to our nation’s aging highway infrastructure, the roads can be a very dangerous place.
• <b>Mental Health:</b> As federal and state(s) funding for mental health programs has been decreased; local agencies are increasingly challenged to keep up with the need.
• <b>Science and Technology.</b> Amazing advances have been made in technology have had an enormously positive effect on each of our lives. These advances—and the breakneck pace of tech growth---have also made our lives more complicated.
• <b>Tourism:</b> 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
<b>Arts and Culture, Tourism</b>	Quad Cities Forum	Kim Findlay is the President and CEO for the Putnam Museum. She talks about the new exhibits that are coming to the Putnam Museum.	7/05/15 7:30 am	15min
<b>Arts and Entertainment</b>	Quad Cities Forum	Bob Fox is the Director of the Mississippi Valley Fair. He talks about the musical acts coming to the fair. He also talks about other exhibits at the fair and how “Fun Cards” came into being.	7/12/2015 7:30 am	15min
<b>Arts and Entertainment</b>	Quad Cities Forum	Janet Brown-Lowe is the Executive Director of the German Heritage Museum. She discusses the new exhibits at the museum.	7/12/2015 7:30 am	15min
<b>Arts and Entertainment</b>	Quad Cities Forum	Linda Cook is the Film Critic for the Quad City Times newspaper. She takes a look at some of the new and old films that are playing at local venues.	7/26/2015 7:30 am	30min
<b>Arts and Entertainment</b>	Quad Cities Forum	Tim Schiffer is the Executive Director of the Figge Art Museum. He talks about the exhibits coming to the museum during the upcoming season.	9/06/2015 7:30 am	15min
<b>Arts and Entertainment</b>	Quad Cities Forum	Stephanie Nagle head up marketing and events for the iWireless Center. She talks about upcoming events and shows at the Moline, Illinois venue.	8/30/2015 7:30 am	15min
<b>Arts and Entertainment</b>	Quad Cities Forum	Rick Palmer is the Director at the Adler Theater. He talks about the upcoming Broadway Theater programs at the Theater.	8/30/2015 7:30 am	15min

<b>Arts and Entertainment, Tourism</b>	Quad Cities Forum	Pat Halverson and Linda Hardin are coordinators with the Beaux Arts Fair. They talk about their organization and the unique gifts that are available for the upcoming holidays.	9/06/15 7:30 am	15min
<b>Education</b>	Quad Cities Forum	Ellis Kell is with the River Music Authority. He talks about the opportunities available for kids interested in music with the RME's Rock Camp.	9/06/15 7:30 am	30min
<b>Education, Family Issues</b>	Quad Cities Forum	Kent Barnds is the Vice President of Enrollment at Augustana College. He talks about opportunities for high school students at Augustana and what is being done to hold down the cost of college.	8/23/15 7:30 am	30 min
<b>Environment</b>	Quad Cities Forum	Becky Baines is an author with National Geographic. She has written a book about unusual animal facts and records targeted at making nature fun for kids.	8/16/15 7:30 am Replay (9/19/15)	15min
<b>Health</b>	Quad Cities Forum	Sara Sedlack is the Regional Outreach Director for Planned Parenthood. She talks about the non-controversial programs offered by Planned Parenthood.	8/16/15 7:30 am	15min
<b>Health</b>	Quad Cities Forum	Austin Bird heads up Government and Community Relations with Genesis Health System. He talks about his efforts to keep all of the entities on the same page when it comes to health care.	7/19/15 7:30 am	15min
<b>Leukemia Research</b>	Quad Cities Forum	Jim Lange is the Co-chair of Cure It With Corn. A local group is growing and selling sweet corn to raise money for the battle against Leukemia.	9/13/15 7:30 am (replay on 9/19/15)	15min
<b>Politics</b>	Quad Cities Forum	Davenport Mayor Bill Gluba talks about his run for re-election	8/02/15 7:30 am	30min
<b>Politics</b>	Quad Cities Forum	Frank Klipsch is running against incumbent Bill Gluba for mayor of Davenport. He talks about the qualities he would bring to the job.	8/09/15 7:30 am	30min
<b>Politics</b>	Quad Cities Forum	Phyllis Thede is an Iowa State Legislator. She talks about the issues facing Iowa voters.	8/16/15 7:30 am	15min
<b>Safety</b>	Quad Cities Forum	Lt Mark Kakert is with the Davenport Fire Department. He talks about how families can protect themselves from summer fire hazards.	7/05/15 7:30 am	15min
<b>Sports, Tourism</b>	Quad Cities Forum	Bob McNamara is the General Manager of the Quad City Mallards, the local minor league hockey club. He talks about the upcoming season and the promotions the club will be offering to attract fans.	9/27/15 7:30 am	15min
<b>Sports, Tourism</b>	Quad Cities Forum	Andrew Chesser General Manager of the Quad City Riverbandits wraps up the highs and lows of this year's baseball season.	9/27/15 7:30 am	15min
<b>Tourism, Health</b>	Quad Cities Forum	Dan Breidinger is the Assistant head of the Quad City Times Bix 7 Road Race. He talks about one of the premiere events in the Quad Cities.	7/19/15 7:30 am	15min

## 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	Description	Date/Time	Length
<b>Alcohol, Youth at Risk</b>	Radio Health Journal	Newly-invented powdered alcohol is entering the market, but some experts and legislators believe it should be banned because it's likely to be abused by teens. Experts, the product's inventor and legislators discuss.	9/13/15 7:00a	6:03
<b>Auto and Highway Safety</b>	Radio Health Journal	Auto accidents are the largest cause of post-traumatic stress disorder. About 25 percent of people injured in car crashes will suffer from it. Accident survivors and one of the world's foremost experts discuss variables that make PTSD worse and those that make recovery easier, as well as the essentials victims must carry out to recover.	9/13/15 7:00a	13:59
<b>Education, Legal System</b>	Radio Health Journal	The ability to "know" the musical pitch of any sound has traditionally been thought to be learnable only at a very early age through musical training. But new research shows perfect pitch is teachable to adults as well. Experts discuss the implications on all forms of learning.	7/12/15 7:00a	12:54

<b>Ethics, End of Life Care</b>	Radio Health Journal	It's a fine line between preserving life and prolonging death. An award winning science writer discusses her 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."	8/2/15 7:00a	10:05
<b>Family Issues, Pets</b>	Radio Health Journal	Just as people face an obesity crisis in the US, so do our pets, which have many of the same health consequences as overweight humans. Experts discuss why pet obesity is a problem and ways pet owners can keep their furry friends healthy.	9/6/15 7:00a	8:44
<b>Health</b>	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 misrouted to rage centers in the brain. Experts and a sufferer discuss the syndrome	8/30/15 7:00a	12:01
<b>Health</b>	Radio Health Journal	A sleep disorder strangely named "exploding head syndrome" may keep more than 10 percent of people awake at night by inflicting them with crashing sounds that only they can hear. A sufferer and an expert discuss.	9/20/15 7:00a	7:07
<b>Health Care</b>	Radio Health Journal	TV doctors wield tremendous influence with patients, sometimes even more than a person's own doctor. Yet studies show that the advice you hear on TV is often unsupported by medical research. Experts discuss how celebrity doctors miss the mark and why they're so popular.	7/5/15 7:00a	7:17
<b>Health Care</b>	Radio Health Journal	Scientists have discovered that tinnitus, or "ringing in the ears," involves many more areas of the brain than just those involved with hearing. Experts explain why the findings mean it will be difficult to develop treatments for tinnitus, and what sufferers can do now.	7/26/15 7:00a	9:19
<b>Health Care</b>	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.	9/27/15 7:00a	13:08
<b>Health Care, Pop Culture</b>	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, and how singing is being used to treat one serious disease.	7/19/15 7:00a	8:24
<b>Health Care, Technology</b>	Radio Health Journal	Cancer biopsies traditionally require surgery to remove a piece of tumor. But doctors are increasingly able to find evidence of cancer in the blood, eliminating the need for surgery. Researchers hope to eventually be able to use these liquid biopsies for cancer screening and early diagnosis. Experts discuss.	9/6/15 7:00a	11:12
<b>Health Care, Women's Issues</b>	Radio Health Journal	The death rate surrounding pregnancy in the US has been climbing to the point it compares with some third world countries rather than the western European nations we once compared to. Experts discuss possible reasons for the increase and one possible way to reverse it--more reliance on midwives.	7/19/15 7:00a	10:55
<b>Health, History</b>	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.	8/23/15 7:00a	7:38
<b>Health, Mental Health</b>	Radio Health Journal	Researchers are learning that tears shed for different reasons are chemically different. Emotional tears, for example, contain high levels of stress hormones, indicating they may be a way for the body to reduce stress. Experts discuss why it's good for people to cry	8/16/15 7:00a	6:32
<b>Mental Illness, Family Issues</b>	Radio Health Journal	Everyone deals with grief at one time or another. An expert discusses how it's experienced by most people, and what separates normal grief from more problematic depression A writer/illustrator discusses his experience dealing with his spouse's sudden death.	8/30/15 7:00a	7:50
<b>Pollution and the Environment</b>	Radio Health Journal	Air pollution is blamed for one of every eight deaths worldwide, including 200,000 in the US each year. A noted lung physician discusses some of the diseases smog can cause and ways to keep your lungs safe.	7/12/15 7:00a	7:01
<b>Public Health, Technology</b>	Radio Health Journal	Scientists have discovered that older research animals can seemingly be made young again with infusions of young blood which reactivate stem cells. Researchers have started to isolate factors in plasma that appear to be responsible, opening the door to possibly rolling back the clock on aging. Experts explain.	9/20/15 7:00a	11:46

<b>Public Safety, Consumerism</b>	Radio Health Journal	Consumers who purchase medicines online for convenience and price are taking a big risk--experts say 97% of online "pharmacies" are rogue sites operating illegally. Often the medications they sell are counterfeit or substandard. Experts discuss the risks and how consumers can buy safely.	8/9/15 7:00a	11:57
<b>Vehicle Safety</b>	Radio Health Journal	Few people are aware that the vehicle occupant most likely to be hurt in a crash is the one in the front passenger seat. Experts discuss why this occurs, the different injuries that can occur there, and many ways car occupants can protect themselves from injury.	8/2/15 7:00a	11:20
<b>Women's Issues</b>	Radio Health Journal	Young women are at relatively low risk of heart attacks, but when they have one, a much greater proportion die than among men of the same age. Surveys show young women are often unaware of their risk and are much less likely to go to the emergency room when a heart attack occurs. Experts discuss reasons and possible remedies.	8/23/15 7:00a	11:15
<b>Women's Issues, Sexual Assault</b>	Radio Health Journal	Colleges are now required by Federal law to present anti-sexual assault training to new students, but rather than instilling "no means no," some experts think we need to do much more to enlist men to help prevent sexual assault. Experts discuss how it can be done by making men allies, rather than regarding them as potential perpetrators, and through bystander training.	8/16/15 7:00a	13:19
<b>Worker Safety, Environment</b>	Radio Health Journal	Most people don't think much about what happens to their trash after they set it at the curb. But 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.	7/5/15 7:00a	12:12
<b>Workplace Issues</b>	Radio Health Journal	Multitasking seems like a necessity for most people, and most of us think it improves our efficiency. However, studies show that only a tiny proportion of people can juggle tasks well. Researchers discuss why our brains can't do two things at once, and why "super taskers" may be different.	8/9/15 7:00a	8:06
<b>Youth at Risk, Parenting</b>	Radio Health Journal	Many schools are cutting down on recess to focus on the 3R's, but child development experts say play is part of children's "work" and an important part of how they learn. One expert discusses.	9/27/15 7:00a	7:01
<b>Youth at Risk, Parenting Issues</b>	Radio Health Journal	Children whose parents die by suicide face a difficult emotional recovery. Well-meaning adults often make it worse with their mistakes in how they talk about the death. Experts discuss the right and wrong ways to help children cope with parental suicide	7/26/15 7:00a	10:05

### 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
<b>Arts, Culture</b>	Quad City Pops WLLR gave away tickets and helped promote the Quad City Symphony Orchestra's 'Riverfront Pops' event, held September 12 <sup>th</sup> in Davenport's LeClaire Park. Funds raised benefit the Quad City Symphony's efforts to bring arts and culture to Quad City area schools.	120 PSA Promos 8/15-9/12 All Dayparts	:10-:30 Each
<b>Childhood Cancer</b>	Buck Up for St Jude During the 2015 Mississippi Valley Fair, WLLR conducted daily 'Buck Up' promotions for St Jude, where listeners could donate money to this children's cancer research hospital. Over \$2,000 was raised over this period (8/4-9).	78 PSA Promos 8/4-9 All Dayparts	:10-:15 Each
<b>Children at Risk</b>	HAVLife's Legendary Brew Off WLLR was a media sponsor for the July 17 <sup>th</sup> 'Legendary Brew-Off' to Benefit HAVLife. HAVLife provides support, counseling and coaching for kids at risk. The 'Brew Off' gives Quad Citians the chance to meet & hang out with Iowa Hawkeye football greats while donating to HAVLife.	80 PSA Promos 6/25-7/17 All Dayparts	:10-:15 Each
<b>Economics/ Education</b>	Student Hunger Drive WLLR aired live PSA Promos inviting listeners to participate in the Student Hunger Drive kickoff, held at the Riverbend Food Bank on October 5 <sup>th</sup> .	15 PSA Promos Aired 9/25-30 Various Dayparts	:10-:30 Each

<b>Education/ Children at Risk</b>	Stuff the Bus WLLR helped promote 'Stuff the Bus', July 17-18. This event encourages the donation of school supplies for kids who cannot afford them. Friday's (7/17) drop off was at KWQC-TV 6; Saturday's (7/18) was at all four Quad City area Wal-Marts.	78 PSA Promos Aired 7/13-18 Various Dayparts	:10-:30 Each
<b>Family Issues</b>	Bridal Fair WLLR helped to promote the Fall Bridal Fair, held September 13 at the iWireless Center. Listeners planning upcoming weddings could browse booths from more than 60 vendors to find just about anything they need for their big day.	49 PSA Promos 8/24-9/13 All Dayparts	:10-:15 Each
<b>Health, Tourism</b>	Quad Cities Marathon. WLLR promoted the details of this event, as well as the charities that it supports: Erika Kate Foundation and Prostate Cancer Screening research.	420 live PSA liners Aired 7/1 – 9/27 All Dayparts	:10-:15 Each
<b>Jobs/Economic Development</b>	Quad City Career Fair WLLR helped promote the upcoming (10/14) Quad City Career Fair, to be held at the iWireless Center. Over fifty employers will be conducting interviews at this free event.	22 PSA Promos Aired 9/28-30 Various Dayparts	:10-:30 Each
<b>Mental Health</b>	NAMI Walk WLLR again helped to promote the 'NAMI Walk', held September 26 at Ben Butterworth Parkway, Moline. WLLR's Jim O'Hara was the emcee for this event, which raises funds to provide free education and support for families living with a serious mental illness condition.	60 PSA Promos 8/30-9/26 All Dayparts	:10-:15 Each
<b>Tourism</b>	Rock Island Grand Prix. WLLR promoted this free event with ticket information and a contest for special VIP seating.	123 PSA Liners Aired 8/4 – 9/4	:10-:15 Each
<b>Tourism/Health</b>	Quad City Times Bix 7 WLLR aired promos inviting listeners to participate in the annual 'Bix 7' run, held July 25th. Over 18,000 participants makes the Bix the biggest run in the area; people come from all over America to participate.	55 PSA Promos Aired 7/1-25 Various Dayparts	:10-:30 Each
<b>Voting/Civic Rights</b>	Rock The Vote. WLLR promoted the Rock The Vote campaign to get younger voters registered and to get them more engaged in our political process.	16 PSA Promos 9/22 All Dayparts	:10-:15 Each
<b>Various</b>	WLLR aired more than 445 recorded PSAs during the third quarter, 2015, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> <li>• West High School Reunion 63</li> <li>• Living Lands and Water benefit 32</li> <li>• Walk for Wishes 32</li> <li>• Riverssance Festival of Fine Arts 29</li> <li>• Nami Walk 29</li> <li>• XStream Cleanup 28</li> <li>• Military Assistance 25</li> <li>• Children's Wellness Fair 24</li> <li>• Riverbend Food Bank Hunger Day 23</li> <li>• Outlaw Fest 19</li> <li>• Out of The Darkness 18</li> <li>• Walk for Children with Apraxia 18</li> <li>• Benefit for Sue Rosenboom 17</li> <li>• Old Threshers Reunion 16</li> <li>• Bix 7 Road Race 14</li> <li>• Nick Teddy 5K run 12</li> <li>• Muscatine County Fair 11</li> <li>• Hilltop Fall Music Festival 10</li> <li>• QC Marathon 8</li> <li>• Seussical Jr 8</li> <li>• Battle of The Badges 7</li> <li>• Wheels For Zane 6</li> <li>• Jazz and Heritage Fest 4</li> <li>• Pork in the Park 4</li> <li>• Wounded Warriors/Raise the Roof 3</li> <li>• Cruz Perez Benefit 3</li> <li>• Car Show For Kids 3</li> <li>• Stuff the Bus for Salvation Army 2</li> <li>• Abate Toy Run 1</li> </ul>	445 PSAs Aired 7/1-9/30/15 All Dayparts	Various