

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 Fourth Quarter, 20178
 January 4, 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:
• Arts & Entertainment: Research shows that the availability of Arts and Culture—everything from museums to parks and recreation systems—can greatly improve the quality of life in a community.
• Economic Development: The overall health of our area is tied to its economic health. This health can only be maintained by sustaining the growth of local 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. But for others, ‘food deserts’ are real. Additional emphasis is now being placed on proper nutrition from the foods we eat.
• Healthcare Costs: Today’s healthcare may be state-of-the art, but consumers are paying for it. With increased premiums and fewer insurers, for many Quad Citians, getting sufficient healthcare coverage is difficult.
• I-74 Bridge: The new structure that is now being built to join our communities along the Iowa-Illinois border is the largest construction project in the region in decades, employing hundreds of workers and positively impacting the Quad Cities economically.
• 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 federal spending; perhaps no area has been harder hit than the funding of mental illness programs.
• Religion. Understanding of and tolerance for those with different religious beliefs.
• Senior Issues: From health to education to living conditions, senior needs are increasingly being accounted for--and marketed to.
• 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.
• Veteran’s Issues/PTSD: 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. PTSD is common.

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 TITLE	GUEST	DATES	DURATION
Economy, Education	Quad City Forum	Mike Morris, CEO of Riverbend Foodbank talked about their organization, their programs, and the 2018 Student Hunger Drive.	10/7/18 7:30am	15 Minutes
I-74 Bridge, Jobs	Quad City Forum	Paul Fessler from the Highway Construction Career Training Program at Black Hawk College talked about how their program helps Quad Citizens learn prepare for careers in the trades and helps the trades and construction companies develop their workforce using the HCCTP program.	10/7/18 7:30am	15 Minutes
Arts and Entertainment,	Quad City Forum	Curators from the Putnam Museum discussed the role they play in creating new exhibits for the Putnam Museum and talked about the newest exhibit, Heroines in Literature.	10/14/18 7:30am	15 Minutes
Economy, Education, Jobs, State Government, Tourism	Quad City Forum	Iowa Governor Kim Reynolds talked about issues in the state of Iowa and her re-election campaign.	10/14/18 7:30am	15 Minutes
Education	Quad City Forum	Jenny Garner, Director for the University of Illinois Extension Office talked about their programs and their need for volunteers.	10/21/18 7:30am	15 Minutes

Family Issues, Tourism	Quad City Forum	Jenny Garlach from Boys and Girls Club of the Mississippi Valley talked about their organization, their programs, and their upcoming Cocoa Beano 5k fundraiser run.	10/21/18 7:30am	15 Minutes
Arts and Entertainment, Physical Fitness	Quad City Forum	Chuck Long, CEO and Executive Director for the Iowa Sports Foundation talked about their organization and their statewide programs.	10/28/18 7:30am	15 Minutes
Education, Mental Health, Tourism	Quad City Forum	Lori Luna, Executive Director for Youth Services Bureau of Rock Island talked about their organization and their programs serving youth and adults in the Quad Cities.	10/28/18 7:30am	15 Minutes
Arts and Entertainment, Education,	Quad City Forum	Melissa Lanham from the iJAG program at UTEC in East Moline talked about the iJAG program and how it serves students and educators in the Quad Cities, as well as her volunteer needs (classroom speakers, etc).	11/4/18 7:30am	15 Minutes
Health Care, Jobs	Quad City Forum	Laura Kopp, Executive Director for the Center for Active Seniors (CASI) talked about their facility, their programs, and their upcoming Holiday Hat Bash fundraiser.	11/4/18 7:30am	15 Minutes
Veteran's Issues, Education	Quad City Forum	Tom Reagan, Coordinator for Veterans' Services at Black Hawk College talked about the services the college provides to veterans seeking a post-secondary education.	11/11/18 7:30am	15 Minutes
Alzheimer's, Health Care, Jobs, Mental Health	Quad City Forum	Megan Pederson from the Alzheimer's Association highlighted National Alzheimer's Awareness Month and talked about their programs and resources for families affected by Alzheimer's.	11/11/18 7:30am	15 Minutes
Area Charities	Quad City Forum	Joy Boruff, CEO and Executive Director for The Moline Foundation, talked about the work of their community foundation and provided details about their November 15 th 65 th Anniversary celebration.	11/18/18 7:30am	15 Minutes
Arts and Entertainment, Public Welfare, Tourism	Quad City Forum	Scott Hildebrand from Henry's Christmas Yard talked about his food donation campaign during the holiday season and provided details about the November 24 blood drive event at his elaborate Christmas display.	11/18/18 7:30am	15 Minutes
Health Care, Mental Health, Public Welfare	Quad City Forum	Bill Horrell, Development Director for the Quad Cities' Salvation Army chapter provided an update on donations to their red kettles and talked about their volunteer needs (bell ringers).	11/25/18 7:30am	15 Minutes
Health Care, Mental Health, Public Welfare	Quad City Forum	Dr. Curtis Rexroth from the Welcome to Health Clinic talked about the hazards of opioid use for pain management	11/25/18 7:30am	15 Minutes
Education, Local Government, Public Welfare	Quad City Forum	Joanna Doerder, Bettendorf citizen and taxpayer talked about the Bettendorf Community Schools General Obligation Bond Referendum on the December 11, 2018 ballot	12/2/18 7:00am	30 Minutes
Community, Education, Public Safety	Quad City Forum	Geoff Manis and Alvaro Macias, Glen Oaks Neighborhood Association talked about how they created their neighborhood association and offered advice to others looking to create their own neighborhood association.	12/9/18 7:30am	30 Minutes
Public Safety, Public Welfare	Quad City Forum	Dennis Harker from Quad Cities Missing Persons Network talked about his organization, its fundraising needs, and its fundraising business, The Treasure Chest	12/16/18 7:30am	30 Minutes
Family Issues, Mental Health, Public Safety, Public Welfare	Quad City Forum	Dr. Kit Evans-Ford, Executive Director of Argrow's House for domestic abuse victims talked about her organization, its program and resources, and the soap made by those using Argrow's House services that is sold to raise money for the cause.	12/23/18 7:30am	15 Minutes
Tourism, Area Charities	Quad City Forum	Gwen Tombergs, President of the Quad City Storm, provided a mid-season report on the team's progress including the \$31,000 the team has raised for charities this season.	12/23/18 7:30am	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

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
Costs of Healthcare	Radio Health Journal	Medical bills have long been labeled the number one cause of bankruptcy in the US. A recent study has examined how medical crises produce personal financial disaster. Researchers say for the uninsured, medical bills are, indeed, a heavy burden. But for both insured and uninsured, illness or injury can cause disruption of employment that may linger for years, and from which family finances may never recover. Experts discuss causes and possible solutions to the problem.	10/7/18 7:00am	12:48
Nutrition	Radio Health Journal	Researchers have discovered a variety of components in foods that are essential to health but are low in quantity in most diets. One of these is a set of compounds called polyamines. Researchers explain what they are, how they work, and how people can replace those that are needed in the diet.	10/7/18 7:00am	6:59
Women's Issues, Dementia	Radio Health Journal	About two-thirds of people with dementia in the United States are women, and researchers are discovering it's not just because they live longer. Reproductive history also plays a role. Scientists are focusing on the role of estrogen as a potential protective factor against Alzheimer's disease. Several who are involved in this research explain.	10/14/18 7:00am	12:26
Mental Health	Radio Health Journal	What we now call "homesickness" used to be a medical diagnosis called "nostalgia," and it was considered life-threatening. Today many people consider homesickness to be a childish emotion, but an expert says it's nothing to be ashamed of. We all suffer from it sometime and need to know how to cope.	10/14/18 7:00am	7:35
Obesity, Public Health	Radio Health Journal	Studies show that medical professionals are as biased as the rest of us against people who are overweight, resulting in lectures, misdiagnoses, and patients who start avoiding the doctor. Experts explain the problem, results, and what might be done about it.	10/21/18 7:00am	13:08
Health Care	Radio Health Journal	Surveys show that hospital gowns are one of the things that most makes a hospital stay unpleasant. Finally hospitals may be moving to get rid of the old style gowns toward a less revealing, more dignified design that is still functional for healthcare workers. Experts discuss.	10/21/18 7:00am	6:45
Health Care, Flu Prevention	Radio Health Journal	About 40 percent of eligible people have been vaccinated against the flu in recent years, but many more might do so were it not for persistent myths about the disease and its vaccine. For example, a new survey shows that more than half of parents believe the flu shot can cause the flu. Experts explain why those myths aren't true and set the record straight.	10/28/18 7:00am	12:40
Sleep Disorders, Public Health	Radio Health Journal	Sleep disorders can be difficult to diagnose and treat. A science journalist discusses his efforts to overcome narcolepsy, which produces extreme daytime sleepiness, and cataplexy, which produces instant sleep-like paralysis, as well as the science behind sleep disorders.	10/28/18 7:00am	8:18
Youth at Risk, Parenting 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.	11/4/18 7:00am	12:40
Human Development	Radio Health Journal	Tickling is a unique application of the sense of touch that surprisingly has developmental and cultural importance. Experts discuss the science and sociology of tickling.	11/4/18 7:00am	7:37
Veteran's Issues, PTSD	Radio Health Journal	People suffering from post-traumatic stress disorder often can't face their trauma, which is necessary for psychotherapy to work. It is a big reason PTSD is so difficult to treat. Scientists are leading clinical trials into the use of the banned drug MDMA along with therapy to help break this hurdle, and the results so far have been outstanding in curing PTSD.	11/11/18 7:00am	12:19

Public Health, Leprosy	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. An expert discusses.	11/11/18 7:00am	7:34
Youth at Risk, Police and the Justice System	Radio Health Journal	Just about anyone can report a parent to a child abuse hotline. It's meant to protect children, but all too often, parents are reported when no abuse or neglect exists in order to retaliate for a divorce or some other grievance. And though the world is actually safer for children than it used to be, some parents are reported for merely letting children play outside or walk to school without an adult in attendance, what was once thought of as normal. Some activists say this robs children of independence. An expert and a woman who went through an unjustified child abuse investigation discuss.	11/18/18 7:00am	12:57
Public Health, Pets	Radio Health Journal	A woman who suffered 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.	11/18/18 7:00am	6:55
Youth at Risk, Mental Health	Radio Health Journal	Schools would be a good place for programs to screen for mental health issues in students, and to educate about mental health to lessen the pervasive stigma. Some states are making programs mandatory, but elsewhere schools and personnel may resist, seeing mental health as outside the normal role of teachers. Experts discuss how inventive programs are overcoming obstacles.	11/25/18 7:00am	12:02
Workplace Issues, Technology	Radio Health Journal	Companies instituting open offices without walls often claim they improve collaboration and interaction. Studies now show that the opposite is true—that workers put on headphones and interact via email rather than in person in order to shut out distractions and stress. Experts discuss.	11/25/18 7:00am	7:42
Public Health, Air Pollution	Radio Health Journal	Many people who have chronic recurrent sinusitis may have an allergic reaction to fungi rather than a bacterial infection. Treatments for the two are completely different, and in some cases, fungal sinusitis can be life threatening. Two experts and a patient explain.	12/2/18 7:00am	11:59
Workplace Issues, Gender Bias	Radio Health Journal	Most people think of science as fact-based and not as subject to bias as the rest of the world. However, studies show that gender bias is rampant in science, and that women are not taken as seriously as men, even with identical qualifications. Experts discuss the problem and possible solutions.	12/2/18 7:00am	7:35
Health Care, Technology	Radio Health Journal	With monitors surveying every part of patients' bodies, hospital intensive care units appear to be a model of high tech. But systems engineers say ICU's are actually models of inefficiency because few of those high tech devices talk to each other. Experts discuss how ICU's could be improved to save lives.	12/9/18 7:00am	12:26
Public Health, Food Safety	Radio Health Journal	During the holidays, party foods are a prime source of food-borne illness. Two food scientists discuss common ways foods become contaminated, some of the myths of food contamination, and ways to keep foods safe when you have guests to protect.	12/9/18 7:00am	7:21
Costs of Healthcare, Online Fraud	Radio Health Journal	Medical campaigns account for a third of monies raised on crowdfunding sites like GoFundMe, and many people who've fallen through the holes of the safety net have been helped this way. But new studies show that fraud is rampant in crowdfunding, with fake patients and medical providers who all too eager to take money for worthless treatment. Experts discuss these issues and the need for regulation.	12/16/18 7:00am	12:15
Public Health, Food Conservation	Radio Health Journal	During the holidays, leftovers from gatherings and parties may threaten to take over the refrigerator. An expert discusses consumer-friendly how-to's, including how to read labels, that can lengthen food life and help avoid food waste.	12/16/18 7:00am	7:35
Health Care, Senior Issues	Radio Health Journal	It's a rare thing for people to lose their memory of past events. An expert discusses why doctors believe it may occur, and a woman to whom it happened recounts her experience.	12/23/18 7:00am	12:22

Disabilities, Discrimination	Radio Health Journal	Many people with dwarfism also face skeletal abnormalities which can lead to disability. Experts, and little people themselves, discuss major causes of dwarfism, the hurdles they create, the struggle for respect, and the prospect of treatments that could one day make little people much more rare.	12/23/18 7:00am	7:41
Traffic Safety, Technology	Radio Health Journal	In the near future, cars will be able to provide data as well as receive it, and a variety of methods are being researched to tap into this. Experts explain how cars can communicate with roads, traffic signals and central computers, and how roads themselves may collect data on the cars they carry. In the future, autonomous cars may use these links to greatly speed travel and make it much safer.	12/30/18 7:00am	12:55
Epilepsy, Discrimination	Radio Health Journal	Epilepsy affects 3.5 million Americans, yet stigma prevents many from speaking out, which in turn prolongs the stigma. An award-winning writer who has epilepsy describes the discrimination faced by people with seizure disorders and dispels the many myths many people hold about them.	12/30/18 7:00am	6:53

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
Children at Risk	Toys for Tots WLLR joined KWQC-TV 6's annual 'Toys for Tots' drive in front of their studios (805 Brady Street, Davenport) on 11/30. WLLR broadcast live that day, encouraging listeners to drop off unwrapped, new toys for the Marine Corps 'Toys for Tots' drive.	11/13-11/30 77 PSA Promos. Various Dayparts Remote Break-in Reports aired 11/30 5:30-9a, 11a-1p and 3-6pm.	:10-:30 Each :50-:70 Each
Children at Risk/ Low-Income Assistance	Project Bundle-Up WLLR teamed up with KWQC-TV 6 and the Salvation Army for a winter clothing drive for area children in need of warm clothes Friday 10/19 at KWQC-TV. Listeners and viewers were encouraged to donate coats, gloves, hats, and more.	10/8-10/19 70 PSA Promos Various Dayparts Remote Break-in Reports aired 10/20 5:30-9a, 11a-1p and 3-6pm.	:10-:15 Each
Families	QC Radio Group Halloween Walk WLLR invited listeners and their families to trick or treat at our studios, Friday 10/25 from 4-6pm. This free event encourages parents to bring their littlest trick-or-treaters to enjoy their first, safe, Halloween experience.	10/1-25 112 PSA Promos Various Dayparts	:10-:30 Each
Public Health	iHeart Saving Lives Blood Drive WLLR, along with all of the iHeartRadio stations in the Quad Cities and the Mississippi Valley Regional Blood Center, helped promote a blood drive scheduled for Thanksgiving Day and Black Friday. This is a time of year when blood donations typically fall off sharply, due to the holiday.	94 PSA liners aired between 11/1 and 11/24	:10-:15 Each
Veterans Issues	One Night for Our Military WLLR, along with iHeart Country stations around the country, conducted a promotion to send veterans from around the country to a special concert for veterans in Los Angeles, "One Night for Our Military", featuring Brantley Gilbert and Ely Young Band. Quad Citians Megan Mullins of Bettendorf IA and her husband Ryon Mullins (also a veteran) attended the show at the iHeartRadio Theatre in Los Angeles on November 7 th and had a wonderful experience.	125 PSA liners aired between 9/24 and 11/11	:10-:30 Each
Childhood Cancer Research	On Air Auction for St Jude: Cole Swindell Concert WLLR conducted an on-air auction for listeners to bid on a package which included 'pit' tickets, plus meet & greet passes for each of the artists at the 12/7 Cole Swindell/Dustin Lynch/Lauren Alaina show at TaxSlayer Center. \$600 was raised for St Jude Children's Research Hospital.	85 PSA liners aired between 11/26 and 12/5	:10-:30 Each

Various	WLLR aired a total of 619 PSAs during fourth quarter, 2018, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • American Heart Association • Cambridge Champs/Run Hog Wild • CASI Holiday Hat Bash • Davenport West Band Trivia Night • Festival of Trees-Cheers Party • Festival of Trees • Hauberg Mansion Holiday Open House • Healthiest State Initiative Walk • QC Singers • Ralley for Joan • Relay for Life-Pamela Tague • Relay for Life-SAU • Toys for Tots Motorcycle Run • Youth Shooting Sports 	619 PSAs Aired 10/1-12/31/18 ALL Dayparts	Various
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