

**WLLR-FM**  
**Davenport, IA**  
 Quarterly Issues/Programs List  
 Third Quarter, 2016  
 October 7, 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:

- **Arts and 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.
- **Children & Family:** 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.
- **Community:** From road quality to sewer repair to garbage pickup, people of the Quad Cities are BIG on city basics.
- **Cyber Security:** The power and reach of the internet have improved our lives in so many ways, but have also complicated the security of our finances—even our very own identities.
- **Economy:** 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.
- **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 descendents.
- **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 federal and state(s) funding for mental health programs has been decreased; local agencies are increasingly challenged to keep up with the need.
- **Politics:** 2016 is a Presidential election year. A number of Senate and Congressional races are also up for grabs. It all is making for a lot of political discussion.
- **Public Welfare:** Government struggles to maintain high quality living standards for all concerned—and these days with less and less funding to work with.
- **Science and Technology.** 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.
- **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**

*Note: QC Forum is a :28 minute show that airs weekly and often consists of two main segments.  
 The time listed is the show start time on that date.*

ISSUE	Guest	DESCRIPTION	DATE/TIME	LENGTH
<b>First Responders</b>	Quad Cities Forum	Davenport Fire Chief Lynn Washburn talks about her career as a woman firefighter and about the loss of LT Mark Kaekert who had served as a community liaison.	7/03/16 7:30 am	15min
<b>First Responders</b>	Quad Cities Forum	A Special replay of a Quad City Forum interview with Davenport Fire Department Lt Mark Kaekert who passed away suddenly. Lt Kaekert had served as a community liaison for years, especially known for his work with area schools.	7/03/16 7:45 am	15min
<b>Arts and Entertainment</b>	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.	7/10/2016 7:30 am	30min
<b>Arts and Entertainment</b>	Quad Cities Forum	Linda Cook is the Film Critic for the Quad City Times newspaper. She discusses the new releases coming to theaters this fall.	7/17/16 7:30 am	30min
<b>Health</b>	Quad Cities Forum	Kelly Hendershot is the Project Manager for Gilda’s club Quad Cities. She talks about the new educational and fundraising efforts her group is bringing to the Quad Cities	7/24/16 7:30 am	15min

<b>Religion</b>	Quad Cities Forum	Leslie Kilgannon is the Executive Director of the Quad Cities Interfaith Organization. She talks about the groups 30 year history of organizing faith groups to accomplish their goals.	7/24/2016 7:45 am	15min
<b>Politics</b>	Quad Cities Forum	Illinois State Representative Dave Loeb sack is not seeking re-election. He talks about his accomplishments during his long tenure in the Illinois house of Representatives.	7/31/16 7:30 am	15min
<b>Health</b>	Quad Cities Forum	Jenny Atzen is the founder of the Elizabeth Grace Sleep Sack Project and the Halo 5K run. She talks about the trend to use Birth sacks in birthing centers. Atzen discusses the benefits of using the birth sacks.	7/31/16 7:45 am	15 min
<b>Politics</b>	Quad Cities Forum	Cindy Winkler is a member of the Iowa House of Representatives. She talks about the legislative issues facing the House and her upcoming re-election battle.	8/07/16 7:30 am	15min
<b>Education</b>	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.	8/07/16 7:45 am	15min
<b>Politics</b>	Quad Cities Forum	Jane Duax is a candidate for the Scott County Board of Supervisors. She talks about the reasons she should be the voters choice for the Board in the November Election.	8/14/2016 7:30 am	15min
<b>Politics</b>	Quad Cities Forum	Scott Tunnicliff is a candidate for the Scott County Board of Supervisors. He talks about the reasons he should be the voters choice for the Board in the November election.	8/14/2016 7:45 am	15min
<b>Politics</b>	Quad Cities Forum	Pete Bawden is the Democratic candidate for Scott County Sheriff. He discusses the reasons that he is running for Sheriff.	8/21/16 7:30 am	15min
<b>Politics</b>	Quad Cities Forum	Tim Lane is the Republican candidate for Scott County Sheriff. He discusses the reasons that he is running for Sheriff.	8/21/16 7:45 am	15min
<b>Politics</b>	Quad Cities Forum	Phyllis Thede is a member of the Iowa House of Representatives. She talks about why she should be re-elected.	8/28/16 7:30 am	15min
<b>Politics</b>	Quad Cities Forum	Ken Krumwiede is challenging Phyllis Thede for her seat in the Iowa Legislature. He talks about why voters should cast their ballots for him in the November election	8/28/16 7:45 am	15min
<b>Community</b>	Quad Cities Forum	Corrie Spiegel is the new Scott County Administrator. She shed the interim label after a nationwide search left her as the top candidate for the job.	9/04/16 7:30 am	15min
<b>Community</b>	Quad Cities Forum	Kim Guy is with the HavLife Foundation. A group formed to help less fortunate students take advantage of sports and music programs by giving them the equipment and instruments they need to take part in programs.	9/04/16 7:45 am	15min
<b>Arts and Entertainment</b>	Quad Cities Forum	Scott Mullen is head of the I-Wireless Center. He talks about the upcoming events and concerts that will be held at the Moline, Illinois venue.	9/11/16 7:30 am	15min
<b>Health</b>	Quad Cities Forum	Jenny Brinkmeyer with Komen of the Quad Cities. She talks about the Race for The Cure that will be taking place in the near future.	9/11/16 7:45 am	15min
<b>Arts and Entertainment</b>	Quad Cities Forum	Linda Cook is a movie critic with the Quad City Times. She talks about a local program that features classic movies at outdoor venues and I-Max locations.	9/18/16 7:30 am	30min
<b>Health</b>	Quad Cities Forum	An Opioid special from I-Heart Radio talking about the dangers from prescription drugs.	9/25/16 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	DURATION
<b>National Security</b>	Radio Health Journal	Most people think of military science in terms of defeating the forces of the other side. But it also involves keeping our troops sheltered, clothed and fed, as well as protected from adversaries like exhaustion, infection, heat and noise. A noted investigative journalist explains the less well known side of military research.	07/03/16 7:00 am	12:16
<b>Public Health</b>	Radio Health Journal	Many patients want certainty in diagnoses, especially when they've had expensive diagnostic tests. However, those tests are often less certain in their results than people think, making patients sometimes doubt doctors' competence.	07/03/16 7:00 am	7:23
<b>Public Health</b>	Radio Health Journal	The second most common form of dementia is virtually unknown to most people. However, Lewy body dementia affects 1.4 million Americans, with symptoms commonly misdiagnosed as Alzheimer's disease. Additional symptoms such as hallucinations and uncontrollable shaking make diagnosis and caregiving more difficult, and treatments for Alzheimer's or psychosis can often be harmful. Experts discuss.	07/10/16 7:00 am	11:21
<b>Health Technology</b>	Radio Health Journal	Gene research has made incredible leaps in the last decade. A physician/Pulitzer-prize winning author explains what our new knowledge means for our immediate medical future, given our struggles with genetic knowledge in the past.	07/13/16 7:00 am	8:30
<b>Pediatric Health Issues</b>	Radio Health Journal	Scientists have discovered that the way parents talk to their infants has a huge effect on their intellectual development and later success. Experts discuss why and how parents should hold "conversations" with their babies.	07/13/16 7:00 am	11:17
<b>Youth at Risk</b>	Radio Health Journal	Some 700 American children under age 14 die of drowning each year. But when a child is pulled out of the water and revived, they may face life threatening peril hours or days later as the body reacts. Experts discuss.	07/17/16 7:00 am	8:31
<b>Health Insurance Issues</b>	Radio Health Journal	Patient advocates have long helped people navigate the healthcare system to get better treatment. Now a new field of advocates is helping people navigate the insurance system as well, assisting with denials and delays. Three experts in the field discuss how to fight your insurer and win.	07/24/16 7:00 am	11:42
<b>Public Health</b>	Radio Health Journal	Most Americans consume far too much salt even if they add none to their foods. Experts discuss why salt is such a health problem and what the federal government is doing to push food processors toward reducing salt content in our diets.	07/24/16 7:00 am	8:07
<b>Environmental Issues; Public Health</b>	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.	07/31/16 7:00 am	11:53
<b>Youth at Risk</b>	Radio Health Journal	Children and adolescents seldom have "heart attacks," but they sometimes have heart arrhythmias which can look like the same thing, and be just as deadly. Often they are treated with implantable devices, but need more support than they often get. An expert doctor and the father of a young patient discuss.	07/31/16 7:00 am	8:07
<b>Environmental Issues; Public Health</b>	Radio Health Journal	Most people assume their drinking water is safe. However, many chemicals, especially new ones, are unregulated by the EPA, and thousands of water systems serving millions of people have lead levels higher than standards allow. Experts explain the danger of lead, especially to children, and other chemicals that may be in drinking water.	08/07/16 7:00 am	11:57

<b>Public Health</b>	Radio Health Journal	Millions of people have varicose veins, which have health consequences beyond their unsightliness. An expert physician explains what varicose veins are and new treatments that simplify getting rid of them.	08/07/16 7:00 am	8:07
<b>Youth at Risk; Family Issues</b>	Radio Health Journal	Every generation thinks the one behind it is full of spoiled, entitled, lazy kids, prompting parenting advice that research shows is actually harmful to children. An expert discusses why conventional wisdom about raising kids is often all wrong.	08/14/16 7:00 am	11:57
<b>Disabilities; Public Health</b>	Radio Health Journal	Many people with dwarfism also face skeletal abnormalities which can lead to disability. Experts, all 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 rarer.	08/14/16 7:00 am	8:21
<b>Public Health</b>	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.	08/21/16 7:00 am	13:06
<b>Human Communication Skills</b>	Radio Health Journal	People have different ways to interpret the world around them, and miscommunication is often a result when we assume we do so similarly. A noted author discusses an innovative way to classify communication styles to avoid clashes.	08/21/16 7:00 am	6:44
<b>Women's Health</b>	Radio Health Journal	A form of heart attack that strikes young, seemingly healthy people--most of them women, often near childbirth--is increasing. Experts discuss heart attacks caused by arteries that split open rather than blockages.	08/28/16 7:00 am	12:00
<b>Natural Disasters; Public Health</b>	Radio Health Journal	Haiti was struck by a devastating cholera epidemic a few months after a disastrous earthquake hit. Eventually the UN and its peacekeeping groups were blamed for causing the outbreak, making a bad situation much worse. Experts discuss how it happened and lessons for future disaster recovery.	08/28/16 7:00 am	7:51
<b>Alcohol Abuse; Pediatric Health</b>	Radio Health Journal	Fetal alcohol spectrum disorder is the largest preventable cause of developmental disabilities in the US, and studies show it is far more common than previously suspected, especially in certain populations. Experts explain how better prevention efforts could greatly reduce a wide variety of social problems.	09/04/16 7:00 am	10:40
<b>Mental Health</b>	Radio Health Journal	The dreaming brain is nearly as active as it is when we are awake. Experts discuss ways to shape dreams to help solve problems.	09/04/16 7:00 am	8:11
<b>Alcohol Abuse; Drunk Driving</b>	Radio Health Journal	Scientists are learning that people who repeatedly drive drunk are not all the same in the personalities and brain chemistries that motivate their behavior. An expert discusses new research suggesting different ways to reduce recidivism in each of these personality types.	09/11/16 7:00 am	10:15
<b>Free Speech</b>	Radio Health Journal	Most people regard gossip with disdain. While backbiting, vicious slander is usually disruptive, researchers have found that informational gossip has benefits for society by keeping people in line with societal norms. Experts discuss.	09/11/16 7:00 am	7:23
<b>Public Health; Financial Issues</b>	Radio Health Journal	The Epi-Pen brand has become synonymous with epinephrine injectors, which can save the life of a person suffering a severe allergic reaction. Recently there's been outcry over large price hikes for the devices, which have forced some people to seek other alternatives or go without. Experts discuss the economics involved and what patients can do to be protected without going broke. Academy of Allergy, Asthma and Immunology	09/18/16 7:00 am	11:38
<b>Mental Health</b>	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.	09/18/16 7:00 am	7:27

<b>Youth at Risk; Infectious Disease</b>	Radio Health Journal	Strep infection may prompt a severe reaction in some children, causing their own immune system to attack cells in the brain. What appear to be extreme psychological symptoms result from what is really a physical disorder. The disorder, known as PANDAS, is often misdiagnosed. Experts discuss.	09/25/16 7:00 am	11:35
<b>Disabilities; Public Health</b>	Radio Health Journal	Some people who have a stroke in the brain stem suffer from a condition where they are fully conscious and aware, yet appear to be in a coma because they cannot move a muscle, except for sometimes the eyes. They may remain in this "locked- in" state for years. A stroke expert and a woman who recovered from this condition discuss it.	09/25/16 7:00 am	7:14

### 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 August 20th in Davenport's LeClaire Park. This year's event was 'A Tribute to the Eagles'. Funds raised benefit the Quad City Symphony's efforts to bring arts and culture to Quad City area schools.	40 PSA Promos 8/15-19 All Dayparts	:10-:30 Each
<b>Childhood Cancer</b>	Buck Up for St Jude During the 2016 Mississippi Valley Fair, WLLR conducted daily 'Buck Up' promotions for St Jude, where listeners could donate money to this children's cancer research hospital.	65 PSA Promos 8/2-7 All Dayparts	:10-:15 Each
<b>Education/ Children at Risk</b>	Stuff the Bus WLLR helped promote 'Stuff the Bus', July 23. This event encourages the donation of school supplies for kids who cannot afford them. The drop off location was at KWQC-TV 6.	88 PSA Promos Aired 7/10-23 Various Dayparts  Remote Broadcast 7/23 8:30a-5:00p	:10-:30 Each  :60-:70 Each
<b>Family Issues</b>	Bridal Fair Again WLLR was a sponsoring station for the Fall Bridal Fair, held September 18 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.	60 PSA Promos 8/24-9/18 All Dayparts  Remote Broadcast 9/18 10a-12:00 Noon	:10-:15 Each  60-70 Each
<b>Health, Tourism</b>	Quad Cities Marathon. WLLR promoted the area's major running marathon, the Quad Cities Marathon, held September 25 throughout the Quad Cities.	400 live PSA liners Aired 4/15 - 9/25 All Dayparts	:10-:15 Each
<b>Mental Health</b>	NAMI Walk WLLR again helped to promote the 'NAMI Walk', held September 24 at Modern Woodmen Park in Davenport. 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 8/30-9/24 All Dayparts	:10-:15 Each
<b>Poverty/Family Issues</b>	Pay It Forward This fall WLLR is teaming with all of the Quad Cities iHeartRadio stations and Klauer Heating & Air Conditioning to award a completely installed heating & cooling system to a deserving area family.	60 PSA Promos Aired 9/19-30 Various Dayparts	:10-:30 Each
<b>Tourism</b>	John Deere Classic WLLR aired promos for the Quad Cities major league sporting event: the John Deere Classic, held August 11-14 at the TPC at Deere Run, Silvis IL. The event's 'Birdies for Charity' promotion raised millions for area charities in 2016.	60 PSA Promos Aired 8/1-14 Various Dayparts	:10-:30 Each
<b>Tourism</b>	East Moline 4 <sup>th</sup> of July WLLR helped to promote the city of East Moline's 4 <sup>th</sup> of July celebration, including their huge fireworks display held at dusk on July 3 <sup>rd</sup> this year	55 PSA Promos 7/1-3 All Dayparts	:10-:15 Each

<b>Tourism</b>	Rock Island Grand Prix WLLR helped to promote the area's fastest fun on Labor Day weekend: the Rock Island Grand Prix, held September 3-4 in downtown Rock Island.	127 PSA Promos Aired 8/29-9/4 Various Dayparts	:10-:30 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 30th. Over 18,000 participants makes the Bix the biggest run in the area; people come from all over America to participate.	68 PSA Promos Aired 7/1-30 Various Dayparts	:10-:30 Each
<b>Various</b>	WLLR-FM aired 527 recorded PSAs during the third quarter, 2016, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> <li>• Abate Toys For Tots Ride</li> <li>• American Heart Association</li> <li>• American Cancer Society</li> <li>• Army reserve</li> <li>• BBBS Training.</li> <li>• Bix 7 Road Race</li> <li>• Boys &amp; Girls Club</li> <li>• Childhood Obesity</li> <li>• Churches United Food Pantry</li> <li>• Corks 4 A Cause</li> <li>• CTC Bass Tournament</li> <li>• COTA For Team Ryder Car Wash</li> <li>• Davenport Rotary</li> <li>• Donahue Harvest Days For The Fire Department</li> <li>• Girl Scouts</li> <li>• Handicapped Development Center</li> <li>• Kids Flu Vaccinations &amp; Shots</li> <li>• Kinderfest</li> <li>• Koman Race For The Cure</li> <li>• Make-A-Wish</li> <li>• March of Dimes</li> <li>• Moving Wall Vietnam</li> <li>• National Guard</li> <li>• Nick Teddy 5K</li> <li>• Pinky Swear Triathlon</li> <li>• Playcrafters Theater</li> <li>• Pet Adoption</li> <li>• Quad City Marathon</li> <li>• Quad City MS Open</li> <li>• Rally On the River</li> <li>• Riding With Rudy</li> <li>• Sports Safety</li> <li>• Team Ryder</li> <li>• Team Theim</li> <li>• Tech Town Hall</li> <li>• The Bix 7</li> <li>• Trudi's Tribe –Moline high Special Olympics</li> <li>• Vettes On the River</li> <li>• Viet Nam Vets Trivia</li> </ul>	527 PSAs Aired 7/1-9/30/16 All Dayparts	Various