

**WLLR-FM**  
**Davenport, IA**  
 Quarterly Issues/Programs List  
 First Quarter, 2018  
 April 6, 2018

**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, Culture and Entertainment—everything from museums to parks and recreation systems—can greatly improve an area's quality of life.
- **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.
- **Racism:** American culture continues to be challenged by individuals who treat other people different because they 'don't look like me'.
- **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
Education	Quad Cities Forum	Gabriel Langholtz is a food writer who penned the book: America: the Cookbook. She takes a look at each of the 50 states through dishes that are specialties of each state.	1/07/18 7:30am	30min
Arts and Entertainment	Quad Cities Forum	Doug Bland is the owner of the Quad Cities new Indoor Football team. He talks about what it took to resurrect the Steam Wheeler franchise in the Quad Cities.	1/14/18 7:30am	30min
Education	Quad Cities forum	Beck Baines writes books for National Geographic Kids. Her books give kids a first look into the natural sciences and hopefully spark an interest that will remain with them into adulthood.	1/21/18 7:30am	30min
Mental Health Issues	Quad Cities Forum	Missy Gowey is with the Genesis Foundation. She talks about a unique fundraiser called "The Big Spin". It's a market where individual can sell their vinyl records, 8 tracks and other stereo equipment to raise money for the Quad Cities Mental Health Court.	1/28/18 7:30am	30min
Arts and Entertainment	Quad Cities Forum	Kim Findlay is with the Putnam Museum. She talks about the NFL Hall of Fame Exhibit that is coming to the gallery. It is one of just a handful of stops on the tour.	2/04/18 7:30am	30min
Education	Quad Cities Forum	Mike Vondran is the founder of Havlife. The Martini Shakeoff is their annual fundraiser for scholarship monies. The scholarships go to under privileged kids to be able to take part in sports, music and other extra-curricular activities.	2/11/18 7:30am	30min

<b>Arts and Entertainment</b>	Quad Cities Forum	Linda Cook is the movie reviewer for the Quad City Times. She talks about upcoming Oscars and who are her favorites to bring home the hardware.	2/18/18 7:30am	30min
<b>Arts and Entertainment</b>	Quad Cities Forum	Adler Theater Director Rick Palmer talks about the upcoming shows and concerts that are coming to the downtown Davenport Theater.	2/25/18 7:30am	30min
<b>Education</b>	Quad Cities Forum	Dr Bethany Elhmann is a writer with National Geographic. She has written a book in their kids series that is a kids first look at Astronomy.	3/04/18 7:30am	30min
<b>End Of Life Issues</b>	Quad Cities Forum	Meg Bolic is with Compassionate Choices. She talks about the options for end of life care in the greater Quad Cities area.	3/11/18 7:30am	30min
<b>Arts and Entertainment</b>	Quad Cities Forum	TaxSlayer Center Director Scott Mullen talks about the upcoming shows and concerts that are coming to the Moline arena.	3/18/18 7:30am	30min
<b>Education</b>	Quad Cities Forum	Randy Jacobs is President of Tag Communications, a local advertising company. He talks about the changing trends in advertising and how they impact our everyday lives.	3/25/18 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
<b>Public Health, Women's Issues</b>	Radio Health Journal	Young women are at a 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.	1/07/2018 7:00am	11:15
<b>Education, Health Care</b>	Radio Health Journal	An expert examines how far we've come in medicine by focusing on past practices, which lead him to conclude that doctors in ancient Greece provided better care than those in the US 150 years ago.	1/07/2018 7:00am	7:26
<b>Health Care, Workplace Violence</b>	Radio Health Journal	Healthcare workers are about four times more likely than other workers 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.	1/14/2018 7:00am	12:24
<b>Family Issues, Health Care</b>	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.	1/14/2018 7:00am	7:26
<b>Youth At Risk, Social Media</b>	Radio Health Journal	Smartphones have become ubiquitous among those in their teens and older, but there is no consensus on when children should first get a phone. Experts discuss dangers and cautions, and how parents can decide when the time is right for their kids to "get connected."	1/21/2018 7:00am	12:52
<b>Public Health</b>	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.	1/21/2018 7:00am	7:13
<b>Mental Health, Public Health</b>	Radio Health Journal	For the last several decades, doctors have believed many mental illnesses were the result of chemical imbalances in the brain. However, a journalist's investigation shows that lost human connection, dissatisfaction, and loneliness are behind many cases of depression and anxiety. He explains.	1/28/2018 7:00am	12:33

<b>Sports and Recreation, Youth at Risk</b>	Radio Health Journal	Traumatic brain injuries, even mild ones, may produce cognitive and personality changes months later when that "bump on the head" has been forgotten. An expert explains these injuries and how to prevent some of the consequences.	1/28/2018 7:00am	7:13
<b>Youth at Risk, Bullying</b>	Radio Health Journal	: Some bullies never grow up, and just keep on bullying. Experts describe where and how it most often occurs, what workplace bullies are seeking, who they target, why it continues, and what needs to happen to stop it.	2/04/2018 7:00am	12:09
<b>Health Care, Nutrition</b>	Radio Health Journal	Scientists are discovering why dietary fiber is so good for us—it feeds beneficial bacteria living in our intestines. Experts discuss how far fiber can go to keep us healthy, and what happens when we ignore fiber in the diet.	2/04/2018 7:00am	7:36
<b>Women's Issues, Sexual Harassment</b>	Radio Health Journal	Women who have suffered sexual assault and harassment are speaking out in unprecedented numbers. Many women feel empowered, but the movement has created confusion and doubt as well. Experts discuss what's on the edges of harassment and what makes those perpetrators more dangerous than they seem, as well as legal hurdles to making claims stick.	2/11/2018 7:00am	12:01
<b>Public Health, Obesity</b>	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.	2/11/2018 7:00am	7:58
<b>Youth at Risk, Developmental Disorders</b>	Radio Health Journal	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.	2/18/2018 7:00am	11:39
<b>Mental Health, Consumerism</b>	Radio Health Journal	Surveys show that most Americans are less than happy, and seldom experience joy. Two experts discuss how even naturally glum people can manufacture joy.	2/18/2018 7:00am	7:42
<b>Youth at Risk, Developmental Disorders</b>	Radio Health Journal	New research shows that most people with ADHD have a disordered body clock prompting disturbed sleep, sleep deprivation, and a worsening of ADHD symptoms. Experts discuss how fixing the body clock could lessen the impact of both ADHD and physical diseases that result from poor sleep.	2/25/2018 7:00am	12:31
<b>Health Care</b>	Radio Health Journal	A real-life version of the Star Trek Tricorder, a non-invasive remote medical diagnostic machine, has won a major contest after passing multiple tests. Now it faces FDA scrutiny to go onto the market. Its developer discusses what the device is and how it could be used.	2/25/2018 7:00am	7:38
<b>Youth at Risk, Autism</b>	Radio Health Journal	Autism has been misunderstood ever since its first description in the 1940's. Experts describe how this misunderstanding has drastically affected treatment of people with autism, and how schools and other institutions might change their approach and understanding to improve treatment.	3/04/2018 7:00am	12:37
<b>Health Care, Youth at Risk</b>	Radio Health Journal	Children suffering from a rare disorder called cyclic vomiting may vomit for days on end once or twice a month. Experts describe how the disorder is often misdiagnosed and remains difficult to treat. However, children often eventually outgrow the disorder as it transitions into migraine headaches.	3/04/2018 7:00am	7:17
<b>Youth at Risk, Public Education</b>	Radio Health Journal	The rise of school shootings has made lockdown drills an everyday part of school life. However, without a consensus on the best way to carry out these drills, some schools may make them too realistic and traumatize students and staff more than prepare them for an intruder. A noted expert discusses how schools go wrong and what they should do to be effective.	3/11/2018 7:00am	12:39
<b>Health Care, Technology</b>	Radio Health Journal	Anesthesia is a bedrock of medical practice, yet doctors admit we don't know exactly how it works. An expert discusses anesthesia's back story and recent improvements.	3/11/2018 7:00am	7:11
<b>Youth at Risk, Alcohol Abuse</b>	Radio Health Journal	Studies show that a large proportion of college students are at least occasionally "drunkorexic," avoiding food when they know they'll be drinking later in order to get a better buzz or to keep from gaining weight. Experts discuss dangers of drunkorexia and methods colleges are using to limit the damage.	3/18/2018 7:00am	11:47

<b>Health Care</b>	Radio Health Journal	Big data is changing the world, but it's been slow in coming to healthcare. An expert in healthcare IT explains how that's changing and what it could mean to treatment.	3/18/2018 7:00am	8:04
<b>Public Health, Homelessness</b>	Radio Health Journal	A number of hospitals, particularly in large cities, are beginning to develop or operate housing units for the homeless, finding they markedly reduce healthcare costs for this population. Experts discuss their "housing first" approach that does not require people to get off addictions before they get an apartment.	3/25/2018 7:00am	13:48
<b>Health Care, COPD</b>	Radio Health Journal	Lung diseases such as COPD are difficult to treat, but a new method taking a patient's own stem cells, concentrating them, and reinfusing them is showing success. An expert explains.	3/25/2018 7:00am	5:57

### 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>Childhood Cancer</b>	St Jude Radiothon February 15-16, 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 \$120,000 was raised for St Jude.	200 PSA Promos Aired 1/5-2/16 Various Dayparts Continuous broadcasts 6am-6pm on 2/15-16	:10-:30 Each  Continuous broadcasting during Radiothon
<b>Childhood Cancer</b>	Buck Up for Front Row WLLR gave listeners a chance at front row tickets to the February 23 <sup>rd</sup> Blake Shelton concert at the iWireless Center—no purchase necessary. Over \$400 was raised for St. Jude Children's Hospital.	50 PSA Promos Aired 2/19-2/23 Various Dayparts	:10-:15 Each
<b>City &amp; Recreation</b>	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.	90 PSA Promos Aired 1/1-1/15 Various Dayparts	:10-:15 Each
<b>Special Olympics</b>	Polar Plunge for Special Olympics WLLR's morning show co-host Dani Lynn Howe emceed the Polar Plunge for Special Olympics, held March 25 <sup>th</sup> at Wick Lake, Jumer's Casino Hotel, Rock Island.	80 PSA Promos Aired 2/___-3/25 Various Dayparts	:10-:15 Each
<b>Unemployment</b>	Quad Cities Largest Career Fair WLLR helped promote a career fair, February 20 <sup>th</sup> at the Davenport River Center. Hundreds who attended had the opportunity to learn about jobs open right here in the Quad Cities.	74 PSA Promos Aired 1/3-2/20 Various Dayparts Live Broadcast Aired 2/15	:10-:15 Each  :60 each on 2/15
<b>Various</b>	WLLR aired a total of 522 PSAs during first quarter, 2018, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> <li>• American Red Cross –Blood Drive</li> <li>• ASPCA</li> <li>• Adopt Us Kids .Org</li> <li>• Bob Lynch Benefit</li> <li>• Boost Up Dot Com</li> <li>• CASI Fund Drive</li> <li>• Coco and Cookies Social*</li> <li>• Crohns and Colitis</li> <li>• Child Theft</li> <li>• Drunk Driving Prevention</li> <li>• Ember</li> <li>• Friends of MLK*</li> <li>• Forest Conservation</li> <li>• Family...Successful Parent</li> <li>• Good Karma</li> <li>• Girl Scouts</li> <li>• HAVlife Foundation</li> <li>• Henry Co Court Don't Drink and Drive*</li> <li>• Handicapped Development Center</li> <li>• Kiwanis</li> </ul>	522 PSAs Aired 1/1-3/31/2018 ALL Dayparts	:15 Each

	<ul style="list-style-type: none"><li>• Louisa County Ambulance BBQ</li><li>• Make-A-Wish</li><li>• Martini Shake-Off</li><li>• National Stroke Association</li><li>• QC Singers</li><li>• Quit Smoking</li><li>• RADD</li><li>• R.I. Police Benevolent Association*</li><li>• Sip Sip Hooray</li><li>• Snowbird Charity Softball Classic*</li><li>• Scott County Brief</li><li>• Salvation Army</li><li>• Unmask Mental Health</li><li>• Viet Nam Vets Rock n Roll Bingo</li><li>• Working For Wishes-Iowa</li></ul>		
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