

WLLR-FM
Davenport, IA
 Quarterly Issues/Programs List
 First Quarter, 2015
 April 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:
• Arts & 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.
• Childhood Cancer: Today’s kids have the best odds ever to beat childhood cancers, but much remains to be done to eradicate these health threats.
• 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.
• 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.
• 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.
• 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 our federal spending, perhaps no area has been harder hit than the funding of mental illness programs.
• 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: Treatment of all veterans, particularly those from the wars in Iraq and Afghanistan, is an important issue to Quad Citians because so many from our area have served.

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
Arts and Entertainment	Quad Cities Forum	Linda Cook is the movie critic for the Quad City Times. She talks about local movie productions along with local events that introduce the public to classic movies	1/11/2015 7:30am	30min
Arts and Entertainment	Quad Cities Forum	Randy Cohen is the Vice President of Research and Policy for American For The Arts. He talks about a study into the impact the Arts programs in Quad Cities have on the local economy.	1/25/2015 7:30am	30min
Arts and Entertainment	Quad Cities Forum	Stephany Nagle is with the I-Wireless center. She talks about upcoming concerts and shows coming to the venue in the upcoming months.	3/08/2015 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Brad Hitchcock is the Marketing Director for the Circa 21 Dinner Theater. He talks about the upcoming productions that will be featured during the current dinner theater season.	3/15/15 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Rick Palmer is the Executive Director of the Adler Theater. He talks about the upcoming Broadway Theater season along with other event that will be taking place at the Adler Theater.	3/15/15 7:30am	15min
Arts and Entertainment	Quad Cities Forum	Ben Loeb is the Quad City Symphony Executive Director. He talks about the upcoming events that the Symphony will be presenting in the upcoming musical season.	3/29/2015 7:30am	15min
Environment	Quad Cities Forum	Maria Dickman is an environmental activist. She talks about a memorial being set up for local politician Bill Sherwood.	2/22/15 7:30am	15min
Environment	Quad Cities Forum	A Replay of an interview with local politician Bill Sherwood. The long time fighter for environmental issues passed away last month.	2/22/15 7:30am	15min

Community	Quad Cities Forum	Kim Findlay is the Director of the Putnam Museum. She talks about the upcoming displays coming to the Quad Cities this year; including big screen events at the Museums theater.	2/1/15 7:30am	15min
Community	Quad Cities Forum	Alden Landman is the Director of the Quad Cities Young Professionals. He talks about the opportunities available for young professionals that want to relocate in the Quad Cities.	2/1/15 7:30am	15min
Community	Quad Cities Forum	Carla Jaquet is the Director of the Quad Cities Food Hub. She talks about the businesses coming to the Farmers Market at the Freight House in Davenport.	2/08/15 7am	30min
Community	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.	3/1/15 7:30am	15min
Community	Quad Cities Forum	Jason Gilliland is the Events Director for the Downtown Davenport Partnership. He discusses the upcoming programs that will impact downtown businesses in the upcoming months.	3/08/15 7:30am	15min
Community	Quad Cities Forum	Raelene Pullen is the Director of Development for the Figge Museum. She talks about the new exhibits that are coming to the Figge Museum.	3/22/15 7:30am	15min
Community	Quad Cities Forum	Kyle Carter is the Executive Director of the Davenport Downtown Partnerships. He talks about the new businesses coming to downtown Davenport along with the programs available to entice businesses to locate in the downtown area.	3/28/15 7:30am	15min
Education	Quad Cities Forum	Joel Ryser is the founder of HotGlass a non-profit organization that works with at risk kids to teach them the art of Glass Blowing.	1/04/15 7:30am	30 min
Education	Quad Cities Forum	Abbey Gustaf is Miss Blackhawk Pageant winner. She talks about the Dance Marathon event Black hawk College is holding to raise money for the Make A Wish Foundation for kids.	2/15/15 7:30am	15 min
Health	Quad Cities Forum	Brad Martell is the CEO of the Scott County YMCA. He talks about the health and wellness programs available at the YMCA.	2/15/15 7:30am	15min
Health	Quad Cities Forum	Frank Klipsch is the Director of the Downtown Davenport YMCA. As he gets set to retire, Klipsch discusses the programs that he instituted during his time at the Y.	3/1/15 7:30am	15min
Politics	Quad Cities Forum	Mike Smiddy is the Illinois State Representative from the 71 st District. He talks about what's ahead in the upcoming legislative session in Springfield, Illinois.	1/18/15 7:30am	15min
Politics	Quad Cities Forum	Linda Miller is the Iowa State Representative from the 94 th District. She talks about the upcoming legislative session in Des Moines, Iowa.	1/18/15 7:30am	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	PROGAM	DESCRIPTION OF SEGMENT	DATE/ TIME	LENGTH
Bullying, Workplace Issues, Public Health	Radio Health Journal	Workplace Bullies. Studies estimate that at some point in their careers, 35 percent of workers will be bullied badly enough to affect their health. Experts discuss the reasons for workplace bullying, the outcomes, and some of the few ways to prevent it.	3/15/15 7:00a	12:09
Consumerism, Education	Radio Health Journal	Making and breaking habits. The New Year is a time for people to stop bad habits and start new, good routines. An expert discusses the psychology of habits and how people can be more successful in changing their lives for the better.	1/11/15 7:00a	7:26

Consumerism, Mental Health	Radio Health Journal	Botox and Depression. Many people are familiar with the use of Botox to reduce wrinkles and frown lines. But Botox can also be used to reduce the effects of depression.	3/8/15 7:00a	7:13
Disease Prevention, Public Health	Radio Health Journal	Mindless Eating. People eat for reasons other than satisfying hunger, and those reasons play a great role in whether we eat too much or not. Experts discuss the role of the environment in our appetites and how we may use it to stay slim.	2/15/15 7:00a	6:29
Economy, Family Issues, Employment	Radio Health Journal	Failure to launch. It's much more common today for 20-somethings to delay moving out of Mom and Dad's house to start an independent life.	1/11/15 7:00a	8:20
Evolution, Public Health	Radio Health Journal	Learning from Traditional Societies. An expert discusses his study of traditional native societies, which shows how human genetics have not adapted to change.	3/22/15 7:00a	8:21
Family Violence, Youth at Risk	Radio Health Journal	Infant Sleeping and Shaken Babies. New parents are often at wits' end when their baby won't sleep. Infants who won't sleep and cry inconsolably are also at major risk of being victims of shaken baby syndrome. Experts discuss the connection and ways babies can be more reliable sleepers.	3/1/15 7:00a	8:25
Health Care, Disease Prevention	Radio Health Journal	Your Eye Exam: More Than Meets the Eye. Eye exams are looking for a lot more than just eye diseases or how well you see. The eye is the window to the rest of our body's health, and many diseases can be spotted there first. An ophthalmologist explains.	2/8/15 7:00a	7:04
Health Care, Dying	Radio Health Journal	Music Thanatology. Music Thanatology is a specialized practice of playing harp music for the dying. A practitioner of the art explains how there is also science to it as well.	1/25/15 7:00a	7:25
Health Care, Technology	Radio Health Journal	Smart Bandages. Hospitals and clinics often have to stock a huge variety of bandages and dressings to address the moisture needs of different kinds of wounds. Now a high-tech "smart dressing" can replace them. It absorbs moisture when necessary but can also supply the right amount of moisture in places where it's needed.	3/15/15 7:00a	7:46
Heart Disease, Health	Radio Health Journal	Heart failure. Heart failure is a major source of death and disability. Experts discuss causes, consequences and new treatments that may greatly lessen its toll.	1/4/15 7:00a	7:51
Public Health	Radio Health Journal	The Sense of Touch. The sense of touch is often taken lightly, yet it conveys more emotion than any other sense because it literally has a separate emotional wiring system. A neuroscientist explains the sense of touch, how it works, the power it has over everyday decisions, and what can happen when it's not working, as it should.	2/22/15 7:00a	8:54
Public Health, Mental Health	Radio Health Journal	Anxiety. Anxiety is normal, but too much can be crippling; an author and anxiety sufferer discusses the nature of crippling anxiety and what people can do about it	3/29/15 7:00a	8:00
Public Health, Parenting Issues	Radio Health Journal	Measles & Vaccination: Examining the Social Contract. Measles is more widespread than it has been in years. The current measles outbreak in several states has prompted questions about the responsibility of parents to have their children immunized against vaccine-preventable diseases.	3/8/15 7:00a	12:32
Public Health, The Environment	Radio Health Journal	The Gut Microbiome. Scientists are learning that the bacteria living inside us, most notably in the intestines, influence our bodies far more than previously suspected. Our microbiome influences many other organs, particularly the liver, brain, and immune system. Different mixes of these bacteria may account for a great deal of the variability among people, particularly in our weight. Two researchers explain.	2/15/15 7:00a	13:29

Public Health, Vaccination	Radio Health Journal	The Flu: It's Bad this Year. The 2014-2015 flu season started much earlier than normal and so far has been much more severe than usual. Experts explain how this year's mismatch occurred between the flu vaccine and the predominant strain of flu, and how people can protect them in spite of the ineffective vaccine.	2/1/15 7:00a	8:11
Sexually Transmitted Diseases	Radio Health Journal	HPV, cancer, and the HPV vaccine. Human papilloma viruses are responsible for many cancers, especially cervical cancer and throat cancer. Vaccines exist for the major HPV's that cause these cancers, yet relatively few eligible youths have gotten them.	1/25/15 7:00a	13:33
Technology, Pop Culture	Radio Health Journal	The Pitfalls of Online Dating. For the first time in history, today more than half of American adults are single. Many are still looking for love--more than 40 million are members of online dating sites, which have their busiest time of the year between now and Valentine's Day. A noted psychologist explains research showing most users have exactly the wrong approach when seeking a good match online, and discusses how they can better their odds of finding true love.	2/1/15 7:00a	11:34
Veteran's Issues, Mental Health, Morality	Radio Health Journal	Moral injury. The military is beginning to recognize a new category of emotional and spiritual injury in war--moral injury, a result of committing or witnessing an event such as an atrocity that violate deeply held ethical beliefs.	1/11/15 7:00a	12:25
Women's Issues, Education	Radio Health Journal	Gender Bias in Science. Few female role models exist at major research universities in scientific fields, subverting efforts to get more women into math and science. Many scientists have dismissed gender bias as a factor. However, new research shows that unintentional bias results in women being subconsciously considered less competent than their male scientific counterparts. Experts explain how unconscious bias exists and its pervasive effect in academia and society at large.	2/8/15 7:00a	12:51
Women's Issues, Problems in the Workplace	Radio Health Journal	Women and Work. The US once led the world in proportion of women in the workplace, but that number has declined the last 15 years. Experts explain the social, economic, and governmental factors that are leading women to quit their jobs--often unwillingly--and stay home.	3/22/15 7:00a	12:17
Workplace Issues, Bullying	Radio Health Journal	Sharks in suits: workplace "almost psychopaths". Almost everyone is victimized at some point by a cutthroat co-worker who lies with ease and feels no remorse. These people may be "almost psychopaths," people with psychopathic characteristics too subtle to be diagnosed. Two experts explain how these people operate and how the rest of us can avoid being played.	1/4/15 7:00a	12:13
Workplace Safety, Health	Radio Health Journal	Performer's injuries. Professional musicians often suffer from repetitive motion injuries, while dancers suffer athletic injuries. Both often "play hurt," in part due to fear of losing position or income, or because they are more likely than most professions to have no health insurance.	1/11/15 7:00a	12:35
Youth at Risk, Childhood Cancer	Radio Health Journal	Late Effects of Childhood Cancer. Doctors can cure cancer in children better than ever, but decades later, many survivors suffer from serious, chronic disease as a result of powerful cancer treatments. Often those survivors don't get screening and treatment for late effects. Experts and survivors discuss how treatments influence life decades later, how survivors can get treatment they need, and new ways of treatment can lessen late effects.	3/1/15 7:00a	11:28

Youth at Risk, Family Issues	Radio Health Journal	Only Children—and Their Parents. Only children have been vilified for more than a century as inevitably selfish, spoiled and lonely. Yet research finds that children without siblings are psychologically quite similar to those with brothers and/or sisters. Today the proportion of only children is increasing. Experts refute the myths about only children and discuss how parents can help children navigate life with no siblings.	2/22/15 7:00a	12:05
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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 19-20 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 \$115,327 was raised for St Jude.	200 PSA Promos Aired 1/15-2/20 Various Dayparts Continuous broadcasts 6am-6pm on 2/19-20	:10-:30 Each Continuous broadcasting during Radiothon
Childhood Cancer	St Jude Night at Circa '21 January 31 st was the annual 'St Jude Night at Circa '21' in Rock Island. A portion of the proceeds of the sale of tickets that night's presentation of 'Les Miserables' were donated to St Jude Children's Hospital. A silent auction was also held. Over \$4,845 was raised for St Jude.	70 PSA Promos Aired 1/1-31 Various Dayparts	:10-:30 EAch
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.	44 PSA Promos Aired 1/1-1/17 Various Dayparts	:10-:15 Each
Special Olympics	Polar Plunge WLLR's morning co-host Dani Lynn Howe was the emcee for the Polar Plunge to benefit Illinois Special Olympics, held March 22 nd at Wick's Lake, Jumer's Casino, Rock Island IL.	80 PSA Promos Aired 2/1-3/22 Various Dayparts	:10-:30 Each
Unemployment	Quad Cities Largest Career Fair WLLR helped promote a career fair, February 17 th in Moline at the iWireless Center.	50 PSA Promos Aired 1/3-2/17 Various Dayparts Live Broadcast Aired 2/17	:10-:15 Each 4 x :60 each on 2/17/15
Various	WLLR aired a total of 403 PSAs during first quarter, 2015, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Friendly House Bacon Brews Berries • Murder Mystery Dinner • CPR Class • Martini Shake Off • PSA Dance Your Heart Out • PSA Valentine's Day • Go Red For Women • Vigil for Sgt. Housby • Two Wheel Trauma • Riverssance Call For Entries • West High Band Trivia Night • Polar Plunge Illinois • Taco Dinner • R.I. Police Dance • Krispy Kreme Sale • QC National Women in Construction • QC Teen Leadership Academy • Ballet Quad Cities • Lids For Kids National Guard • Operation Homefront • Paralyzed Vets • Pet Owners 	403 PSAs Aired 1/1/15-3/31/2015 ALL Dayparts	:15 Each

	<ul style="list-style-type: none"> • Reckless Driving • Salvation Army • Scott County Brief Intensive Services • SSA Online • Teachers Count • The Girl Scouts • Tops • UHCCF • US Air Force • USA.gov • Wildfire Prevention • Women in Government 		
Women's Health	<p>KWQC-Genesis Women's Health and Lifestyle Fair WLLR ran PSA promos for the KWQC-Genesis Health Systems 'Women's Health and Lifestyle Fair', held Saturday March 7 at the Davenport River Center.</p>	<p>60 PSA Promos Aired 2/15-3/7 Various Dayparts</p>	<p>:10-:30 Each</p>