

**KUUL-FM**  
**East Moline-Quad Cities, IA**  
 Quarterly Issues/Programs List  
 Third Quarter, 2013  
 October 8, 2013

**Issues**

KUUL-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>Business:</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>Child Health:</b> Combine the fact that kids love computers and video games with the reality that fewer and fewer of us have jobs that require physical activity, and the result is a generally out-of-shape generation.
• <b>Children &amp; 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>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 descendents.
• <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>Mental Health:</b> Modern-day life stresses and a variety of contributing factors may make this the most stressful era in history. Americans treat these stresses in a lot of different ways.
• <b>Substance Abuse:</b> The wide range of addictions affecting our country cover every age and life group. From gambling addictions to alcohol and drugs
• <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.
• <b>Veterans:</b> Treatment of all veterans, particularly those from the war against terror stationed in Iraq and Afghanistan, is an important issue to Quad Citians because of the number of Eastern Iowans who have been/are stationed in those countries.
• <b>Women's Issues:</b> Women's roles have changed, and the right to equality with men is now better understood by more of society than at any other time in our history; meanwhile, there are unique challenges faced by today's woman that few could have expected 100 years ago.

**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	DESCRIPTION	DATE/TIME	LENGTH
<b>Children at Risk</b>	Quad Cities Forum	Beth Clark with Big Brothers Big Sisters talks about the programs to help kids who need a helping hand.	9/14/2013 7:30a	15 minutes
<b>Children's Health</b>	Quad Cities Forum	Theresa Hauman discusses the City of Davenports Recreation programs to keep kids healthy.	9/14/2013 7:30a	15 minutes
<b>Education</b>	Quad Cities Forum	Gary Mohr Talks about education opportunities at Eastern Iowa Community College.	7/6/2013 7:30a	15 minutes
<b>Education</b>	Quad City Forum	Kenneth Wayne Thompson discusses the Davenport Library system	7/13/2013 7:30a	30min
<b>Health Care</b>	Quad Cities Forum	Karen Metcalf talks about community health care. What options are available to people who need help in the Quad City area.	7/27/2013 7:30a	15 minutes
<b>Local Community</b>	Quad Cities Forum	Kirk Marske talks about "Career Cruising QC" a program to help kids find careers.	8/10/2013 7:30a	15 Minutes
<b>Local Community</b>	Quad Cities Forum	Long time Quad City Times Columnist Bill Wundram talks about the changes in the community over his tenure as a writer for the past five decades	8/31/2013 7:30a	30 minutes
<b>Local Culture</b>	Quad Cities Forum	Howard Braren discusses Museum dedicated to Davenports own Bix Beiderbeck .	7/20/2013 7:30a	15 minutes
<b>Local Culture</b>	Quad Cities Forum	Kim Findlay talks about what's the display and films coming up at the Putnam Museum and its I-Max theater.	8/10/2013 7:30a	15 minutes

<b>Local Culture</b>	Quad Cities Forum	Rita Rawson discusses the East Bluff Neighborhood Association.	8/17/2013 7:30a	15 minutes
<b>Local Culture</b>	Quad Cities Forum	Janet Brown-Lowe talks about the German-American Heritage Center.	8/17/2013 7:30a	15 minutes
<b>Local Culture</b>	Quad Cities Forum	Susan Wahlmann with QC Performing Art talks about programs available in the area for adults and children interested in the arts..	9/21/2013 7:30a	15 minutes
<b>Local Culture</b>	Quad Cities Forum	Bestselling author Louise Penny talks about a book signing in the area.	9/28/2013 7:30a	30min
<b>Local Economy</b>	Quad Cities Forum	Gary Mohr discusses his role in the Riverboat Development Authority and a new Casino for the city of Davenport.	7/06/2013 7:30a	15 minutes
<b>Local Economy</b>	Quad Cities Forum	Dianna Blake discusses the Freight House Farmer's Market in Davenport.	8/03/2013 7:30a	15 minutes
<b>Local Events</b>	Quad Cities Forum	Race Director Ed Froehlich talks about the impact of the Bix 7 Road Race has on the Quad Cities	7/20/2013 7:30a	15 minutes
<b>Local Events</b>	Quad Cities Forum	Movie Critic Linda Cook discusses the series of classic films that will be shown in the Quad Cities.	8/24/2013 7:30a	30 minutes
<b>Local Politics</b>	Quad Cities Forum	Phil Banazek talks about the issues facing the Rock Island Board of Supervisors.	8/03/2013 7:30a	15 minutes
<b>Marriage Laws</b>	Quad Cities Forum	Reverend Jay Wolin with the Unitarian Church talks about the Defense of Marriage Act.	7/27/2013 7:30a	15 minutes
<b>Teen Health</b>	Quad Cities Forum	Mary Ann McLeod Bethany Quad Cities and the free access clinics available to local teens.	9/21/2013 7:30a	15 minutes
<b>Tourism</b>	Quad Cities Forum	Joe Moreno discusses the large number of races available to runners in the area and the impact it has on drawing visitor to the Quad Cities.	9/07/2013 7:30a	15 minutes
<b>Tourism</b>	Quad Cities Forum	Joe Taylor with the Quad Cities Convention and Visitors Bureau talks about upcoming events in the area.	9/07/2013 7:30a	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

ISSUE	PROGRAM/TITLE	DESCRIPTION	DATE/TIME	DURATION
<b>Child Abuse</b>	Radio Health Journal	Psychological or physical abuse by siblings is much more common than most people realize. It can leave severe psychological scars. However, parents often downplay it, calling it "normal sibling rivalry." Experts discuss the extent of the problem, warning signs of abuse, and how parents can act without involving family services officials and endangering the family.	07/07/13 7:00a	14:03
<b>Elderly Health</b>	Radio Health Journal	Recent advertising campaigns claim that a 150-year lifespan is imminent. But is it? Experts discuss what we know about the limits of aging, quality of life and care for the aged, the relationship of research and life spans, and whether people would actually want to live a century and a half even if they could.	07/21/13 7:00am	12:55
<b>Ethics</b>	Radio Health Journal	It's a fine line between preserving life and prolonging death. An award winning science writer discusses her personal 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."	09/15/13 7:00a	8:10
<b>Food Safety</b>	Radio Health Journal	Caffeine used to be present in only coffee, tea, and some sodas. Now energy drinks have opened the door to added caffeine in all kinds of foods, from pancake syrup to candy. Experts discuss if food makers have overstepped limits of safety and propriety, and whether the FDA needs to step in with the limits it is considering.	08/18/13 7:00am	13:03

<b>Health</b>	Radio Health Journal	Irritable bowel syndrome affects a surprisingly large proportion of Americans, yet many do not get help. An expert discusses new treatments that could ease the suffering of millions.	08/11/13 7:00am	8:31
<b>Health Care</b>	Radio Health Journal	Doctors and scientists have long been criticized for seemingly being unable to speak in understandable language. Medical schools are now beginning to teach this skill. We look at how one such effort works.	07/14/13 7:00am	8:13
<b>Health Care</b>	Radio Health Journal	Doctors are often accused of holding emotions too much at bay. A physician who has examined the issue discusses the importance of emotion in the practice of medicine.	07/28/13 7:00am	8:44
<b>Health Care</b>	Radio Health Journal	State insurance exchanges that are central to the Affordable Care Act are scheduled to begin enrolling on Oct. 1. Experts discuss the likely problems that consumers may face as they enter the market.	09/22/13 7:00a	12:32
<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.	09/29/13 7:00a	13:08
<b>Health Education</b>	Radio Health Journal	Studies show that medical professionals are second only to family members as a source of bias against obese and overweight people. Experts discuss why this might occur, the medical harm that can result, and how medicine might be able to reverse its behavior.	09/15/13 7:00a	12:54
<b>Medical Education</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.	08/04/13 7:00am	7:47
<b>Mental Health</b>	Radio Health Journal	One of the most difficult aspects of schizophrenia treatment is a frontal lobe disability in half of patients, which causes them to deny that they are ill, prompting rejection of medication or therapy. A noted expert discusses the effects of this on patients, families and therapists, and how families can get people with schizophrenia into treatment despite this problem.	07/14/13 7:00am	12:44
<b>Mental Health</b>	Radio Health Journal	Some people who remember things extremely well may claim they have a "photographic memory," but some experts say such a thing doesn't really exist. Experts discuss how memory works.	07/21/13 7:00am	7:48
<b>Mental 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 mis-routed to rage centers in the brain. Experts and a sufferer discuss the syndrome.	09/08/13 7:00a	12:01
<b>Mental Illness</b>	Radio Health Journal	Studies show that in good times, "level headed" leaders do well. However, one leading expert on mood disorders explains that in times of war and crisis, leaders such as Lincoln, Franklin Roosevelt and M.L. King, who led utilizing traits of mental illness, may be more effective	08/18/13 7:00am	8:01
<b>Mental Illness</b>	Radio Health Journal	Everyone deals with grief at one time or another. An expert discusses how most people experience it, and what separates normal grief from more problematic depression A writer/illustrator discusses his experience dealing with his spouse's sudden death.	08/25/13 7:00am	9:00

<b>Nutrition</b>	Radio Health Journal	One of the hottest food store trends is the rapidly increasing number of supermarket dietitians. Experts discuss the extra value of health providers offering hands on advice to customers in the very place food purchase decisions are made.	08/11/13 7:00am	12:29
<b>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.	09/01/13 7:00am	8:21
<b>Public Safety</b>	Radio Health Journal	The National Transportation Safety Board has recommended lowering the DUI threshold from .08 BAC to .05 as a means of reducing drunk driving. Advocates are divided on whether such a reduction would have much effect, and the legislative fight would drag on for years. Experts discuss this and other moves that might have larger and immediate impact.	07/28/13 7:00am	12:00
<b>Technology</b>	Radio Health Journal	Scientists have learned how to make stem cells from skin cells, opening the door to regeneration of tissues and organs from a person's own cells to bypass rejection. A scientist in the field explains how it works and how the process could be used in the future.	09/08/13 7:00a	8:14
<b>Violence</b>	Radio Health Journal	Little boys are often stopped from playing the way they want to in preschool and kindergarten, or made to change the stories they tell, because it's all "too violent." Teachers may worry that allowing violent play and images will desensitize children to violence. Experts explain that these worries are unfounded, and that children grow in many ways through play.	09/01/13 7:00am	12:31
<b>Women's Health</b>	Radio Health Journal	The bimanual pelvic exam is a part of the vast majority of visits to the obstetrician-gynecologist. However, some doctors say they're unnecessary, are not good at detecting disease, and may even cause more harm than good. Experts discuss	07/07/13 7:00a	6:42
<b>Women's Health</b>	Radio Health Journal	Eating disorders are widespread among teenage girls, but those disorders do not disappear as women age. Women get better at hiding them. An expert and former bulimic discusses psychological causes and treatment.	09/22/13 7:00a	7:47
<b>Work Safety</b>	Radio Health Journal	It turns out that 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.	08/04/13 7:00am	12:09
<b>Youth at Risk</b>	Radio Health Journal	Studies show that on some college campuses, half or more of all students will have used an illicit ADHD drug to get better grades by the time they graduate. Experts discuss the attitudes of students toward these drugs and the new moves by many student health services to clamp down on their easy availability.	08/25/13 7:00am	11:57
<b>Youth at Risk</b>	Radio Health Journal	Children's growth disorders are sometimes discounted by pediatricians. Experts discuss the causes and treatments for growth disorders and how parents can decide if their child's growth is a problem	09/29/13 7:00a	7:45

### 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>Child Health</b>	Children's Therapy Center KISS-FM helped to promote 'Car Show for Kids', held September 9 at The Davenport Hooters. Listeners were invited to enter their classic cars into the care show or show up the day of the event and make a donation, with all the proceeds to Children's Therapy Center—helping Quad City children with disabilities cope.	51 PSA Promos Aired 8/13-9/8 Various Dayparts	:10-:30 Each

<b>Community Health</b>	Barb Dennis Benefit 101-3 KISS FM informed the general public of a fundraising event for local listener Barb Dennis, at Leisure Time Billiards in Moline. Barb is fighting Non-Hodgkins Lymphoma and the fundraiser is to offset her medical bills.	40 PSA Promos Aired 6/5-7/2 Various Dayparts	:10-:30 Each
<b>Child Health</b>	Month of Miracles KISS-FM spent the entire month of September trying to raise money and create awareness of the Children's Miracle Network's efforts at the University of Iowa Children's Hospital by interviewing local families and running produced pieces telling other families stories and experiences at the hospital	398 PSA Promos Aired 8/27-9/30 Various Dayparts	:10-:60 Each
<b>Economics/ Education</b>	Student Hunger Drive KISS-FM aired live/recorded PSA Promos inviting listeners to participate in the Student Hunger Drive to be held at the Riverbend Food Bank on October 1.	25 PSA Promos Aired 9/18-9/30 Various Dayparts	:10-:30 Each
<b>Special Needs</b>	Over The Edge KISS-FM aired live/recorded PSA Promos inviting listeners to participate in the Over the Edge promotion to raise money for the Special Olympics of Iowa and Illinois, to be held October 30 at the The Hotel Blackhawk, Davenport.	15PSA Promos Aired 9/17-9/30 Various Dayparts	:10-:60 Each
<b>Victim Awareness</b>	Junior League of the Quad Cities 101-3 Kiss FM helped promote the Junior League of the Quad Cities second annual 1 AM Strong 5k Mudventure in Long Grove, Iowa on Saturday, August 10, 2013. The event raised money to fund the initiatives of the Junior League of the Quad Cities, a portion of the 2013 race proceeds will also benefit Braking Traffik. Braking Traffik's mission it to support and enable the discovery of and response to incidents of sex trafficking through a victim-centered, multidisciplinary, and collaborative community effort in the Quad City area of Iowa and Illinois.	74 PSA Promos Aired 7/1-8/10 Various Dayparts	:10-:30 Each
<b>Women's Health</b>	Trinity Girls Night Out 101-3 Kiss FM helped to promote the Spirit of Women's "Girls Night Out" happening out at Northpark Mall. The event is held to encourage women's health and gives women a chance to undergo health screenings.	27 PSA Promos Aired 9/7-10/10 Various Dayparts	:10-:30 Each
<b>Various</b>	KUUL aired a total of 558 PSAs during third quarter, 2013, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> <li>• ARTS ON THE SQUARE, 35</li> <li>• BIX 7 RACE, 46</li> <li>• CATHY ROPERTSON-DICKEY POKER RUN, 5</li> <li>• CHURCH LAWN SOCIAL, 14</li> <li>• CLINTON HUMANE SOCIETY, 1</li> <li>• DEB HAAS FUNDRAISER, 4</li> <li>• EAST MOLINE CHRISTIAN SCHOOL, 1</li> <li>• FIREADAPTED.ORG, 11</li> <li>• FORECLOSURE PREVENTION, 6</li> <li>• GENESIS PROAM CHALLENGE, 8</li> <li>• GILDA'S CLUB, 9</li> <li>• GREYHOUND ADOPTION TRIVIA NIGHT, 23</li> <li>• HOOTERS CAR SHOW, 15</li> <li>• IOWA DONORS, 9</li> <li>• IOWA SIDS WALK, 22</li> <li>• JAMIE HILL MEMORIAL GOLF TOURNAMENT, 18</li> <li>• KICKIN IT OLD SCHOOL DANCE PARTY, 19</li> <li>• KYLE GANZER RUN IN ELDRIDGE, 4</li> <li>• LUPUS FOUNDATION, 8</li> <li>• MIDCOAST RIVERSANCE FESTIVAL, 12</li> <li>• MILAN OPTIMIST CLUB, 15</li> <li>• MUDVENTURE RACE FOR JUNIOR LEAGUE, 20</li> <li>• NIGHT AT THE SHELTER SLEEPOUT, 32</li> <li>• PET ADOPTION, 7</li> <li>• PLAYCRAFTERS, 9</li> <li>• QC ASSOCIATION FOR CHILDREN, 2</li> <li>• RIVERSIDE METHODIST CHURCH, 39</li> <li>• RON BOWMAN GOLF OUTING, 7</li> <li>• SCOTT COMMUNITY COLLEGE, 1</li> <li>• ST. JAMES SPAGHETTI FUNDRAISER, 4</li> </ul>	558 PSAs Aired 7/1-9/30/13 ALL Dayparts	<b>Various</b>

	<ul style="list-style-type: none"><li>• ST. JOSEPHS FALL FESTIVAL, 16</li><li>• ST. PATRICK GRAND PARADE TRIVIA NIGHT, 6</li><li>• STUFF THE BUS, 5</li><li>• TESTING &amp; DRIVING SAFETY, 9</li><li>• TIPTON 4<sup>TH</sup> OF JULY, 16</li><li>• TRASH DAY, 15</li><li>• UNITED CHURCH STRIKE OUT HUNGER, 14</li><li>• UNITED WAY VOLUNTEERS, 6</li><li>• VETO LEAGUE BASEBALL, 9</li><li>• WALK TO END ALZHEIMERS, 32</li><li>• WALK WITH TRAVIS, 9</li><li>• WIU VETRANS SCHLORSHIP, 11</li></ul>		
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