

KUUL-FM
East Moline-Quad Cities, IA
 Quarterly Issues/Programs List
 First Quarter, 2013
 April 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:
• Arts and Culture: 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.
• Business: Creation of new businesses, as well as growth from existing businesses, is vital to the Quad City community in 2012..
• Casino Gambling: A major source of recreation in the Quad Cities, casino gambling is also a large employer. In 2013 the City of Davenport has been considering investing city resources in this industry.
• 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.
• Children-At-Risk: In today’s society, so many young people are simply left to grow up on their own that there is an impact on people of all ages
• Crime: Local communities that are particularly experiencing problems are Rock Island, Moline and portions of Davenport. A major contributing factor is the poor economy.
• Domestic Violence: Often unreported and most often affecting women and children, these crimes leave scars that can last generations.
• Economic Development: 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.
• Health Care Reform: President Obama’s health care initiatives have been set into motion with the passage of the health care bill. The bill’s impact will be felt for years to come.
• 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.
• Juvenile Diabetes: Breakthroughs are occurring in many areas of children’s health—none so dramatically as juvenile diabetes. Research today is making it possible for a healthier tomorrow for thousands more children.
• Mental Illness: 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.
• Public Health: Includes issues concerning the diagnoses of mental and physical problems, the ethics of healthcare and concerns over ever-increasing consumer health costs.
• 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 Services: Those serving in wars overseas and those who have served—and their families—often find themselves dealing with a unique set of issues, for which there is not always government assistance.

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	DURATION
Arts & Culture	Quad Cities Forum	Janet Brown-Low from the German-American Center of the Quad Cities discusses local events and how people can get involved. Scott Mullen previews upcoming events at the i-Wireless Center	1/20/13 7:30a	30 minutes
Arts & Culture	Quad Cities Forum	Dawn Wolford Metallo from the local QC Arts Organization talks about their visual arts program. Nicole Miles, VP of Education at the Putnam Museum discusses the new Bodies Revealed Exhibit.	3/3/13 7:30a	30 minutes
Arts & Culture	Quad Cities Forum	Susan Wahlmann from the Performing Arts Center discusses upcoming performances. Loxi Hopkins from QC Interfaith talks about local church events.	3/10/13 7:30a	30 minutes

Arts & Culture/ Juvenile Diabetes	Quad Cities Forum	Heather Brummel the chairman of Davenport Downtown Arts talks about upcoming exhibits in Davenport's Museums. Carry Turner from the local Juvenile Diabetes Foundation discusses ways people can help	1/7/13 7:30a	30 minutes
Casino Gambling	Quad Cities Forum	Mary-Ellen Chamberlain discusses potential changes to the Davenport Casino and where they may build it and who might buy it.	1/27/13 7:30a	30 minutes
Education/ Tourism	Quad Cities Forum	LaWanda Roudebush from the Davenport library discusses the future of the library following her retirement. Kim Findlay from the Putnam Museum discusses new exhibits that are coming	1/13/13 7:30a	30 minutes
Local Interest	Quad Cities Forum	Ellis Kell & Tom Swanson discuss upcoming performances at the River Music Experience. Alderman Bill Boom discusses the latest with regards to the Davenport Casino	3/24/13 7:30a	30 minutes
Local Interest	Quad Cities Forum	Bob McNamara discusses the QC Mallards playoff scenario and the fan experience at the games. Sen. Mike Jacobs discusses local legal issues	3/31/13 7:30a	30 minutes
Local People	Quad Cities Forum	Rep. Frank Wood talks about local legal issues. Author Randy Wayne-White discusses an upcoming book tour in the area and the release of a new book	3/17/13 7:30a	30 minutes
Local Politics	Quad Cities Forum	Sen. Rita Hart and Rep. Cindy Winckler discuss local legal issues.	2/9/13 7:30a	30 minutes
Local Politics	Quad Cities Forum	Rep. Mike Smiddy and Rep Don Moffitt discuss local legal issues.	2/16/13 7:30a	30 minutes
Mental Health	Quad Cities Forum	Rep Linda Miller discusses legal issues with regards to mental health. Rep Phyllis Thede discusses local issues with regards to education	2/3/13 7:30a	30 minutes
Local Politics	Quad Cities Forum	Rep. Mike Smiddy and Rep Don Moffitt discuss local legal issues.	2/24/13 7:30am REPEAT	30 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
Crime Technology	Radio Health Journal	Science is a routine part of today's criminal investigations (and TV shows about them). An expert discusses how the forensics revolution came about as a result of one man and a now-forgotten French serial murder case.	03/24/13 7:00a	7:55
Disabilities	Radio Health Journal	A man who went mostly deaf at age six but did not realize it explains his survival skills honed over 25 years. He and several experts discuss implications of hearing loss, use of cochlear implants, and teaching sign language to children.	03/24/13 7:00a	12:52
Education	Radio Health Journal	Many schools are slashing music education as "a costly frill" so students can concentrate on the 3 R's. But new research shows that music education changes the brain. Students who learn a musical instrument are much better learners in all subjects. Experts explain.	01/06/13 7:00a	13:07
Evolution	Radio Health Journal	An expert discusses his study of traditional native societies, which shows how human genetics have not adapted to change.	02/24/13 7:00am	8:48
Health	Radio Health Journal	Tinnitus, or ringing in the ears, affects millions of Americans, though many of them do nothing about it. Some who seek treatment cannot be helped with common masking solutions. An audiologist and inventor of a new technology for tinnitus symptoms discusses the issue.	03/10/13 7:00a	8:43
Health	Radio Health Journal	A few studies have shown that treatment of frown muscles can effectively treat many cases of depression. The developer of the technique discusses how brain-muscular "feedback loops" affect mood.	03/17/13 7:00a	7:20

Health Care	Radio Health Journal	Drug contamination from a compounding pharmacy led to dozens of deaths and hundreds of illnesses this fall, calling into question the lack of regulation that could allow such an incident to happen. Experts discuss how compounding is regulated in pharmacies, loopholes that allow drug manufacture in the guise of compounding, and how consumers can protect themselves.	01/13/13 7:00am	14:22
Health Care	Radio Health Journal	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.	01/20/13 7:00am	7:02
Health Care	Radio Health Journal	All too often, people who've been released from the hospital quickly get sick again and need to be readmitted, resulting in wasteful spending. Medicare now financially penalizes hospitals whose readmission rates are above average, so hospitals are embarking on measures to check up on released patients and keep them well. Experts discuss.	01/27/13 7:00am	13:26
Health Care	Radio Health Journal	A new study finds that about 80 times per week in the US, errors occur in surgery that experts agree should never happen: operating on the wrong body part or the wrong person, or leaving an instrument or sponge behind in the patient. Experts discuss how these egregious mistakes happen and new efforts to prevent them.	02/17/13 7:00am	14:44
Health Technology	Radio Health Journal	Researchers have succeeded in treating a small number of leukemia patients using their own immune systems. The patient's T-cells are altered to recognize and destroy cancer cells while affecting very few healthy cells, similar to the way T-cells kill a virus. It could mark a breakthrough in cancer treatment if further trials are successful.	03/03/13 7:00am	13:55
Media	Radio Health Journal	Societies have attempted to stamp out carnival freak shows, but they always return. Many experts believe reality TV shows are this generation's incarnation of this phenomenon. Experts discuss the purposes they may serve society, efforts to legitimize such shows and the seemingly irresistible pull they have on many of us.	01/27/13 7:00am	7:31
Men's Health	Radio Health Journal	Doctors are on the lookout for postpartum depression in new mothers. However, around 10 percent of new fathers may also experience depression in the first six months after their child's birth. Experts discuss differences in symptoms, warning signs, and preventive strategies.	02/24/13 7:00am	11:56
Mental Health	Radio Health Journal	Research is showing that premonitions may be real, and explainable through quantum physics. A noted expert discusses the research and how premonitions could be exploited to people's benefit.	01/13/13 7:00am	6:42
Mental Health	Radio Health Journal	As many as five percent of people diagnosed with Parkinson's or Alzheimer's diseases may in reality have a treatable disorder caused by "water on the brain." An expert and patient discuss.	02/10/13 7:00am	11:49
Mental Health	Radio Health Journal	A unique 90-year study has uncovered how personality is one of the most important factors determining lifespan. One of the researchers involved in the study explains their groundbreaking findings.	02/10/13 7:00am	8:40
Mental Health	Radio Health Journal	Fear keeps many people from doing what they want, even when fear isn't reasonable or justified. A journalist who investigated the brain's fear pathways and roots discusses how this most ancient instinct often doesn't work in the modern world.	03/03/13 7:00am	6:53
Mental Health	Radio Health Journal	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.	03/10/13 7:00a	12:10

Mental Illness	Radio Health Journal	Doctors now accept that mental illness is often the result of chemical imbalance in the brain. A researcher discusses the genetic inability of some people's bodies to process some nutrients, leading to imbalances, and the nutritional therapy that might correct them.	03/31/13 7:00a	8:47
Psychology	Radio Health Journal	Once the domain of pop psychologists, science has now tackled romantic relationships to show the secrets of success. Experts discuss what research shows couples need to know to maintain their relationship.	02/03/13 7:00am	12:41
Psychology	Radio Health Journal	Research shows that about half of Americans are superstitious. Studies also show that superstitious rituals may improve performance by boosting confidence. Experts discuss the psychology of superstitions.	02/03/13 7:00am	7:53
Psychology	Radio Health Journal	Most people consider eavesdropping to be rude, but one expert explains that the behavior has been vital to survival. Our psychological need to eavesdrop is so pronounced that today we outsource the practice.	02/17/13 7:00am	6:02
Public Health	Radio Health Journal	This flu season is shaping up to longer and worse than usual. Experts discuss influenza and impediments to the development of a "universal" flu vaccine that would protect against all forms of flu for years at a time.	01/20/13 7:00am	13:25
Public Safety	Radio Health Journal	America's infrastructure is falling apart. Hundreds of bridges have failed the last 20 years, and thousands more are structurally deficient. Experts fear that the Minnesota bridge collapse in 2013, killing 13 and injuring 145, may be only the first of many tragedies or, at the very least, severe economic loss if state and federal governments fail to address the issue.	03/31/13 7:00a	9:10
Sports Health	Radio Health Journal	Cheerleading, with its pyramids and throws, is the most dangerous school activity that a high school girl can pursue. An expert and study co-author explains changes advocated by the nation's pediatricians that would reduce catastrophic injuries.	01/06/13 7:00a	7:49
Teen Health	Radio Health Journal	New studies show dating abuse among teenagers may be twice as prevalent as previously thought, and that it has bad effects on behavior years later. Experts discuss this new research, why such behavior may be so common, and resources for teens who may find themselves in abusive relationships.	03/17/13 7:00a	13:34

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
Special Needs	Hand in Hand Charity Chili Cook Off KISS-FM aired live/recorded PSA Promos inviting listeners to participate and sample chili from the cook off at the Mississippi Valley Fairgrounds. Created by local parents, dedicated to serving children with disabilities.	72 PSA Promos Aired 1/1-1/26 Various Dayparts	:10-:30 Each
Disaster Relief	Haiti Pancake Dinner Fundraiser KISS-FM aired live/recorded PSA Promos inviting listeners to participate in the fundraiser dinner at the Salvation Army in Moline to help rebuild after the disaster of 2010	10 PSA Promos Aired 1/10-1/18 Various Dayparts	:10-:30 Each
Women's Health	Trinity Health Systems Day of Dance KISS-FM aired live/recorded PSA Promos inviting listeners to participate in the Day of Dance at the Rivercenter, Davenport to learn about cardiovascular health risks while enjoying dance performances and lessons.	17 PSA Promos Aired 1/24-2/23 Various Dayparts	:10-:30 Each
Health Care	Trivia Night Presented by Relay for Life KISS-FM aired live/recorded PSA Promos inviting listeners to participate in this trivia night at the East End Boulders Club to raise money for the American Cancer Society.	10 PSA Promos Aired 2/7-3/22 Various Dayparts	:10-:30 Each

Various	<p>KUUL aired a total of 539 PSAs during first quarter, 2013, for a wide variety of causes, including but not limited to:</p> <ul style="list-style-type: none"> • US Veterans • Epilepsy Support • QC Public Library Musical Genres program • PV Dodge ball tournament • Veteran's Crisis Line • Arthritis Prevention • Peace Pipe Players performance of Godspell • Tribute to our Fallen remembrance • Henry County Fair Trivia Night • Cesar Milan Appearance • Focus on the Family/Adultery • Focus on the Family/Alcohol Abuse • Riverbend Food Bank • Relay for Life Rock Island Trivia Night • Humane Society Bowl-For-A-Buddy • Christian Church Trivia Night • Redstone Room Black History Month • QC Coin Show • Camanche Muscular Dystrophy Event • Long Grove Fire Department Dinner • Chuck Long Sports Auction for Children's Therapy Center • Christian Care Trivia Night • Father Daughter Princess Dance • St Andrew's Garage Sale • Culver's Charity Dinner • QC Greyhound Club Bowling Event • Epilepsy Walk • Run for the Hills 5K • Cards for a Cause • Multiple Sclerosis Connection event 	539 PSAs Aired 1/1-3/31 ALL Dayparts	:15 Each
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