

**KUUL-FM**  
**East Moline-Quad Cities, IA**  
 Quarterly Issues/Programs List  
 Fourth Quarter, 2012  
 January 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>Bullying:</b> A nationwide effort to eliminate bullying includes behavior by students in schools as well as on the internet.
• <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 descendants.
• <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>Local Politics:</b> As 2012 was a Presidential election year, the Midwest—and particularly Iowa with the 'first-in-the-nation' caucus—has been a second home for the biggest names in Republican politics, and there has been no less interest in local races.
• <b>Mental Health</b> As cutbacks have occurred in our federal spending; perhaps no area has been harder hit than the funding of mental illness programs.
• <b>Psychology:</b> In today's world the study of psychology is leading to breakthroughs in the area of mental health.
• <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>Hurricane Sandy:</b> This horrific storm swept over the east coast of the United States in late 2012, leaving hundreds of thousands homeless and without resources to rebuild.

**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
<b>Bullying/ Adoption</b>	Quad Cities Forum	Ellen Riley from Davenport schools explains the importance of putting a stop to bullying in schools. Nancy Maday from Iowa Kids Net talks about adopting a child.	12/22/12 7:30am	30 minutes
<b>Cancer/ Hurricane Sandy</b>	Quad Cities Forum	Claudia Robinson of the Quad Cities Gilda's Club discusses how people can help in their mission to support community members living with cancer.   Betsy Pratt from the Quad Cities American Red Cross discusses how people can help victims of hurricane Sandy while also being prepared for future disasters.	12/8/12 7:30am	30 minutes
<b>Community Events/ Tourism</b>	Quad Cities Forum	Kim Finley, Executive Director of the Putnam Museum discusses new showcases at the museum and benefits of becoming a member. Scott Calibirisi of the Scott County YMCA discusses community events that are happening at the center and ways people can join the Y and help in the community.	12/2/12 7:30am	30 minutes
<b>Community Interest</b>	Quad Cities Forum	Author Bryan Gruley talks about his Starvation Lake series of books	12/15/12 7:30am	30 minutes
<b>Health Issues</b>	Quad Cities Forum	Missy Gowie from Genesis Health and Marca Jones from the Trinity Health Foundation talk about alternative health gifts and donations that can be made on behalf of loved ones this holiday season.	11/25/12 7:30am	30 minutes
<b>Local Politics</b>	Quad Cities Forum	James Laird discusses what he would do if elected to the Scott County Board of Supervisors.   Jim Hancock also discusses his position as he hopes to get elected to the Scott County Board of Supervisors.	10/7/12 7:30am	30 minutes
<b>Local Politics</b>	Quad Cities Forum	Congressman Dave Loebsack (Iowa 2 <sup>nd</sup> District) talks about hopefully being reelected.   Sherry Bustos (Iowa 17 <sup>th</sup> District) talks about her journey on the campaign trail	10/14/12 7:30am	30 minutes
<b>Local Politics</b>	Quad Cities Forum	Jess Anderson looks to get elected to the Scott County Board of Supervisors.   Tom Sunderbrook seeks to get elected for Scott County Supervisor	10/21/12 7:30am	30 minutes

<b>Local Politics</b>	Quad Cities Forum	John Archer seeks election to congress and discusses local issues.   A re-airing of Dave Loeb sack who is John Archer's opponent	10/28/12 7:30am	30 minutes
<b>Public Health</b>	Quad Cities Forum	Moline Utilities GM of Public Works Greg Swanson talks about the importance of clean water in the city of Moline. Moline Mayor Don Welvert also discusses public issues concerning the city of Moline.	12/29/12 7:30am	30 minutes
<b>Tourism</b>	Quad Cities Forum	Jared Johnson, marketing director for the Quad Cities Symphony to talk about upcoming concerts and events.   Maureen Carter from River Music experience talks about bands that will be performing over the next few weeks	11/4/12 7:30am	30 minutes
<b>Tourism</b>	Quad Cities Forum	Kyle Carter, Executive Director of the Davenport Downtown Partnership about some future buildings and residencies being built in downtown Davenport   Scott Mullen, executive director of the i-Wireless Center talks about upcoming concerts at the arena.	11/11/12 7:30am	30 minutes
<b>Tourism</b>	Quad Cities Forum	Linda Cook of the Putnam Museum discusses upcoming movies being shown in the Nat Geo Theater. Susan Wahlman, the Executive Director of the Quad City Arts organization to talk about what the organization is all about.	11/18/12 7:30am	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
<b>Education</b>	Radio Health Journal	Schools have found that bullying is hard to stop. However, an innovative Canadian program that brings babies and their moms into the classroom has had remarkable proven success at lowering aggression. Experts discuss how it works.	12/09/12 7:00a	12:48
<b>Family Issues</b>	Radio Health Journal	Authorities say breastfeeding newborns for six months is exceptionally important for lifelong health, and many hospitals are ramping up efforts to support breastfeeding. Some hospitals now lock up formula as they do medication and have banned gift bags with formula samples, claiming their distribution is a conflict of interest. But when does support for breastfeeding go too far and set up families for failure when it meets the real world? Experts discuss.	11/25/12 7:00a	14:20
<b>Gender Issues</b>	Radio Health Journal	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.	11/04/12 7:00a	13:17
<b>Health</b>	Radio Health Journal	An expert and patient explain acute respiratory distress syndrome, a little known, life-threatening disorder that suddenly robs people of their ability to breathe.	11/04/12 7:00a	7:35
<b>Health</b>	Radio Health Journal	Researchers are learning that lung cancer in people who've never smoked is often a completely different disease than cancer in smokers. They've also made progress against the single mutation causes of these cancers. Experts and a lung cancer patient discuss how new therapies are making cancer manageable for longer periods of time.	11/18/12 7:00a	12:50
<b>Health Care</b>	Radio Health Journal	Medicine is becoming increasingly specialized. Pharmacists are the latest to follow this trend, with some pursuing board certification in certain specialties. An expert explains reasons for the trend and the difference it may make to patients.	10/14/12 7:00a	7:10
<b>Health Care</b>	Radio Health Journal	Many states delayed implementation of provisions of the Affordable Care Act, thinking they might not have to do it at all should a Republican President be elected. Now that President Obama has been reelected, states may have to scramble to set up health insurance exchanges, or accept	12/02/12 7:00a	13:23

		Federal help. The Supreme Court has also allowed states to refuse Medicaid expansion, a major means to cover the currently uninsured. Experts explain the negotiations that will determine how the law is implemented.		
<b>Health Insurance</b>	Radio Health Journal	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. Experts discuss ways performers are recognizing the problem and seeking to treat and prevent workplace injuries.	10/21/12 7:00a	12:34
<b>Mental Health</b>	Radio Health Journal	Psychologists and psychiatrists are finding that especially for children and the elderly, having a friendly dog present for therapy increases its effectiveness. Experts discuss the use of therapy dogs and the qualities that make a certified dog helpful.	10/07/12 7:00a	8:12
<b>Mental Health</b>	Radio Health Journal	Many people don't know mental illness when they see it, and most people don't know what to do if someone they meet is in crisis. A training program for people who work with the public seeks to educate others. Experts explain.	12/23/12 7:00a	8:22
<b>Psychology</b>	Radio Health Journal	Halloween is the season for fright, but people with phobias may not be in the mood to enjoy it. New research shows an effective new way to combat phobias—admit out loud what you're afraid of. Most people are advised to pretend they're not afraid. The lead researcher of this study explains why pretending doesn't work and why this new approach has promise.	10/28/12 7:00a	8:31
<b>Psychology</b>	Radio Health Journal	Five percent or more of all Americans are hoarders to some degree. They over-acquire things, over-value objects, have trouble throwing things out, and are sometimes disorganized to the point of jeopardizing their safety amid tons of junk in their homes. Experts discuss hoarding's psychological roots and what family members can do if they believe a loved one is affected.	11/11/12 7:00a	14:39
<b>Psychology</b>	Radio Health Journal	When they were first contemplated, doctors feared that face transplant recipients might be psychologically traumatized seeing someone else's face in the mirror. One of the nation's pioneering face transplant surgeons discusses why this has not been a major problem, but that other psychological concerns remain important.	11/25/12 7:00a	6:34
<b>Psychology</b>	Radio Health Journal	Twins whose "other half" dies unexpectedly may face challenging issues of grief and identity. A well-known psychotherapist, herself a twin, explains these issues through the lens of her own life.	12/09/12 7:00a	8:07
<b>Psychology</b>	Radio Health Journal	Many people aren't good at remembering names or faces. But some people with a rare neurological disorder cannot recognize or remember faces at all, even those of friends, families or spouses. A woman who suffers from this disorder, prosopagnosia, describes its impact, and two researchers explain research into its origins.	12/30/12 7:00a	6:41
<b>Psychology</b>	Radio Health Journal	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.	12/30/12 7:00a	8:15
<b>Public Health</b>	Radio Health Journal	Doctors have long feared that bacteria may develop resistance to every antibiotic we have. Now gonorrhea may soon present this reality. Some completely resistant cases worldwide are spreading slowly. Experts explain how a return to the pre-antibiotic era might play out.	12/16/12 7:00a	12:58
<b>Public Safety</b>	Radio Health Journal	Violent crime in the US dropped by 40 percent in the 1990's, but in New York City, the drop was twice as large and continued through 2010. An expert explains the exportable police strategies that were responsible. Meanwhile, Baltimore has found success at cutting gun violence by employing former gang members to mediate disputes. An expert explains.	10/14/12 7:00a	13:42

<b>Public Safety</b>	Radio Health Journal	A doctor discusses her son's painful road back from being hit by a drunk driver and how traumatic brain injury can be as simple as repeated concussions.	11/11/12 7:00a	6:14
<b>Science</b>	Radio Health Journal	A scientist working on chemicals that could someday allow selective deletion of bad memories explains how such a development could work, and how it could also lead to chemicals enhancing the brain's function.	12/02/12 7:00am	7:31
<b>Science and Technology</b>	Radio Health Journal	Our genes make up only a few percent of the DNA in each of our body's cells. Dozens of new studies begin to tell the role of the rest of our DNA. Experts explain the "switches" that regulate genes, their role in many diseases, and new treatments that may result.	10/28/12 7:30a	12:18
<b>Substance Abuse</b>	Radio Health Journal	Aviation didn't believe in alcoholism treatment before the 1970's, creating a conspiracy of silence. Now pilots can take advantage of a program with an exceptionally high success rate. An aviation expert and an alcoholic pilot discuss the results.	11/18/12 7:00a	7:54
<b>Substance Abuse</b>	Radio Health Journal	People who use drugs, even those who are not addicted, are often destructively enabled by families. An expert explains why this occurs and what families have to do to break through their own denial as well as that of the user.	12/16/12 7:00a	7:40
<b>Substance Abuse</b>	Radio Health Journal	Many people have a strong stereotype that alcoholics look like someone who's "hit bottom." Experts—one who is an alcoholic herself—explain that some of the most successful people we know may have unseen home lives wrecked by alcohol.	12/23/12 7:00a	12:48
<b>Women's Health</b>	Radio Health Journal	Not that many years ago, pregnant women diagnosed with breast cancer were often advised to terminate their pregnancies, especially if diagnosed in the first trimester. Oncologists discuss how today they can successfully treat such cancers without jeopardizing the health and development of the fetus.	10/07/12 7:00a	12:45
<b>Women's Health</b>	Radio Health Journal	Almost since its inception, mammography screening for women in their 40's has been controversial. A noted breast radiologist explains the benefits mammography for this population, as well as the often-ignored costs.	10/21/12 7:00a	8:23

### 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>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 November 7.	28 PSA Promos Aired 10/1-11/8 Various Dayparts	:10-:30 Each
<b>Women's Health</b>	Trinity Girls Night Out KISS-FM aired live/recorded PSA Promos inviting listeners to participate in the Trinity Girls Night Out at the Northpark Mall to benefit the Trinity Hospital Charities.	10 PSA Promos Aired 10/4-10/18 Various Dayparts	:10-:30 Each
<b>Special Needs</b>	Polar Plunge KISS-FM aired live/recorded PSA Promos inviting listeners to participate in the Polar Plunge promotion to raise money for the Special Olympics of Iowa and Illinois	13 PSA Promos Aired 10/4-10/26 Various Dayparts Live Broadcast Oct 26 <sup>th</sup> 11-1	:10-:30 Each 4 x :60 Live On-location Breaks
<b>Child Health</b>	Children's Therapy Center KISS-FM helped to promote the 'Iowa Tailgate', held November 2 at Modern Woodman Park. Listeners were invited to watch the Hawkeyes take on Indiana and mingle with former Iowa players, with all the proceeds to Children's Therapy Center—helping Quad City children with disabilities cope.	17 PSA Promos Aired 10/4-11/2 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, held October 31 at the The Hotel Blackhawk, Davenport	27 PSA Promos Aired 9/12-10/30 Various Dayparts Live Broadcast October 31 <sup>st</sup> 11a-1p	:10-:60 Each 4 x :60 Live On-Location Breaks

<b>Disaster Relief</b>	KWQC Red Cross Fundraiser KISS-FM aired live/recorded PSA Promos inviting listeners to participate and donate to the Red Crosses relief efforts for Hurricane Sandy victims by driving through our television partner KWQC TV-6's driveway.	7 PSA Promos Aired 10/31-11-2 Various Dayparts Live Broadcast 11/2 5-6p	:10-:30 Each 3 x :60 Live On-Location Breaks
<b>Public Health</b>	Flu Shot Clinic KISS-FM aired live/recorded PSA Promos encouraging listeners to participate in the Muscatine High School/Trinity Public Health Flu Shot Clinic held at Muscatine High School on November 29th	5 PSA Promos Aired 11/26-11/29 Various Dayparts	:10-:30 Each
<b>Various</b>	<p>KUUL aired a total of 428 PSAs during fourth quarter, 2012, for a wide variety of causes, including but not limited to:</p> <ul style="list-style-type: none"> <li>• CENTRAL CHURCH COAT GIVE AWAY, 10</li> <li>• WILDWOOD CHURCH GOD WITH US, 26</li> <li>• FIREBIRDS TRIVIA NIGHT, 25</li> <li>• LUNG CANCER AWARENESS, 20</li> <li>• TEEN CHALLENGE, 1</li> <li>• ARTHRISIS PREVENTION, 68</li> <li>• VANGERINGST CHARITY HOLIDAY BASH, 15</li> <li>• MS CONNECTION, 99</li> <li>• QUAD CITY SINGERS, 2</li> <li>• VETERANS MEMORIAL PARK, 7</li> <li>• U.S. VETERANS, 68</li> <li>• JAYDEN BENEFIT DINNER, 10</li> <li>• MLK DAY OF SERVICE, 1</li> <li>• HOMELAND SECURITY, 4</li> <li>• ONE POUND AT A TIME, 2</li> <li>• FESTIVAL OF TREES, 11</li> <li>• MIRACLES CAN HAPPEN BOYS RANCH, 1</li> <li>• CHILI COOK OFF, 6</li> <li>• FREE FURNACE GIVEAWAY, 11</li> <li>• IOWA POETRY, 1</li> <li>• AMERICAN HEART ASSOCIATION CPR, 1</li> <li>• GED PEP TALK, 3</li> <li>• FINANCIAL LITERACY, 8</li> <li>• VET CRISIS LINE, 1</li> <li>• ENERGY SAVERS, 2</li> <li>• BOYS TOWN, 1</li> <li>• SELECTIVE SERVICE, 2</li> <li>• MONEY SAVING PSA, 2</li> <li>• BOOSTUP.ORG, 1</li> <li>• AL ANON PSA, 3</li> <li>• ADOPTION CONGRESS, 3</li> <li>• WOUNDED WARRIOR PSA, 2</li> <li>• READY.GOV, 2</li> <li>• USO INVISIBLE WOUNDS, 1</li> <li>• RUNAWAY.ORG, 1</li> <li>• HERBERT HOOVER LIBRARY, 6</li> <li>• MAKING HOME AFFORDABLE, 1</li> </ul>	428 PSAs Aired 10/1-12/31/12 ALL Dayparts	Various