

KUUL-FM
East Moline-Quad Cities, IA
 Quarterly Issues/Programs List
 Third Quarter, 2015
 October 8, 2015

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 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.
- **Child Cancer:** Today’s kids have the best odds ever to beat childhood cancers, but much remains to be done to eradicate these health threats.
- **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.
- **Community:** From road quality to sewer repair to garbage pickup, people of the Quad Cities are BIG on city basics.
- **Economy:** 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.
- **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.
- **Highway Safety:** From modern driving distractions including electronics, to our nation’s aging highway infrastructure, the roads can be a very dangerous place.
- **Mental Health:** As federal and state(s) funding for mental health programs has been decreased; local agencies are increasingly challenged to keep up with the need.
- **Science and Technology.** Amazing advances have been made in technology have had an enormously positive effect on each of our lives. These advances—and the breakneck pace of tech growth—have also made our lives more complicated.
- **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.

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 Culture, Tourism	Quad Cities Forum	Kim Findlay is the President and CEO for the Putnam Museum. She talks about the new exhibits that are coming to the Putnam Museum.	7/05/15 7:30 am	15min
Arts and Entertainment	Quad Cities Forum	Bob Fox is the Director of the Mississippi Valley Fair. He talks about the musical acts coming to the fair. He also talks about other exhibits at the fair and how “Fun Cards” came into being.	7/12/2015 7:30 am	15min
Arts and Entertainment	Quad Cities Forum	Janet Brown-Lowe is the Executive Director of the German Heritage Museum. She discusses the new exhibits at the museum.	7/12/2015 7:30 am	15min
Arts and Entertainment	Quad Cities Forum	Linda Cook is the Film Critic for the Quad City Times newspaper. She takes a look at some of the new and old films that are playing at local venues.	7/26/2015 7:30 am	30min
Arts and Entertainment	Quad Cities Forum	Tim Schiffer is the Executive Director of the Figge Art Museum. He talks about the exhibits coming to the museum during the upcoming season.	9/06/2015 7:30 am	15min
Arts and Entertainment	Quad Cities Forum	Stephanie Nagle head up marketing and events for the iWireless Center. She talks about upcoming events and shows at the Moline, Illinois venue.	8/30/2015 7:30 am	15min
Arts and Entertainment	Quad Cities Forum	Rick Palmer is the Director at the Adler Theater. He talks about the upcoming Broadway Theater programs at the Theater.	8/30/2015 7:30 am	15min
Arts and Entertainment, Tourism	Quad Cities Forum	Pat Halverson and Linda Hardin are coordinators with the Beaux Arts Fair. They talk about their organization and the unique gifts that are available for the upcoming holidays.	9/06/15 7:30 am	15min

Education	Quad Cities Forum	Ellis Kell is with the River Music Authority. He talks about the opportunities available for kids interested in music with the RME's Rock Camp.	9/06/15 7:30 am	30min
Education, Family Issues	Quad Cities Forum	Kent Barnds is the Vice President of Enrollment at Augustana College. He talks about opportunities for high school students at Augustana and what is being done to hold down the cost of college.	8/23/15 7:30 am	30 min
Environment	Quad Cities Forum	Becky Baines is an author with National Geographic. She has written a book about unusual animal facts and records targeted at making nature fun for kids.	8/16/15 7:30 am Replay (9/19/15)	15min
Health	Quad Cities Forum	Sara Sedlack is the Regional Outreach Director for Planned Parenthood. She talks about the non-controversial programs offered by Planned Parenthood.	8/16/15 7:30 am	15min
Health	Quad Cities Forum	Austin Bird heads up Government and Community Relations with Genesis Health System. He talks about his efforts to keep all of the entities on the same page when it comes to health care.	7/19/15 7:30 am	15min
Leukemia Research	Quad Cities Forum	Jim Lange is the Co-chair of Cure It With Corn. A local group is growing and selling sweet corn to raise money for the battle against Leukemia.	9/13/15 7:30 am (replay on 9/19/15)	15min
Politics	Quad Cities Forum	Davenport Mayor Bill Gluba talks about his run for re-election	8/02/15 7:30 am	30min
Politics	Quad Cities Forum	Frank Klipsch is running against incumbent Bill Gluba for mayor of Davenport. He talks about the qualities he would bring to the job.	8/09/15 7:30 am	30min
Politics	Quad Cities Forum	Phyllis Thede is an Iowa State Legislator. She talks about the issues facing Iowa voters.	8/16/15 7:30 am	15min
Safety	Quad Cities Forum	Lt Mark Kakert is with the Davenport Fire Department. He talks about how families can protect themselves from summer fire hazards.	7/05/15 7:30 am	15min
Sports, Tourism	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.	9/27/15 7:30 am	15min
Sports, Tourism	Quad Cities Forum	Andrew Chesser General Manager of the Quad City Riverbandits wraps up the highs and lows of this year's baseball season.	9/27/15 7:30 am	15min
Tourism, Health	Quad Cities Forum	Dan Breidinger is the Assistant head of the Quad City Times Bix 7 Road Race. He talks about one of the premiere events in the Quad Cities.	7/19/15 7:30 am	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	Program	Description	Date/Time	Length
Alcohol, Youth at Risk	Radio Health Journal	Newly-invented powdered alcohol is entering the market, but some experts and legislators believe it should be banned because it's likely to be abused by teens. Experts, the product's inventor and legislators discuss.	9/13/15 7:00a	6:03
Auto and Highway Safety	Radio Health Journal	Auto accidents are the largest cause of post-traumatic stress disorder. About 25 percent of people injured in car crashes will suffer from it. Accident survivors and one of the world's foremost experts discuss variables that make PTSD worse and those that make recovery easier, as well as the essentials victims must carry out to recover.	9/13/15 7:00a	13:59
Education, Legal System	Radio Health Journal	The ability to "know" the musical pitch of any sound has traditionally been thought to be learnable only at a very early age through musical training. But new research shows perfect pitch is teachable to adults as well. Experts discuss the implications on all forms of learning.	7/12/15 7:00a	12:54

Ethics, End of Life Care	Radio Health Journal	It's a fine line between preserving life and prolonging death. An award winning science writer discusses her 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."	8/2/15 7:00a	10:05
Family Issues, Pets	Radio Health Journal	Just as people face an obesity crisis in the US, so do our pets, which have many of the same health consequences as overweight humans. Experts discuss why pet obesity is a problem and ways pet owners can keep their furry friends healthy.	9/6/15 7:00a	8:44
Health	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 misrouted to rage centers in the brain. Experts and a sufferer discuss the syndrome	8/30/15 7:00a	12:01
Health	Radio Health Journal	A sleep disorder strangely named "exploding head syndrome" may keep more than 10 percent of people awake at night by inflicting them with crashing sounds that only they can hear. A sufferer and an expert discuss.	9/20/15 7:00a	7:07
Health Care	Radio Health Journal	TV doctors wield tremendous influence with patients, sometimes even more than a person's own doctor. Yet studies show that the advice you hear on TV is often unsupported by medical research. Experts discuss how celebrity doctors miss the mark and why they're so popular.	7/5/15 7:00a	7:17
Health Care	Radio Health Journal	Scientists have discovered that tinnitus, or "ringing in the ears," involves many more areas of the brain than just those involved with hearing. Experts explain why the findings mean it will be difficult to develop treatments for tinnitus, and what sufferers can do now.	7/26/15 7:00a	9:19
Health Care	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.	9/27/15 7:00a	13:08
Health Care, Pop Culture	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, and how singing is being used to treat one serious disease.	7/19/15 7:00a	8:24
Health Care, Technology	Radio Health Journal	Cancer biopsies traditionally require surgery to remove a piece of tumor. But doctors are increasingly able to find evidence of cancer in the blood, eliminating the need for surgery. Researchers hope to eventually be able to use these liquid biopsies for cancer screening and early diagnosis. Experts discuss.	9/6/15 7:00a	11:12
Health Care, Women's Issues	Radio Health Journal	The death rate surrounding pregnancy in the US has been climbing to the point it compares with some third world countries rather than the western European nations we once compared to. Experts discuss possible reasons for the increase and one possible way to reverse it--more reliance on midwives.	7/19/15 7:00a	10:55
Health, History	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.	8/23/15 7:00a	7:38

Health, Mental Health	Radio Health Journal	Researchers are learning that tears shed for different reasons are chemically different. Emotional tears, for example, contain high levels of stress hormones, indicating they may be a way for the body to reduce stress. Experts discuss why it's good for people to cry	8/16/15 7:00a	6:32
Mental Illness, Family Issues	Radio Health Journal	Everyone deals with grief at one time or another. An expert discusses how it's experienced by most people, and what separates normal grief from more problematic depression A writer/illustrator discusses his experience dealing with his spouse's sudden death.	8/30/15 7:00a	7:50
Pollution and the Environment	Radio Health Journal	Air pollution is blamed for one of every eight deaths worldwide, including 200,000 in the US each year. A noted lung physician discusses some of the diseases smog can cause and ways to keep your lungs safe.	7/12/15 7:00a	7:01
Public Health, Technology	Radio Health Journal	Scientists have discovered that older research animals can seemingly be made young again with infusions of young blood which reactivate stem cells. Researchers have started to isolate factors in plasma that appear to be responsible, opening the door to possibly rolling back the clock on aging. Experts explain.	9/20/15 7:00a	11:46
Public Safety, Consumerism	Radio Health Journal	Consumers who purchase medicines online for convenience and price are taking a big risk-- experts say 97% of online "pharmacies" are rogue sites operating illegally. Often the medications they sell are counterfeit or substandard. Experts discuss the risks and how consumers can buy safely.	8/9/15 7:00a	11:57
Vehicle Safety	Radio Health Journal	Few people are aware that the vehicle occupant most likely to be hurt in a crash is the one in the front passenger seat. Experts discuss why this occurs, the different injuries that can occur there, and many ways car occupants can protect themselves from injury.	8/2/15 7:00a	11:20
Women's Issues	Radio Health Journal	Young women are at 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 reasons and possible remedies.	8/23/15 7:00a	11:15
Women's Issues, Sexual Assault	Radio Health Journal	Colleges are now required by Federal law to present anti-sexual assault training to new students, but rather than instilling "no means no," some experts think we need to do much more to enlist men to help prevent sexual assault. Experts discuss how it can be done by making men allies, rather than regarding them as potential perpetrators, and through bystander training.	8/16/15 7:00a	13:19
Worker Safety, Environment	Radio Health Journal	Most people don't think much about what happens to their trash after they set it at the curb. But 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.	7/5/15 7:00a	12:12
Workplace Issues	Radio Health Journal	Multitasking seems like a necessity for most people, and most of us think it improves our efficiency. However, studies show that only a tiny proportion of people can juggle tasks well. Researchers discuss why our brains can't do two things at once, and why "super taskers" may be different.	8/9/15 7:00a	8:06

Youth at Risk, Parenting	Radio Health Journal	Many schools are cutting down on recess to focus on the 3R's, but child development experts say play is part of children's "work" and an important part of how they learn. One expert discusses.	9/27/15 7:00a	7:01
Youth at Risk, Parenting Issues	Radio Health Journal	Children whose parents die by suicide face a difficult emotional recovery. Well-meaning adults often make it worse with their mistakes in how they talk about the death. Experts discuss the right and wrong ways to help children cope with parental suicide	7/26/15 7:00a	10:05

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
Child Health	Children's Therapy Center KISS-FM helped to promote 'Car Show for Kids', held September 7 at The Davenport Hooters. Listeners were invited to enter their classic cars into the car 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.	10 PSA Promos Aired 8/31-9-6 Various Dayparts	:10-:30 Each
Child Health	KISS For Kids RadioThon On September 18 th 101.3 Kiss FM/Mix96 will team up with KWQC TV 6 to produce a day long radiothon to raise money for the Children's Miracle Network's efforts at the University of Iowa Children's Hospital. On that day talent will interview doctors and patients from the hospital to show the public where their donations are going, and the good work they are doing at the hospital.	86 PSA Promos Aired 8/18-9/18 Various Dayparts	:10-:30 Each
Childhood Education	Stuff The Bus KISS-FM was proud to help promote the Fifth annual Stuff the Bus event, from the Salvation Army, Wal-Mart and Durham Bus Service. Shoppers were encouraged to purchase school supplies and bring them to the school bus so that our community's low-income, homeless, or needy children were prepared on the first day of school.	12 PSA Promos Aired 7/14-7/18 Various Dayparts	:10-:30 Each
Special Needs	Polar Plunge for Special Olympics Iowa 101-3 Kiss FM was proud to promote the Polar Plunge for Special Olympics Iowa on October 17 th , out at West Lake. Listeners were encouraged to get a team together and take the plunge to help raise money for the special Olympics.	10 PSA Promos Aired 09/28-10/17 Various Dayparts	:10-:60 Each
Voting/Civic Rights	Rock The Vote. KISS-FM promoted the Rock The Vote campaign to get younger voters registered and to get them more engaged in our political process.	11 PSA Promos 9/22 All Dayparts	:10-:15 Each

Various	<p>KUUL aired a total of 456 PSAs during second quarter, 2015, for a wide variety of causes, including but not limited to:</p> <ul style="list-style-type: none"> • Help LLW at Subway • Children's Wellness Fair • Pork In The Park • Benefit for Sue Rosenboom • XStream Cleanup • Muscatine County Fair • Battle of the Badges • West High Reunion • Bix 7 Run • Stuff The Bus • Walk for Children with Apraxia • Seussical JR • Nami Walk • Military Assistance • Jazz & Heritage Fest • Riverssance Festival • Walk for Wishes • Old Threshers Reunion • Nick Teddy 5K • Hilltop Fall Music Festival • Car Show For Kids • Riverbend Food Bank – Hunger Day • Out of the Darkness Walk • Outlawfest – Make A Wish • QC Marathon • Cruz Perez Benefit • Wheels for Zane • Pickard Project • Ned The Movie/Ovarian Cancer • Wounded Warrior/Raise The Roof 	<p>456 PSAs Aired 7/1-9/30/15 ALL Dayparts</p>	<p>Various</p>
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