

KUUL-FM
East Moline-Quad Cities, IA
 Quarterly Issues/Programs List
 Second Quarter, 2013
 July 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:
• Breast Cancer: Much progress has been made in fighting breast cancer in the past twenty years; increased awareness of the issue and regular testing have no doubt saved many lives.
• Children at Risk: 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.
• Economy/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.
• Gun Laws: Illinois 'concealed carry' bill was debated during much of 2013. Illinois is the only state in the nation to prohibit citizens from carrying concealed weapons. The legislation was meant to remedy that.
• 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.
• LGBT Rights: Americans are increasingly aware of the rights of ALL citizens for basic human rights, including those of the LGBT community.
• Local Community: From road quality to sewer repair to garbage pickup, people of the Quad Cities are BIG on city basics.
• Mental Health: 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 combination of a rich history and a wide variety of seasonal activities make the region a great place 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	PROGRAM	DESCRIPTION	DATE/TIME	LENGTH
Breast Cancer	Quad Cities Forum	Christina Schmidt discusses the Susan G. Komen Race for the Cure	5/26/2013 7:30am	15 minutes
Children at Risk	Quad Cities Forum	Frank Klipsch discusses local efforts to help children in the community	5/19/2013 7:30am	15 minutes
Children's Health	Quad Cities Forum	Lori Short talks Iowa Kids Sight to get eye tests for kids.	6/2/2013 7:30am	15 minutes
Economy/ Economic Development	Quad Cities Forum	Tara Barney from the Quad Cities Chamber discusses the employment rate in the Quad Cities	5/12/2013 7:30am	30 minutes
Education	Quad Cities Forum	Teresa Hutchinson from St. Ambrose talks about enrollment in the business program at the school. Rabbi Henry Karp discusses Temple Emanuel and its impact on the community	5/5/2013 7:30am	30 minutes
Gun Laws	Quad Cities Forum	Maria Dickmann talks about changing gun laws.	4/14/2013 7:30am	15 minutes
Health	Quad Cities Forum	Brad Martell talks about the YMCA	6/15/2013 7:30am	15 minutes
Health Care	Quad Cities Forum	Tom Bowman talks about community health care.	5/26/2013 7:30am	15 minutes
Human Trafficking	Quad Cities Forum	Father McVey discusses human trafficking.	4/14/2013 7:30am	15 minutes
LGBT Rights	Quad Cities Forum	Pastor Rich Hendricks talks about Pride-Fest and gay rights.	6/23/2013 7:30am	15 minutes
Local Community	Quad Cities Forum	Davenport Alderman Gene Meeker discusses the development of Downtown Davenport. Rock Island alderman PJ Foley talks about Rock Island development	4/7/2013 7:30am	30 Minutes

Local Community	Quad Cities Forum	Davenport Alderman Jason Gordon talks about the city of Davenport. Silvis mayor Bill Fox talks about the issues in Silvis	4/28/2013 7:30am	30 minutes
Local Community	Quad Cities Forum	Mayor Bob Gallagher discusses issues in the city of Bettendorf	4/21/2013 7:30am	15 minutes
Local Community	Quad Cities Forum	Eldridge Mayor Marty O Boyle discusses the latest with the city of Eldridge.	6/2/2013 7:30am	15 minutes
Local Culture	Quad Cities Forum	Janet Brown-Lowe talks about the German-American Heritage Center.	6/23/2013 7:30am	15 minutes
Local Events	Quad Cities Forum	Kerry Skinner discusses upcoming events taking place at the Rock Island Arsenal.	6/15/2013 7:30am	15 minutes
Local Politics	Quad Cities Forum	Illinois Rep Pat Verschoore discusses local politics.	4/21/2013 7:30am	15 minutes
Tourism	Quad Cities Forum	Scott Mullen talks about the 20 th anniversary of the i-Wireless Center	6/8/2013 7:30am	30 minutes
Tourism	Quad Cities Forum	Nicole Miles discusses upcoming exhibits at the Putnam Museum.	5/19/2013 7:30am	15 minutes
Tourism	Quad Cities Forum	Jason Gilliland discusses Red White & Boom.	6/30/2013 7:30am	15 minutes
Tourism/Health	Quad Cities Forum	Matt Wilson discusses the Eldridge Moonlight Race.	6/30/2013 7:30am	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
Child Abuse	Radio Health Journal	New DNA tests given for other reasons can reveal when a new baby is the product of incest, even without parental cooperation. A doctor's legal obligation to report is clear in the case of child abuse. But what should doctors do if both parents are of age and incest is revealed? Experts discuss	05/19/13 7:00am	6:54
Children's Health	Radio Health Journal	Children are most vulnerable to the toxics in our environment. The US has fewer rules requiring testing of new chemicals compared to the EU, so it is mostly up to parents to keep children safe. Two experts discuss the important steps parents can take.	06/16/13 7:00a	13:12
Communication	Radio Health Journal	Much of our communication relies on speaking. Experts discuss ways to keep your voice out of trouble	06/30/13 7:00a	7:39
Crime	Radio Health Journal	Researchers have found that short, less-attractive people are less likely to be employed than tall, beautiful people, and so are statistically more likely to turn to a life of crime. Experts discuss the ramifications of this legal discrimination on society.	04/14/13 7:00am	7:53
Crime	Radio Health Journal	Police and prosecutors have long sought technologies to help them solve crimes and gain convictions. Use of "truth serum" is one such effort. Research shows subjects are able to lie and are extremely suggestible under its influence, so these narco-analytic interviews are seldom used. Even so, a Colorado judge has okayed their use on the alleged Aurora theater shooter should he attempt an insanity defense. Is that ethical? Might it work? Experts discuss truth serum and its use.	05/05/13 7:00am	13:22
Dental Health	Radio Health Journal	Some 180 million Americans have silver tooth fillings, which contain mercury. Some advocates and dentists claim they should be banned because they release mercury vapor, which can cause severe health problems. However, the FDA, American Dental Association and other authorities insist there is no health issue. Experts on each side discuss the evidence.	06/02/13 7:00am	14:04

Economics	Radio Health Journal	Americans throw out 25 percent of the food we bring home. Food makes up 18 percent of landfills. Experts discuss why we waste so much, how to combat waste, and how hunger organizations are turning food that used to be thrown out into good meals for the needy.	04/07/13 7:00a	12:51
Economics	Radio Health Journal	Most people would like to eat healthy foods. But other factors such as cost and ease of preparation are much more important in our food choices. A longtime food market researcher discusses why we choose the foods we eat.	04/21/13 7:00am	8:33
Economics	Radio Health Journal	The Mediterranean diet, high in olive oil, beans, nuts, vegetables and fish, has been found to cut the risk of death by up to 30 percent in high risk people. Experts discuss why this style of eating confers such advantages and how people can eat such a diet inexpensively	04/28/13 7:00am	8:09
Education	Radio Health Journal	Many schools are cutting recess and playgrounds to give children more time in the classroom. However, research shows that children need free play, and learn better when they have it. Two experts discuss the advantages of free play.	06/16/13 7:00a	7:13
Employment	Radio Health Journal	It's much more common today for 20-somethings to delay moving out of Mom and Dad's house to start an independent life. An expert discusses the reasons for this trend, and emerging thought on whether this apparent new stage of life is normal.	06/09/13 7:00a	8:20
Health Care	Radio Health Journal	About one of every six US workers is also a caregiver for an elderly parent or loved one. This creates a drag on productivity in the workplace as employees arrive late, leave early, take work time for care giving issues, and deal with extra stress. Co-workers also have to pick up the slack for these workers. Experts discuss the issue, including how employers can prevent problems.	04/21/13 7:00am	12:19
Health Care	Radio Health Journal	Diseases that produce no diagnosis are frustrating for both patient and physician, to the point that some doctors conclude that even a real illness must be "all in a patient's head." One victim discusses such a misdiagnosis and its implications.	05/05/13 7:00am	6:59
Health Care	Radio Health Journal	As many as 40 percent of Americans suffer from insomnia. Two experts discuss consequences of our sleep deficit and a variety of ways to give people a better chance to sleep soundly all night.	05/12/13 7:00am	13:07
Health Care	Radio Health Journal	Scientists are hotly pursuing the genetic roots of cancer to treat the disease without harming normal cells. But when they first stumbled onto a single mutation that caused a form of leukemia in 1959, researchers had no idea what to do with the discovery. A science writer describes 40 years of innovation to get from the microscope to the first genetic treatment.	05/12/13 7:00am	7:52
Health Care	Radio Health Journal	Most people have little idea what goes on in the digestive system. A science writer explains everything she found during an exhaustive investigation.	05/26/13 7:00am	13:04
Health Care	Radio Health Journal	Most US counties had an almshouse at one time, a form of charity hospital/housing for longer-term recovery. Today, almost none exist. A doctor who spent 20 years at an almshouse discusses the lessons it brings to how medicine can be done.	06/02/13 7:00am	6:52
Health Care	Radio Health Journal	Access to doctors is a major problem in American healthcare. It can take weeks to get in to the doctor, and then a patient may have just a few minutes time in the exam room. Researchers have devised group visits as a solution, as long as patients are willing to share their lengthened appointment time with a dozen or so other patients. Experts discuss the pro's and con's.	06/09/13 7:00a	12:27

Mental Health	Radio Health Journal	Having a child with ADHD is often difficult for parents, but when a parent has ADHD as well, it can set up an explosive situation. One such parent who went on a quest of understanding explains the "inside story" of the dynamic and suggests solutions.	04/07/13 7:00a	7:59
Mental Health	Radio Health Journal	Many people believe that middle-aged men almost inevitably face a midlife crisis, resulting in intemperate behavior, divorce and the purchase of convertibles. Experts trace the origins of the theory; including why it doesn't hold up to examination.	05/19/13 7:00am	12:22
Mental Health	Radio Health Journal	Devices such GPS help us find our way easily, but researchers are finding that over-reliance may lead to weakening of a specific part of the brain, with a higher risk of dementia later. Experts explain and discuss ways to keep the hippocampus healthy.	06/23/13 7:00a	13:41
Mental Health	Radio Health Journal	Researchers have discovered that specific mind tasks can enhance specific parts of the brain. A brain scientist and a puzzle developer discuss how to use different kinds of puzzles to strengthen the mind.	06/23/13 7:00a	7:04
Public Health	Radio Health Journal	The 40 million Americans with allergies are finding allergy seasons are getting longer with higher pollen counts as a result of climate change. Experts discuss this change and how it could affect public health.	04/28/13 7:00am	12:15
Public Safety	Radio Health Journal	Twenty-one US states require bicycle helmets for children, but they remain controversial for adults and few jurisdictions require them. Experts discuss conflicting evidence on helmet effectiveness, the possibility that helmet laws reduce ridership, and other governmental actions that could reduce injuries and deaths even more than helmets.	04/14/13 7:00am	12:49
Public Safety	Radio Health Journal	Seven hundred children under age 15 drown in the US each year, most within sight of a parent or other adult. Experts discuss one major reason: drowning doesn't look like most people picture it, and so are unaware the child is in trouble.	05/26/13 7:00am	7:22
Technology	Radio Health Journal	The advent of smartphones puts a computer in many people's pockets, and application developers have created hundreds of apps to do everything from finding information and testing vital signs to making diagnoses. The industry calls these "MHealth apps." Experts discuss how they're being adopted by doctors and patients and what they'll mean to health care.	06/30/13 7:00a	13:10

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	Cans for Children KISS-FM helped to promote the Cans for Children to benefit the Children's Therapy Center. Listeners were encouraged to donate their Iowa deposit cans and plastic & glass bottles to the Children's Therapy Center.	15 PSA Promos Aired 5/23-6/2 Various Dayparts	:10-:30 Each
Child Health	JDRF Walk to Cure Diabetes KISS-FM helped to promote 'Walk to Cure Diabetes, held May 4th at Niabi Zoo in Coal Valley. Listeners were invited to walk with their family, with all the proceeds to JDRF—to try to find a cure for diabetes	20 PSA Promos Aired 4/1-5/4 Various Dayparts	:10-:30 Each
Community Health	Scott County Relay For Life KISS-FM helped promote Relay for Life, the premier fundraiser for the American Cancer Society. Listeners were invited to get teams together and run starting at the Davenport River Center.	15 PSA Promos Aired 4/1-4-27 Various Dayparts	:10-:30 Each
Community Health	2 nd Annual ALS Benefit Concert KISS-FM helped to promote and sponsor the 2 nd Annual ALS benefit Concert "Laura's Legacy" held May 19 th out at Schweibert Park to raise money for the Eastern Iowa and Western Illinois Chapters of the MDA. In addition, KISS-FM afternoon personality Todd Alan emceed the live event for six hours.	25 PSA Promos Aired 5/1-5/19 Various Dayparts	:10-:30 Each

Disaster Relief	Red Cross Spring Tornado Relief KISS-FM teamed up with our television partner KWQC TV-6 to put on an all day drop off point for monetary donations after the Oklahoma tornadoes.	10 PSA Promos Aired 5/23-5/24 Various Dayparts Live Broadcast May 24 3 Breaks	:10-:60 Each 3x :60 each
Women's Health	Quad Cities 9 th Annual Walk for Preeclampsia KISS-FM aired live/recorded PSA Promos encouraging listeners to walk to raise money in the fight against preeclampsia, which effects millions of mothers and babies each year	35 PSA Promos Aired 4/1-5/11 Various Dayparts	:10-:30 Each
Breast Cancer	24 th Annual Susan G. Komen Quad Cities Race for the Cure KISS-FM helped to promoted the 24 th annual Susan G Komen Quad Cities Race for the Cure to raise money for the fight against Breast Cancer. Listeners were encouraged to register for the walk/run and to donate to the cause via website.	15 PSA Promos Aired 5/23-6/1 Various Dayparts Live Broadcast June 1 4 Breaks	:10-:30 Each 4x :60 each
Various	KUUL aired a total of 744 PSAs during second quarter, 2013, for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Clarence Fire Department Pancake Dinner, 4 • Horse Adoption, 15 • Sherrard Event, 1 • Bi-state Motorcycle Awareness, 8 • Make A Wish Illinois Run, 4 • NIH We Can- Obesity, 23 • Habitat Womens Build Days, 3 • JDRF Walk, 4 • Camp Genesis Experience, 25 • Beaux Arts Fair, 6 • Wild Wood Bible Camp, 16 • BCCMV Golf Invitational, 25 • Girl Scouts Night on Broadway, 5 • Lions Club Trivia, 4 • Jim Forslund Benefit, 3 • Calvary Crusaders Culvers, 1 • Sue Hahn Cooking Fundraiser, 2 • Lobsterfest, 10 • Asthma Bags Tournament, 2 • Gretchen Kruse Golf Outing, 6 • QC Canine Assistance Network, 17 • Relay for Life Parking Lot Sale, 5 • Rotary Wingfest, 10 • Barb Dennis Benefit, 10 • BBQ Craft Brew, 5 • Bix Race Volunteers, 5 	744 PSAs Aired 4/1-6/30/13 ALL Dayparts	:15-:60 Each