

KUUL-FM
East Moline-Quad Cities, IA
Quarterly Issues/Programs List
Second Quarter, 2014
July 8, 2014

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:

- **Activism:** More and more consumers are working with others to have their voices heard. Social media is often the tool that sparks the movement.
- **Arts and Entertainment:** Research shows that the availability of Arts and Entertainment—everything from museums to parks and recreation systems—can greatly improve an area’s quality of life
- **Economic Growth:** As more signs are evident that the economy is on the rebound, businesses in the Quad Cities are doing all they can to attract new customers.
- **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:** 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.
- **Internet Security/Technology:** As the internet has increasingly become the backbone of our financial system, preventing the theft of identities and resources is a major issue in our society.
- **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.
- **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.
- **Women’s Issues:** 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.
- **Veterans Issues:** 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.

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
Arts and Entertainment	Quad Cities Forum	Linda Cook is a local newspaper writer and movie critic. Linda talks about local offerings of classic movies at venues around the Quad Cities.	4/6/2014 7:30am	30 minutes
Arts and Entertainment	Quad Cities Forum	German-American Heritage Center Executive Director Janet Brown-Lowe talks about what is available to local residents who want to visit the museum.	5/11/2014 7:30am	15 minutes
Arts and Entertainment	Quad Cities Forum	Rick Palmer is the director of the Adler Theater and he talks about the entertainment coming to the Quad Cities at his facility	6/23/2014 7:30am	15 minutes
Community	Quad Cities Forum	Cheryl Goodwin, President and CEO of Family Resources talks about the support and counseling programs they offer to families in both Illinois and Iowa.	4/13/2014 7:30am	15 minutes
Community	Quad Cities Forum	Niabi Zoo Director Mark Heinzmann talks about the changes at the Zoo for the upcoming season.	5/18/2014 7:30am	30 minutes
Economy, Education	Quad Cities Forum	Vice President for Finance for St Ambrose University Mike Poster talks about the controversial plan to develop an athletic stadium and fields for the University	6/1/2014 7:30am	30 minutes
Community	Quad Cities Forum	Jason Gilliland is with the Downtown Davenport Association. He talks about the Red, White and Boom fourth of July celebration.	6/23/2014 7:30am	15 minutes

Crime	Quad Cities Forum	Davenport police Frank Donchez talks about fighting crime and the drop in serious crimes that is happening in his city, and new efforts coming in 2014.	6/08/2014 7:30am	30 minutes
Economy, Education	Quad Cities Forum	Vice President for Finance for St Ambrose University Mike Poster talks about the controversial plan to develop an athletic stadium and fields for the University.	6/1/2014 7:30am	30 minutes
Economy	Quad Cities Forum	Executive Director of the Quad Cities Chamber of Commerce Tara Barney talks about the economic goals and new business opportunity for the Quad Cities.	6/16/2014 7:30am	30 minutes
Education	Quad Cities Forum	Ellis Kell with the River Music Experience talks about the Rock Camp USA for young musicians	5/25/2014 7:30am	15 minutes
Education, Public Health	Quad Cities Forum	Carla Jaquet is with the Quad Cities Food Hub. She talks about the efforts to bring a health food hub to the Quad Cities.	6/30/2014 7:30am	15minutes
Health	Quad Cities Forum	Nicole Carkner heads up the QC Health Initiative. She explains her groups' effort to become a clearing house of information for families and individuals attempting to live a healthier life style.	6/30/2014 7:30am	15 minutes
Politics	Quad Cities Forum	Iowa State Senator Rita Hart talks about the challenges facing the 49 th District.	4/13/2014 7:30am	15 minutes
Religion	Quad Cities Forum	Doug Cropper, State President of the Church of Jesus Christ Latter Day Saints talks about Easter.	4/20/2014 7:30am	15 minutes
Religion	Quad Cities Forum	Jay Wolin of the Unitarian Church talks about his churches celebration of Easter.	4/20/2014 7:30am	15 minutes
Religion	Quad Cities Forum	Rabbi Henry Karp from Temple Emmanuel discusses Passover and Yom Hasoah.	4/27/2014 7:30am	30 minutes
Tourism	Quad Cities Forum	Maureen Carter talks about the plans for the tenth anniversary of the River Music Experience.	5/18/2014 7:30am	15 minutes
Tourism	Quad Cities Forum	Tim Shiffer is the Executive Director of the Figge Art Museum. He discusses the special offers the Figge is offering for the "Be a Tourist in Your Own Backyard" weekend.	5/11/2014 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
Courts and Legal System, Ethics, Malpractice	Radio Health Journal	Medical expert witnesses. Doctors say frivolous malpractice suits are a major issue in driving up medical cost. Many doctors believe they're too often victimized by unethical "expert witnesses" who testify incompletely or untruthfully. Experts discuss why the justice system is relatively blind to erroneous medical testimony and the efforts that doctors are taking to get rid of it.	6/1/14 7:00a	12:31
Education, Youth at Risk, Mental Health Issues	Radio Health Journal	"School refusal". The start of the school year and returning from spring break are the two most common times for children to suffer from what used to be called "school phobia," anxiety leading them to claim they are ill and cannot go to school. Experts discuss how these children should be treated, and how they differ from children who are simply "playing hooky."	4/6/14 7:00a	11:36
Elderly and Senior Citizens, Public Health, Medicare	Radio Health Journal	Senior teeth. Synopsis: People are keeping their teeth much longer than in previous generations, creating new issues for them and for their dentists. Experts discuss	5/18/14 7:00a	8:08
Family and Parenting Issues	Radio Health Journal	The empty nest. Parents who have spent 18 years or more raising children often feel lost when the last child leaves home for college or their own place. A psychotherapist discusses common reactions and strategies for renewing purpose living in the empty nest.	6/8/14	7:54

Family and Parenting Issues, Youth at Risk	Radio Health Journal	Temperament. The creation of personality is little understood. It is formed from natural-born temperament plus experience. Here, one of the world's foremost experts on temperament explains its origins and the extent it can be changed or subverted.	6/1/14 7:00a	8:06
Government Regulation, Public Health	Radio Health Journal	A change in judging MS drugs? Physicians say more treatments are needed for multiple sclerosis because for some patients, no existing treatments work. Many experts have been stunned at the FDA's rejection of a promising new drug which has been approved in much of the rest of the world. Experts discuss the consequences of rejection and whether the FDA has changed how it evaluates medicines.	5/11/14 7:00a	11:48
Government Regulation, Public Health, Agriculture	Radio Health Journal	Genetically modified crops in our foods. Genetically modified organisms or GMOs have come to represent nearly half of all crop acres in the US. More than half of all processed foods contain GMO's. Experts discuss whether this is a food safety threat and if GMO products should be labeled.	4/13/14 7:00a	11:36
HIV and Aids, Public Health	Radio Health Journal	"The HIV Cure". Synopsis: HIV has become a treatable chronic disease in the US, yet around the world, millions still die of AIDS. Two people called The Berlin Patients have apparently been cured of HIV, and their biology is informing a great deal of developing science to defeat the disease. A noted HIV researcher discusses where we are and where we are headed in the fight.	4/27/14 7:00a	11:14
Interpersonal Relationships	Radio Health Journal	The powerful influence of friends. Research shows that friends are the most powerful people in our lives, influencing our behavior, attitudes and health even more than our parents or spouses. An expert discusses the many ways friends determine our destinies.	6/15/14 7:00a	9:23
Interpersonal Relationships, Media in Society	Radio Health Journal	Why gossip is a good thing. Most people regard gossip with disdain. While backbiting, vicious slander is usually disruptive, researchers have found that informational gossip has benefits for society by keeping people in line with societal norms. Experts discuss.	6/22/14 7:00a	7:19
Medicine, Science and Technology, Education	Radio Health Journal	The Future of the Mind. It's amazing that in the 21 st century, science knows so much about all of the organs of the body save one: the brain. We talk to a scientist and author about the unbelievable abilities of the brain, how memories help us predict the future, where dreams are located, how brain injury can sometimes make someone a genius, and how research into brain function is opening up new areas of understanding the mind and its possibilities.	6/29/14 7:00a	7:21
Mental Health, Popular Culture	Radio Health Journal	Phobias: Living in a fearful world. Some people live in fear of things that don't even faze the vast majority of us: sailing on a ship; the number 13; crowds; untidiness; even otters! Phobias of all types are uncomfortable for anyone who suffers from them and can sometimes ruin their lives and those of their loved ones. We talk to two anxiety disorder specialists about what phobias are, how they differ from other fear-based conditions, and what can be done to treat victims so they can lead normal lives.	5/4/14 7:00a	7:31
Mental Health, Workplace Issues	Radio Health Journal	Verbal abuse from sweethearts and bosses. Incessant verbal abuse by a significant other can take a huge toll in misery. Abusers may be psychologically compensating for verbal, emotional, or sexual abuse they themselves received in childhood. Bosses are also significant abusers of subordinates, though for different reasons.	5/18/14 7:00a	12:42
Public Health	Radio Health Journal	Restless Legs Syndrome. Restless legs syndrome, a neurological condition, strikes people at night, creating some of the worst sleep conditions known by any patients. Experts discuss identifying and treating the syndrome.	1/19/14 7:00a	7:23

Public Health	Radio Health Journal	Spasmodic dysphonia. Experts discuss an unusual "voice strangling" disorder and the toxin that can treat it.	4/27/14 7:00a	8:31
Public Health, Consumer Safety	Radio Health Journal	CT scans: benefit vs. radiation risk. CT scans provide doctors with a look inside the body to help make much more precise diagnoses, guiding treatment, avoiding mistakes and preventing unneeded surgeries. However, the x-rays emitted create a cancer risk, and doctors admit they don't know exactly how much risk they create. Experts discuss the benefit vs. risk calculation for patients.	5/25/14 7:00a	11:28
Public Health, Education	Radio Health Journal	Cutting medical training. In an age of increasing medical complexity, some leading thinkers in medical education are proposing that the time spent on medical education be cut by nearly one third.	5/4/14 7:00a	12:18
Public Health, Mental Health	Radio Health Journal	Pre-surgical anxiety. Surgeons are learning that a high proportion of people facing surgery are terrified of what might happen. This stress adversely affects outcomes; many large hospitals are turning to relaxation and visualization programs to combat the problem. Experts discuss.	4/20/14 7:00a	11:49
Slavery, Crime & Law Enforcement, Immigration	Radio Health Journal	Human Trafficking and Its Toll. Slavery is alive in the United States and around the world in the 21 st century. That's hard to believe, but all over the world people are being forced to work long hours as laborers or the sex trades, in horrible conditions for little or no money – and there's no way for them to get out. We talk to two specialists in human trafficking about the issue and what's being done to help the survivors of this horrible crime and their families.	6/29/14 7:00a	13:01
The Economy, Women's Issues	Radio Health Journal	Changes in the family as women become primary breadwinners. Nearly half of married working women out earn their husbands, and the trend is likely to accelerate with women making up 60 percent of college students. A journalist examines the trend and what it means for families and life at home.	4/6/14 7:00a	8:13
Veteran's Issues, Public Health	Radio Health Journal	Physical therapy for war veteran amputees. A physical therapist working at Walter Reed Army Medical Center during its last days discusses how veterans who've lost their limbs in combat are treated	5/11/14 7:00a	8:11
Women's Issues, Public Health	Radio Health Journal	Home births and the law. Home births have increased by more than 50 percent since 2004. But in 22 states, certified professional midwives have to work outside the law to assist women in home birth	5/25/14 7:00a	8:57
Women's Issues, Public Health	Radio Health Journal	SCAD: spontaneous coronary artery dissection. A form of heart attack that strikes young, seemingly healthy people—most of them women, often near childbirth—is increasing. Experts discuss heart attacks caused by arteries that split open rather than blockages.	6/22/14 7:00a	12:14
Workplace Issues, Public Health, Employment	Radio Health Journal	Presenteeism. Presenteeism is when people go to work at less than peak efficiency due to illness, injury or distraction. Experts discuss the huge cost to the economy, the chronic illnesses that exact the most cost, and the accommodations that could save businesses billions of dollars.	6/8/14 7:00a	12:54
Youth at Risk, Health	Radio Health Journal	Spring youth sports injuries. With the arrival of spring, baseball, softball and soccer take over neighborhood sports fields. A sports physician discusses the most common injuries in spring and summer sports and preventive steps to keep kids healthy.	4/13/14 7:00a	7:07
Youth at Risk, Parenting Issues	Radio Health Journal	Spoiled children. Every generation thinks the one behind it is full of spoiled, entitled, lazy kids, prompting parenting advice that research shows is actually harmful to children. An expert discusses why conventional wisdom about raising kids is often all wrong.	6/15/14 7:00a	11:24

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	JDRF Walk to Cure Diabetes KISS-FM helped to promote 'Walk to Cure Diabetes, held May 3rd 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	60 PSA Promos Aired 4/16-5/3 Various Dayparts	:10-:30 Each
Community Health	2 nd Annual ALS Benefit Concert KISS-FM helped to promote and sponsor the 3 rd Annual ALS benefit Concert "Laura's Legacy" held May 21 st at Schwiebert Riverfront Park to raise money for the Eastern Iowa and Western Illinois Chapters of the MDA.	60 PSA Promos Aired 5/20-6/21 Various Dayparts	:10-:30 Each
Girl Scouts of America	One Tough Cookie 5K Mud Run 101.3 KISS FM was proud to promote the 5K Mud Run to benefit the Girl Scouts of Eastern Iowa and Western Illinois. The course is a 5K mud run with more than 10 obstacles. This is a multi-terrain course with challenging elements	40 PSA Promos Aired 5/5-6/6 Various Dayparts	:10-:30 Each
Local Charities	Color The Quads Color Run 101.3 Kiss FM was proud to promote the <i>Color the Quads</i> Color Run which was Saturday, May 31, 2014. Three local organizations, Rick's House of Hope, Child Abuse Council and the Local Chapter of March of Dimes benefitted from the 2014 race proceeds. All three charities strive to improve physical or emotional health of children and families through treatment, education, and counseling.	90 PSA Promos Aired 4/1-5/31 Various Dayparts	:10-:30 Each
Women's Health	25 th Annual Susan G. Komen Quad Cities Race for the Cure KISS-FM helped to promote the 25 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.	50 PSA Promos Aired 5/20-6/14 Various Dayparts Live Broadcast June 13 th 4 Breaks	:10-:60 Each 4x :60 each
Various	KUUL-FM aired more than 576 recorded PSAs during the second quarter of 2014 for a wide variety of causes, including but not limited to: <ul style="list-style-type: none"> • Blackhawk Fire Department • A Walk to benefit the Juvenile Diabetes Foundation • A-BATE of Illinois • Alzheimer's Association and Iowa State University • Benefit for Children's Therapy Center of the QC • Benefit for Jesse Leuck who is suffering from lymphoma • Benefit for Lillie, a young girl suffering from congenital heart problems • Benefits Fisher House, VA and other veterans groups • Broadway Church Car Wash and Bake Sale • Children's Therapy Center of the QC • Comedy Sportz and Humility of Mary Shelter • Crime Stoppers • Eastern Iowa Girl Scout Council • Epilepsy Foundation • Farm Rescue dot com • Friends of Bettendorf Parks • Friends of Monte McCreight • Friends of Natalie Munoz • Lupus Foundation • Pedaling for PC dot com • QC Sled Hockey Association • Quad Cities American Heart Association • Quad City Botanical Center • Quad City Singers • Scott County YMCA • Special Olympics of Scott County 	576 PSAs Aired 4/1-6/30/14 ALL Dayparts	Various