

**QUARTERLY ISSUE/PROGRAM TOPIC REPORT
JANUARY TO MARCH 2020
FOR RADIO STATIONS LICENSED TO UNIVERSITY OF WISCONSIN BOARD OF
REGENTS**

**News and Classical Network: WUEC-Eau Claire; WVSS-Menomonie;
WLSU-La Crosse
Ideas Network: KUWS-Superior; WUWS-Ashland; WHID-Green Bay;
WHA-Madison**

During the period, this station, as part of the network that makes up Wisconsin Public Radio, has served the public interest by producing and broadcasting diverse content which addresses national, statewide and regional issues. The following is a list of some of the produced or acquired programming or news stories aired in response to areas of concern to listeners served by Wisconsin Public Radio.

ISSUES OF COMMUNITY CONCERN:

- AGRICULTURE
- ECONOMY
- EDUCATION
- ENVIRONMENT
- HEALTHCARE
- POLITICS

Ideas Network

Quarterly Issues and Programs List

January to March 2020

AGRICULTURE	PROGRAM	DATE
The Wis. Department of Agriculture, Trade and Consumer Protection is moving forward with a process to revisit some of the regulations that govern Wisconsin's livestock siting rules. With the smell of large-scale farms being a local flash point in the debate, learn about the science of smell and how determinations are made about the odor of concentrated animal feeding operations. (Duration: 11 min, 37 sec)	Central Time	1/1/20 @ 3:15 pm
A dairy marketing and policy expert discusses a record loss in Wisconsin dairy herds in 2019. Also, a look at the context of major U.S. milk seller Borden Dairy Co. filing for bankruptcy. (Duration: 10 min, 8 sec)	Central Time	1/7/20 @ 3:30 pm
Federal farm subsidies shot up to a 14-year high in 2019, but Wisconsin wasn't among the top recipients. Hear how the money got distributed and what farmers are saying about the trade disputes that marked the past year. (Duration: 9 min, 58 sec)	Central Time	1/10/20 @ 3:15 pm
Many people idealize the benefits of small-scale organic farming, but research shows its requirement for land is a strike against it when it comes to climate change. Learn about pros and cons of small-scale organic farming. (Duration: 11 min)	Central Time	1/21/20 @ 3:30 pm
Many large-scale chicken farmers take on debt to get started in the business and find it tough to repay. We talk with an animal rights activist who's working with farmers to find new revenue streams and reform the chicken industry. (Duration: 12 min, 15 sec)	Central Time	1/31/20 @ 3:45 pm
Gov. Evers joins us to unpack his plans to help the state's struggling dairy industry and boost the rural economy, after he called for a special session of the legislature. (Duration: 21 min, 3 sec)	The Morning Show	2/7/20 @ 8 am

An environmentalist reflects on the loss of birds and other wildlife that used to be common on the rural landscape of his youth. He then investigates agricultural methods that can both increase food production for humans and make room for those creatures. (Duration: 21 min, 50 sec)	Central Time	2/17/20 @ 3 pm
U.S. Census data shows Wisconsin ranks second in the nation for the number of organic farms. With more than 1,200 farms in the state, we're taking a closer look at operations and consumer demand. An organic dairy farmer shares insight as the MOSES Organic Conference kicks off in La Crosse. (Duration: 22 min, 32 sec)	The Morning Show	2/28/20 @ 7:30 am
Farmers and other agricultural groups spoke at the state Capitol to show support of a package of bills that aim to improve farm and water quality. We talk with a farmer who came out to support the proposed legislation. (Duration: 7 min, 42 sec)	Central Time	3/12/20 @ 3:30 pm
Cases of COVID-19 continue to rise globally and that's putting additional stress on the agriculture industry. We talk about how the pandemic is affecting milk prices, dairy exports and forage. Plus, we look at protective gear shortages and how farmers can maintain their mental health. (Duration: 43 min, 33 sec)	The Morning Show	3/23/20 @ 6 am

ECONOMY	PROGRAM	DATE
What used to be a booming industry in Wisconsin is now in decline and at least one analyst says more tough times lie ahead. A look at why frac sand mining has been on the decline and what's happening with once busy mining sites in the state. (Duration: 8 min, 14 sec)	Central Time	1/6/20 @ 4 pm
As the boomer generation ages, some wonder what will happen when the tens of millions of homes they occupy will start to be vacated and come onto the housing market. (Duration: 11 min, 13 sec)	Central Time	1/10/20 @ 4:15 pm

Trade disputes with China and other countries have put pressure on U.S. manufacturers, but meant big business for lobbyists in Washington. Find out how large companies are scrambling for tariff exemptions while smaller businesses try to keep pace. (Duration: 10 min, 39 sec)	Central Time	1/13/20 @ 3:45 pm
According to CNBC, retailers shut down more than 9,300 store locations last year. That's a 50 percent increase in total closures from 2018. A retail analyst shares an outlook on the industry and what that could mean in Wisconsin. (Duration: 22 min, 31 sec)	The Morning Show	1/14/20 @ 7:30 am
With Brexit now a reality, what might the final conditions for Wisconsin trade with both the United Kingdom and the European Union look like? (Duration: 10 min, 29 sec)	Central Time	2/5/20 @ 4 pm
Data from the U.S. Census Bureau show that Wisconsin's exports were down more a \$1 billion between 2018 and 2019. Learn about the export data and what it means for Wisconsin's economy. (Duration: 11 min, 6 sec)	Central Time	2/7/20 @ 3:30 pm
Governments and investors are growing increasingly worried that the coronavirus epidemic — which has infected at least 40,000 people in China and killed 908 — might also have devastating effects on the global economy. (Duration: 21 min)	The Morning Show	2/11/20 @ 7 am
The new trade deal between the U.S., Mexico and Canada has been hailed as the landmark replacement to NAFTA, one that will revitalize U.S. manufacturing after two decades of job losses. We speak to an expert about what it means for Wisconsin consumers, farmers and workers. (Duration: 43 min, 34 sec)	The Morning Show	2/13/20 @ 6 am
You don't have to wander far on social media or news websites to find reports of consumer shortages amid the global COVID-19 pandemic. We discuss the empty shelves and long lines and broader patterns in consumer attitudes with a behavioral scientist. (Duration: 22 min, 34 sec)	The Morning Show	3/18/20 @ 7:30 am
We are living in unsettling times and the stock market is reflecting that. We talk with a financial advisor about what you need to consider when it comes to your investments. (Duration: 1 hr, 6 min, 23 sec)	The Larry Meiller Show	3/19/20 @ 11 am

EDUCATION	PROGRAM	DATE
An audit of Wisconsin school safety plans found that many used grant money to increase security on their premises. But our guest says including softer measures, like making sure every student has a positive relationship with an adult, might be more valuable. (Duration: 22 min, 34 sec)	The Morning Show	1/2/20 @ 8:30 am
A Wisconsin educator was just named the 2019 Superintendent of the Year by an online news publisher. Learn why his focus on leadership and social media in a rural school district is being recognized across the country. (Duration: 22 min, 28 sec)	The Morning Show	1/7/20 @ 7:30 am
We talk with a college professor who's documented the challenges, solutions and significance around formal teaching about race and racism. (Duration: 11 min, 47 sec)	Central Time	1/9/20 @ 3:45 pm
A recent study out of Purdue University shows live theatre can serve as a beneficial teaching tool for teachers. Hear why students connect with individuals performing on stage and gain insight on the educational benefits. (Duration: 22 min, 33 sec)	The Morning Show	1/15/20 @ 7:30 am
Remember dissecting frogs when you were in school? Some educators across the country are now opting for synthetic frogs instead of real ones. A look at the arguments for and against using fake animals in biology class. (Duration: 10 min, 36 sec)	Central Time	2/7/20 @ 4:15 pm
We speak with a professor who studies how people learn about science and who developed a framework for teaching kids about climate change adaptation. (Duration: 44 min, 59 sec)	The Morning Show	2/18/20 @ 7 am
Some colleges have started examining whether too many course offerings are making it tougher for students to get their degree requirements in four years. Hear how schools are stepping in to keep students on track. (Duration: 12 min, 11 sec)	Central Time	2/25/20 @ 4:15 pm
Most students attend college within 50 miles of their homes. So when public universities in rural areas close, that can create what's known as an "education desert." (Duration: 21 min, 1 sec)	The Morning Show	3/4/20 @ 7 am

Gov. Evers ordered Wisconsin's schools to close to combat the spread of COVID-19. We talk with the Department of Instruction deputy state superintendent about what went into the decision. We also hear how school districts across Wisconsin are managing with the change. (Duration: 9 min, 49 sec)	Central Time	3/18/20 @ 4 pm
The coronavirus pandemic has upended the education system, forcing school districts around the state to shift to remote instruction. We talk with an assistant director of teaching and learning at the Department of Public Instruction about what officials are doing to aid in the transition. (Duration: 21 min, 3 sec)	The Morning Show	3/24/20 @ 8 am

ENVIRONMENT	PROGRAM	DATE
Late last year, Gov. Evers created the state's first task force on climate change to help "mitigate and adapt" the effects of our warming planet. Hear from a member about what they've done so far and what kind of actions and recommendations we can expect going forward. (Duration: 11 min, 29 sec)	The Morning Show	1/7/20 @ 7:15 am
At the request of Gov. Evers, the Wis. Department of Natural Resources has released a report outlining how the state can achieve and maintain clean drinking water. Hear the details and how this plan aligns with legislative efforts on water quality. (Duration: 9 min, 31 sec)	The Morning Show	1/10/20 @ 7 am
Last year was Wisconsin's wettest on record, according to the Midwestern Regional Climate Center. The year before that, five dams breached and more were damaged. We discuss the state of Wisconsin's dams and how one county is addressing climate change in the aftermath of severe flooding. (Duration: 22 min, 33 sec)	The Morning Show	1/17/20 @ 7:30 am
The Wisconsin Assembly took up new restrictions on per and polyfluoroalkyl substances (PFAS) chemicals and the "forever chemicals" have continued to be fixtures in the news in recent years. We take a step back and break down what we know about PFAS and the health and environmental risks associated with them. (Duration: 10 min, 21 sec)	Central Time	1/22/20 @ 3:15 pm

Lake Michigan's water levels reached an all-time high in January, breaking a record from more than 30 years ago. Learn how this is impacting Wisconsin communities and infrastructure and what measures to take going forward. (Duration: 11 min, 33 sec)	Central Time	2/6/20 @ 3:30 pm
Fewer and fewer people are going hunting in the U.S. The head of the National Wildlife Federation discusses why that means trouble for protecting endangered species. (Duration: 11 min, 48 sec)	Central Time	2/14/20 @ 3:30 pm
Light pollution is normally associated with cities, but new energy and business developments are making it an issue in rural areas too. A cartographer discusses where light pollution is becoming more common and what maps can teach us about how our landscape changed over the last decade. (Duration: 8 min, 6 sec)	Central Time	2/20/20 @ 4:15 pm
Over the past 10 years, no other state made deeper cuts by percentage to environmental protection funding than Wisconsin. We check out a recent report on what those reductions looked like and how they affected public health in our state. (Duration: 13 min, 14 sec)	Central Time	2/24/20 @ 4 pm
New research shows that radium levels in the state's groundwater have risen over the last 20 years. A WPR reporter talks about the reasons behind the increase, whether it's a cause for concern and what it means for municipalities. (Duration: 6 min, 12 sec)	Central Time	3/4/20 @ 4:20 pm
When it comes to addressing climate change, a Cornell University professor argues we need a new approach to raising awareness: peer pressure. (Duration: 21 min, 50 sec)	Central Time	3/5/20 @ 4 pm

HEALTHCARE	PROGRAM	DATE
Learn common signs and causes of mental illness in children and how to respond. (Duration: 38 min, 28 sec)	The Larry Meiller Show	1/1/20 @ 11 am
Nearly 40 organizations, local governments and individuals have signed a resolution calling racism a public health crisis in Wisconsin. A nursing professor explains the impact of health inequities on minority populations and how the state is addressing these issues. (Duration: 20 min, 59 sec)	The Morning Show	1/2/20 @ 8 am

<p>A health journalist shares that the way to a healthy brain, immune system, heart and mind could be all about one thing — exercise. She explains how exercise — and how much of it — contributes to a long, healthy life. (Duration: 38 min, 32 sec)</p>	<p>The Larry Meiller Show</p>	<p>1/7/20 @ 11:45 am</p>
<p>China has quarantined more than 50 million people as it struggles to contain coronavirus, which has infected more than 7,700 people and killed 170. We talk with Wisconsin’s chief medical officer about what you need to know and precautions the state is taking. (Duration: 22 min, 34 sec)</p>	<p>The Morning Show</p>	<p>1/30/20 @ 7:30 am</p>
<p>Vision loss and impairment can be devastating. Hear from an eye expert about the latest stem cell research to combat common disorders like macular degeneration and preventative measures and treatments to keep our eyes healthy. (Duration: 51 min. 15 sec)</p>	<p>The Larry Meiller Show</p>	<p>2/3/20 @ 11 am</p>
<p>According to the Milwaukee Medical Examiner, there are 407 confirmed cases of drug overdose deaths in Milwaukee County. That number is expected to go up as more cases receive toxicology results. The deaths are largely due to opioids. (Duration: 10 min, 40 sec)</p>	<p>Central Time</p>	<p>2/13/20 @ 3:45 pm</p>
<p>The Wisc. Department of Health Services reports that there has been a spike in flu cases across the state and more people have been hospitalized as a result. Learn about the flu season and how to stay healthy. (Duration:</p>	<p>Central Time</p>	<p>2/14/20 @ 3:45 pm</p>
<p>Good sleep hygiene is key for daytime alertness and having the energy to carry out your days the way you want to. Hear how to ensure you’re getting quality sleep at night. (Duration: 1 hr, 13 min, 29 sec)</p>	<p>The Larry Meiller Show</p>	<p>2/17/20 @ 11 am</p>
<p>Wisconsin health officials have confirmed the third case of the novel coronavirus, or COVID-19, in the state. Learn why the disease continues to spread and how people can keep themselves safe. (Duration: 12 min, 38 sec)</p>	<p>Central Time</p>	<p>3/10/20 @ 4:15 pm</p>

<p>Around 34 people have tested positive for coronavirus in the state after having specimen samples submitted to a lab. The assistant director of one of the few testing facilities within the state joins us to talk about how the state collects specimens and monitors for COVID-19. (Duration: 22 min, 32 sec)</p>	<p>The Morning Show</p>	<p>3/17/20 @ 7:30 am</p>
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POLITICS	PROGRAM	DATE
<p>A PBS documentary delves into Sen. Joseph McCarthy's Wisconsin roots and role during the Red Scare. (Duration: 11 min, 45 sec)</p>	<p>Central Time</p>	<p>1/6/20 @ 3:30 pm</p>
<p>A circuit court judge ordered fines for members of the Elections Commission until they remove thousands of people with outdated registrations from Wisconsin's voter rolls. (Duration: 10 min, 34 sec)</p>	<p>Central Time</p>	<p>1/13/20 @ 3:30 pm</p>
<p>The President's decision to kill an Iranian military commander without consulting Congress is raising questions about the limits of presidential war powers. A discussion about what history can tell us and look at a resolution in Congress that would return some power to lawmakers. (Duration: 21 min, 35 sec)</p>	<p>Central Time</p>	<p>1/16/20 @ 4:30 pm</p>
<p>State lawmakers disagree over a package of GOP-backed "Tougher on Crime" bills in an Assembly committee. Learn more about the bills and the political fight over the legislation. (Duration: 9 min, 7 sec)</p>	<p>Central Time</p>	<p>1/31/20 @ 3:30 pm</p>
<p>The state Supreme Court says it will take up a challenge to what's been called the "thousand-year veto." Hear about its origins under former Gov. Walker and how the court has ruled on similar cases. (Duration: 9 min, 15 sec)</p>	<p>Central Time</p>	<p>2/3/20 @ 4 pm</p>
<p>Citing "inconsistencies" in their preliminary voter tallies, the Iowa Democratic Party has yet to release any results from the Iowa Caucus last night. We speak with a newspaper columnist in Cedar Rapids about what might have gone wrong and what happens next. (Duration: 22 min, 9 sec)</p>	<p>The Morning Show</p>	<p>2/4/20 @ 7:30 am</p>

<p>Pres. Trump celebrated his acquittal in the U.S. Senate impeachment trial and the chair of the Democratic National Committee is calling for Iowa caucuses results to be recanvassed. (Duration: 21 min, 52 sec)</p>	<p>Central Time</p>	<p>2/7/20 @ 4:30 pm</p>
<p>The State Department is in talks with Laos to allow for the deportation of certain Hmong residents. A look at who would be affected and get reaction from Wisconsin's Hmong community. (Duration: 10 min, 46 sec)</p>	<p>Central Time</p>	<p>2/11/20 @ 3:30 pm</p>
<p>A new study examined the reasons why people who are eligible to vote decide not to cast a ballot. Hear about the study and the impact that a large absent voting bloc mobilizing could have on American politics. (Duration: 21 min, 18 sec)</p>	<p>Central Time</p>	<p>2/25/20 @ 4:30 pm</p>
<p>The Federal Election Commission has been unable to make certain elections-related decisions since it is unable to reach a quorum. Learn about the role of the FEC and the impact a quorum-less agency could have on the 2020 general election. (Duration: 16 min, 30 sec)</p>	<p>Central Time</p>	<p>3/3/20 @ 3:30 pm</p>