



94.9FM WOLX, Mix 105.1 FM, 105.5 Triple M
7601 Ganser Way, Madison, WI. 53719

Public Affairs Main Issues/Programs List
Station WOLX 94.9 FM
(Baraboo, WI)
(04/01/2013) to (06/30/2013)

LOCAL PROGRAMMING			
Issue	Program Title	Brief Description	Date/Time of Broadcast
Environment	The Weekend Perspective	Greg Balam with Madison Gas & Electric talks about wind turbines and how in his line of work he's able to predict how people will use energy over the next 20 years.	6.16.13 -11p-Mid
Wisconsin Culture	The Weekend Perspective	Myron Olsen is the only certified Limburger Cheese Maker in the United States. He talks about the limburger cheese making process, its history in America, and how to consume it.	4.21.13 11p-Mid
Religion/Spirituality	The Weekend Perspective	Growing up in Middleton, WI, Colin Arndt tells his personal story of how he went from being raised in the Catholic Church, to studying Buddhism in Tibet and later opening a meditation center in Blue Mounds.	06.02.13– 11p-Mid
Family/Women's Issues	The Weekend Perspective	Psychologist Jill Weber explains how women often mistakenly believe sex can create an intimate relationship with a man, but then are left feeling unfulfilled.	05.05.13– 11p-Mid
Health/Safety	The Weekend Perspective	On the heels of a new report that shows a notable increase in Asthma rates in Wisconsin, we speak to a local specialist on what is causing the problem.	04.14.13– 11p-Mid
Community	The Weekend Perspective	We talk to the head of Second Harvest about a new summertime campaign to help needy kids who aren't getting their school lunches.	04.07.13– 11p-Mid
Wisconsin History	The Weekend Perspective	Keiran Murphy shares the historic stories behind the Taliesin in Spring Green, Frank Lloyd Wright's personal home and drafting studio.	06.16.13-11p-Mid

NATIONAL PROGRAMMING			
Issue	Program Title	Brief Description	Date/Time of Broadcast
Environment	Radio Health Journal 30min	Are allergies becoming more prevalent because of climate change?	4.28.13– 6a-6:30a
Health	Radio Health Journal 30min	Should silver teeth fillings be eliminated because of a possible toxicity issue?	6.2.13– 6:30a-7a
Education	Viewpoints 30min	Do specific mind tasks enhance parts of the brain?	6.23.13– 6a-6:30a
Money/Jobs/Taxes	Viewpoints 30min	Yikes. We look at the financial burden of dying.	5.26.13– 6a-6:30a
Science	Viewpoints 30min	We look at the famous and unsung workers behind the atomic bomb.	6.23.13– 6:30a-7a
Business	Viewpoints 30min	Is rooftop agriculture the new farm business model?	6.16.13– 6:30a-7a
Community/Women's/Social Issues	Viewpoints 30min	We look at whether the midlife crisis is actually a myth.	5.19.13– 6:30a-7a



The Weekend Perspective

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Issue Category: Health, Community, Charity, Homelessness, Family Issues
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 04.07.13 – 60 min – 10p-11p
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Dan Stein, Second Harvest Food Bank CEO2. Ray Yingling, Owner Madison Laser Therapy3. Terry & Linda Jamison, authors of Psychic Intelligence
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. We talk to the head of Second Harvest about a new summertime campaign to help needy kids who aren't getting their school lunches.2. We talk about pain management, covering new techniques, types of pain and how the medical community is responding to the problem.3. Can you develop your psychic power? We speak to a pair of psychic twins on The Weekend Perspective today.
Other Comments:



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Issue Category: Health, Education, Family Issues, School, College
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 04.14.14 – 60 min – 10p-11p
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Dr. Kathleen Murphy, Asthma Specialist2. Clay Russell, College Funding Services CEO3. JoAnne Stern, Doctor & Author
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. On the heels of a new report that shows a notable increase in Asthma rates in Wisconsin, we speak to a local specialist on what is causing the problem.2. Parents and kids need to plan for school years ahead of actually going. We speak to a local expert on why that isn't happening and how parents can afford for post high school education.3. We speak to a doctor and author who has good tips on bringing up children and how every parent can do it.
Other Comments:



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Issue Category: Wisconsin Culture, Spirituality, Comedy

Program Title: The Weekend Perspective

Date and Time of Broadcast: WOLX- 04.21.13 - 60 min - 10p-11p

Guest(s) Appearing and Position or Office of Each:

1. Myron Olsen, Wisconsin Certified Cheese Maker
2. Vassula Ryden, Author of *Heaven is Real But So is Hell*
3. Stephan Pastis, Author of comic strip, *Pearls Before Swine*

Topic Discussed and Summary of Discussion:

1. Myron Olsen is the only certified Limburger Cheese Maker in the United States. He talks about the limburger cheese making process, its history in America, and how to consume it.
2. Ryden shares her incredible encounters with both good and evil forces and their important messages for humanity.
3. Pastis talks about how he developed the characters, their individual quirks, and all of the elements of creating a successful comic strip which appeals to all ages.

Other Comments:



The Weekend Perspective

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Issue Category: Community Service, Spirituality, Pop Culture
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 04.28.13 – 60 min – 10p-11p
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Michelle Heitzinger, Director of Susan G. Komen South Central Affiliate2. Glennon Doyle Melton, Author of <i>Carry On, Warrior</i>3. Ray Davies, English rock musician
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. The local Susan G. Komen affiliate plays an important role in raising money for breast cancer research and women who need help fighting the disease. Ladies Night Out is a partnership with local retail stores, which donate a percentage of sales to the foundation.2. Melton explains her personal story of learning to live authentically. She helps reader release the need to live up to the standards of perfection.3. Ray Davies, pop star in the 1960's and 70's talks about his aim to write socially aware music and shares personal stories from before his rock stardom.
Other Comments:



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Issue Category: Wisconsin Culture, Health, Community Service.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 05.05.13 – 60 min – 10p-11p
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Ernest Yakhe, professional yodeler from New Glarus, Wisconsin.2. Shannon Berry, Executive Director of Domestic Abuse Intervention Services3. Jill Weber, author of <i>Having Sex, Wanting Intimacy</i>.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Yakhe shares his story of traveling from Switzerland to New Glarus as a young man, the history of yodeling, and stories from his four-decade career singing with the New Glarus Yodel Club.2. Domestic Abuse Intervention Services holds their annual Movers for Mom's day event. Community members donate soaps, shampoos and other personal hygiene items to mother's living at the shelter on Mother's Day.3. Psychologist Jill Weber explains how women often mistakenly believe sex can create an intimate relationship with a man, but then are left feeling unfulfilled.
Other Comments:



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Issue Category: Business, Self-Discovery, Men's Health.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 05.12.13 - 60 min - 10p-11p
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. George Pavliscak, owner of Pavliscak studio in Blue Mounds.2. Mary Alice Monroe, Author of <i>The Butterflies Daughter</i>.3. Paul O'Donnell, Author of Man Up
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Pavliscak explains the intricate process of melting Italian glass rods into an enormous variety of household items.2. Monroe uses the life of Monarch butterfly to represent a fictional journey of self-discovery.3. O'Donnell goes into detail on his 67 day manual meant to answer any and all questions of modern day men.
Other Comments:



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Issue Category: Wisconsin Culture, Women's Issues, Health.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 05.19.13 - 60 min - 10p-11p
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Dave Solutus, Director and Ringmaster of Circus World Museum.2. Zoe Sallus, Author of <i>Our Stories, Our Visions</i>.3. Susan Smith Jones, holistic health consultant, author, herbalist.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. The colorful story of the five Ringling Brothers is brought to life from their humble beginnings, rise to national fame, and their historic contributions to the American circus.2. Zoe Sallus explains why and how she decided to interview 40 of the most influential women of today.3. Jones hasn't had a cold or the flu in nearly 25 years and she takes no medications. She explains how food is your natural medicine.

Other Comments:



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Issue Category: Health, Environment, Entertainment.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 05.26.13 – 60 min – 10p-11p
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Roger Mineholes, Director of Feathered Friends Sanctuary.2. Laura Parker, original actor on Dark Shadows soap opera.3. Dr. Vincent Occiano, Optometrist with Pearl Vision.

Topic Discussed and Summary of Discussion:

1. Roger knows just about everything there is to know about parrots, including lack of legislation in Wisconsin to protect them and how most parrots were smuggled into the country decades ago.
2. Parker explains the complexity of the characters from the popular soap opera, how the experience transformed her life and the lives of others.
3. Occiano talks about common eye diseases which often go undiagnosed, points out common unhealthy habits and explains how to keep your eyes healthy for a lifetime.

Other Comments:



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Issue Category: Health, Spirituality.

Program Title: The Weekend Perspective

Date and Time of Broadcast: WOLX- 06.02.13 - 60 min - 10p-11p

Guest(s) Appearing and Position or Office of Each:

1. Hava Kohl-Riggs, Personal and professional life coach and counselor
2. Chris Gethen, Editor and Chief of Bodybuilding.com
3. Colin Arndt, Ordained Tibetan Priest, founder of Joyful Path Healing Center

Topic Discussed and Summary of Discussion:

1. A recent survey shows 55% of Americans are not satisfied with their jobs. Kohl-Riggs explains why through her own experience counseling clients.
2. Author Chris Gethen explains how to transform your body in 12 weeks. He also shares his personal story which took him from an unhealthy lifestyle to exceptionally fit.
3. Growing up in Middleton, WI, Colin tells his personal story of how he went from being raised in the Catholic Church, to studying Buddhism in Tibet and later opening the center in Blue Mounds.

Other Comments:



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Issue Category: Business, Health, The Arts in Wisconsin.

Program Title: The Weekend Perspective

Date and Time of Broadcast: WOLX- 06.09.13 – 60 min – 10p-11p

Guest(s) Appearing and Position or Office of Each:

1. Pay Lynn Kyle, Author of *Heal Your Mind, Rewire Your Brain*.
2. Jo Jean Retrum, Artistic Director of Dance Wisconsin.
3. Yvette Hooks, owner of The Luckenbooth Café.

Topic Discussed and Summary of Discussion:

1. Kyle talks about neuroplasticity and how a meditate practice can aide in physically changing your brain and thought patterns for the better.
2. Retrum talks about the organization, how it keeps the arts alive in Wisconsin and provides young people the opportunity to turn dance into a profession.
3. The Luckenbooth Café in Black Earth not only makes homemade pies and steeped Scottish tea, it's also become somewhat of a community center for residents.

Other Comments:



The Weekend Perspective

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Issue Category: Wisconsin Culture, Environment.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 06.16.13 – 60 min – 10p-11p
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Jonathan Gray, Associate Professor of Media and Cultural Studies at UW-Madison.2. Greg Balam, Assistant Vice-President of Energy Planning for MG&E.3. Keiran Murphy, Taliesin Historic Researcher.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Gray talks about his new book, which explains the impossibility of watching a movie or television show without preconceived ideas, largely due to the type that precedes.2. Balam talks about the how in is line of work, he predicts how people will be using energy over the next 20 years.3. Keiran Murphy shares the historic stories behind the Taliesin in Spring Green, Frank Lloyd Wright's personal home and drafting studio.
Other Comments:



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Issue Category: Art, Mental Health.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 06.23.13 – 60 min – 10p-11p
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Mike Dooley, Author of <i>Infinite Possibilities</i>.2. Nathan Otto, Author of <i>Give Peace a Deadline</i>.3. Dawn Marie Svanoë, Madison-based body painter.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Dooley talks about his book which explains how our thoughts create our reality and just how powerful we are as individuals to take control of our dreams and lives.2. Otto explains how we as individuals can help create world peace. Otto suggests with consistency, we can create world peace in five years.3. Svanoë talks about the art of body painting, her favorite works of art, how she got started, the challenges she's faced working in a conservative mid-western environment.
Other Comments:



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Issue Category:
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 06.30.13 – 60 min – 10p-11p
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. David Mollenhoff, Author and Madison Historian.2. Sarah Stevermer, Badger Chapter Red Cross Communications/Public Relations Specialist.3. Dr. Joanne Stern, Author of <i>Parenting is a Contact Sport</i>.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Mollenhoff tells the colorful historic story of how Madison was chosen as Wisconsin's capitol city.2. The Red Cross is an international, yet local organization. Stevermer explains how the Badger Chapter of the Red Cross provides essential services in the Madison area, especially through blood donations.3. Psychotherapist Dr. Joanne Stern advises how to develop long-lasting relationships between parents and children and how families function in general, or not, during life's ups and downs.
Other Comments:



**Quarterly Issues Report – Q2 Second Quarter, 2013 4/7/13 through 6/30/13
Viewpoints Programs 13-14 through 13-26**

During the second quarter of 2013 the following compliancy issues were covered:

Addiction	History
Advertising	Hunger
Agriculture & gardening	Labor
Arts	Law and enforcement
Banking and commerce	Literature
Business	Manufacturing
Charities/philanthropy	Marriage
Civil rights	Media/social media
Climate change/environment	Military
Communication	Music
Community	National Security
Consumerism	Natural disasters
Crime	Personal finance
Culture	Politics
Death	Pollution
Economy	Popular culture
Education	Poverty
Election campaigns	Presidency
Employment	Prisons
Energy	Recreation
Entrepreneurship	Science
Ethics	Technology
Ethnic and racial groups	Third World economies
Family issues	Transportation
Federal budget	Travel and leisure
Firearms	Urban infrastructure
Government	Voting
Health; public & mental	Women's issues
Historic preservation	