

WIBA  
Madison, WI  
Quarterly Issues/Programs List  
Fourth Quarter, 2019  
01/03/2020

WIBA  
Quarterly Issues/Programs List

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WIBA provides its 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:

- **Addiction, Tech, Commerce:** SOUTHWESTERN WISCONSIN COMMUNITY ACTION PROGRAM HELPS PEOPLE IN RECOVERY FROM OPIOID ADDICTION THE
- **Consumer Protection:** THE HOLIDAY SEASON IS ATTRACTIVE TO SCAMMERS. THE BETTER BUSINESS BUREAU HAS TIPS FOR KEEPING YOUR
- **Consumer Protection/Safety:** OCTOBER IS CYBER SECURITY MONTH
- **Food Bank Donations:** GOODMAN COMMUNITY CERNTERS THANKSGIVING BASKET FOOD DRIVE
- **GOVERNMENT/ECONOMY:** DANE COUNTY EXEC JOE PARISI ON AREA FLOODING AND OTHER CHALLENGES FACING DANE COUNTY
- **Health:** 9007875\_RocheDiabetes\_PSAShowAudio
- **Informational:** NEWS DIRECTOR ROBIN COLBERT LOOKS BACK AT THE STORIES THAT SHAPPED 2019
- **Literature, Education:** EXPANSION, CHALLENGES FROM THE INTERNET AND DIGITAL RIGHTS MANAGEMENT
- **MENTAL HEALTH:** THE NATIONAL ALLIANCE ON MENTAL ILLNESS WAS FOUNDED IN DANE COUNTY AND A MAJOR PROPOSAL IN DANE CO
- **Public Safety:** THE STATES GUN DEERHUNT SEASON GETS UNDERWAY THIS WEEKEND. ROBIN DISCUSSES WITH KEVIN WALLENFANG

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**Section I**  
**LOCAL PROGRAMMING**

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.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
GOVERNMENT/ECONOMY	MADISON FORUM- JOE PARISI	DANE COUNTY EXEC JOE PARISI ON AREA FLOODING AND OTHER CHALLENGES FACING DANE COUNTY	JOE PARISI	10/06/2019 06:30 AM	029:40
Public Safety	MADISON FORUM- MFD CHIEF DAVIS	RESIDENTIAL SPRINKLERS WARNINGS ABOUT CO AND GAS LEAKS	STEVEN DAVIS	10/13/2019 06:30 AM	029:50
Consumer Protection/Safety	MADISON FORUM- CONSUMER PROTECTION	OCTOBER IS CYBER SECURITY MONTH	MICHELLE REINEN	10/20/2019 06:30 AM	029:50
Food Bank Donations	MADISON FORUM- THANKSGIVING BASKET	GOODMAN COMMUNITY CERNTERS THANKSGIVING BASKET FOOD DRIVE	JON LICA	10/27/2019 06:30 AM	029:51
Literature,Education	MADISON FORUM- MADISON PUBLIC LIBRARY	EXPANSION, CHALLENGES FROM THE INTERNET AND DIGITAL RIGHTS MANAGEMENT	TANA ELIAS	11/03/2019 06:30 AM	029:50
Public Health	MADISON FORUM- ROCHE DIABETES CARE	A LOOK INTO DIABETES PREVENTION AND CARE	STEVEN RUNDGEN	11/10/2019 06:30 AM	026:47
Public Safety	MADISON FORUM – POLICE CHIEF RETIRES	THE AFTERMATH OF THE SUDDEN RETIREMENT OF MADISON POLICE CHIEF MIKE KOVAL	VIC WAHL	11/17/2019 06:30 AM	29:52
Public Safety	MADISON FORUM- GUN DEER HUNT SEASON	THE STATES GUN DEERHUNT SEASON GETS UNDERWAY THIS WEEKEND. ROBIN	KEVIN WALLENFANG	11/24/2019 06:30 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		DISCUSSES WITH KEVIN WALLENFANG			
Public Safety	MADISON FORUM- VICTOR WAHL	ACTING CHIEF OF POLICE VIC WAHL ON THE RETIREMNT OF CHIEF KOVAL (Chapter Two)	VIC WAHL	12/01/2019 06:30 AM	029:50
MENTAL HEALTH	MADISON FORUM- NAMI	THE NATIONAL ALLIANCE ON MENTAL ILLNESS WAS FOUNDED IN DANE COUNTY AND A MAJOR PROPOSAL IN DANE CO	JOE PARISI	12/08/2019 06:30 AM	029:50
Consumer Protection	MADISON FORUM- HOLIDAY SCAMS	THE HOLIDAY SEASON IS ATTRATIVE TO SCAMMERS. THE BETTER BUSINESS BUREAU HAS TIPS FOR KEEPING YOUR	TIFFANY SCHULTZ	12/15/2019 06:30 AM	029:49
Addiction,Tech,Commerce	MADISON FORUM- SWCAP	SOUTHWESTERN WISCONSIN COMMUNITY ACTION PROGRAM HELPS PEOPLE IN RECOVERY FROM OPIOID ADDICTION THE	KIMBERLY HILL	12/22/2019 06:30 AM	029:50
Informational	MADISON FORUM- YIR	NEWS DIRECTOR ROBIN COLBERT LOOKS BACK AT THE STORIES THAT SHAPPED 2019	ROBIN COLBERT	12/29/2019 06:30 AM	029:50

**Section II  
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ALCOHOL ABUSE AWARENESS	Alcoholics Anonymous	000:29	014
ALCOHOL ABUSE AWARENESS	Alcoholics Anonymous	000:30	008
Alcoholism,Mental Illness	Alcoholics Anonymous	000:58	033
Alcoholism,Mental Illness	Alcoholics Anonymous	001:00	028
Alzheimer's Awareness	Alzheimers Assc	000:59	021
Anti Physicl Pnshmnt W-Kids	AMERICAN FAM CHILDRENS HOSPIT	001:00	022
Blood Drive	American Red Cross	000:30	140
Blood Drive	American Red Cross	000:59	006
Cancer Research	FUNK OUT CANCER	000:30	034
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:33	018
CHILD MIND INSTITUTE	CHILD MIND INSTITUTE	000:35	015
College Education	Ad Council	000:20	021
Community Awareness	Badger Honor Flight	000:30	222
Community Awareness	Social Security Admin	001:00	028
COMMUNITY INVOLVEMENT	Ad Council	000:15	012
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:15	014
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:30	002
COVENANT HOUSE	COVENANT HOUSE	000:30	021
ENVIRONMENT	UN GOALS	000:30	051
Fatherhood.gov	US Dept of Health/Human Srvc	000:30	008

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Health Care	Red Cross	000:30	005
Job Training Goodwill	Goodwill/Ad Council	001:00	034
Life Lessons from HS Sports	W.I.A.A.	000:30	120
MILITARY AND VETERANS	USO	000:55	113
Music Education	Madison Area Music Assoc.	000:30	035
Nature Preservation	Aldo Leopold Nature Center	000:30	009
Paralyzed Veterans	Paralyzed Veterans Of America	001:00	031
Pet Adoption	PETA	000:14	002
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	005
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	008
Public Announcement	Paralyzed Veterans Of America	000:15	001
Public Education	Enviorenmental Protection AGY	000:15	004
Public Education	Nat Fondtn For Credit Council	000:15	006
Public Education	Paralyzed Veterans Of America	000:20	010
Public Education	Social Security Admin	000:15	009
Public Education	Social Security Admin	000:30	001
Public Education	US Department of Transportati	000:15	003
Public Health	Ad Council	000:15	005
Public Health	Ad Council	000:20	001
Public Health	Ad Council	000:30	007
Public Health	Ad Council	000:55	070
Public Health	Ad Council	000:59	028
Public Safety	Public Safety	000:31	086
Recycling	Ad Council	000:21	025
SAFE DRIVING	NHTSA	000:29	005
SAFE DRIVING	NHTSA	000:30	005
Sports Bring Communitites Tog	W.I.A.A.	000:30	115
UN GOALS	UN GOALS	000:30	004
Veteran's Issues, MilitaryWar	Paralyzed Veterans America	000:15	005

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
VETERANS HEALTH	Paralyzed Veterans America	000:30	003

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