

WIBA  
Madison, WI  
Quarterly Issues/Programs List  
Third Quarter, 2013  
10/04/2013

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:

- **Agriculture:** World Dairy Expo has a huge economic impact on Madison and the state
  - **ECONOMY:** National Mustard Museum in Middleton faces challenges as it downsizes its operation
  - **GOVERNEMENT/LAW ENFORCEMENT:** New efforts in Wisconsin to increase drunk driving penalties
  - **Government, Crime, Travel:** Madison Metro bus service is expanding
  - **GOVERNMENT/TAXES:** New state budget provides first major tax cut in 25 years
  - **Health:** Wisconsinites remain overweight, but progress is being made in a battle against obesity
  - **LAW ENFORCEMENT:** Madison Police Chief Noble Wray looks back on a 30 year career in law enforcement as he retires
  - **Lifestyle:** US Supreme Court decisions have little impact on Wisconsin's law against gay marriage
  - **NATURAL RESOURCES:** Emerald Ash borer infestations have spread to 17 counties
  - **Political:** Embattled Madison Legislator talks about bizarre behavior over the past year and his future political
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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/TAXES	MAD FRM - JULY 7 - SEG 1 - GOVERNMENT	New state budget provides first major tax cut in 25 years	Todd Berry	07/07/2013 06:33 AM	007:07
GOVERNMENT/TAXES	MAD FRM - JULY 7 - SEG 2 - GOVERNMENT	New state budget provides first major tax cut in 25 years	Todd Berry	07/07/2013 06:42 AM	010:50
GOVERNMENT/TAXES	MAD FRM - JULY 7 - SEG 3 - GOVERNMENT	New state budget provides first major tax cut in 25 years	Todd Berry	07/07/2013 06:56 AM	002:00
Lifestyle	MAD FRM - JULY 14 - SEG 1 - LIFESTYLE	US Supreme Court decisions have little impact on Wisconsin's law against gay marriage	Julaine Appling	07/14/2013 06:34 AM	007:09
Lifestyle	MAD FRM - JULY 14 - SEG 2 - LIFESTYLE	US Supreme Court decisions have little impact on Wisconsin's law against gay marriage	Julaine Appling	07/14/2013 06:43 AM	008:34
Lifestyle	MAD FRM - JULY 14 - SEG 3 - LIFESTYLE	US Supreme Court decisions have little impact on Wisconsin's law against gay marriage	Julaine Appling	07/14/2013 06:54 AM	004:14
NATURAL RESOURCES	MAD FRM - JULY 21 - SEG 1 - NAT RESOURCES	Emerald Ash borer infestations have spread to 17 counties	Melody Walker	07/21/2013 06:34 AM	007:11
NATURAL RESOURCES	MAD FRM - JULY 21 - SEG 2 - NAT RESOURCES	Emerald Ash borer infestations have spread to 17 counties	Melody Walker	07/21/2013 06:44 AM	010:00
NATURAL RESOURCES	MAD FRM - JULY 21 - SEG 3 - NAT RESOURCES	Emerald Ash borer infestations have spread to 17 counties	Melody Walker	07/21/2013 06:56 AM	002:45
ECONOMY	MAD FRM - JULY 28 - SEG 1	National Mustard Museum in	BARRY LEVENSON	07/28/2013 06:33 AM	009:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	-- ECONOMY	Middleton faces challenges as it downsized its operation			
ECONOMY	MAD FRM - JULY 28 - SEG 2 -- ECONOMY	National Mustard Museum in Middleton faces challenges as it downsizes its operation	BARRY LEVENSON	07/28/2013 06:45 AM	008:13
ECONOMY	MAD FRM - JULY 28 - SEG 3 -- ECONOMY	National Mustard Museum in Middleton faces challenges as it downsizes its operation	BARRY LEVENSON	07/28/2013 06:56 AM	001:59
ECONOMY	MAD FRM - AUGUST 04 - SEG 1 - ECONOMY	Downtown Madison businesses are concerned over new restrictions proposed for establishments with II	MARY CARBINE	08/04/2013 06:33 AM	009:21
ECONOMY	MAD FRM - AUGUST 04 - SEG 2 - ECONOMY	Downtown Madison businesses are concerned over new restrictions proposed for establishments with li	MARY CARBINE	08/04/2013 06:45 AM	007:21
ECONOMY	MAD FRM - AUGUST 04 - SEG 3 - ECONOMY	Downtown Madison businesses are concerned over new restrictions proposed for establishments with li	MARY CARBINE	08/04/2013 06:55 AM	003:16
Health	MAD FRM - AUGUST 11 -- HEALTH - SEG 1	Wisconsinites remain overweight, but progress is being made in a battle against obesity	DR. PAT REMINGTON	08/11/2013 06:34 AM	007:19

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Health	MAD FRM - AUGUST 11 -- HEALTH - SEG 2	Wisconsinites remain overweight, but progress is being made in a battle against obesity	DR. PAT REMINGTON	08/11/2013 06:44 AM	008:08
Health	MAD FRM - AUGUST 11 -- HEALTH - SEG 3	Wisconsinites remain overweight, but progress is being made in a battle against obesity	DR. PAT REMINGTON	08/11/2013 06:54 AM	004:29
Political	MAD FRM - AUGUST 18 - SEG 1 - POLITICS	Embattled Madison Legislator talks about bizarre behavior over the past year and his future politic	Brett Hulsey	08/18/2013 06:33 AM	007:47
Political	MAD FRM - AUGUST 18 - SEG 2 - POLITICS	Embattled Madison Legislator talks about bizarre behavior over the past year and his future politic	Brett Hulsey	08/18/2013 06:44 AM	009:12
Political	MAD FRM - AUGUST 18 - SEG 3 - POLITICS	Embattled Madison Legislator talks about bizarre behavior over the pat year and his future politica	Brett Hulsey	08/18/2013 06:55 AM	002:57
GOVERNEMENT/LAW ENFORCEMENT	MAD FRM - AUGUST 25 - SEG 1 - GOVERNMENT	New efforts in Wisconsin to increase drunk driving penalties	Jim Ott	08/25/2013 06:33 AM	008:07
GOVERNEMENT/LAW ENFORCEMENT	MAD FRM - AUGUST 25 - SEG 2 - GOVERNMENT	New efforts in Wisconsin to increase drunk driving	Jim Ott	08/25/2013 06:43 AM	009:10
GOVERNEMENT/LAW ENFORCEMENT	MAD FRM - AUGUST 25 - SEG 3 - GOVERNMENT	New efforts in Wisconsin to increase drunk driving penalties	Jim Ott	08/25/2013 06:56 AM	002:40

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Lifestyle	MAD FRM - SEPTEMBER 1 - SEG 1 - LIFESTYLE	A look at a Wisconsin tradition, the supper club, and changes the establishments have been experien	Ron Faiola	09/01/2013 06:33 AM	008:41
Lifestyle	MAD FRM - SEPTEMBER 1 - SEG 2 - LIFESTYLE	A look at a Wisconsin tradition, the supper club, and changes the establishments have been experien	Ron Faiola	09/01/2013 06:44 AM	010:03
Lifestyle	MAD FRM - SEPTEMBER 1 - SEG 3 - LIFESTYLE	A look at a Wisconsin tradition, the supper club, and changes the establishments have been experien	Ron Faiola	09/01/2013 06:57 AM	001:13
GOVERNEMENT/LAW ENFORCEMENT	MAD FRM - SEPTEMBER 8 - SEG 1 - GOVERNMENT	Efforts to toughen state drunk driving laws carry a hefty price tag	Gary Hebl	09/08/2013 06:33 AM	009:13
GOVERNEMENT/LAW ENFORCEMENT	MAD FRM - SEPTEMBER 8 - SEG 2 - GOVERNMENT	Efforts to toughen state drunk driving laws carry a hefty price tag	Gary Hebl	09/08/2013 06:44 AM	009:15
GOVERNEMENT/LAW ENFORCEMENT	MAD FRM - SEPTEMBER 8 - SEG 3 - GOVERNMENT	Efforts to toughen state drunk driving laws carry a hefty price tag	Gary Hebl	09/08/2013 06:57 AM	001:29
Government,Crime,Travel	MAD FRM - SEPTEMBER 15 - SEG 1 -- Government	Madison Metro bus service is expanding	CHUCK KAMP - MADISON METRO	09/15/2013 06:33 AM	007:53
Government,Crime,Travel	MAD FRM - SEPTEMBER 15 - SEG 2 --	Madison Metro bus service is expanding	CHUCK KAMP - MADISON	09/15/2013 06:45 AM	009:24

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Government		METRO		
Government, Crime, Travel	MAD FRM - SEPTEMBER 15 - SEG 3 -- Government	Madison Metro bus service is expanding	CHUCK KAMP - MADISON METRO	09/15/2013 06:54 AM	002:41
LAW ENFORCEMENT	MAD FRM - SEPTEMBER 22 - SEG 1 - LAW ENFORCEMENT	Madison Police Chief Noble Wray looks back on a 30 year career in law enforcement as he retires fro	Noble Wray	09/22/2013 06:33 AM	009:03
LAW ENFORCEMENT	MAD FRM - SEPTEMBER 22 - SEG 2 - LAW ENFORCEMENT	Madison Police Chief Noble Wray looks back on a 30 year career in law enforcement as he retires fro	Noble Wray	09/22/2013 06:44 AM	008:38
LAW ENFORCEMENT	MAD FRM - SEPTEMBER 22 - SEG 3 - LAW ENFORCEMENT	Madison Police Chief Noble Wray looks back on a 30 year career in law enforcement as he retires fro	Noble Wray	09/22/2013 06:56 AM	002:16
Agriculture	MAD FRM - SEPTEMBER 29 -AG/BUS - SEG 1	World Dairy Expo has a huge economic impact on Madison and the state	BEN BRANCEL	09/29/2013 06:34 AM	009:43
Agriculture	MAD FRM - SEPTEMBER 29 -AG/BUS - SEG 2	World Dairy Expo has a huge economic impact on Madison and the state	BEN BRANCEL	09/29/2013 06:47 AM	008:07
Agriculture	MAD FRM - SEPTEMBER 29 -AG/BUS - SEG 3	World Dairy Expo has a huge economic impact on Madison and the state	BEN BRANCEL	09/29/2013 06:56 AM	002:06

**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.)

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### 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
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4H Recruitment	4H Recruitment	000:15	002
4H Recruitment	4H Recruitment	000:30	023
4H Recruitment	4H Recruitment	000:31	024
4H Recruitment	4H Recruitment	001:00	035
American Heart Association	Ad Council	000:30	013
American Heart Association	Ad Council	000:59	018
American Heart Association	American Heart Association	000:30	102

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
AMERICAN OPTOMETRIC Society	AMERICAN OPTOMETRIC Society	000:30	048
AMERICAN OPTOMETRIC Society	AMERICAN OPTOMETRIC Society	001:00	052
Army Nat. Guard 375th Brthday	Army National Guard	001:00	036
Autism Awareness	Ad Council	000:30	032
Autism Awareness	Ad Council	001:00	034
Automotive Safety	Ad Council	000:30	001
Chidren and Families	PSA - TASTE OF FITCHBURG	000:30	012
College Education	Education	001:00	019
Conservation	US Dept Of Energy	000:14	004
Conservation	US Dept Of Energy	000:59	055
Drunk Driving	Ad Council	000:30	001
Education	Nat'l Traffic Safety Admin	000:30	024
Employment for Veterans	ShowYourStripes.org	000:28	002
Employment for Veterans	ShowYourStripes.org	000:30	028
Employment for Veterans	ShowYourStripes.org	000:32	015
ENVIRONMENT	Clean Lakes Alliance	000:27	013
ENVIRONMENT	Clean Lakes Alliance	000:30	021
Environmental Protection	Treadlightly.org	000:41	020
FINANCIAL LITERACY	FINANCIAL LITERACY	001:00	070
Financial Planning	FINANCIAL LITERACY	000:30	014
Girl Scouts	Girl Scouts	000:30	039
Girl Scouts	Girl Scouts	001:00	027
Health	Dept. of Health and Human Ser	000:30	023
Health	Muscular Dystrophy Associatio	001:00	005
HEALTH AND FITNESS	Ad Council	001:00	027
Housing	Habitat For Humanity	001:00	029
Humane Society	Humane Society	000:30	026
KIDNEY FOUNDATION	KIDNEY FOUNDATION	000:30	025
KIDNEY FOUNDATION	KIDNEY FOUNDATION	001:00	058



ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	055
MILITARY AND VETERANS	Show Your Stripes	000:31	147
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	039
MILITARY AND VETERANS	ShowYourStripes.org	000:31	033
Multiple Sclerosis	Multiple Sclerosis	000:55	083
National Park Conservation	National Park Conserva. Assc.	000:15	006
National Park Conservation	National Park Conserva. Assc.	000:27	046
Nature	Aldo Leopold Nature Center	000:30	023
Parenting	Parenting	000:59	034
Pet Adoption	Ad Council	000:30	074
psa	AT&T	000:30	028
psa	Nationl Crime Prevention&USDJ	000:30	067
psa	Nationl Crime Prevention&USDJ	001:00	094
psa	Nationl Crime Prevention&USDJ	001:02	002
psa	Show Your Stripes	000:30	085
psa	Show Your Stripes	000:31	013
psa	ShowYourStripes.org	000:30	045
psa	ShowYourStripes.org	000:31	023
Public Announcement	Paralyzed Veterans Of America	000:15	002
Public Announcement	USO	000:30	004
Public Education	Ad Council	000:30	023
Public Education	Ad Council	000:59	034
Public Education	Ad Council	001:00	062
Public Education	Amrcn Inst of Cert Pblc Acct	000:30	022
Public Education	Domestic Abuse Prevention	000:16	005
Public Education	Enviorenmental Protection AGY	000:15	003
Public Education	Foundation for a Better Life	000:15	008
Public Education	Foundation for a Better Life	000:16	006
Public Education	Medicare	000:59	020

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Education	National Safety Council	000:15	001
Public Education	Nationl Crime Prevention&USDJ	001:00	049
Public Education	NFCC	000:15	007
Public Education	United States Armed Forces	000:30	034
Public Education	United Way	000:15	001
Public Education	US Department of Transportati	000:15	001
Public Education	USO	000:15	003
Public Education	Vietnam Veteens Memorial Fund	000:29	020
Public Education	Vietnam Veteens Memorial Fund	000:30	054
Public Education	Vietnam Veteens Memorial Fund	000:59	018
Public Education	Wild Life Land Trust	000:15	012
Public Health	Ad Council	000:15	005
Public Health	America on the Move	000:15	002
Public Health	American Liver Foundation	001:00	022
Public Health	American Lung Association	001:00	077
Public Health	AMERICAN OPTOMETRIC Society	000:30	030
Public Health	American Red Cross	000:26	041
Public Health	Carbone Cancer Research	000:30	060
Public Health	Carbone Cancer Research	000:31	014
Public Health	COPD Assoc	000:30	021
Public Health	COPD Assoc	000:59	024
Public Health	fightingforair.org	001:00	025
Public Health	Intl Rett Syndrome Foundation	000:30	019
Public Health	Intl Rett Syndrome Foundation	001:00	029
Public Health	PSA-Leukima and Lymphoma Society	000:30	022
Public Health	Public Health	000:29	018
Public Health	Public Health	000:30	103
Public Health	Public Health	001:00	021
Public Health	USDA and HHS	000:15	004

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Health	USDA and HHS	001:00	023
Public Notice	Ad Council	001:00	018
Public Safety	Consumer Products Safety Comm	000:30	020
Public Safety	Dept Of Homeland Security	000:30	018
Public Safety	Public Safety	000:27	016
Public Safety	Public Safety	000:30	053
Red Cross	Red Cross	000:30	025
Rehabilitation Research	Kessler Foundation	000:30	017
SKIN CANCER	Amer. Academy of Dermatology	001:00	025
SKIN CANCER AWARENESS	American Academy of Dermatolo	000:30	012
Underage Drinking	Underage Drinking	000:15	004
Underage Drinking	Underage Drinking	000:30	017
Underage Drinking	Underage Drinking	000:59	039
Underage Drinking	Underage Drinking	001:00	026
US Army Generic Event	US Army	000:30	017
US Dept of Energy	US Dept Of Energy	000:30	018
US Forest Service	Ad Council	000:30	109
US Forest Service	Ad Council	000:57	038
US Forest Service	Ad Council	000:59	064
Veteran's Issues, MilitaryWar	DVDS FOR VETS	000:30	016
VETERANS HEALTH	Dept Of Veterans Affairs	000:14	002
VETERANS HEALTH	Dept Of Veterans Affairs	000:30	017
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	004
VETERANS HEALTH	Veterans Health	000:30	013
VETERANS HEALTH	Veterans Health	000:58	012