

WMAD
 Madison, WI
 Quarterly Issues/Programs List
 Fourth Quarter, 2021
 04/16/2019

WMAD
 Quarterly Issues/Programs List

WMAD 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:

**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
Communication, Literature, Cult	MADISON FORUM - GEORGE HESSELBERG	AS A REPORTER FOR 42 YEARS, INCLUDING MANY WITH THE WI STATE JOURNAL GEORGE SHARES SOME OF THE MOST MEMORABLE STORIES HE COVERED	GEORGE HESSELBERG	10/03/2021 07:02 AM	029:47
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Ian Shapiro a pediatrician speaks to health and wellness issues within the Hispanic community for Hispanic Heritage Month.	Dr. I. Shapiro	10/10/2021 07:02 AM	029:48
Health&Medicine/Lifestyle	MADISON FORUM- PANDEMIC RELATED SCAMS	Officials with the FTC and Nat. Assoc. of Attorney Generals discuss pandemic- related scams concerning vaccine passports, vaccine lotteries, and more	RYAN GORMAN	10/17/2021 07:02 AM	029:50
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ken Seeley, an interventionist, discusses the underlying reasons for addiction, the importance of interventions, and the growing fentanyl crisis	K.Seeley	10/24/2021 07:01 AM	029:52

Consumer Protection	MADISON FORUM - GROCERY PRICES	Brandon Scholz of the Wisconsin Grocers Association discusses the rising costs of groceries and what the cause is	BRANDON SCHOLZ	10/31/2021 07:01 AM	029:47
PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Kenneth Alexander Chief of Infectious Diseases at Nemours Children's Hospital discusses the new Covid-19 vaccine for kids ages 5-11	Dr. K. Alexander	11/07/2021 06:41 AM	029:52
Politics, Campaigns, Nutrition	MADISON FORUM POLLING IN WISCONSIN	MARQUETTE POLLING DIRECTOR CHARLES FRANKLIN JOINS ROBIN WITH HIS LATEST POLLING RESULTS ACROSS THE STATE OF WISCONSIN	CHARLES FRANKLIN	11/14/2021 07:00 AM	029:47
Hunger Prevention	MADISON FORUM GOODMAN CC THANKSGIVING BSKT	JON LICA WITH GOODMAN COMMUNITY JOINS ROBIN TO TALK ABOUT THEIR ANNUAL THANKSGIVING BASKET FOOD DRIVE	JON LICA	11/21/2021 07:02 AM	029:49
Public Health, Charity, Milit	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. William Schaffner, Medical Director of the National Foundation for Infectious Diseases, discusses flu season and Covid-19	Dr. W. Schaffner	11/28/2021 07:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Steven Gordon, Chair of the Department of Infectious Disease at Cleveland Clinic offers an update on the state of the pandemic across the United States	Dr. S. Gordon	12/05/2021 07:01 AM	029:50
Public Health	MADISON FORUM - CURRENT COVID WI	Dr. Jeff Pothof from UW Health discusses the current state of the Covid-19 pandemic in the state of Wisconsin	JEFF POTHOF	12/12/2021 07:00 AM	029:40

Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Rachel Villanueva, an OBGYN and clinical assistant professor at NYU discusses the Covid-19 Omicron variant	Dr. R. Villanueva	12/19/2021 07:01 AM	029:49
Public Health	MADISON FORUM YEAR IN REVIEW PT.1	ROBIN LOOKS BACK AT THE BIGGEST STORIES OF 2021 IN THE STATE OF WISCONSIN	Robin Colbert	12/26/2021 07:02 AM	029:49

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
(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
Raising funds for Alzheimer's research	MemoriesMatterUW PSA	000:58	124
Helping to transform the lives of children and families struggling with mental health and learning disorders	CHILD MIND INSTITUTE	000:30	3
Helping to transform the lives of children and families struggling with mental health and learning disorders	CHILD MIND INSTITUTE	000:35	6
COLON CANCER SCREENING AWAREN	STAND UP TO CANCER	000:30	124
Reinforcing the connections between law enforcement professionals and the communities they serve	FAITH & BLUE	000:30	1
Reinforcing the connections between law enforcement professionals and the communities they serve	FAITH & BLUE	000:30	3
Raising funds for Breast Cancer research	BREAST CANCER RESEARCH FOUNDA	000:30	17
Raising awareness of the volunteer crisis counselor textline	CRISIS TEXTLINE	000:29	1
Helping to transform the lives of children and families struggling with mental health and learning disorders	CHILD MIND INSTITUTE	000:33	1

Helping to transform the lives of children and families struggling with mental health and learning disorders	CHILD MIND INSTITUTE	000:35	1
Creating a more supportive world for veterans returning home	SHOW YOUR STRIPES	000:30	6
Creating a more supportive world for veterans returning home	SHOW YOUR STRIPES	000:30	6
Creating a more supportive world for veterans returning home	SHOW YOUR STRIPES	000:30	5
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:30	4
Raising awareness about, preventing, and rehabilitating survivors of sex abuse and trafficking	SHINE A LIGHT	000:29	3
Raising awareness about, preventing, and rehabilitating survivors of sex abuse and trafficking	SHINE A LIGHT	000:30	4
Creating a more supportive world for veterans returning home	SHOW YOUR STRIPES	000:30	21
Creating a more supportive world for veterans returning home	SHOW YOUR STRIPES	000:30	7
Creating a more supportive world for veterans returning home	SHOW YOUR STRIPES	000:30	6
Creating a more supportive world for veterans returning home	SHOW YOUR STRIPES	000:30	6
Raising funds for the National Negro College Fund	UNCF	000:30	7