

WIBA  
Madison, WI  
Quarterly Issues/Programs List  
First Quarter, 2014  
04/07/2014

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:

- **BUSINESS/LIFESTYLE:** World Cheese Championship Contest is in Madison this Week
- **Consumer Protection:** Complaints about telemarketing again top state's Top Ten list for consumer issues
- **Government/Business:** Proposed new ordinance in Madison will ease some restrictions on number of downtown liquor licenses
- **GOVERNMENT/ECONOMY:** Majority Republicans in Legislature eye election-year tax cuts
- **GOVERNMENT/ELECTIONS:** Warnings about election-year tax cuts
- **GOVERNMENT/HEALTH:** Democratic legislator pledges to keep introducing medical marijuana bill until it passes
- **GOVERNMENT/POLITICS:** Warnings about election-year tax cuts
- **GOVERNMENT/TAXES:** Should taxpayers subsidize a new downtown Madison Hotel
- **GovtRegulations, Crime:** Dane County needs new jail facilities
- **Human Interest:** Year-in-review highlights from 2013
- **Lifestyle:** Massive reconstruction project starting on Verona Road
- **Political:** Record spending is expected this year on a regular gubernatorial election in the state

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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
Human Interest	MAD FRM - DEC 29 & JAN 5 - SEG 1 - Human Interest	Year-in-review highlights from 2013	Robin Colbert	01/05/2014 06:34 AM	009:49
Human Interest	MAD FRM - DEC 29 & JAN 5 - SEG 2 - Human Interest	Year-in-review highlights from 2013	Robin Colbert	01/05/2014 06:50 AM	007:05
GOVERNMENT/ECONOMY	MAD FRM - JANUARY 12 - GOVERNMENT - SEG 1	Majority Republicans in Legislature eye election-year tax cuts	ROBIN VOS	01/11/2014 06:06 PM	009:01
GOVERNMENT/ECONOMY	MAD FRM - JANUARY 12 - GOVERNMENT - SEG 2	Majority Republicans in Legislature eye election-year tax cuts	ROBIN VOS	01/11/2014 06:20 PM	007:58
GOVERNMENT/ECONOMY	MAD FRM - JANUARY 12 - GOVERNMENT - SEG 1	Majority Republicans in Legislature eye election-year tax cuts	ROBIN VOS	01/12/2014 06:33 AM	009:01
GOVERNMENT/ECONOMY	MAD FRM - JANUARY 12 - GOVERNMENT - SEG 3	Majority Republicans in Legislature eye election-year tax cuts	ROBIN VOS	01/12/2014 06:45 AM	012:59
GOVERNMENT/ECONOMY	MAD FRM - JANUARY 12 - GOVERNMENT - SEG 1	Majority Republicans in Legislature eye election-year tax cuts	ROBIN VOS	01/12/2014 06:00 PM	009:01
GOVERNMENT/ECONOMY	MAD FRM - JANUARY 12 - GOVERNMENT - SEG 2	Majority Republicans in Legislature eye election-year tax cuts	ROBIN VOS	01/12/2014 06:10 PM	007:58
GOVERNMENT/ECONOMY	MAD FRM - JANUARY 12 - GOVERNMENT - SEG 3	Majority Republicans in Legislature eye election-year tax cuts	ROBIN VOS	01/12/2014 06:21 PM	012:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
GOVERNMENT/HEALTH	MAD FRM - JANUARY 19 - SEG 1 - GOVERNMENT	Democratic legislator pledges to keep introducing medical marijuana bill until it passes	Jon Erpenbach	01/19/2014 06:33 AM	010:48
GOVERNMENT/HEALTH	MAD FRM - JANUARY 19 - SEG 2 - GOVERNMENT	Democratic legislator pledges to keep introducing medical marijuana bill until it passes	Jon Erpenbach	01/19/2014 06:52 AM	006:10
GOVERNMENT/HEALTH	MAD FRM - JANUARY 19 - SEG 1 - GOVERNMENT	Democratic legislator pledges to keep introducing medical marijuana bill until it passes	Jon Erpenbach	01/19/2014 05:04 PM	010:48
GOVERNMENT/HEALTH	MAD FRM - JANUARY 19 - SEG 2 - GOVERNMENT	Democratic legislator pledges to keep introducing medical marijuana bill until it passes	Jon Erpenbach	01/19/2014 05:16 PM	006:10
GOVERNMENT/HEALTH	MAD FRM - JANUARY 19 - SEG 3 - GOVERNMENT	-----	Jon Erpenbach	01/19/2014 05:25 PM	013:00
GOVERNMENT/POLITICS	MAD FRM - JANUARY 26 - SEG 1 - GOVERNMENT	Republican legislators plan to approve Governor Walker's latest tax cuts	SCOTT FITZGERALD	01/26/2014 06:33 AM	009:19
GOVERNMENT/POLITICS	MAD FRM - JANUARY 26 - SEG 3 - GOVERNMENT	Republican legislators plan to approve Governor Walker's latest tax cuts	SCOTT FITZGERALD	01/26/2014 06:47 AM	013:00
GOVERNMENT/POLITICS	MAD FRM - JANUARY 26 - SEG 1 - GOVERNMENT	Republican legislators plan to approve Governor	SCOTT FITZGERALD	01/26/2014 06:00 PM	009:19

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Walker's latest tax cuts			
GOVERNMENT/POLITICS	MAD FRM - JANUARY 26 - SEG 2 - GOVERNMENT	Republican legislators plan to approve Governor Walker's latest tax cuts	SCOTT FITZGERALD	01/26/2014 06:10 PM	007:40
GOVERNMENT/POLITICS	MAD FRM - JANUARY 26 - SEG 3 - GOVERNMENT	Republican legislators plan to approve Governor Walker's latest tax cuts	SCOTT FITZGERALD	01/26/2014 06:20 PM	013:00
GOVERNMENT/POLITICS	MAD FRM - FEBRUARY 2 - SEG 1 - GOVERNMENT	Warnings about election-year tax cuts	Todd Berry	02/01/2014 03:34 PM	008:39
GOVERNMENT/ELECTIONS	MAD FRM - FEBRUARY 2 - SEG 3 - GOVERNMENT	Warnings about election-year tax cuts	Todd Berry	02/01/2014 03:45 PM	013:00
GOVERNMENT/POLITICS	MAD FRM - FEBRUARY 2 - SEG 1 - GOVERNMENT	Warnings about election-year tax cuts	Todd Berry	02/02/2014 06:33 AM	008:39
GOVERNMENT/ELECTIONS	MAD FRM - FEBRUARY 2 - SEG 3 - GOVERNMENT	Warnings about election-year tax cuts	Todd Berry	02/02/2014 06:45 AM	013:00
GOVERNMENT/POLITICS	MAD FRM - FEBRUARY 2 - SEG 1 - GOVERNMENT	Warnings about election-year tax cuts	Todd Berry	02/02/2014 06:00 PM	008:39
GOVERNMENT/ELECTIONS	MAD FRM - FEBRUARY 2 - SEG 2 - GOVERNMENT	Warnings about election-year tax cuts	Todd Berry	02/02/2014 06:09 PM	008:19
GOVERNMENT/ELECTIONS	MAD FRM - FEBRUARY 2 - SEG 3 - GOVERNMENT	Warnings about election-year tax cuts	Todd Berry	02/02/2014 06:19 PM	013:00
Consumer Protection	MAD FRM - FEBRUARY 7 - SEG 1 - CONSUMER PROTECTION	Complaints about telemarketing again top state's Top Ten list for consumer issues	SANDY CHALMERS	02/09/2014 06:32 AM	008:41
Consumer Protection	MAD FRM - FEBRUARY 7 - SEG 3 - CONSUMER PROTECTION	Complaints about telemarketing again top state's Top Ten list for	SANDY CHALMERS	02/09/2014 06:45 AM	012:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		consumer issues			
Consumer Protection	MAD FRM - FEBRUARY 7 - SEG 1 - CONSUMER PROTECTION	Complaints about telemarketing again top state's Top Ten list for consumer issues	SANDY CHALMERS	02/09/2014 06:02 PM	008:41
Consumer Protection	MAD FRM - FEBRUARY 7 - SEG 2 - CONSUMER PROTECTION	Complaints about telemarketing again top state's Top Ten list for consumer issues	SANDY CHALMERS	02/09/2014 06:12 PM	008:18
Consumer Protection	MAD FRM - FEBRUARY 7 - SEG 3 - CONSUMER PROTECTION	Complaints about telemarketing again top state's Top Ten list for consumer issues	SANDY CHALMERS	02/09/2014 06:22 PM	012:59
GOVERNMENT/TAXES	MAD FRM - FEBRUARY 16 - SEG 1 - Government	Should taxpayers subsidize a new downtown Madison Hotel	David Ahrens	02/16/2014 06:35 AM	011:53
GOVERNMENT/TAXES	MAD FRM - FEBRUARY 16 - SEG 2 - Government	Should taxpayers subsidize a new downtown Madison Hotel	David Ahrens	02/16/2014 06:53 AM	005:05
GOVERNMENT/TAXES	MAD FRM - FEBRUARY 16 - SEG 1 - Government	Should taxpayers subsidize a new downtown Madison Hotel	David Ahrens	02/16/2014 06:00 PM	011:53
GOVERNMENT/TAXES	MAD FRM - FEBRUARY 16 - SEG 2 - Government	Should taxpayers subsidize a new downtown Madison Hotel	David Ahrens	02/16/2014 06:12 PM	005:05
GOVERNMENT/TAXES	MAD FRM - FEBRUARY 16 - SEG 3 - Government	Should taxpayers subsidize a new downtown Madison Hotel	David Ahrens	02/16/2014 06:20 PM	012:59
Political	MAD FRM - FEBRUARY 23 - SEG 1 - Politics	Record spending is expected this year on a regular gubernatorial election in the state	MIKE MCCABE	02/23/2014 06:33 AM	009:19
Political	MAD FRM - FEBRUARY 23 - SEG 3 - Politics	Record spending is expected this year on a regular	MIKE MCCABE	02/23/2014 06:45 AM	012:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		gubernatorial election in the state			
Political	MAD FRM - FEBRUARY 23 - SEG 1 - Politics	Record spending is expected this year on a regular gubernatorial election in the state	MIKE MCCABE	02/23/2014 06:00 PM	009:19
Political	MAD FRM - FEBRUARY 23 - SEG 2 - Politics	Record spending is expected this year on a regular gubernatorial election in the state	MIKE MCCABE	02/23/2014 06:10 PM	007:40
Political	MAD FRM - FEBRUARY 23 - SEG 3 - Politics	Record spending is expected this year on a regular gubernatorial election in the state	MIKE MCCABE	02/23/2014 06:20 PM	012:58
GovtRegulations, Crime	MAD FRM - MARCH 2 - GOVERNMENT - SEG 1	Dane County needs new jail facilities	Dave Mahoney	03/02/2014 06:33 AM	009:27
GovtRegulations, Crime	MAD FRM - MARCH 2 - GOVERNMENT - SEG 3	Dane County needs new jail facilities	Dave Mahoney	03/02/2014 06:46 AM	012:58
GovtRegulations, Crime	MAD FRM - MARCH 2 - GOVERNMENT - SEG 1	Dane County needs new jail facilities	Dave Mahoney	03/02/2014 06:21 PM	009:27
GovtRegulations, Crime	MAD FRM - MARCH 2 - GOVERNMENT - SEG 2	Dane County needs new jail facilities	Dave Mahoney	03/02/2014 06:35 PM	007:32
GovtRegulations, Crime	MAD FRM - MARCH 2 - GOVERNMENT - SEG 3	Dane County needs new jail facilities	Dave Mahoney	03/02/2014 06:45 PM	012:58
Lifestyle	MAD FRM - MARCH 9 - SEG 1 - LIFESTYLE	Massive reconstruction project starting on Verona Road	Eric Novotny	03/09/2014 06:35 AM	010:15
Lifestyle	MAD FRM - MARCH 9 - SEG 2 - LIFESTYLE	Massive reconstruction project starting on Verona Road	Eric Novotny	03/09/2014 06:52 AM	006:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
BUSINESS/LIFESTYLE	MAD FRM - MARCH 16 - SEG 1 - BUSINESS/LIFESTYLE	World Cheese Championship Contest is in Madison this Week	John Umhoefer	03/16/2014 06:34 AM	010:04
BUSINESS/LIFESTYLE	MAD FRM - MARCH 16 - SEG 2 - BUSINESS/LIFESTYLE	World Cheese Championship Contest is in Madison this Week	John Umhoefer	03/16/2014 06:51 AM	006:55
BUSINESS/LIFESTYLE	MAD FRM - MARCH 16 - SEG 1 - BUSINESS/LIFESTYLE	World Cheese Championship Contest is in Madison this Week	John Umhoefer	03/16/2014 05:06 PM	010:04
BUSINESS/LIFESTYLE	MAD FRM - MARCH 16 - SEG 2 - BUSINESS/LIFESTYLE	World Cheese Championship Contest is in Madison this Week	John Umhoefer	03/16/2014 05:18 PM	006:55
BUSINESS/LIFESTYLE	MAD FRM - MARCH 16 - SEG 3 - BUSINESS/LIFESTYLE	World Cheese Championship Contest is in Madison this Week	John Umhoefer	03/16/2014 05:27 PM	013:01
GOVERNMENT/TAXES	MAD FRM - MARCH 23 - SEG 1 - GOVERNMENT	More than 80 percent of Wisconsin taxpayers will efile returns this year	RICK CHANDLER	03/23/2014 06:34 AM	010:45
GOVERNMENT/TAXES	MAD FRM - MARCH 23 - SEG 2 - GOVERNMENT	More than 80 percent of Wisconsin taxpayers will efile returns this year	RICK CHANDLER	03/23/2014 06:52 AM	006:13
GOVERNMENT/TAXES	MAD FRM - MARCH 23 - SEG 1 - GOVERNMENT	More than 80 percent of Wisconsin taxpayers will efile returns this year	RICK CHANDLER	03/23/2014 05:07 PM	010:45
GOVERNMENT/TAXES	MAD FRM - MARCH 23 - SEG 2 - GOVERNMENT	More than 80 percent of Wisconsin	RICK CHANDLER	03/23/2014 05:21 PM	006:13

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		taxpayers will efile returns this year			
GOVERNMENT/TAXES	MAD FRM - MARCH 23 - SEG 3 - GOVERNMENT	More than 80 percent of Wisconsin taxpayers will efile returns this year	RICK CHANDLER	03/23/2014 05:30 PM	012:59
Government/Business	MAD FRM - MARCH 30 - SEG 1 - GOV/BUS	Proposed new ordinance in Madison will ease some restrictions on number of downtown liquor licenses	Mark Woulf	03/30/2014 06:32 AM	010:32
Government/Business	MAD FRM - MARCH 30 - SEG 3 - GOV/BUS	Proposed new ordinance in Madison will ease some restrictions on number of downtown liquor licenses	Mark Woulf	03/30/2014 06:46 AM	012:59
Government/Business	MAD FRM - MARCH 30 - SEG 1 - GOV/BUS	Proposed new ordinance in Madison will ease some restrictions on number of downtown liquor licenses	Mark Woulf	03/30/2014 06:00 PM	010:32
Government/Business	MAD FRM - MARCH 30 - SEG 2 - GOV/BUS	Proposed new ordinance in Madison will ease some restrictions on number of downtown liquor licenses	Mark Woulf	03/30/2014 06:11 PM	006:26
Government/Business	MAD FRM - MARCH 30 - SEG 3 - GOV/BUS	Proposed new ordinance in Madison will ease some restrictions on number of downtown liquor	Mark Woulf	03/30/2014 06:20 PM	012:59





ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
American Heart Association	American Heart Association	000:30	169
AMERICAN OPTOMETRIC Society	AMERICAN OPTOMETRIC Society	000:30	007
AMERICAN OPTOMETRIC Society	AMERICAN OPTOMETRIC Society	001:00	028
Army Nat. Guard 375th Brthday	Army National Guard	001:00	024
Autism Awareness	Ad Council	000:27	001
Badger Military	Badger Honor Flight	000:30	089
College Education	Education	001:00	008
Conservation	US Dept Of Energy	000:59	026
Crazy Legs 2014	National W Club	001:00	010
Domestic Abuse Prevention	DAIS	000:31	006
Education	Nat'l Traffic Safety Admin	000:30	008
Employment for Veterans	ShowYourStripes.org	000:29	073
Employment for Veterans	ShowYourStripes.org	000:31	073
Environmental Protection	Treadlightly.org	000:41	010
Fighting Cancer	American Cancer Society	000:30	071
FINANCIAL LITERACY	FINANCIAL LITERACY	001:00	029
Health	Dept. of Health and Human Ser	000:30	006
HEALTH AND FITNESS	American Heart Association	000:30	029
Housing	Habitat For Humanity	001:00	014
Humane Society	Humane Society	000:30	011
KIDNEY FOUNDATION	KIDNEY FOUNDATION	001:00	019
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:29	128
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	275
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	060
Multiple Sclerosis	Multiple Sclerosis	000:55	021
Nat'l Council for Adoption	Nat'l Council for Adoption	000:30	004

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
National Park Conservation	National Park Conserva. Assc.	000:15	001
National Park Conservation	National Park Conserva. Assc.	000:27	027
Nature	Aldo Leopold Nature Center	000:31	019
Paralyzed Veterans America	Paralyzed Veterans America	000:15	001
Paralyzed Veterans America	Paralyzed Veterans America	000:30	008
Paralyzed Veterans America	Paralyzed Veterans America	001:00	018
Parenting	Parenting	000:59	012
Pet Adoption	Ad Council	000:30	031
Public Education	Ad Council	000:59	007
Public Education	Ad Council	001:00	030
Public Education	Amrcn Inst of Cert Pblc Acct	000:30	007
Public Education	Domestic Abuse Prevention	000:16	002
Public Education	Enviorenmental Protection AGY	000:15	027
Public Education	Foundation for a Better Life	000:16	007
Public Education	Medicare	000:59	015
Public Education	National Safety Council	000:15	002
Public Education	NFCC	000:15	002
Public Education	Paralyzed Veterans Of America	000:20	001
Public Education	United States Armed Forces	000:30	006
Public Education	United Way	000:15	001
Public Education	United Way	000:59	013
Public Education	US Department of Transportati	000:15	002
Public Education	USO	000:15	003
Public Education	Vietnam Veteens Memorial Fund	000:29	005

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Public Education	Vietnam Veteens Memorial Fund	000:30	011
Public Education	Vietnam Veteens Memorial Fund	000:59	010
Public Education	Wild Life Land Trust	000:15	005
Public Health	Ad Council	000:15	003
Public Health	American Liver Foundation	001:00	012
Public Health	American Lung Association	001:00	043
Public Health	AMERICAN OPTOMETRIC Society	000:30	007
Public Health	American Red Cross	000:30	012
Public Health	Athletic Trainers Association	000:30	075
Public Health	COPD Assoc	000:30	005
Public Health	COPD Assoc	000:59	016
Public Health	fightingforair.org	001:00	024
Public Health	greaterthanaides.org	000:15	003
Public Health	Intl Rett Syndrome Foundation	000:30	003
Public Health	Intl Rett Syndrome Foundation	001:00	015
Public Health	Pancreatic Cancer Action Netw	000:30	012
Public Health	PSA-Leukima and Lymphoma Society	000:30	006
Public Health	Public Health	000:29	004
Public Health	Public Health	000:30	022
Public Health	Public Health	001:00	017
Public Health	SPECIAL OLYMPICS	000:30	100
Public Health	USDA and HHS	000:15	006
Public Health	USDA and HHS	000:21	001
Public Health	USDA and HHS	001:00	030
Public Notice	Ad Council	001:00	026
Public Safety	Consumer Products Safety Comm	000:30	003
Public Safety	Public Safety	000:27	006
Public Safety	Public Safety	000:30	005
Public Welfare	Madison Public School Distri	000:31	078

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Red Cross	Red Cross	000:30	004
Rehabilitation Research	Kessler Foundation	000:30	004
Tax Tip 1	Internal Revenue Service	000:31	105
Underage Drinking	Underage Drinking	000:15	003
Underage Drinking	Underage Drinking	000:30	002
US Army Generic Event	US Army	000:30	002
US Dept of Energy	US Dept Of Energy	000:30	006
Veteran's Issues, MilitaryWar	DVDS FOR VETS	000:30	002
VETERANS HEALTH	Dept Of Veterans Affairs	000:14	004
VETERANS HEALTH	Dept Of Veterans Affairs	000:30	003
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	006
VETERANS HEALTH	Veterans Health	000:58	009