

WIBA
Madison, WI
Quarterly Issues/Programs List
Fourth Quarter, 2014
01/08/2015

WIBA
Quarterly Issues/Programs List

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, Art & Recreation:** Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration
- **BUSINESS/ECONOMY:** Rates will increase the first of the year for Madison Gas and Electric customers
- **Commentary:** 2014 YEAR IN REVIEW
- **Crime:** Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a
- **Elections, Communication, Public:** WI Government Accountability Director Kevin Kennedy
- **Financial:** Holiday shopping season expected to see 5-6 percent increase in sales in Wisconsin
- **GOVERNMENT/TAXES:** Dane County Executive proposes a 532 million dollar "cost to continue" budget for 2015
- **Health:** Influenza gets an early start this year in WI
- **HealthCare, Infectious, Tech:** The reality of Ebola/Breast cancer treatment
- **Lifestyle:** Fewer homeless men seeking shelter in Madison so far this winter
- **Police & Fire, Public Safety, PopC:** Emergency responder stress/Fighting fear and phobias
- **Recreation:** DNR predicts a lower deer kill this year, especially in Northern Wisconsin
- **RELIGION:** Has commercialization taken away from the religious meaning of Christmas?

- **TRANSPORTATION:** Group encourages a "Yes" vote on Nov 4th Constitutional Amendment projecting state transportation fu

**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
TRANSPORTATION	MAD FRM - OCTOBER 4 - SEG 1 - Transportation	Group encourages a "Yes" vote on Nov 4th Constitutional Amendment projecting state transportation fu	Craig Thompson	10/05/2014 06:32 AM	010:36
TRANSPORTATION	MAD FRM - OCTOBER 4 - SEG 3 - Transportation	Group encourages a "Yes" vote on November 4th Constitutional Amendment projecting state transport	Craig Thompson	10/05/2014 06:44 AM	012:59
TRANSPORTATION	MAD FRM - OCTOBER 4 - SEG 1 - Transportation	Group encourages a "Yes" vote on Nov 4th Constitutional Amendment projecting state transportation fu	Craig Thompson	10/05/2014 05:03 PM	010:36
TRANSPORTATION	MAD FRM - OCTOBER 4 - SEG 2 - Transportation	Group encourages a "Yes" vote on November 4th Constitutional Amendment projecting state transport	Craig Thompson	10/05/2014 05:16 PM	006:23

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
TRANSPORTATION	MAD FRM - OCTOBER 4 - SEG 3 - Transportation	Group encourages a "Yes" vote on November 4th Constitutional Amendment projecting state transpor	Craig Thompson	10/05/2014 05:24 PM	012:59
GOVERNMENT/TAXES	MAD FRM - OCTOBER 12 - SEG 1 - Government	Dane County Executive proposes a 532 million dollar "cost to continue" budget for 2015	JOE PARISI	10/11/2014 06:05 PM	011:54
GOVERNMENT/TAXES	MAD FRM - OCTOBER 12 - SEG 2 - Government	Dane County Executive proposes a 532 million dollar "cost to continue" budget for 2015	JOE PARISI	10/11/2014 06:21 PM	005:04
GOVERNMENT/TAXES	MAD FRM - OCTOBER 12 - SEG 3 - Government	Dane County Executive proposes a 532 million dollar "cost to continue" budget for 2015	JOE PARISI	10/11/2014 06:31 PM	012:59
GOVERNMENT/TAXES	MAD FRM - OCTOBER 12 - SEG 1 - Government	Dane County Executive proposes a 532 million dollar "cost to continue" budget for 2015	JOE PARISI	10/12/2014 06:35 AM	011:54
GOVERNMENT/TAXES	MAD FRM - OCTOBER 12 - SEG 2 - Government	Dane County Executive proposes a 532 million dollar "cost to continue" budget for 2015	JOE PARISI	10/12/2014 06:53 AM	005:04

ISSUE	PROGRAM / TITLE	DESCRIPTI ON	GUEST	DATE/TI ME	DURATI ON
Crime	MAD FRM - OCT 19 - SEG 1 - Crime	Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a	Mike Koval	10/18/2014 06:00 PM	011:34
Crime	MAD FRM - OCT 19 - SEG 3 - Crime	Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a	Mike Koval	10/18/2014 06:16 PM	013:01
Crime	MAD FRM - OCT 19 - SEG 1 - Crime	Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a	Mike Koval	10/19/2014 06:37 AM	011:34
Crime	MAD FRM - OCT 19 - SEG 2 - Crime	Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a	Mike Koval	10/19/2014 06:52 AM	005:21
Crime	MAD FRM - OCT 19 - SEG 1 - Crime	Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a	Mike Koval	10/19/2014 06:00 PM	011:34
Crime	MAD FRM - OCT 19 - SEG 2 - Crime	Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a	Mike Koval	10/19/2014 06:12 PM	005:21

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Crime	MAD FRM - OCT 19 - SEG 3 - Crime	Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a	Mike Koval	10/19/2014 06:19 PM	013:01
Business,Art&Recreation	MAD FRM - OCTOBER 26 - BUS/ENT - SEG 1	Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration	SUSAN SCHMITZ	10/25/2014 06:24 PM	009:58
Business,Art&Recreation	MAD FRM - OCTOBER 26 - BUS/ENT - SEG 2	Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration	SUSAN SCHMITZ	10/25/2014 06:35 PM	007:02
Business,Art&Recreation	MAD FRM - OCTOBER 26 - BUS/ENT - SEG 3	Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration	SUSAN SCHMITZ	10/25/2014 06:44 PM	012:59
Business,Art&Recreation	MAD FRM - OCTOBER 26 - BUS/ENT - SEG 1	Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration	SUSAN SCHMITZ	10/26/2014 06:35 AM	009:58
Business,Art&Recreation	MAD FRM - OCTOBER 26 - BUS/ENT - SEG 2	Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration	SUSAN SCHMITZ	10/26/2014 06:51 AM	007:02

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HealthCare,Infectious,Technology	Radio Health Journal 10/26/14	The reality of Ebola/Breast cancer treatment	W.Schaffner,R.Murphy,D.Yardle	10/26/2014 03:00 PM	027:59
Business,Art&Recreation	MAD FRM - OCTOBER 26 - BUS/ENT - SEG 1	Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration	SUSAN SCHMITZ	10/26/2014 03:28 PM	009:58
Business,Art&Recreation	MAD FRM - OCTOBER 26 - BUS/ENT - SEG 2	Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration	SUSAN SCHMITZ	10/26/2014 03:39 PM	007:02
Business,Art&Recreation	MAD FRM - OCTOBER 26 - BUS/ENT - SEG 3	Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration	SUSAN SCHMITZ	10/26/2014 03:46 PM	012:59
Police&Fire,PublicSafety,PopC	Radio Health Journal 11/02/14	Emergency responder stress/Fighting fear and phobias	J.Fay,R.Ruge,H.Pierce,K.Kirca	11/01/2014 06:28 PM	027:58
Elections,Communication,Public	MAD FRM - NOV 2 - ELECTIONS - SEG 1	WI Government Accountability Director Kevin Kennedy	Kevin Kennedy	11/01/2014 07:09 PM	011:20
Elections,Communication,Public	MAD FRM - NOV 2 - ELECTIONS - SEG 2	WI Government Accountability Director Kevin Kennedy	Kevin Kennedy	11/01/2014 07:23 PM	005:38
Elections,Communication	MAD FRM -	WI	Kevin Kennedy	11/01/2014	012:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
n,Public	NOV 2 - ELECTIONS - SEG 3	Government Accountability Director Kevin Kennedy		07:36 PM	
Elections,Communication,Public	MAD FRM - NOV 2 - ELECTIONS - SEG 1	WI Government Accountability Director Kevin Kennedy	Kevin Kennedy	11/02/2014 06:35 AM	011:20
Elections,Communication,Public	MAD FRM - NOV 2 - ELECTIONS - SEG 2	WI Government Accountability Director Kevin Kennedy	Kevin Kennedy	11/02/2014 06:51 AM	005:38
Elections,Communication,Public	MAD FRM - NOV 2 - ELECTIONS - SEG 1	WI Government Accountability Director Kevin Kennedy	Kevin Kennedy	11/02/2014 05:06 PM	011:20
Elections,Communication,Public	MAD FRM - NOV 2 - ELECTIONS - SEG 2	WI Government Accountability Director Kevin Kennedy	Kevin Kennedy	11/02/2014 05:19 PM	005:38
Elections,Communication,Public	MAD FRM - NOV 2 - ELECTIONS - SEG 3	WI Government Accountability Director Kevin Kennedy	Kevin Kennedy	11/02/2014 05:26 PM	012:58
Health	MAD FRM - NOV 9 - SEG 1 - Health	Influenza gets an early start this year in WI	Tom Haupt	11/09/2014 06:35 AM	010:49
Health	MAD FRM - NOV 9 - SEG 2 - Health	Influenza gets an early start this year in WI	Tom Haupt	11/09/2014 06:52 AM	006:11
Health	MAD FRM - NOV 9 - SEG	Influenza gets an early start	Tom Haupt	11/09/2014 04:03 PM	010:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	1 - Health	this year in WI			
Health	MAD FRM - NOV 9 - SEG 2 - Health	Influenza gets an early start this year in WI	Tom Haupt	11/09/2014 04:16 PM	006:11
Health	MAD FRM - NOV 9 - SEG 3 - Health	Influenza gets an early start this year in WI	Tom Haupt	11/09/2014 04:26 PM	012:57
Recreation	MAD FRM - NOV 16 - SEG 1 - Recreation/Ecology	DNR predicts a lower deer kill this year, especially in Northern Wisconsin	KEVIN WALLENFANG	11/16/2014 06:35 AM	011:18
Recreation	MAD FRM - NOV 16 - SEG 2 - Recreation/Ecology	DNR predicts a lower deer kill this year, especially in Northern Wisconsin	KEVIN WALLENFANG	11/16/2014 06:53 AM	005:40
Financial	MAD FRM - NOV 23 - SEG 1 - Financial	Holiday shopping season expected to see 5-6 percent increase in sales in Wisconsin	DOUG JOHNSON	11/23/2014 06:33 AM	010:25
Financial	MAD FRM - NOV 23 - SEG 2 - Financial	Holiday shopping season expected to see 5-6 percent increase in sales in Wisconsin	DOUG JOHNSON	11/23/2014 06:50 AM	006:32
Financial	MAD FRM - NOV 23 - SEG 1 - Financial	Holiday shopping season expected to see 5-6 percent	DOUG JOHNSON	11/23/2014 06:00 PM	010:25

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		increase in sales in Wisconsin			
Financial	MAD FRM - NOV 23 - SEG 2 - Financial	Holiday shopping season expected to see 5-6 percent increase in sales in Wisconsin	DOUG JOHNSON	11/23/2014 06:11 PM	006:32
Financial	MAD FRM - NOV 23 - SEG 3 - Financial	Holiday shopping season expected to see 5-6 percent increase in sales in Wisconsin	DOUG JOHNSON	11/23/2014 06:20 PM	012:54
Lifestyle	MAD FRM - NOV 30 - SEG 1 - Lifestyle	Advice on avoiding a drunk driving ticket over the holidays	JOHN SMITH	11/30/2014 06:32 AM	010:33
Lifestyle	MAD FRM - NOV 30 - SEG 3 - Lifestyle	Advice on avoiding a drunk driving ticket over the holidays	JOHN SMITH	11/30/2014 06:48 AM	012:59
BUSINESS/ECONOMY	MAD FRM - DEC 7 - SEG 1 - BUS/CON AFF	Rates will increase the first of the year for Madison Gas and Electric customers	Kira Loehr	12/07/2014 06:32 AM	010:05
BUSINESS/ECONOMY	MAD FRM - DEC 7 - SEG 3 - BUS/CON AFF	Rates will increase the first of the year for Madison Gas and Electric customers	Kira Loehr	12/07/2014 06:46 AM	013:05
BUSINESS/ECONOMY	MAD FRM -	Rates will	Kira Loehr	12/07/2014	010:05

ISSUE	PROGRAM / TITLE	DESCRIPTI ON	GUEST	DATE/TI ME	DURATI ON
	DEC 7 - SEG 1 - BUS/CON AFF	increase the first of the year for Madison Gas and Electric customers		05:06 PM	
BUSINESS/ECONOMY	MAD FRM - DEC 7 - SEG 2 - BUS/CON AFF	Rates will increase the first of the year for Madison Gas and Electric customers	Kira Loehr	12/07/2014 05:19 PM	006:53
BUSINESS/ECONOMY	MAD FRM - DEC 7 - SEG 3 - BUS/CON AFF	Rates will increase the first of the year for Madison Gas and Electric customers	Kira Loehr	12/07/2014 05:31 PM	013:05
Lifestyle	MAD FRM - DECEMBER 14 - LIFESTYLE - SEG 1	Fewer homeless men seeking shelter in Madison so far this winter	Steven Schooler	12/13/2014 05:07 PM	010:15
Lifestyle	MAD FRM - DECEMBER 14 - LIFESTYLE - SEG 2	Fewer homeless men seeking shelter in Madison so far this winter	Steven Schooler	12/13/2014 05:21 PM	006:44
Lifestyle	MAD FRM - DECEMBER 14 - LIFESTYLE - SEG 3	Fewer homeless men seeking shelter in Madison so far this winter	Steven Schooler	12/13/2014 05:32 PM	012:59
Lifestyle	MAD FRM - DECEMBER 14 - LIFESTYLE - SEG 3	Fewer homeless men seeking shelter in Madison so far this winter	Steven Schooler	12/14/2014 06:31 AM	012:59
Lifestyle	MAD FRM - DECEMBER	Fewer homeless men	Steven Schooler	12/14/2014 06:50 AM	006:44

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	14 - LIFESTYLE - SEG 2	seeking shelter in Madison so far this winter			
RELIGION	MAD FRM - DECEMBER 21 - RELIGION - SEG 1	Has commercialization taken away from the religious meaning of Christmas?	JOHN HUEBSHER	12/21/2014 06:35 AM	010:18
RELIGION	MAD FRM - DECEMBER 21 - RELIGION - SEG 2	Has commercialization taken away from the religious meaning of Christmas?	JOHN HUEBSHER	12/21/2014 06:52 AM	006:41
RELIGION	MAD FRM - DECEMBER 21 - RELIGION - SEG 1	Has commercialization taken away from the religious meaning of Christmas?	JOHN HUEBSHER	12/21/2014 06:00 PM	010:18
RELIGION	MAD FRM - DECEMBER 21 - RELIGION - SEG 2	Has commercialization taken away from the religious meaning of Christmas?	JOHN HUEBSHER	12/21/2014 06:11 PM	006:41
RELIGION	MAD FRM - DECEMBER 21 - RELIGION - SEG 3	Has commercialization taken away from the religious meaning of Christmas?	JOHN HUEBSHER	12/21/2014 06:20 PM	013:00
Commentary	MAD FRM - 2014 YEAR IN REVIEW - SEG 1	2014 YEAR IN REVIEW	Robin Colbert	12/28/2014 06:32 AM	010:44
Commentary	MAD FRM - 2014 YEAR IN REVIEW -	2014 YEAR IN REVIEW	Robin Colbert	12/28/2014 06:47 AM	012:56

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
College Education	Education	001:00	023
Community Awareness	Social Security Admin	001:00	001
COMMUNITY INVOLVEMENT	Ad Council	000:15	001
COMMUNITY INVOLVEMENT	Ad Council	000:30	005
COMMUNITY INVOLVEMENT	Ad Council	000:59	004
COMMUNITY INVOLVEMENT	Communities In Schools	000:30	001
COMMUNITY INVOLVEMENT	Communities In Schools	001:00	002
Conservation	US Dept Of Energy	000:14	001
Conservation	US Dept Of Energy	000:59	060
Employment, Buisness, Communi	Ad Council	000:30	002
Employment, Buisness, Communi	Ad Council	001:00	005
Environmental Protection	Treadlightly.org	000:41	063
FINANCIAL LITERACY	FINANCIAL LITERACY	001:00	036
Housing	Habitat For Humanity	001:00	036
Housing	Sth Cen Wis Housing Foundatio	000:31	007
Hunger/Nutrition	Buckets For Hunger	000:31	010
Hunger/Nutrition	Goodman Center	000:31	090
Hunger/Nutrition	Subway	000:29	029
KIDNEY FOUNDATION	KIDNEY FOUNDATION	001:00	040
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	015
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	020
MILITARY AND VETERANS	USO	000:15	002
Multiple Sclerosis	Multiple Sclerosis	000:55	010
Nat'l Council for Adoption	Nat'l Council for Adoption	000:30	010
National Park Conservation	National Park Conserva. Assc.	000:27	017
Paralyzed Veterans America	Paralyzed Veterans America	000:15	002
Paralyzed Veterans America	Paralyzed Veterans America	000:30	015
Paralyzed Veterans America	Paralyzed Veterans America	001:00	029
Parenting	Parenting	000:59	022

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Pet Adoption	Ad Council	000:30	036
Public Announcement	Paralyzed Veterans Of America	000:15	003
Public Education	Ad Council	000:30	005
Public Education	Ad Council	000:59	015
Public Education	Ad Council	001:00	058
Public Education	Enviorenmental Protection AGY	000:15	017
Public Education	Foundation for a Better Life	000:16	002
Public Education	Medicare	000:59	020
Public Education	NFCC	000:15	001
Public Education	Paralyzed Veterans Of America	000:20	001
Public Education	Social Security Admin	000:30	001
Public Education	UInited Way	000:15	002
Public Education	United States Armed Forces	000:30	040
Public Education	USO	000:15	001
Public Education	Wild Life Land Trust	000:15	002
Public Health	Ad Council	000:15	005
Public Health	Ad Council	000:30	001
Public Health	Ad Council	001:00	013
Public Health	American Liver Foundation	001:00	032
Public Health	American Lung Association	001:00	078
Public Health	AMERICAN OPTOMETRIC Society	000:30	012
Public Health	COPD Assoc	000:30	015
Public Health	COPD Assoc	000:59	033
Public Health	fightingforair.org	001:00	029
Public Health	greaterthanaides.org	000:15	002
Public Health	Public Health	000:29	018
Public Health	Public Health	000:30	032
Public Health	Public Health	001:00	029
Public Health	USDA and HHS	000:15	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Health	USDA and HHS	000:21	002
Public Health	USDA and HHS	001:00	039
Public Notice	Ad Council	000:30	001
Public Notice	Ad Council	001:00	038
Public Safety	Consumer Products Safety Comm	000:30	018
Public Safety	Dept Of Homeland Security	000:30	021
Public Safety	Public Safety	000:27	014
Public Safety	Public Safety	000:30	010
Public Safety	Stop For Me Now	000:30	063
PublicHealth,Education	Ad Council	000:30	003
Red Cross	Red Cross	000:30	013
Rehabilitation Research	Kessler Foundation	000:30	014
SEXUAL ASSAULT	IT'S ON US	000:30	004
SKIN CANCER	Amer. Academy of Dermatology	001:00	010
SKIN CANCER AWARENESS	American Academy of Dermatolo	000:30	006
Underage Drinking	Underage Drinking	000:15	001
Underage Drinking	Underage Drinking	000:30	017
USO	USO	000:27	024
USO	USO	000:55	077
Veteran's Issues, MilitaryWar	DVDS FOR VETS	000:30	007
VETERANS HEALTH	Dept Of Veterans Affairs	000:30	013
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	003
War&Military,PopCulture	Badger Honor Flight	000:30	161
War&Military,PopCulture	Badger Honor Flight	001:00	262