

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

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/ECONOMY:** Madison gets more competition in the grocery business, with major new stores opening
- **BUSINESS/LIFESTYLE:** Madison's bicycle-pedestrian Safety Coordinator discusses the Issues between Motorists and Cyclists
- **ECONOMY:** Wisconsin celebrates June Dairy Month by promoting a 27 Billion dollar industry
- **ECONOMY/LIFESTYLE:** Madison area gays celebrate court ruling against Wisconsin's gay marriage ban
- **ENVIRONMENT:** Wisconsin and the nation have made progress in environmental protections since the first Earth Day
- **GOVERNMENT/ELECTIONS:** Madison area gays celebrate court ruling against Wisconsin's gay marriage ban
- **Government/Environment:** Madison embarks on plan to control the spread of emerald ash borer
- **GOVERNMENT/HEALTH:** (No issue/program description given.)
- **Health:** Michelle Alswager, mother of Jesse Alswager who died of Type-1 diabetes, and organizer of JessePalo
- **Lifestyle:** Madisonians will be paying more for water, rates could increase 22 percent
- **LIFESTYLE/COMMUNITY SERVICE:** Madison's bicycle-pedestrian Safety Coordinator discusses the Issues between Motorists and Cyclists
- **LIFESTYLE/RECREATION:** Madison prepares to open Central Park after decades of planning
- **Recreation:** Tourism spending in WI topped 17 Billion Dollars in 2013

- **TRAVEL:** Summer travel season kicks off with Memorial Day weekend

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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/Environment | MAD FRM - APRIL 6 - SEG 1 - Government/Environment | Madison embarks on plan to control the spread of emerald ash borer | Dean Kahl | 04/05/2014<br>02:07 PM | 009:31   |
| Government/Environment | MAD FRM - APRIL 6 - SEG 2 - Government/Environment | Madison embarks on plan to control the spread of emerald ash borer | Dean Kahl | 04/05/2014<br>02:19 PM | 007:27   |
| Government/Environment | MAD FRM - APRIL 6 - SEG 3 - Government/Environment | Madison embarks on plan to control the spread of emerald ash borer | Dean Kahl | 04/05/2014<br>02:30 PM | 012:58   |
| Government/Environment | MAD FRM - APRIL 6 - SEG 1 - Government/Environment | Madison embarks on plan to control the spread of emerald ash borer | Dean Kahl | 04/06/2014<br>06:32 AM | 009:31   |
| Government/Environment | MAD FRM - APRIL 6 - SEG 3 -                        | Madison embarks on   | Dean Kahl | 04/06/2014             | 012:58   |

| ISSUE                  | PROGRAM / TITLE                                    | DESCRIPTION  | GUEST         | DATE/TIME              | DURATION |
|------------------------|--|--|---------------|------------------------|----------|
|                        | Government/Environment                             | plan to control the spread of emerald ash borer                            |               | 06:45 AM               |          |
| Government/Environment | MAD FRM - APRIL 6 - SEG 1 - Government/Environment | Madison embarks on plan to control the spread of emerald ash borer         | Dean Kahl     | 04/06/2014<br>05:07 PM | 009:31   |
| Government/Environment | MAD FRM - APRIL 6 - SEG 2 - Government/Environment | Madison embarks on plan to control the spread of emerald ash borer         | Dean Kahl     | 04/06/2014<br>05:18 PM | 007:27   |
| Government/Environment | MAD FRM - APRIL 6 - SEG 3 - Government/Environment | Madison embarks on plan to control the spread of emerald ash borer         | Dean Kahl     | 04/06/2014<br>05:30 PM | 012:58   |
| Lifestyle              | MAD FRM - APRIL 13 - SEG 1 - LIFESTYLE             | Madisonians will be paying more for water, rates could increase 22 percent | Tom Heikkinen | 04/13/2014<br>06:32 AM | 011:46   |
| Lifestyle              | MAD FRM - APRIL 13 - SEG 3 - LIFESTYLE             | Madisonians will be paying more for water, rates could increase 22 percent | Tom Heikkinen | 04/13/2014<br>06:45 AM | 013:00   |

| ISSUE       | PROGRAM / TITLE                          | DESCRIPTION  | GUEST         | DATE/TIME           | DURATION |
|-------------|--|--|---------------|---------------------|----------|
| Lifestyle   | MAD FRM - APRIL 13 - SEG 1 - LIFESTYLE   | Madisonians will be paying more for water, rates could increase 22 percent                         | Tom Heikkinen | 04/13/2014 05:07 PM | 011:46   |
| Lifestyle   | MAD FRM - APRIL 13 - SEG 2 - LIFESTYLE   | Madisonians will be paying more for water, rates could increase 22 percent                         | Tom Heikkinen | 04/13/2014 05:23 PM | 005:12   |
| Lifestyle   | MAD FRM - APRIL 13 - SEG 3 - LIFESTYLE   | Madisonians will be paying more for water, rates could increase 22 percent                         | Tom Heikkinen | 04/13/2014 05:34 PM | 013:00   |
| ENVIRONMENT | MAD FRM - APRIL 20 - ENVIRONMENT - SEG 1 | Wisconsin and the nation have made progress in environmental protections since the first Earth Day | STEVE HINIKER | 04/20/2014 06:35 AM | 012:00   |
| ENVIRONMENT | MAD FRM - APRIL 20 - ENVIRONMENT - SEG 2 | Wisconsin and the nation have made progress in environmental protections since the first Earth Day | STEVE HINIKER | 04/20/2014 06:53 AM | 004:59   |
| ENVIRONMENT | MAD FRM - APRIL 20 -                     | Wisconsin and  | STEVE         | 04/20/2014          | 012:00   |

| ISSUE             | PROGRAM / TITLE                                | DESCRIPTION  | GUEST         | DATE/TIME           | DURATION |
|-------------------|--|--|---------------|---------------------|----------|
|                   | ENVIRONMENT - SEG 1                            | the nation have made progress in environmental protections since the first Earth Day               | HINIKER       | 05:33 PM            |          |
| ENVIRONMENT       | MAD FRM - APRIL 20 - ENVIRONMENT - SEG 2       | Wisconsin and the nation have made progress in environmental protections since the first Earth Day | STEVE HINIKER | 04/20/2014 05:51 PM | 004:59   |
| ENVIRONMENT       | MAD FRM - APRIL 20 - ENVIRONMENT - SEG 3       | Wisconsin and the nation have made progress in environmental protections since the first Earth Day | STEVE HINIKER | 04/20/2014 06:00 PM | 012:56   |
| ECONOMY/LIFESTYLE | MAD FRM - APRIL 27 - SEG 1 - Economy/Lifestyle | Heating bills rise 25 percent over the winter for M-G-and-E customers                              | SCOTT NEITZEL | 04/27/2014 06:35 AM | 010:04   |
| ECONOMY/LIFESTYLE | MAD FRM - APRIL 27 - SEG 2 - Economy/Lifestyle | Heating bills rise 25 percent over the winter for M-G-and-E customers                              | SCOTT NEITZEL | 04/27/2014 06:50 AM | 006:55   |
| ECONOMY/LIFESTYLE | MAD FRM - APRIL 27 - SEG 1 - Economy/Lifestyle | Heating bills rise 25 percent  | SCOTT NEITZEL | 04/27/2014 05:07 PM | 010:04   |

| ISSUE             | PROGRAM / TITLE                                   | DESCRIPTION   | GUEST              | DATE/TIME              | DURATION |
|-------------------|---|---|--------------------|------------------------|----------|
|                   |   | over the winter<br>for M-G-and-E<br>customers                                     |                    |                        |          |
| ECONOMY/LIFESTYLE | MAD FRM - APRIL 27 - SEG<br>2 - Economy/Lifestyle | Heating bills<br>rise 25 percent<br>over the winter<br>for M-G-and-E<br>customers | SCOTT<br>NEITZEL   | 04/27/2014<br>05:20 PM | 006:55   |
| ECONOMY/LIFESTYLE | MAD FRM - APRIL 27 - SEG<br>3 - Economy/Lifestyle | Heating bills<br>rise 25 percent<br>over the winter<br>for M-G-and-E<br>customers | SCOTT<br>NEITZEL   | 04/27/2014<br>05:29 PM | 012:56   |
| Recreation        | MAD FRM - MAY 4 - SEG 1<br>- Recreation/Economy   | Tourism<br>spending in WI<br>topped 17<br>Billion Dollars<br>in 2013              | Stephanie<br>Klett | 05/04/2014<br>06:34 AM | 010:49   |
| Recreation        | MAD FRM - MAY 4 - SEG 2<br>- Recreation/Economy   | Tourism<br>spending in WI<br>topped 17<br>Billion Dollars<br>in 2013              | Stephanie<br>Klett | 05/04/2014<br>06:52 AM | 006:09   |
| Recreation        | MAD FRM - MAY 4 - SEG 1<br>- Recreation/Economy   | Tourism<br>spending in WI<br>topped 17<br>Billion Dollars<br>in 2013              | Stephanie<br>Klett | 05/04/2014<br>02:00 PM | 010:49   |
| Recreation        | MAD FRM - MAY 4 - SEG 2<br>- Recreation/Economy   | Tourism<br>spending in WI<br>topped 17<br>Billion Dollars<br>in 2013              | Stephanie<br>Klett | 05/04/2014<br>02:12 PM | 006:09   |

| ISSUE                          | PROGRAM / TITLE   | DESCRIPTION  | GUEST              | DATE/TIME              | DURATION |
|--------------------------------|---|--|--------------------|------------------------|----------|
| Recreation                     | MAD FRM - MAY 4 - SEG 3<br>- Recreation/Economy                 | Tourism<br>spending in WI<br>topped 17<br>Billion Dollars<br>in 2013   | Stephanie<br>Klett | 05/04/2014<br>02:20 PM | 012:58   |
| LIFESTYLE/COMMUNITY<br>SERVICE | MAD FRM - MAY 11 - SEG<br>1 -<br>LIFESTYLE/COMMUNITY<br>SERVICE | Madison's<br>bicycle-<br>pedestrian<br>Safety<br>Coordinator<br>discusses the<br>Issues between<br>Motorists and<br>Cyclists | Arthur<br>Ross     | 05/11/2014<br>06:34 AM | 009:18   |
| LIFESTYLE/COMMUNITY<br>SERVICE | MAD FRM - MAY 11 - SEG<br>2 -<br>LIFESTYLE/COMMUNITY<br>SERVICE | Madison's<br>bicycle-<br>pedestrian<br>Safety<br>Coordinator<br>discusses the<br>Issues between<br>Motorists and<br>Cyclists | Arthur<br>Ross     | 05/11/2014<br>06:51 AM | 007:40   |
| LIFESTYLE/COMMUNITY<br>SERVICE | MAD FRM - MAY 11 - SEG<br>1 -<br>LIFESTYLE/COMMUNITY<br>SERVICE | Madison's<br>bicycle-<br>pedestrian<br>Safety<br>Coordinator<br>discusses the<br>Issues between<br>Motorists and<br>Cyclists | Arthur<br>Ross     | 05/11/2014<br>05:22 PM | 009:18   |
| LIFESTYLE/COMMUNITY<br>SERVICE | MAD FRM - MAY 11 - SEG<br>2 -<br>LIFESTYLE/COMMUNITY<br>SERVICE | Madison's<br>bicycle-<br>pedestrian<br>Safety<br>Coordinator   | Arthur<br>Ross     | 05/11/2014<br>05:35 PM | 007:40   |

| ISSUE              | PROGRAM / TITLE   | DESCRIPTION  | GUEST            | DATE/TIME              | DURATION |
|--------------------|---|--|------------------|------------------------|----------|
|                    |   | discusses the<br>Issues between<br>Motorists and<br>Cyclists   |                  |                        |          |
| BUSINESS/LIFESTYLE | MAD FRM - MAY 11 - SEG<br>3 -<br>LIFESTYLE/COMMUNITY<br>SERVICE | Madison's<br>bicycle-<br>pedestrian<br>Safety<br>Coordinator<br>discusses the<br>Issues between<br>Motorists and<br>Cyclists | John<br>Umhoefer | 05/11/2014<br>05:47 PM | 012:57   |
| ECONOMY            | MAD FRM - MAY 18 - SEG<br>1 - ECONOMY                           | Gas prices in<br>Wisconsin<br>expected to<br>remain<br>moderate for<br>summer travel<br>season                               | ERIN<br>ROTH     | 05/18/2014<br>06:34 AM | 010:12   |
| ECONOMY            | MAD FRM - MAY 18 - SEG<br>2 - ECONOMY                           | Gas prices in<br>Wisconsin<br>expected to<br>remain<br>moderate for<br>summer travel<br>season                               | ERIN<br>ROTH     | 05/18/2014<br>06:52 AM | 006:45   |
| ECONOMY            | MAD FRM - MAY 18 - SEG<br>1 - ECONOMY                           | Gas prices in<br>Wisconsin<br>expected to<br>remain<br>moderate for<br>summer travel<br>season                               | ERIN<br>ROTH     | 05/18/2014<br>05:06 PM | 010:12   |
| ECONOMY            | MAD FRM - MAY 18 - SEG  | Gas prices in  | ERIN             | 05/18/2014             | 006:45   |



| ISSUE   | PROGRAM / TITLE                           | DESCRIPTION  | GUEST        | DATE/TIME              | DURATION |
|---------|---|--|--------------|------------------------|----------|
|         | 2 - ECONOMY                               | Wisconsin expected to remain moderate for summer travel season               | ROTH         | 05:20 PM               |          |
| ECONOMY | MAD FRM - MAY 18 - SEG 3 - ECONOMY        | Gas prices in Wisconsin expected to remain moderate for summer travel season | ERIN ROTH    | 05/18/2014<br>05:29 PM | 012:59   |
| TRAVEL  | MAD FRM - MAY 25 - SEG 1 - Leisure/Travel | Summer travel season kicks off with Memorial Day weekend                     | Nick Jarmusz | 05/25/2014<br>06:33 AM | 009:16   |
| TRAVEL  | MAD FRM - MAY 25 - SEG 2 - Leisure/Travel | Summer travel season kicks off with Memorial Day weekend                     | Nick Jarmusz | 05/25/2014<br>06:51 AM | 007:42   |
| TRAVEL  | MAD FRM - MAY 25 - SEG 1 - Leisure/Travel | Summer travel season kicks off with Memorial Day weekend                     | Nick Jarmusz | 05/25/2014<br>05:06 PM | 009:16   |
| TRAVEL  | MAD FRM - MAY 25 - SEG 2 - Leisure/Travel | Summer travel season kicks off with Memorial Day weekend                     | Nick Jarmusz | 05/25/2014<br>05:18 PM | 007:42   |
| TRAVEL  | MAD FRM - MAY 25 - SEG 3 - Leisure/Travel | Summer travel season kicks off with Memorial Day weekend                     | Nick Jarmusz | 05/25/2014<br>05:28 PM | 012:58   |

| ISSUE                | PROGRAM / TITLE                                       | DESCRIPTION   | GUEST             | DATE/TIME              | DURATION |
|----------------------|---|---|-------------------|------------------------|----------|
| ECONOMY              | MAD FRM - JUNE 1 - SEG 1<br>- ECONOMY                 | Wisconsin celebrates June Dairy Month by promoting a 27 Billion dollar industry | BEN<br>BRANCEL    | 06/01/2014<br>06:33 AM | 008:32   |
| ECONOMY              | MAD FRM - JUNE 1 - SEG 3<br>- ECONOMY                 | Wisconsin celebrates June Dairy Month by promoting a 27 Billion dollar industry | BEN<br>BRANCEL    | 06/01/2014<br>06:46 AM | 012:22   |
| ECONOMY              | MAD FRM - JUNE 1 - SEG 1<br>- ECONOMY                 | Wisconsin celebrates June Dairy Month by promoting a 27 Billion dollar industry | BEN<br>BRANCEL    | 06/01/2014<br>05:07 PM | 008:32   |
| ECONOMY              | MAD FRM - JUNE 1 - SEG 2<br>- ECONOMY                 | Wisconsin celebrates June Dairy Month by promoting a 27 Billion dollar industry | BEN<br>BRANCEL    | 06/01/2014<br>05:19 PM | 008:26   |
| ECONOMY              | MAD FRM - JUNE 1 - SEG 3<br>- ECONOMY                 | Wisconsin celebrates June Dairy Month by promoting a 27 Billion dollar industry | BEN<br>BRANCEL    | 06/01/2014<br>05:30 PM | 012:22   |
| LIFESTYLE/RECREATION | MAD FRM - JUNE 8 -<br>LIFESTYLE/RECREATION -<br>SEG 1 | Madison prepares to open Central Park after decades of                          | Laura<br>Whitmore | 06/08/2014<br>06:34 AM | 009:06   |

| ISSUE                | PROGRAM / TITLE                                 | DESCRIPTION   | GUEST          | DATE/TIME              | DURATION |
|----------------------|---|---|----------------|------------------------|----------|
|                      |   | planning  |                |                        |          |
| LIFESTYLE/RECREATION | MAD FRM - JUNE 8 - LIFESTYLE/RECREATION - SEG 2 | Madison prepares to open Central Park after decades of planning               | Laura Whitmore | 06/08/2014<br>06:50 AM | 007:52   |
| LIFESTYLE/RECREATION | MAD FRM - JUNE 8 - LIFESTYLE/RECREATION - SEG 1 | Madison prepares to open Central Park after decades of planning               | Laura Whitmore | 06/08/2014<br>05:07 PM | 009:06   |
| LIFESTYLE/RECREATION | MAD FRM - JUNE 8 - LIFESTYLE/RECREATION - SEG 2 | Madison prepares to open Central Park after decades of planning               | Laura Whitmore | 06/08/2014<br>05:20 PM | 007:52   |
| LIFESTYLE/RECREATION | MAD FRM - JUNE 8 - LIFESTYLE/RECREATION - SEG 3 | Madison prepares to open Central Park after decades of planning               | Laura Whitmore | 06/08/2014<br>05:31 PM | 012:59   |
| GOVERNMENT/ELECTIONS | MAD FRM - JUNE 15 - SEG 1 - GOV/LIFESTYLE       | Madison area gays celebrate court ruling against Wisconsin's gay marriage ban | Steve Starkey  | 06/14/2014<br>02:07 PM | 009:26   |
| ECONOMY/LIFESTYLE    | MAD FRM - JUNE 15 - SEG 2 - GOV/LIFESTYLE       | Madison area gays celebrate court ruling                                      | Steve Starkey  | 06/14/2014<br>02:19 PM | 007:31   |

| ISSUE                | PROGRAM / TITLE                              | DESCRIPTION  | GUEST            | DATE/TIME              | DURATION |
|----------------------|--|--|------------------|------------------------|----------|
|                      |  | against<br>Wisconsin's gay<br>marriage ban   |                  |                        |          |
| GOVERNMENT/ELECTIONS | MAD FRM - JUNE 15 - SEG<br>3 - GOV/LIFESTYLE | Madison area<br>gays celebrate<br>court ruling<br>against<br>Wisconsin's gay<br>marriage ban | Steve<br>Starkey | 06/14/2014<br>02:29 PM | 012:57   |
| GOVERNMENT/ELECTIONS | MAD FRM - JUNE 15 - SEG<br>1 - GOV/LIFESTYLE | Madison area<br>gays celebrate<br>court ruling<br>against<br>Wisconsin's gay<br>marriage ban | Steve<br>Starkey | 06/15/2014<br>06:33 AM | 009:26   |
| GOVERNMENT/HEALTH    | MAD FRM - JANUARY 19 -<br>SEG 2 - GOVERNMENT | -----  | Jon<br>Erpenbach | 06/15/2014<br>06:46 AM | 011:59   |
| GOVERNMENT/ELECTIONS | MAD FRM - JUNE 15 - SEG<br>1 - GOV/LIFESTYLE | Madison area<br>gays celebrate<br>court ruling<br>against<br>Wisconsin's gay<br>marriage ban | Steve<br>Starkey | 06/15/2014<br>05:09 PM | 009:26   |
| ECONOMY/LIFESTYLE    | MAD FRM - JUNE 15 - SEG<br>2 - GOV/LIFESTYLE | Madison area<br>gays celebrate<br>court ruling<br>against<br>Wisconsin's gay<br>marriage ban | Steve<br>Starkey | 06/15/2014<br>05:21 PM | 007:31   |
| GOVERNMENT/ELECTIONS | MAD FRM - JUNE 15 - SEG<br>3 - GOV/LIFESTYLE | Madison area<br>gays celebrate<br>court ruling<br>against<br>Wisconsin's gay                 | Steve<br>Starkey | 06/15/2014<br>05:31 PM | 012:57   |

| ISSUE  | PROGRAM / TITLE                       | DESCRIPTION  | GUEST                | DATE/TIME              | DURATION |
|--------|---------------------------------------|--|----------------------|------------------------|----------|
|        |                                       | marriage ban   |                      |                        |          |
| Health | MAD FRM - JUNE 22 - SEG<br>1 - HEALTH | Michelle<br>Alswager,<br>mother of Jesse<br>Alswager who<br>died ot Type-1<br>diabetes, and<br>organizer of<br>JessePalo | Michelle<br>Alswager | 06/22/2014<br>06:34 AM | 008:51   |
| Health | MAD FRM - JUNE 22 - SEG<br>2 - HEALTH | Michelle<br>Alswager,<br>mother of Jesse<br>Alswager who<br>died ot Type-1<br>diabetes, and<br>organizer of<br>JessePalo | Michelle<br>Alswager | 06/22/2014<br>06:50 AM | 008:07   |
| Health | MAD FRM - JUNE 22 - SEG<br>1 - HEALTH | Michelle<br>Alswager,<br>mother of Jesse<br>Alswager who<br>died ot Type-1<br>diabetes, and<br>organizer of<br>JessePalo | Michelle<br>Alswager | 06/22/2014<br>02:01 PM | 008:51   |
| Health | MAD FRM - JUNE 22 - SEG<br>2 - HEALTH | Michelle<br>Alswager,<br>mother of Jesse<br>Alswager who<br>died ot Type-1<br>diabetes, and<br>organizer of<br>JessePalo | Michelle<br>Alswager | 06/22/2014<br>02:11 PM | 008:07   |
| Health | MAD FRM - JUNE 22 - SEG<br>3 - HEALTH | Michelle<br>Alswager,  | Michelle<br>Alswager | 06/22/2014<br>02:20 PM | 012:59   |

| ISSUE            | PROGRAM / TITLE                      | DESCRIPTION  | GUEST          | DATE/TIME           | DURATION |
|------------------|--------------------------------------|--|----------------|---------------------|----------|
|                  |                                      | mother of Jesse Alswager who died of Type-1 diabetes, and organizer of JessePalo     |                |                     |          |
| BUSINESS/ECONOMY | MAD FRM - JUNE 29 - SEG 1 - BUSINESS | Madison gets more competition in the grocery business, with major new stores opening | BRANDON SCHOLZ | 06/29/2014 06:35 AM | 009:39   |
| BUSINESS/ECONOMY | MAD FRM - JUNE 29 - SEG 2 - BUSINESS | Madison gets more competition in the grocery business, with major new stores opening | BRANDON SCHOLZ | 06/29/2014 06:51 AM | 007:18   |
| BUSINESS/ECONOMY | MAD FRM - JUNE 29 - SEG 1 - BUSINESS | Madison gets more competition in the grocery business, with major new stores opening | BRANDON SCHOLZ | 06/29/2014 05:17 PM | 009:39   |
| BUSINESS/ECONOMY | MAD FRM - JUNE 29 - SEG 2 - BUSINESS | Madison gets more competition in the grocery business, with major new stores opening | BRANDON SCHOLZ | 06/29/2014 05:30 PM | 007:18   |
| BUSINESS/ECONOMY | MAD FRM - JUNE 29 - SEG              | Madison gets   | BRANDON        | 06/29/2014          | 012:59   |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|-------|-----------------|-------------|-------|-----------|----------|
|-------|-----------------|-------------|-------|-----------|----------|

|  |              |   |        |          |  |
|--|--------------|---|--------|----------|--|
|  | 3 - BUSINESS | more competition in the grocery business, with major new stores opening | SCHOLZ | 05:42 PM |  |
|--|--------------|---|--------|----------|--|

**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 |
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| ISSUE                         | ORGANIZATION OR TITLE       | DURATION | RUNS |
|-------------------------------|-----------------------------|----------|------|
| 4H Recruitment                | 4H Recruitment              | 000:15   | 010  |
| 4H Recruitment                | 4H Recruitment              | 000:30   | 003  |
| 4H Recruitment                | 4H Recruitment              | 000:31   | 003  |
| 4H Recruitment                | 4H Recruitment              | 001:00   | 012  |
| ad council                    | Drop Out Prevention         | 000:15   | 011  |
| ad council                    | Drop Out Prevention         | 000:30   | 027  |
| ad council                    | Drop Out Prevention         | 001:00   | 016  |
| ad council                    | United Way                  | 000:30   | 010  |
| ad council                    | United Way                  | 000:49   | 017  |
| American Heart Association    | American Heart Association  | 000:30   | 101  |
| AMERICAN OPTOMETRIC Society   | AMERICAN OPTOMETRIC Society | 000:30   | 005  |
| AMERICAN OPTOMETRIC Society   | AMERICAN OPTOMETRIC Society | 001:00   | 012  |
| Army Nat. Guard 375th Brthday | Army National Guard         | 001:00   | 013  |
| Autism Awareness              | Ad Council                  | 000:27   | 002  |
| College Education             | Education                   | 001:00   | 011  |
| COMMUNITY INVOLVEMENT         | POLICE WEEK                 | 000:30   | 009  |
| Conservation                  | US Dept Of Energy           | 000:14   | 002  |
| Conservation                  | US Dept Of Energy           | 000:59   | 018  |



| ISSUE                      | ORGANIZATION OR TITLE         | DURATION | RUNS |
|----------------------------|-------------------------------|----------|------|
| Crazy Legs 2014            | National W Club               | 001:00   | 039  |
| Education                  | Nat'l Traffic Safety Admin    | 000:30   | 006  |
| Environmental Protection   | Treadlightly.org              | 000:41   | 013  |
| FINANCIAL LITERACY         | FINANCIAL LITERACY            | 001:00   | 007  |
| Housing                    | Habitat For Humanity          | 001:00   | 015  |
| Humane Society             | Humane Society                | 000:30   | 012  |
| KIDNEY FOUNDATION          | KIDNEY FOUNDATION             | 001:00   | 010  |
| MILITARY AND VETERANS      | SAFE SUMMER DRIVING           | 000:27   | 002  |
| MILITARY AND VETERANS      | SAFE SUMMER DRIVING           | 000:28   | 006  |
| MILITARY AND VETERANS      | SHOW YOUR STRIPES             | 000:26   | 027  |
| MILITARY AND VETERANS      | SHOW YOUR STRIPES             | 000:29   | 002  |
| MILITARY AND VETERANS      | SHOW YOUR STRIPES             | 000:30   | 045  |
| MILITARY AND VETERANS      | SHOW YOUR STRIPES             | 000:31   | 218  |
| Multiple Sclerosis         | Multiple Sclerosis            | 000:55   | 011  |
| Nat'l Council for Adoption | Nat'l Council for Adoption    | 000:30   | 006  |
| National Park Conservation | National Park Conserva. Assc. | 000:15   | 002  |
| National Park Conservation | National Park Conserva. Assc. | 000:27   | 011  |
| Paralyzed Veterans America | Paralyzed Veterans America    | 000:15   | 001  |

| ISSUE                      | ORGANIZATION OR TITLE         | DURATION | RUNS |
|----------------------------|-------------------------------|----------|------|
| Paralyzed Veterans America | Paralyzed Veterans America    | 000:30   | 002  |
| Paralyzed Veterans America | Paralyzed Veterans America    | 001:00   | 008  |
| Parenting                  | Parenting                     | 000:59   | 010  |
| Pet Adoption               | Ad Council                    | 000:30   | 032  |
| Public Announcement        | Paralyzed Veterans Of America | 000:15   | 002  |
| Public Announcement        | PETA                          | 000:14   | 004  |
| Public Education           | Ad Council                    | 000:15   | 003  |
| Public Education           | Ad Council                    | 000:59   | 013  |
| Public Education           | Ad Council                    | 001:00   | 011  |
| Public Education           | Amrcn Inst of Cert Pblc AcCnt | 000:30   | 003  |
| Public Education           | Enviroenmental Protection AGY | 000:15   | 018  |
| Public Education           | Foundation for a Better Life  | 000:16   | 004  |
| Public Education           | Medicare                      | 000:59   | 017  |
| Public Education           | National Safety Council       | 000:15   | 001  |
| Public Education           | NFCC                          | 000:15   | 005  |
| Public Education           | United States Armed Forces    | 000:30   | 005  |
| Public Education           | United Way                    | 000:59   | 013  |
| Public Education           | US Department of Transportati | 000:15   | 002  |

| ISSUE            | ORGANIZATION OR TITLE         | DURATION | RUNS |
|------------------|-------------------------------|----------|------|
| Public Education | Vietnam Veteens Memorial Fund | 000:29   | 001  |
| Public Education | Vietnam Veteens Memorial Fund | 000:30   | 005  |
| Public Education | Vietnam Veteens Memorial Fund | 000:59   | 006  |
| Public Education | Wild Life Land Trust          | 000:15   | 003  |
| Public Health    | Ad Council                    | 000:15   | 003  |
| Public Health    | American Liver Foundation     | 001:00   | 009  |
| Public Health    | American Lung Association     | 001:00   | 046  |
| Public Health    | AMERICAN OPTOMETRIC Society   | 000:30   | 003  |
| Public Health    | American Red Cross            | 000:30   | 132  |
| Public Health    | cctakesteps.org               | 000:28   | 031  |
| Public Health    | COPD Assoc                    | 000:30   | 005  |
| Public Health    | COPD Assoc                    | 000:59   | 014  |
| Public Health    | fightingforair.org            | 001:00   | 012  |
| Public Health    | greaterthanaides.org          | 000:15   | 001  |
| Public Health    | Intl Rett Syndrome Foundation | 000:30   | 003  |
| Public Health    | Intl Rett Syndrome Foundation | 001:00   | 010  |
| Public Health    | Make-A-Wish Foundation        | 000:31   | 037  |
| Public Health    | Muscular Dystrophy Associatio | 000:26   | 042  |

| ISSUE                 | ORGANIZATION OR TITLE            | DURATION | RUNS |
|-----------------------|----------------------------------|----------|------|
| Public Health         | Narcotics Anonymous              | 000:29   | 041  |
| Public Health         | Pancreatic Cancer Action Netw    | 000:30   | 026  |
| Public Health         | PSA-Leukima and Lymphoma Society | 000:30   | 001  |
| Public Health         | Public Health                    | 000:29   | 004  |
| Public Health         | Public Health                    | 000:30   | 015  |
| Public Health         | Public Health                    | 001:00   | 015  |
| Public Health         | USDA and HHS                     | 000:15   | 003  |
| Public Health         | USDA and HHS                     | 000:21   | 002  |
| Public Health         | USDA and HHS                     | 001:00   | 014  |
| Public Notice         | Ad Council                       | 001:00   | 011  |
| Public Safety         | Consumer Products Safety Comm    | 000:30   | 002  |
| Public Safety         | Dept Of Homeland Security        | 000:30   | 002  |
| Public Safety         | Public Safety                    | 000:27   | 008  |
| Public Safety         | Public Safety                    | 000:30   | 021  |
| Red Cross             | Red Cross                        | 000:30   | 003  |
| SKIN CANCER           | Amer. Academy of Dermatology     | 001:00   | 003  |
| SKIN CANCER AWARENESS | American Academy of Dermatolo    | 000:30   | 006  |
| Underage Drinking     | Underage Drinking                | 000:15   | 001  |

| ISSUE                         | ORGANIZATION OR TITLE         | DURATION | RUNS |
|-------------------------------|-------------------------------|----------|------|
| Underage Drinking             | Underage Drinking             | 000:30   | 001  |
| US Army Generic Event         | US Army                       | 000:30   | 001  |
| US Dept of Energy             | US Dept Of Energy             | 000:30   | 008  |
| USO                           | USO                           | 000:15   | 003  |
| USO                           | USO                           | 000:27   | 018  |
| USO                           | USO                           | 000:55   | 092  |
| Veteran's Issues, MilitaryWar | DVDS FOR VETS                 | 000:30   | 001  |
| VETERANS HEALTH               | Dept Of Veterans Affairs      | 000:14   | 005  |
| VETERANS HEALTH               | Dept Of Veterans Affairs      | 000:30   | 002  |
| VETERANS HEALTH               | Paralyzed Veterans Of America | 000:20   | 004  |
| War&Military,PopCulture       | Badger Honor Flight           | 000:30   | 049  |
| War&Military,PopCulture       | Badger Honor Flight           | 001:00   | 009  |