

WIBA
Madison, WI
Quarterly Issues/Programs List
Fourth Quarter, 2013
01/07/2014

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/ECONOMY:** More people are living in downtown Madison, and there's a hope that more jobs will follow them
- **ECONOMY:** Home heating costs expected to increase only slightly this winter
- **ECONOMY/LIFESTYLE:** Christmas shopping sales in WI expected to be up 6 percent this year
- **Education:** Madison School Superintendent Jennifer Cheatham
- **EDUCATION/HEALTH:** Mixed response to healthier meals in Madison schools
- **Entertainment/Law Enforcement:** Advice on avoiding a drunk driving ticket over the holidays
- **GOVERNMENT/HEALTH:** State government has a major outreach effort to help people transition to Obamacare
- **GOVERNMENT/POLITICS:** Proposed Dane county budget for 2014 stresses social services and environmental protections
- **GOVERNMENT/TAXES:** Madison plans to triple the amount of organic garbage, table scraps and pet waste, that is recycled
- **HealthCare,Prevention:** Holidays in the ER/Pharmacists and diabetes treatment
- **Human Emotion:** Ten to 20 percent increase in homeless cases in Dane County in past three years
- **Human Interest:** Year-in-review highlights from 2013
- **Recreation:** Prospects are good for hunters heading into the 2013 gun deer season in Wisconsin

- **Religion/Lifestyle:** Despite increased commercialism, most Christians in Wisconsin celebrate the "true meaning" of Christ

**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
Education	MAD FRM - OCTOBER 6 - SEG 1 - EDUCATION	Madison School Superintendent Jennifer Cheatham	Jennifer Cheatham	10/06/2013 06:33 AM	010:17
Education	MAD FRM - OCTOBER 6 - SEG 2 - EDUCATION	Madison School Superintendent Jennifer Cheatham	Jennifer Cheatham	10/06/2013 06:46 AM	007:27
Education	MAD FRM - OCTOBER 6 - SEG 3 - EDUCATION	-----	Jennifer Cheatham	10/06/2013 06:56 AM	002:14
GOVERNMENT/POLITICS	MAD FRM - OCTOBER 13 - SEG 1 - GOVERNMENT	Proposed Dane county budget for 2014 stresses social services and environmental protections	JOE PARISI	10/13/2013 06:33 AM	008:55
GOVERNMENT/POLITICS	MAD FRM - OCTOBER 13 - SEG 2 - GOVERNMENT	Proposed Dane County budget for 2014 stresses social services and environmental protections	JOE PARISI	10/13/2013 06:44 AM	008:04
GOVERNMENT/POLITICS	MAD FRM - OCTOBER 13 - SEG 3 - GOVERNMENT	Proposed Dane County budget for 2014 stresses social services and environmental protections	JOE PARISI	10/13/2013 06:55 AM	002:56
BUSINESS/ECONOMY	MAD FRM - OCTOBER 20 - SEG 1 -	More people are living in	SUSAN SCHMITZ	10/20/2013 06:33 AM	008:12

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	BUSINESS/ECONOMY	downtown Madison, and there's a hope that more jobs will follow them			
BUSINESS/ECONOMY	MAD FRM - OCTOBER 20 - SEG 2 - BUSINESS/ECONOMY	More people are living in downtown Madison, and there's a hope that more jobs will follow them	SUSAN SCHMITZ	10/20/2013 06:43 AM	008:10
BUSINESS/ECONOMY	MAD FRM - OCTOBER 20 - SEG 3 - BUSINESS/ECONOMY	More people are living in downtown Madison, and there's a hope that more jobs will follow them	SUSAN SCHMITZ	10/20/2013 06:55 AM	003:35
EDUCATION/HEALTH	MAD FRM - OCTOBER 27 - SEG 1 - Education/Nutrition	Mixed response to healthier meals in Madison schools	STEVE YOUNGBAUER	10/27/2013 06:33 AM	008:06
EDUCATION/HEALTH	MAD FRM - OCTOBER 27 - SEG 2 - Education/Nutrition	Mixed response to healthier meals in Madison schools	STEVE YOUNGBAUER	10/27/2013 06:43 AM	009:17
EDUCATION/HEALTH	MAD FRM - OCTOBER 27 - SEG 3 - Education/Nutrition	Mixed response to healthier meals in Madison schools	STEVE YOUNGBAUER	10/27/2013 06:56 AM	002:32
GOVERNMENT/TAXES	MAD FRM - November 3 - SEG 1 -- Government/Taxes	Madison plans to triple the amount of organic garbage, table scraps and pet waste, that is recycled	GEORGE DRECKMANN	11/02/2013 06:06 PM	008:44
GOVERNMENT/TAXES	MAD FRM - November 3 - SEG 2 -- Government/Taxes	Madison plans to triple the amount of organic garbage, table scraps and pet waste, that is recycled	GEORGE DRECKMANN	11/02/2013 06:16 PM	008:13
GOVERNMENT/TAXES	MAD FRM - November	Madison plans to	GEORGE DRECKMANN	11/02/2013	003:01

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	3 - SEG 3 -- Government/Taxes	triple the amount of organic garbage, table scraps and pet waste, that is recycled		06:26 PM	
GOVERNMENT/TAXES	MAD FRM - November 3 - SEG 1 -- Government/Taxes	Madison plans to triple the amount of organic garbage, table scraps and pet waste, that is recycled	GEORGE DRECKMANN	11/03/2013 06:33 AM	008:44
GOVERNMENT/TAXES	MAD FRM - November 3 - SEG 2 -- Government/Taxes	Madison plans to triple the amount of organic garbage, table scraps and pet waste, that is recycled	GEORGE DRECKMANN	11/03/2013 06:45 AM	008:13
GOVERNMENT/TAXES	MAD FRM - November 3 - SEG 3 -- Government/Taxes	Madison plans to triple the amount of organic garbage, table scraps and pet waste, that is recycled	GEORGE DRECKMANN	11/03/2013 06:55 AM	003:01
GOVERNMENT/TAXES	MAD FRM - November 3 - SEG 2 -- Government/Taxes	Madison plans to triple the amount of organic garbage, table scraps and pet waste, that is recycled	GEORGE DRECKMANN	11/03/2013 02:21 PM	008:13
GOVERNMENT/HEALTH	MAD FRM - November 10 - SEG 1 - Government/Health	State government has a major outreach effort to help people transition to Obamacare	Kitty Rhodes	11/10/2013 06:33 AM	010:12
GOVERNMENT/HEALTH	MAD FRM - November 10 - SEG 2 - Government/Health	State government has a major outreach effort to help people transition to Obamacare	Kitty Rhodes	11/10/2013 06:45 AM	006:56
GOVERNMENT/HEALTH	MAD FRM - November	State government	Kitty Rhodes	11/10/2013	002:50

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	10 - SEG 3 - Government/Health	has a mJOR outreach effort to help people transition to Obamacare		06:55 AM	
Recreation	MAD FRM - NOVEMBER 17 - REC/ENT - SEG 1	Prospects are good for hunters heading into the 2013 gun deer season in Wisconsin	KEVIN WALLENFANG	11/17/2013 06:30 AM	010:33
Recreation	MAD FRM - NOVEMBER 17 - REC/ENT - SEG 2	Prospects are good for hunters heading into the 2013 gun deer season in Wisconsin	KEVIN WALLENFANG	11/17/2013 06:40 AM	012:31
Recreation	MAD FRM - NOVEMBER 17 - REC/ENT - SEG 3	Prospects are good for hunters heading into the 2013 gun deer season in Wisconsin	KEVIN WALLENFANG	11/17/2013 06:53 AM	006:53
ECONOMY/LIFESTYLE	MAD FRM - NOVEMBER 24 - SEG 1 - ECON/LIFESTYLE	Christmas shopping sales in WI expected to be up 6 percent this year	DOUG JOHNSON	11/24/2013 06:32 AM	009:50
ECONOMY/LIFESTYLE	MAD FRM - NOVEMBER 24 - SEG 2 - ECON/LIFESTYLE	Christmas shopping sales in WI expected to be up 6 percent this year	DOUG JOHNSON	11/24/2013 06:44 AM	010:30
Entertainment/Law Enforcement	FRM 1 EDIT Entertainment/Law Enfor	Advice on avoiding a drunk driving ticket over the holidays	Alchl Counselor John Smith	12/01/2013 06:31 AM	010:05
Entertainment/Law Enforcement	FRM 2 EDIT Entertainment/Law Enfor	Advice on avoiding a drunk driving ticket over the holidays	Alchl Counselor John Smith	12/01/2013 06:43 AM	010:25
Entertainment/Law Enforcement	FRM 3 EDIT Entertainment/Law Enfor	Advice on avoiding a drunk driving ticket over the holidays	Alchl Counselor John Smith	12/01/2013 06:54 AM	003:48

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
ECONOMY	MAD FRM - DECEMBER 8 - SEG 1 - ECONOMY	Home heating costs expected to increase only slightly this winter	Kira Loehr	12/08/2013 06:02 PM	010:21
ECONOMY	MAD FRM - DECEMBER 8 - SEG 2 - ECONOMY	Home heating costs expected to increase only slightly this winter	Kira Loehr	12/08/2013 06:13 PM	009:13
ECONOMY	MAD FRM - DECEMBER 8 - SEG 3 - ECONOMY	Home heating costs expected to increase only slightly this winter	Kira Loehr	12/08/2013 06:23 PM	010:22
Human Emotion	MAD FRM - DECEMBER 15 - SEG 1 - HUMAN EMOTION	Ten to 20 percent increase in homeless cases in Dane County in past three years	Steven Schooler	12/15/2013 06:36 AM	010:16
Human Emotion	MAD FRM - DECEMBER 15 - SEG 2 - HUMAN EMOTION	Ten to 20 percent increase in homeless cases in Dane County in past three years	Steven Schooler	12/15/2013 06:52 AM	006:46
Human Emotion	MAD FRM - DECEMBER 15 - SEG 1 - HUMAN EMOTION	Ten to 20 percent increase in homeless cases in Dane County in past three years	Steven Schooler	12/15/2013 12:02 PM	010:16
Human Emotion	MAD FRM - DECEMBER 15 - SEG 2 - HUMAN EMOTION	Ten to 20 percent increase in homeless cases in Dane County in past three years	Steven Schooler	12/15/2013 12:13 PM	006:41
Human Emotion	MAD FRM - DECEMBER 15 - SEG 3 - HUMAN EMOTION	Ten to 20 percent increase in homeless cases in Dane County in past three years	Steven Schooler	12/15/2013 12:21 PM	013:00
Religion/Lifestyle	MAD FRM -	Despite increased	JOHN HUEBSHER	12/21/2013	010:18

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	DECEMBER 22 - SEG 1 - Religion/Lifestyle	commercialism, most Christians in Wisconsin celebrate the "true meaning" of Christ		07:22 PM	
Religion/Lifestyle	MAD FRM - DECEMBER 22 - SEG 2 - Religion/Lifestyle	Despite increased commercialism, most Christians in Wisconsin celebrate the "true meaning" of Christ	JOHN HUEBSHER	12/21/2013 07:36 PM	006:38
Religion/Lifestyle	MAD FRM - DECEMBER 22 - SEG 3 - Religion/Lifestyle	Despite increased commercialism, most Christians in Wisconsin celebrate the "true meaning" of Christ	JOHN HUEBSHER	12/21/2013 07:46 PM	013:00
Religion/Lifestyle	MAD FRM - DECEMBER 22 - SEG 1 - Religion/Lifestyle	Despite increased commercialism, most Christians in Wisconsin celebrate the "true meaning" of Christ	JOHN HUEBSHER	12/22/2013 06:33 AM	010:18
Religion/Lifestyle	MAD FRM - DECEMBER 22 - SEG 2 - Religion/Lifestyle	Despite increased commercialism, most Christians in Wisconsin celebrate the "true meaning" of Christ	JOHN HUEBSHER	12/22/2013 06:52 AM	006:43
HealthCare,Prevention	Radio Health Journal 12/22/2013	Holidays in the ER/Pharmacists and diabetes treatment	C.Michos,R.Kloner,B.Blumi	12/25/2013 06:30 PM	027:59
Human Interest	MAD FRM - DEC 29 & JAN 5 - SEG 1 - Human Interest	Year-in-review highlights from 2013	Robin Colbert	12/28/2013 04:04 PM	009:49
Human Interest	MAD FRM - DEC 29 & JAN 5 - SEG 2 - Human Interest	Year-in-review highlights from 2013	Robin Colbert	12/28/2013 04:17 PM	007:03
Human Interest	MAD FRM - DEC 29 & JAN 5 - SEG 3 - Human Interest	Year-in-review highlights from	Robin Colbert	12/28/2013 04:27 PM	012:57

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
4H Recruitment	4H Recruitment	000:31	013
4H Recruitment	4H Recruitment	001:00	023
ad council	Drop Out Prevention	000:15	014
ad council	Drop Out Prevention	000:30	035
ad council	Drop Out Prevention	001:00	075
ad council	United Way	000:30	012
ad council	United Way	000:49	023
Americian Cancer Society	American Cancer Society	001:00	013
American Heart Association	Ad Council	000:30	004
American Heart Association	Ad Council	000:59	026
American Heart Association	American Heart Association	000:30	136
American Heart Association	Stroke Awareness	001:00	002
AMERICAN OPTOMETRIC Society	AMERICAN OPTOMETRIC Society	000:30	035
AMERICAN OPTOMETRIC Society	AMERICAN OPTOMETRIC Society	001:00	038
Army Nat. Guard 375th Brthday	Army National Guard	001:00	037
Autism Awareness	Ad Council	000:27	023
Carbone Cancer Research	PSA - Funk Out Cancer	000:31	018
Charity	Second Harvest Food bank	000:30	010
College Education	Education	001:00	018
Conservation	US Dept Of Energy	000:14	003
Conservation	US Dept Of Energy	000:59	042
Drinking Responsibly	Clear Channel Entertainment	000:31	036
Education	Nat'l Traffic Safety Admin	000:30	021
Employment for Veterans	ShowYourStripes.org	000:27	037
Employment for Veterans	ShowYourStripes.org	000:29	104
Employment for Veterans	ShowYourStripes.org	000:31	166
Environmental Protection	Treadlightly.org	000:41	012
FINANCIAL LITERACY	FINANCIAL LITERACY	001:00	075
FISHER HOUSE	FISHER HOUSE	000:30	020

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
FISHER HOUSE	FISHER HOUSE	001:00	030
Health	Dept. of Health and Human Ser	000:30	015
HEALTH AND FITNESS	Ad Council	001:00	023
Housing	Habitat For Humanity	001:00	018
Humane Society	Humane Society	000:30	023
KIDNEY FOUNDATION	KIDNEY FOUNDATION	000:30	002
KIDNEY FOUNDATION	KIDNEY FOUNDATION	001:00	036
Make-A-Wish	Make-A-Wish Foundation	000:27	002
Make-A-Wish	Make-A-Wish Foundation	000:32	011
MILITARY AND VETERANS	MEDAL OF HONOR	000:31	020
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:23	011
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:25	014
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:27	011
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	024
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	137
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	236
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:32	017
Multiple Sclerosis	Multiple Sclerosis	000:55	027
Nat'l Council for Adoption	Nat'l Council for Adoption	000:30	012
National Park Conservation	National Park Conserva. Assc.	000:15	008
National Park Conservation	National Park Conserva. Assc.	000:27	028
NATURAL RESOURCES	Aldo Leopold Nature Center	000:30	010
Nature	Aldo Leopold Nature Center	000:30	032
Nature	Aldo Leopold Nature Center	000:31	003
Nature	Aldo Leopold Nature Center	000:33	001
Paralyzed Veterans America	Paralyzed Veterans America	000:15	005
Paralyzed Veterans America	Paralyzed Veterans America	000:30	020
Paralyzed Veterans America	Paralyzed Veterans America	001:00	023
Parenting	Parenting	000:59	030

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Pet Adoption	Ad Council	000:30	087
POVERTY	WE SCARE HUNGER	000:30	011
POVERTY	WE SCARE HUNGER	000:31	011
Public Announcement	Paralyzed Veterans Of America	000:15	009
Public Announcement	PETA	000:14	002
Public Announcement	USO	000:30	001
Public Education	Ad Council	000:15	001
Public Education	Ad Council	000:30	013
Public Education	Ad Council	000:59	031
Public Education	Ad Council	001:00	050
Public Education	Amrcn Inst of Cert Pblc Acct	000:30	013
Public Education	Enviorenmental Protection AGY	000:15	011
Public Education	Foundation for a Better Life	000:16	005
Public Education	Medicare	000:59	030
Public Education	National Safety Council	000:15	001
Public Education	NFCC	000:15	005
Public Education	UInited Way	000:15	001
Public Education	United States Armed Forces	000:30	025
Public Education	United Way	000:15	001
Public Education	United Way	000:59	024
Public Education	US Department of Transportati	000:15	001
Public Education	USO	000:15	002
Public Education	Vietnam Veteens Memorial Fund	000:29	011
Public Education	Vietnam Veteens Memorial Fund	000:30	027
Public Education	Vietnam Veteens Memorial Fund	000:59	012
Public Education	Wild Life Land Trust	000:15	012
Public Health	Ad Council	000:15	003
Public Health	American Liver Foundation	001:00	017
Public Health	American Lung Association	001:00	090

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Health	AMERICAN OPTOMETRIC Society	000:30	017
Public Health	COPD Assoc	000:30	018
Public Health	COPD Assoc	000:59	016
Public Health	fightingforair.org	001:00	032
Public Health	greaterthanaides.org	000:15	002
Public Health	Intl Rett Syndrome Foundation	000:30	013
Public Health	Intl Rett Syndrome Foundation	001:00	026
Public Health	PSA-Leukima and Lymphoma Society	000:30	014
Public Health	Public Health	000:29	016
Public Health	Public Health	000:30	067
Public Health	Public Health	001:00	023
Public Health	REAP FOOD GROUP	000:28	022
Public Health	SPECIAL OLYMPICS	000:30	015
Public Health	USDA and HHS	000:15	002
Public Health	USDA and HHS	000:21	001
Public Health	USDA and HHS	001:00	034
Public Notice	Ad Council	001:00	028
Public Safety	Consumer Products Safety Comm	000:30	017
Public Safety	Dept Of Homeland Security	000:30	014
Public Safety	Public Safety	000:27	007
Public Safety	Public Safety	000:30	015
Public Welfare	Feeding America	000:30	055
Public Welfare	Madison Public School Distri	000:31	070
Public Welfare	Second Harvest Food bank	000:29	010
Public Welfare	Second Harvest Food bank	000:30	043
Public Welfare	Second Harvest Food bank	000:31	044
Red Cross	Red Cross	000:30	025
Rehabilitation Research	Kessler Foundation	000:30	013
SELF ESTEEM	SPECIAL OLYMPICS	000:28	008

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
SELF ESTEEM	SPECIAL OLYMPICS	000:29	008
SKIN CANCER	Amer. Academy of Dermatology	001:00	017
SKIN CANCER AWARENESS	American Academy of Dermatolo	000:30	008
Underage Drinking	Underage Drinking	000:15	002
Underage Drinking	Underage Drinking	000:30	011
Underage Drinking	Underage Drinking	000:59	005
Underage Drinking	Underage Drinking	001:00	001
US Army Generic Event	US Army	000:30	011
US Dept of Energy	US Dept Of Energy	000:30	022
US Forest Service	Ad Council	000:30	052
US Forest Service	Ad Council	000:57	031
US Forest Service	Ad Council	000:59	048
USO	USO	000:15	006
USO	USO	000:27	030
USO	USO	000:55	079
Veteran's Issues, MilitaryWar	DVDS FOR VETS	000:30	011
VETERANS HEALTH	Dept Of Veterans Affairs	000:14	004
VETERANS HEALTH	Dept Of Veterans Affairs	000:30	017
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	002
VETERANS HEALTH	Veterans Health	000:30	020
VETERANS HEALTH	Veterans Health	000:58	012