

WIBA
Madison, WI
Quarterly Issues/Programs List
Second Quarter, 2016
07/06/2016

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:

- **Agriculture:** WISCONSIN PREPARES TO CELEBRATE JUNE DAIRY MONTH
- **Government, Crime, Travel:** REPORT SHOWS TOURISM SPENDING IN WI HIT A RECORD
- **Government/Business:** RENOVATION PLANS FOR ALLIANT ENERGY CENTER SHOULD KEEP DANE COUNTY COLISEUM
- **GOVERNMENT/ECONOMY:** MMADISON TRIES TO MOVE PAST THE LOSS OF OSCAR MAYER
- **Human Interest:** LONGTIME CAPITOL FIGURES SHARE MEMORIES OF THE PAST 50 YEARS IN STATE GOVERNMENT
- **LAW ENFORCEMENT:** SAFETY CONDITIONS AT THE DANE COUNTY JAIL
- **Lifestyle:** MissProncer website turns ten years old
- **Rec&Leisure/Tech, Econ:** WISCONSIN BIKE WEEK IN THE BADGER STATE
- **TRAVEL:** MEMORIAL DAY TRAVEL IN WISCONSIN EXPECTED TO BE UP 2.2 PERCENT

**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
Lifestyle	MAD FRM - APRIL 3 - LIFESTYLE	MissProncer website turns ten years old	JACKIE JOHNSON	04/03/2016 06:30 AM	010:41

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
SEG 1					
Lifestyle	MAD FRM - APRIL 3 - LIFESTYLE SEG 2	MissPronouncer website turns ten years old	JACKIE JOHNSON	04/03/2016 06:40 AM	006:18
Lifestyle	MAD FRM - APRIL 3 - LIFESTYLE SEG 3	MissPronouncer website turns ten years old	JACKIE JOHNSON	04/03/2016 06:47 AM	012:36
Government/Business	MAD FRM - APR 10 - SEG 1 GOVERNMENT	Dane County looks for ways to improve business at the Alliant Energy Center	Sharon Corrigan	04/10/2016 06:30 AM	010:33
Government/Business	MAD FRM - APR 10 - SEG 2 GOVERNMENT	Dane County looks for ways to improve business at the Alliant Energy Center	Sharon Corrigan	04/10/2016 06:40 AM	006:23
Government/Business	MAD FRM - APR 10 - SEG 3 GOVERNMENT	Dane County looks for ways to improve business at the Alliant Energy Center	Sharon Corrigan	04/10/2016 06:47 AM	012:46
Government/Business	MAD FRM - APR 17 - SEG 1 EARTH DAY	CELEBRATING THE 46TH ANNIVERSARY OF EARTH DAY IN WISCONSIN	STEVE HINIKER	04/17/2016 06:30 AM	010:32
Government/Business	MAD FRM - APR 17 - SEG 2 EARTH DAY	CELEBRATING THE 46TH ANNIVERSARY OF EARTH DAY IN WISCONSIN	STEVE HINIKER	04/17/2016 06:40 AM	006:25
Government/Business	MAD FRM - APR 17 - SEG 3 EARTH DAY	CELEBRATING THE 46TH ANNIVERSARY OF EARTH DAY IN WISCONSIN	STEVE HINIKER	04/17/2016 06:46 AM	012:50
Government/Business	MAD FRM - APRIL 24 - REV PLANS FOR ALLIANT SEG 1	RENOVATION PLANS FOR ALLIANT ENERGY CENTER	JOE PARISI	04/24/2016 06:30 AM	010:25

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		SHOULD KEEP DANE COUNTY COLISEUM			
Government/Business	MAD FRM - APRIL 24 - REV PLANS FOR ALLIANT SEG 2	RENOVATION PLANS FOR ALLIANT ENERGY CENTER SHOULD KEEP DANE COUNTY COLISEUM	JOE PARISI	04/24/2016 06:40 AM	006:30
Government/Business	MAD FRM - APRIL 24 - REV PLANS FOR ALLIANT SEG 3	RENOVATION PLANS FOR ALLIANT ENERGY CENTER SHOULD KEEP DANE COUNTY COLISEUM	JOE PARISI	04/24/2016 06:47 AM	012:47
Government, Crime, Travel	MAD FRM - MAY 1-16 DEPUTY WI TOURISM SEC SARAH KLAVAS	REPORT SHOWS TOURISM SPENDING IN WI HIT A RECORD	Sarah Klavas	05/01/2016 06:30 AM	010:08
Government, Crime, Travel	MAD FRM - MAY 1-16 DEPUTY WI TOURISM SEC SARAH KLAVAS	REPORT SHOWS TOURISM SPENDING IN WI HIT A RECORD	Sarah Klavas	05/01/2016 06:40 AM	006:56
Government, Crime, Travel	MAD FRM - MAY 1-16 DEPUTY WI TOURISM SEC SARAH KLAVAS	REPORT SHOWS TOURISM SPENDING IN WI HIT A RECORD	RICK CHANDLER	05/01/2016 06:47 AM	012:29
GOVERNMENT/ECONOMY	MAD FRM - MAY 8-16 VERVEER ON DOYLE SQ-1	CITY OF MADISON MOVES FORWARD ON DEVELOPMENT OF DOYLE SQUARE	MIKE VERVEER	05/08/2016 06:30 AM	010:36
GOVERNMENT/ECONOMY	MAD FRM - MAY 8-16	CITY OF MADISON	MIKE VERVEER	05/08/2016 06:40 AM	006:19

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	VERVEER ON DOYLE SQ-2	MOVES FORWARD ON DEVELOPMENT OF DOYLE SQUARE			
GOVERNMENT/ECONOMY	MAD FRM - MAY 8-16 VERVEER ON DOYLE SQ-3	CITY OF MADISON MOVES FORWARD ON DEVELOPMENT OF DOYLE SQUARE	MIKE VERVEER	05/08/2016 06:47 AM	012:46
GOVERNMENT/ECONOMY	MAD FRM - MAY 14-16 ZACK BRANDON	MADISON TRIES TO MOVE PAST THE LOSS OF OSCAR MAYER	ZACH BRANDON	05/15/2016 06:30 AM	010:02
GOVERNMENT/ECONOMY	MAD FRM - MAY 14-16 ZACK BRANDON-2	MMADISON TRIES TO MOVE PAST THE LOSS OF OSCAR MAYER	ZACH BRANDON	05/15/2016 06:40 AM	006:51
GOVERNMENT/ECONOMY	MAD FRM - MAY 14-16 ZACK BRANDON-3	MADISON TRIES TO MOVE PAST THE LOSS OF OSCAR MAYER	ZACH BRANDON	05/15/2016 06:46 AM	012:52
TRAVEL	MAD FRM - MAY 21-16 NICK JARMUSZ-1	MEMORIAL DAY TRAVEL IN WISCONSIN EXPECTED TO BE UP 2.2 PERCENT	Nick Jarmusz	05/22/2016 06:30 AM	010:26
TRAVEL	MAD FRM - MAY 21-16 NICK JARMUSZ-2	MEMORIAL DAY TRAVEL IN WISCONSIN EXPECTED TO BE UP 2.2 PERCENT	ZACH BRANDON	05/22/2016 06:40 AM	006:26
TRAVEL	MAD FRM - MAY 21-16 NICK JARMUSZ-3	MEMORIAL DAY TRAVEL IN WISCONSIN EXPECTED TO BE UP 2.2 PERCENT	Nick Jarmusz	05/22/2016 06:46 AM	012:44

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Agriculture	MAD FRM - MAY 28-16 BEN BRANCEL-1	WISCONSIN PREPARES TO CELEBRATE JUNE DAIRY MONTH	BEN BRANCEL	05/29/2016 06:30 AM	010:54
Agriculture	MAD FRM - MAY 28-16 BEN BRANCEL-2	WISCONSIN PREPARES TO CELEBRATE JUNE DAIRY MONTH	BEN BRANCEL	05/29/2016 06:41 AM	006:15
Agriculture	MAD FRM - MAY 28-16 BEN BRANCEL-3	WISCONSIN PREPARES TO CELEBRATE JUNE DAIRY MONTH	BEN BRANCEL	05/29/2016 06:47 AM	012:30
Rec&Leisure/Tech,Econ	MAD FRM - JUNE 5-16 DAVE CIESLEWICZ-1	WISCONSIN BIKE WEEK IN THE BADGER STATE	Mayor Dave	06/05/2016 06:30 AM	011:14
Rec&Leisure/Tech,Econ	MAD FRM - JUNE 5-16 DAVE CIESLEWICZ-2	WISCONSIN BIKE WEEK IN THE BADGER STATE	Mayor Dave	06/05/2016 06:41 AM	005:58
Rec&Leisure/Tech,Econ	MAD FRM - JUNE 5-16 DAVE CIESLEWICZ-3	WISCONSIN BIKE WEEK IN THE BADGER STATE	Mayor Dave	06/05/2016 06:47 AM	012:28
LAW ENFORCEMENT	MAD FRM - JUNE 12-16 DAVE MAHONEY-1	SAFETY CONDITIONS AT THE DANE COUNTY JAIL	Dave Mahoney	06/12/2016 06:30 AM	010:40
LAW ENFORCEMENT	MAD FRM - JUNE 12-16 DAVE MAHONEY-2	SAFETY CONDITIONS AT THE DANE COUNTY JAIL	Dave Mahoney	06/12/2016 06:40 AM	006:15
LAW ENFORCEMENT	MAD FRM - JUNE 12-16 DAVE MAHONEY-3	SAFETY CONDITIONS AT THE DANE COUNTY JAIL	Dave Mahoney	06/12/2016 06:47 AM	012:49
Human Interest	MAD FRM - JUNE 19-16 GOV THOMPSON-1	LONGTIME CAPITOL FIGURES SHARE MEMORIES OF	FRED RISSER SENATOR	06/19/2016 06:30 AM	009:53

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		THE PAST 50 YEARS IN STATE GOVERNMENT			
Human Interest	MAD FRM - JUNE 19-16 GOV THOMPSON-2	LONGTIME CAPITOL FIGURES SHARE MEMORIES OF THE PAST 50 YEARS IN STATE GOVERNMENT	FRED RISSER SENATOR	06/19/2016 06:39 AM	007:03
Human Interest	MAD FRM - JUNE 19-16 GOV THOMPSON-3	LONGTIME CAPITOL FIGURES SHARE MEMORIES OF THE PAST 50 YEARS IN STATE GOVERNMENT	FRED RISSER SENATOR	06/19/2016 06:46 AM	012:31
LAW ENFORCEMENT	MAD FRM - LT. JASON FREEDMAN SEG 1 6/25/16	HEROIN CONTINUES TO BE A BIG PROBLEM IN DANE COUNTY	JASON FREEDMAN (SGT)	06/26/2016 06:30 AM	010:24
LAW ENFORCEMENT	MAD FRM - LT. JASON FREEDMAN SEG 2 6/25/16	HEROIN CONTINUES TO BE A BIG PROBLEM IN DANE COUNTY	JASON FREEDMAN (SGT)	06/26/2016 06:40 AM	006:33
LAW ENFORCEMENT	MAD FRM - LT. JASON FREEDMAN SEG 3 6/25/16	HEROINE CONTINUES TO BE A BIG PROBLEM IN DANE COUNTY	JASON FREEDMAN (SGT)	06/26/2016 06:46 AM	012:55

**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
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(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
Alcoholism,Mental Illness	Alcoholics Anonymous	001:00	005
Autism Awareness	Ad Council	000:27	020
Charity	Crohn's & Colitis Foundation	000:29	042
Charity	WI Athletic HOF	000:31	008
Charity	WI Athletic HOF	000:32	013
Child Adoption	Ad Council	000:15	007
Child Adoption	Ad Council	000:30	049
Child Adoption	Ad Council	001:00	036
Children's Eye Care	American Optometric Society	000:30	020
College Education	Ad Council	000:20	003
Community Awareness	Social Security Admin	001:00	017
COMMUNITY INVOLVEMENT	Ad Council	000:15	013
COMMUNITY INVOLVEMENT	Ad Council	000:30	064
COMMUNITY INVOLVEMENT	Ad Council	000:59	017
COMMUNITY INVOLVEMENT	Communities In Schools	000:30	017
COMMUNITY INVOLVEMENT	Communities In Schools	001:00	005
COMMUNITY INVOLVEMENT	NATIONAL POLICE WEEK	000:30	006
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:15	004
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:30	015
Conservation	US Dept Of Energy	000:14	009
Conservation	US Dept Of Energy	000:59	018
Education	Madison Public Library	000:30	024

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Elder Care	Independent Living	000:30	012
Elder Care	RSVP DANE	000:30	080
Employment, Buisness, Communi	Ad Council	000:30	015
Food Bank Donations	River Food Pantry	000:30	011
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:33	023
Health Care	Red Cross	000:30	017
MILITARY AND VETERANS	IHeart Media	000:30	047
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	029
MILITARY AND VETERANS	USO	000:15	004
MILITARY AND VETERANS	USO	000:55	039
MilitaryFamilies,PersonalHeal	USO	000:27	033
National Park Conservation	National Park Conserva. Assc.	000:15	005
ORGAN DONATION	MatchingDonors.com	000:30	012
ORGAN DONATION	MatchingDonors.com	000:42	163
Paralyzed Veterans	Paralyzed Veterans Of America	001:00	006
Pet Adoption	PETA	000:14	005
Public Announcement	Paralyzed Veterans Of America	000:15	008
Public Education	Ad Council	000:59	009
Public Education	Enviorenmental Protection AGY	000:15	012
Public Education	Nat Fondtn For Credit Council	000:15	004
Public Education	Paralyzed Veterans Of America	000:20	007
Public Education	Social Security Admin	000:15	006
Public Education	Social Security Admin	000:30	025
Public Education	US Department of Transportati	000:15	006
Public Education	Wild Life Land Trust	000:15	006
Public Health	Ad Council	000:15	006
Public Health	Ad Council	000:20	006
Public Health	Ad Council	000:30	041
Public Health	Ad Council	000:55	039

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Health	Ad Council	000:59	007
Public Health	Ad Council	001:00	010
Public Health	American Lung Association	001:00	008
Public Health	greaterthanaides.org	000:15	009
Public Health	USDA and HHS	000:21	006
Public Safety	Dept Of Homeland Security	000:30	020
Recycling	Ad Council	000:21	004
Rehabilitation Research	Kessler Foundation	000:30	045
Rehabilitation Research	Kessler Foundation	000:32	020
Underage Drinking	Ad Council	000:15	004
Veteran's Issues, MilitaryWar	Paralyzed Veterans America	000:15	002
VETERANS HEALTH	Paralyzed Veterans America	000:30	017
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	022
War&Military,PopCulture	Badger Honor Flight	000:30	021
War&Military,PopCulture	Badger Honor Flight	001:00	026