

WIBA  
Madison, WI  
Quarterly Issues/Programs List  
Fourth Quarter, 2021  
04/16/2019

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:

**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
Communication,Literature,Cult	MADISON FORUM - GEORGE HESSELBERG	AS A REPORTER FOR 42 YEARS, INCLUDING MANY WITH THE WISTATE JOURNAL GEORGE SHARES SOME OF THE MOST MEMORABLE STORIES HE COVERED	GEORGE HESSELBERG	10/03/2021 07:00 AM	029:47
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Ilan Shapiro a pediatrician speaks to health and wellness issues within the Hispanic community for Hispanic Heritage Month.	Dr. I. Shapiro	10/10/2021 07:00 AM	029:48
Health&Medicine/Lifestyle	MADISON FORUM- PANDEMIC RELATED SCAMS	Officials with the FTC and Nat. Assoc. of Attorney Generals discuss pandemic related scams concerning vaccine passports, vaccine lotteries, and more	RYAN GORMAN	10/17/2021 07:00 AM	029:50
Public Health, Race Relations	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Ken Seeley an interventionist discuss the underlying reasons for addiction, the importance of interventions and the growing fentanyl crisis	K.Seeley,	10/24/2021 06:03 PM	029:52
Consumer Protection	MADISON FORUM - GROCERY PRICES	Brandon Scholz of the Wisconsin Grocers Association joins Robin Colbert to discuss the increasing prices of groceries and the cause	BRANDON SCHOLZ	10/31/2021 07:00 AM	029:47

PUBLIC HEALTH, CHILD SAFETY S	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Kenneth Alexander Chief of Infectious Diseases at Nemours Children's Hospital discusses the new Covid-19 vaccine for kids ages 5-11	Dr K. Alexander	11/07/2021 07:00 AM	029:52
Politics,Campaigns,Nutrition	MADISON FORUM POLLING IN WISCONSIN	MARQUETTE POLLING DIRECTOR CHARLES FRANKLIN JOINS ROBIN WITH HIS LATEST POLLING RESULTS ACROSS THE STATE OF WISCONSIN	CHARLES FRANKLIN	11/14/2021 07:00 AM	029:47
Hunger Prevention	MADISON FORUM GOODMAN CC THANKSGIVING BSKT	JON LICA WITH GOODMAN COMMUNITY JOINS ROBIN TO TALK ABOUT THEIR ANNUAL THANKSGIVING BASKET FOOD DRIVE	JON LICA	11/21/2021 07:00 AM	029:49
Public Health, Charity, Milit	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. William Schaffner, Medical Director of the National Foundation for Infectious Diseases, discusses flu season and Covid-19	Dr. W. Schaffner	11/28/2021 07:00 AM	029:49
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Steven Gordon, Chair of the Department of Infectious Disease at Cleveland Clinic offers an update on the state of the pandemic across the United States	Dr. S. Gordon	12/05/2021 07:00 AM	029:50
Public Health	MADISON FORUM - CURRENT COVID WI	Dr. Jeff Pothof from UW Health discusses the current state of the Covid-19 pandemic in the state of Wisconsin	JEFF POTHOF	12/12/2021 07:00 AM	029:40
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Rachel Villanueva, an OBGYN and clinical assistant professor at NYU discusses the Covid-19 Omicron variant	Dr. R. Villanueva	12/19/2021 07:05 AM	029:49
Public Health	MADISON FORUM YEAR IN REVIEW PT.1	ROBIN LOOKS BACK AT THE BIGGEST STORIES OF 2021 IN THE STATE OF WISCONSIN	Robin Colbert	12/26/2021 07:00 AM	029:49

**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
Raising awareness on child adoption and the need for people to adopt	PSA - Adopt US Kids.org	000:59	50
Ways Military Veterans can continue to help their fellow veterans after their service has ended	PSA - AMVETS - Join Us 2 30	000:34	29
Ways Military Veterans can continue to help their fellow veterans after their service has ended	PSA - AMVETS - Join Us 30	000:30	20
Ways Military Veterans can continue to help their fellow veterans after their service has ended	PSA - AMVETS - Officers 2 - 35	000:36	29
Ways Military Veterans can continue to help their fellow veterans after their service has ended	PSA - AMVETS - Officers 30	000:30	21
Asthma attack prevention with children	PSA - Childhood Asthma (noattacks.org) EPA/Adcouncil	000:57	1
Raising awareness to the dangers of underage drinking	PSA - Dads Talk - Underage Drinking.samsa.gov	000:30	27
Importance of recycling electronic devises	PSA - ECycle 30	000:29	28
Providing broadband coverage to everyone during the pandemic	PSA - Emergency Broadband 30 FCC.gov/broadbandbenefit	000:30	21
Raising funds for the blind	PSA - Nat Fed Blind 30	000:29	30
Tips on saving for your future	PSA - Nat'l Foundation for Credit Coun :15	000:14	1
RAISE FUNDS FOR SPECIAL OLYMP	PSA - Special Olympics	000:14	1
Options for planning for retirement	PSA - SSA - Online 30 socialsecurity.gov	000:30	26
Options for planning for retirement	PSA - SSA - Online 60 socialsecurity.gov	000:57	55
Options for planning for retirement	PSA - SSA - Retire Online 15 socialsecurity.gov	000:15	2
MILITARY AND VETERANS	PSA - USO alternate :55	000:51	1
Raising awareness of the dangers of vaping	PSA - Vaping - Clouded 30 Underage Drinking.samsa.gov	000:30	25
Raising awareness of the dangers of vaping	PSA - Vaping - Clouded 60 Underage Drinking.samsa.gov	000:59	41
Multiple Sclerosis Awareness	PSA - WalkMS 15 National MS Society	000:14	6
Multiple Sclerosis Awareness	PSA - WalkMS 30 National MS Society	000:29	32
Alcoholism,Mental Illness	Alcoholics Anonymous	000:59	47
ASTHMA PREVENTION/CLEAN AIR	Enviorenmental Protection AGY	000:19	18
ASTHMA PREVENTION/CLEAN AIR	Enviorenmental Protection AGY	000:29	24

ASTHMA PREVENTION/CLEAN AIR	Enviorenmental Protection AGY	000:59	42
ASTHMA PREVENTION/CLEAN AIR	ENVIORNMENTAL PROTECTION AGNC	000:15	22
College Access	American Council on Education	000:20	18
COLON CANCER SCREENING AWAREN	STAND UP TO CANCER	000:30	56
Reinforcing the connections between law enforcement professionals and the communities they serve	FAITH & BLUE	000:30	1
Reinforcing the connections between law enforcement professionals and the communities they serve	FAITH & BLUE	000:30	2
DRUNK DRIVING AWARENESS	US Department of Transportati	000:14	5
ENERGY CONSERVATION	Enviorenmental Protection AGY	000:14	15
Raising funds for Breast Cancer research	BREAST CANCER RESEARCH FOUNDA	000:30	15
Raising awareness of the volunteer crisis counselor textline	CRISIS TEXTLINE	000:29	1
Raising funds for the American Red Cross	Red Cross	000:29	24
HEALTHY EATING EDUCATION	USDA	000:15	21
Job Training Goodwill	Goodwill/Ad Council	001:00	55
Life Lessons from HS Sports	W.I.A.A.	000:30	57
Creating a more supportive world for veterans returning home	SHOW YOUR STRIPES	000:30	13
MILITARY AND VETERANS	USO	000:54	83
Multiple Sclerosis Awareness	National MS Society	000:54	73
National Park Conservation	National Park Conserva. Assc.	000:15	20
MENTAL HEALTH AWARENESS	NAT'L ALLIANCE MENTAL ILLNESS	000:30	2
MENTAL HEALTH AWARENESS	NAT'L ALLIANCE MENTAL ILLNESS	000:32	4
Raising awareness to the dangers of distracted driving	PROJECT YELLOW LIGHT	000:30	3
Protecting WildLife Areas	Wild Life Land Trust	000:14	22
Tips on saving for your future	Nat Fondtn For Credit Council	000:14	20
RAISE FUNDS FOR SPECIAL OLYMP	SPECIAL OLYMPICS	000:14	19
RAISE FUNDS FOR SPECIAL OLYMP	SPECIAL OLYMPICS	000:29	14
RAISE FUNDS FOR UNPRV. CHILDR	United Way	000:15	5
Recycling	CALL TO RECYCLE DOT ORG	000:20	17

Retirement Saving Education	Social Security Admin	000:15	18
Rse Fnds for Vet Trp to Monum	Badger Honor Flight	000:29	21
Rse Fnds for Vet Trp to Monum	Badger Honor Flight	000:29	26
Raising awareness about, preventing, and rehabilitating survivors of sex abuse and trafficking	SHINE A LIGHT	000:29	2
Raising awareness about, preventing, and rehabilitating survivors of sex abuse and trafficking	SHINE A LIGHT	000:30	5
Creating a more supportive world for veterans returning home	SHOW YOUR STRIPES	000:30	15
Sports Bring Communitites Tog	W.I.A.A.	000:30	51
Raising funds for the National Negro College Fund	UNCF	000:30	4
Raising funds for veterans who return home with disabilities	Paralyzed Veterans America	000:14	21
Raising funds for veterans who return home with disabilities	Paralyzed Veterans Of America	000:15	18
Raising funds for veterans who return home with disabilities	Paralyzed Veterans Of America	000:20	17
Raising funds for veterans who return home with disabilities	Paralyzed Veterans Of America	000:59	53
Raising funds for veterans who return home with disabilities	Paralyzed Veterans America	000:29	22
WEALTH SAVING EDUCATION	Nat Fondtn For Credit Council	000:14	17