

WIBA
Madison, WI
Quarterly Issues/Programs List
First Quarter, 2016
04/06/2016

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:

- **Consumer Protection:** An explosion of consumer complaints about identity theft in Wisconsin
- **CURRENT EVENTS:** Top Stories of 2015
- **ECON/FOOD:** Record number of entries for this week's World Championship Cheese Contest in Madison
- **ECONOMY:** Dane County's housing market thrived in 215, with nearly 8-thousand home sales
- **Edu, International Conflicts:** Kids & Character: How do you teach it?/How to have a really good day
- **Elections, Pol Parties, Mental He:** Turnout of only 10 percent statewide predicted in February 16th Primary
- **Environmental Protection:** Emerald ash borer infects entire city of Madison
- **Ethics, Econ:** Incidental Genetics Findings/The Health Cost of Sugar
- **GOVERNMENT/CRIME:** Tax fraud is a big issue this year for the state Revenue Department
- **GOVERNMENT/POLITICS:** Longtime Madison Teachers Union President is retiring at the end of the month
- **GOVERNMENT/WEATHER:** Madison is saving a lot of money this winter on Snow plowing
- **Health Care:** How Doctors deal with Bacterial Infections/Dangers of over the counter drugs
- **HealthCare, Emergency Response:** Adventures of a paramedic/Keeping secrets from your doctor

- **Lifestyle:** Spring construction on West Beltline begins March 21st
- **Media,Lit,Arts:** Why it's important to be a critic/Mastering fear in life and on the job
- **Tech,Ethics,Women:** Gene Editing/Lactivism
- **TRANSPORTATION:** New Study gives state highway conditions at "D" grade

**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	DESCRIPTI ON	GUEST	DATE/TI ME	DURATI ON
CURRENT EVENTS	MAD FRM - DEC 27 & JAN 3 - SEG 1 YEAR IN REVIEW	Top Stories of 2015	John Colbert & Robin Colbert	01/03/2016 06:30 AM	012:23
CURRENT EVENTS	MAD FRM - DEC 27 & JAN 3 - SEG 2 YEAR IN REVIEW	Top Stories of 2015	John Colbert & Robin Colbert	01/03/2016 06:42 AM	006:53
CURRENT EVENTS	MAD FRM - DEC 27 & JAN 3 - SEG 3 YEAR IN REVIEW	Top Stories of 2015	John Colbert & Robin Colbert	01/03/2016 06:49 AM	010:29
GOVERNMENT/CRI ME	MAD FRM - JANUARY 10 - SEG 1 - Government	Majority Republicans in the State assembly plan to pass bills cracking down on repeat drunk drivers	ROBIN VOS	01/10/2016 06:30 AM	010:02
GOVERNMENT/CRI ME	MAD FRM - JANUARY 10 - SEG 2 - Government	Majority Republicans in the State assembly plan to pass bills cracking down on repeat drunk drivers	ROBIN VOS	01/10/2016 06:40 AM	006:56
GOVERNMENT/CRI	MAD FRM -	Majority	ROBIN VOS	01/10/2016	012:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
ME	JANUARY 10 - SEG 3 - Government	Republicans in the State assembly plan to pass bills cracking down on repeat drunk drivers		6 06:46 AM	
Tech,Ethics,Women	Radio Health Journal 01/17/16	Gene Editing/Lactivism	D.Mathews,W.Knows,C.Jung	01/16/2016 12:08 PM	027:58
ECONOMY	MAD FRM - JAN 17 - SEG 1 - ECONOMY	Dane County's housing market thrived in 215, with nearly 8-thousand home sales	KEVIN KING	01/17/2016 06:30 AM	010:19
ECONOMY	MAD FRM - JAN 17 - SEG 2 - ECONOMY	Dane County's housing market thrived in 215, with nearly 8-thousand home sales	KEVIN KING	01/17/2016 06:40 AM	006:39
ECONOMY	MAD FRM - JAN 17 - SEG 3 - ECONOMY	Dane County's housing market thrived in 215, with nearly 8-thousand home sales	KEVIN KING	01/17/2016 06:46 AM	012:49
GOVERNMENT/POLITICS	MAD FRM - JAN 24 - GOV/LABOR - SEG 1	Longtime Madison Teachers Union President is retiring at the end of the month	John Mathews	01/24/2016 06:30 AM	010:29
GOVERNMENT/POLITICS	MAD FRM - JAN 24 -	Longtime	John Mathews	01/24/2016	006:27

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
TICS	GOV/LABOR - SEG 2	Madison Teachers Union President is retiring at the end of the month		6 06:40 AM	
GOVERNMENT/POLITICS	MAD FRM - JAN 24 - GOV/LABOR - SEG 3	Longtime Madison Teachers Union President is retiring at the end of the month	John Mathews	01/24/2016 06:46 AM	012:50
TRANSPORTATION	MAD FRM - JAN 31 - LIFESTYLE SEG 1	New Study gives state highway conditions at "D" grade	Craig Thompson	01/31/2016 06:30 AM	010:09
TRANSPORTATION	MAD FRM - JAN 31 - LIFESTYLE SEG 2	New Study gives state highway conditions at "D" grade	Craig Thompson	01/31/2016 06:40 AM	006:49
TRANSPORTATION	MAD FRM - JAN 31 - LIFESTYLE SEG 3	New Study gives state highway conditions at "D" grade	Craig Thompson	01/31/2016 06:47 AM	012:49
Lifestyle	MAD FRM - FEB 7 - SEG 1 - LIFESTYLE	More groceries stores in the Madison area serve online shoppers	BRANDON SCHOLZ	02/07/2016 06:30 AM	010:59
Lifestyle	MAD FRM - FEB 7 - SEG 2 - LIFESTYLE	More groceries stores in the Madison area serve online shoppers	BRANDON SCHOLZ	02/07/2016 06:41 AM	006:03
Lifestyle	MAD FRM - FEB 7 - SEG 3 - LIFESTYLE	More groceries stores in the Madison area	BRANDON SCHOLZ	02/07/2016 06:47 AM	012:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		serve online shoppers			
Elections,PolParties,Media	MAD FRM - FEBRUARY 14 - ELECTIONS/GOVERNMENT - SEG 1	Turnout of only 10 percent statewide predicted in February 16th Primary	Kevin Kennedy	02/14/2016 06:30 AM	010:24
Elections,PolParties,Media	MAD FRM - FEBRUARY 14 - ELECTIONS/GOVERNMENT - SEG 2	Turnout of only 10 percent statewide predicted in February 16th Primary	Kevin Kennedy	02/14/2016 06:40 AM	006:19
Elections,PolParties,Media	MAD FRM - FEBRUARY 14 - ELECTIONS/GOVERNMENT - SEG 3	Turnout of only 10 percent statewide predicted in February 16th Primary	Kevin Kennedy	02/14/2016 06:46 AM	012:58
Consumer Protection	MAD FRM - FEB 21 - SEG 1 CONSUMER PROTECTION	An explosion of consumer complaints about identity theft in Wisconsin	SANDY CHALMERS	02/21/2016 06:30 AM	010:08
Consumer Protection	MAD FRM - FEB 21 - SEG 2 CONSUMER PROTECTION	An explosion of consumer complaints about identity theft in Wisconsin	SANDY CHALMERS	02/21/2016 06:40 AM	006:46
Consumer Protection	MAD FRM - FEB 21 - SEG 3 CONSUMER PROTECTION	An explosion of consumer complaints about identity theft in Wisconsin	SANDY CHALMERS	02/21/2016 06:47 AM	012:50
GOVERNMENT/CRIME	MAD FRM - FEBRUARY 28 - SEG 1 - Government/Crime	Tax fraud is a big issue this year for the state Revenue Department	RICK CHANDLER	02/28/2016 06:30 AM	010:13

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
GOVERNMENT/CRIME	MAD FRM - FEBRUARY 28 - SEG 2 - Government/Crime	Tax fraud is a big issue this year for the state Revenue Department	RICK CHANDLER	02/28/201 6 06:40 AM	006:32
GOVERNMENT/CRIME	MAD FRM - FEBRUARY 28 - SEG 3 - Government/Crime	Tax fraud is a big issue this year for the state Revenue Department	RICK CHANDLER	02/28/201 6 06:46 AM	013:03
ECON/FOOD	MAD FRM - MAR 6 - SEG 1 - ECON/FOOD	Record number of entries for this week's World Championship Cheese Contest in Madison	BECKY SWEENEY	03/06/201 6 06:30 AM	010:07
ECON/FOOD	MAD FRM - MAR 6 - SEG 2 - ECON/FOOD	Record number of entries for this week's World Championship Cheese Contest in Madison	BECKY SWEENEY	03/06/201 6 06:40 AM	005:52
ECON/FOOD	MAD FRM - MAR 6 - SEG 3 - ECON/FOOD	Record number of entries for this week's World Championship Cheese Contest in Madison	BECKY SWEENEY	03/06/201 6 06:46 AM	013:49
HealthCare,Emergency Response	Radio Health Journal 03/13/16	Adventures of a paramedic/Keeping secrets from your doctor	K.Hazzard,D.Miller	03/12/201 6 05:06 PM	027:57
GOVERNMENT/WEATHER	MAD FRM - MAR 13 - Gov/Weather - SEG 1	Madison is saving a lot of money this winter on	CHRIS KELLY	03/13/201 6 06:30 AM	010:14

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Snow plowing			
GOVERNMENT/WEATHER	MAD FRM - MAR 13 - Gov/Weather - SEG 2	Madison is saving a lot of money this winter on Snow plowing	CHRIS KELLY	03/13/201 6 06:40 AM	006:45
GOVERNMENT/WEATHER	MAD FRM - MAR 13 - Gov/Weather - SEG 3	Madison is saving a lot of money this winter on Snow plowing	CHRIS KELLY	03/13/201 6 06:47 AM	012:39
Edu,InternationalConflicts	Viewpoints 03/13/16	Kids & Character: How do you teach it?/How to have a really good day	G.Wilke,C.Leveinson, C.Webb	03/13/201 6 05:00 PM	028:00
Ethics,Econ	Radio Health Journal 03/20/16	Incidental Genetics Findings/The Health Cost of Sugar	D.Roden,R.Lustig	03/19/201 6 07:09 PM	027:58
Lifestyle	MAD FRM - MAR 20 - SEG 1 - LIFESTYLE	Spring construction on West Beltline begins March 21st	Eric Novotny	03/20/201 6 06:30 AM	011:07
Lifestyle	MAD FRM - MAR 20 - SEG 2 - LIFESTYLE	Spring construction on West Beltline begins March 21st	Eric Novotny	03/20/201 6 06:41 AM	005:45
Lifestyle	MAD FRM - MAR 20 - SEG 3 - LIFESTYLE	Spring construction on West Beltline begins March 21st	Eric Novotny	03/20/201 6 06:47 AM	012:46
Media,Lit,Arts	Viewpoints 03/20/16	Why it's	O.Scot,R.Maurer	03/20/201	027:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		important to be a critic/Mastering fear in life and on the job		6 05:02 PM	
Health Care	Radio Health Journal 03/27/16	How Doctors deal with Bacterial Infections/Dangers of over the counter drugs	Dr.PhilStewart/Dr.TanyaAltman	03/26/2016 01:07 PM	027:58
Environmental Protection	MAD FRM - MARCH 27 - ENVIRON/GOV - SEG 1	Emerald ash borer infects entire city of Madison	Dean Kahl	03/27/2016 06:30 AM	010:05
Environmental Protection	MAD FRM - MARCH 27 - ENVIRON/GOV - SEG 2	Emerald ash borer infects entire city of Madison	Dean Kahl	03/27/2016 06:40 AM	006:47
Environmental Protection	MAD FRM - MARCH 27 - ENVIRON/GOV - SEG 3	Emerald ash borer infects entire city of Madison	Dean Kahl	03/27/2016 06:46 AM	012:49

**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
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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
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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Alcoholism,Mental Illness	Alcoholics Anonymous	001:00	012
Autism Awareness	Ad Council	000:27	022
Charity	WI Athletic HOF	000:31	062
Charity	WI Athletic HOF	000:32	071
Child Adoption	Ad Council	000:15	011
Child Adoption	Ad Council	000:30	047
Child Adoption	Ad Council	001:00	039
Children's Eye Care	American Optometric Society	000:30	021
College Education	Ad Council	000:20	006
Community Awareness	Social Security Admin	001:00	028
COMMUNITY INVOLVEMENT	Ad Council	000:15	014
COMMUNITY INVOLVEMENT	Ad Council	000:30	081
COMMUNITY INVOLVEMENT	Ad Council	000:59	005
COMMUNITY INVOLVEMENT	Communities In Schools	000:30	014
COMMUNITY INVOLVEMENT	Communities In Schools	001:00	009
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:15	005
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:30	023
Conservation	US Dept Of Energy	000:14	007
Conservation	US Dept Of Energy	000:59	029
Elder Care	Independent Living	000:30	033
Elder Care	RSVP DANE	000:30	011
Employment, Buisness, Communi	Ad Council	000:30	032
Health Care	Red Cross	000:30	021
MILITARY AND VETERANS	DIBBLE VETERANS	000:30	010
MILITARY AND VETERANS	IHeart Media	000:30	057
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	017
MILITARY AND VETERANS	USO	000:15	010
MILITARY AND VETERANS	USO	000:55	037
MilitaryFamilies,PersonalHeal	USO	000:27	035

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
National Park Conservation	National Park Conserva. Assc.	000:15	006
National Park Conservation	National Park Conserva. Assc.	000:27	014
Nature Preservation	Aldo Leopold Nature Center	000:30	022
ORGAN DONATION	MatchingDonors.com	000:30	018
ORGAN DONATION	MatchingDonors.com	000:42	044
Paralyzed Veterans	Paralyzed Veterans Of America	001:00	011
PEACE	PEACE IN THE STREETS	000:31	003
PEACE	PEACE IN THE STREETS	000:32	006
Pet Adoption	PETA	000:14	005
Public Announcement	Paralyzed Veterans Of America	000:15	007
Public Education	Ad Council	000:59	013
Public Education	Enviorenmental Protection AGY	000:15	005
Public Education	Nat Fondtn For Credit Council	000:15	012
Public Education	Paralyzed Veterans Of America	000:20	011
Public Education	Social Security Admin	000:15	010
Public Education	Social Security Admin	000:30	031
Public Education	US Department of Transportati	000:15	009
Public Education	Wild Life Land Trust	000:15	006
Public Health	Ad Council	000:15	009
Public Health	Ad Council	000:20	008
Public Health	Ad Council	000:30	074
Public Health	Ad Council	000:55	034
Public Health	Ad Council	000:59	010
Public Health	Ad Council	001:00	008
Public Health	American Lung Association	001:00	021
Public Health	greaterthanaides.org	000:15	005
Public Health	USDA and HHS	000:21	003
Public Safety	Dept Of Homeland Security	000:30	024
Recycling	Ad Council	000:21	008

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Rehabilitation Research	Kessler Foundation	000:30	043
Rehabilitation Research	Kessler Foundation	000:32	023
Underage Drinking	Ad Council	000:15	008
Veteran's Issues, MilitaryWar	Paralyzed Veterans America	000:15	012
VETERANS HEALTH	Paralyzed Veterans America	000:30	022
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	024
War&Military,PopCulture	Badger Honor Flight	000:30	032
War&Military,PopCulture	Badger Honor Flight	001:00	038