

WIBA  
Madison, WI  
Quarterly Issues/Programs List  
Third Quarter, 2014  
10/07/2014

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:

- **Agriculture, Hunger, Rec:** World Dairy Expo brings a 15 million dollar impact to Madison this week
- **ARTS:** Madison Overture Center celebrates its tenth anniversary
- **Crime, Police, Public Health:** Increase in need for services for sexual assault victims in Dane County
- **ECONOMY:** Wisconsin small businesses are most optimistic they've been since 2007, but need better trained workers
- **ECONOMY/LIFESTYLE:** Gay marriage foe predicts Wisconsin's ban on same-sex marriage will eventually be upheld by US Sup
- **Education:** New policy on student discipline taking effect in Madison schools
- **Elections, Communication, Public:** Low turnout expected in Dane County for August 12th Primary
- **GOVERNMENT/ELECTIONS:** Gay marriage foe predicts Wisconsin's ban on same-sex marriage will eventually be upheld by US Sup
- **Government/Race:** Efforts to reduce racial disparities in Dane County
- **Health:** Wisconsin makes progress in battle against obesity
- **LAW ENFORCEMENT:** Heroin continues to be a big killer in Dane County
- **NATURAL RESOURCES:** State Wildlife group supports new plan on hunting wolves
- **Nutrition, Health, Family:** More free and reduced-price meals for Madison
- **Public Trans/Govern:** Madison Metro bus ridership projected to hit a record of 15 million this year

**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.

<b>ISSUE</b>	<b>PROGRAM / TITLE</b>	<b>DESCRIPTION</b>	<b>GUEST</b>	<b>DATE/TIME</b>	<b>DURATION</b>
Crime,Police,PublicHealth	MAD FRM - JULY 6 - SEG 1 - Crime/Human Behavior	Increase in need for services for sexual assault victims in Dane County	KELLY ANDERSON	07/06/2014 06:33 AM	009:14
Crime,Police,PublicHealth	MAD FRM - JULY 6 - SEG 3 - Crime/Human Behavior	Increase in need for services for sexual assault victims in Dane County	KELLY ANDERSON	07/06/2014 06:45 AM	013:01
Crime,Police,PublicHealth	MAD FRM - JULY 6 - SEG 1 - Crime/Human Behavior	Increase in need for services for sexual assault victims in Dane County	KELLY ANDERSON	07/06/2014 05:05 PM	009:14
Crime,Police,PublicHealth	MAD FRM - JULY 6 - SEG 2 - Crime/Human Behavior	Increase in need for services for sexual assault victims in Dane County	KELLY ANDERSON	07/06/2014 05:17 PM	007:43
Crime,Police,PublicHealth	MAD FRM - JULY 6 - SEG 3 - Crime/Human Behavior	Increase in need for services for sexual assault victims in Dane County	KELLY ANDERSON	07/06/2014 05:28 PM	013:01
ECONOMY	MAD FRM - JULY 13 - SEG 1 - ECONOMY	Wisconsin small businesses are most optimistic they've been since 2007, but need better trained wor	BILL SMITH	07/13/2014 06:34 AM	011:00
ECONOMY	MAD FRM - JULY 13 - SEG 2 - ECONOMY	Wisconsin small businesses are most optimistic they've been since 2007, but	BILL SMITH	07/13/2014 06:51 AM	005:55

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		need better trained wor			
ECONOMY	MAD FRM - JULY 13 - SEG 1 - ECONOMY	Wisconsin small businesses are most optimistic they've been since 2007, but need better trained wor	BILL SMITH	07/13/2014 05:07 PM	011:00
ECONOMY	MAD FRM - JULY 13 - SEG 2 - ECONOMY	Wisconsin small businesses are most optimistic they've been since 2007, but need better trained wor	BILL SMITH	07/13/2014 05:21 PM	005:55
ECONOMY	MAD FRM - JULY 13 - SEG 3 - ECONOMY	Wisconsin small businesses are most optimistic they've been since 2007, but need better trained wor	BILL SMITH	07/13/2014 05:28 PM	012:59
LAW ENFORCEMENT	MAD FRM - JULY 20 - LAW ENFORCEMENT - SEG 1	Heroin continues to be a big killer in Dane County	JASON FREEDMAN (SGT)	07/20/2014 06:35 AM	010:39
LAW ENFORCEMENT	MAD FRM - JULY 20 - LAW ENFORCEMENT - SEG 2	Heroin continues to be a big killer in Dane County	JASON FREEDMAN (SGT)	07/20/2014 06:52 AM	006:19
LAW ENFORCEMENT	MAD FRM - JULY 20 - LAW ENFORCEMENT - SEG 1	Heroin continues to be a big killer in Dane County	JASON FREEDMAN (SGT)	07/20/2014 05:07 PM	010:39
LAW ENFORCEMENT	MAD FRM - JULY 20 - LAW ENFORCEMENT - SEG 2	Heroin continues to be a big killer in Dane County	JASON FREEDMAN (SGT)	07/20/2014 05:21 PM	006:19
LAW ENFORCEMENT	MAD FRM - JULY 20 - LAW ENFORCEMENT - SEG 3	Heroin continues to be a big killer in Dane County	JASON FREEDMAN (SGT)	07/20/2014 05:29 PM	012:59
Government/Race	MAD FRM - JULY	Efforts to reduce	Shelia Stubbs	07/27/2014	010:31

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	27 - SEG 1 - Government/Race	racial disparities in Dane County		06:36 AM	
Government/Race	MAD FRM - JULY 27 - SEG 2 - Government/Race	Efforts to reduce racial disparities in Dane County	Shelia Stubbs	07/27/2014 06:52 AM	006:26
Government/Race	MAD FRM - JULY 27 - SEG 1 - Government/Race	Efforts to reduce racial disparities in Dane County	Shelia Stubbs	07/27/2014 05:07 PM	010:31
Government/Race	MAD FRM - JULY 27 - SEG 2 - Government/Race	Efforts to reduce racial disparities in Dane County	Shelia Stubbs	07/27/2014 05:19 PM	006:26
Government/Race	MAD FRM - JULY 27 - SEG 3 - Government/Race	Efforts to reduce racial disparities in Dane County	Shelia Stubbs	07/27/2014 05:28 PM	013:01
GOVERNMENT/ELECTIONS	MAD FRM - AUGUST 3 - SEG 1 - GOV/LIFESTYLE	Gay marriage foe predicts Wisconsin's ban on same-sex marriage will eventually be upheld by US Sup	Julaine Appling	08/03/2014 06:33 AM	010:12
GOVERNMENT/ELECTIONS	MAD FRM - AUGUST 3 - SEG 3 - GOV/LIFESTYLE	Gay marriage foe predicts Wisconsin's ban on same-sex marriage will eventually be upheld by US Sup	Julaine Appling	08/03/2014 06:45 AM	012:59
GOVERNMENT/ELECTIONS	MAD FRM - AUGUST 3 - SEG 1 - GOV/LIFESTYLE	Gay marriage foe predicts Wisconsin's ban on same-sex marriage will eventually be upheld by US Sup	Julaine Appling	08/03/2014 05:06 PM	010:12
ECONOMY/LIFESTYLE	MAD FRM - AUGUST 3 - SEG 2 - GOV/LIFESTYLE	Gay marriage foe predicts Wisconsin's ban on same-sex marriage will eventually be upheld by US	Julaine Appling	08/03/2014 05:20 PM	006:46

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Sup			
GOVERNMENT/ELECTIONS	MAD FRM - AUGUST 3 - SEG 3 - GOV/LIFESTYLE	Gay marriage foe predicts Wisconsin's ban on same-sex marriage will eventually be upheld by US Sup	Julaine Appling	08/03/2014 05:30 PM	012:59
Elections,Communication,Public	MAD FRM - AUGUST 10 - SEG 1 - ELECTIONS	Low turnout expected in Dane County for August 12th Primary	Scott McDonnell	08/10/2014 06:36 AM	011:22
Elections,Communication,Public	MAD FRM - AUGUST 10 - SEG 2 - ELECTIONS	Low turnout expected in Dane County for August 12th Primary	Scott McDonnell	08/10/2014 06:53 AM	005:35
Elections,Communication,Public	MAD FRM - AUGUST 10 - SEG 1 - ELECTIONS	Low turnout expected in Dane County for August 12th Primary	Scott McDonnell	08/10/2014 05:06 PM	011:22
Elections,Communication,Public	MAD FRM - AUGUST 10 - SEG 2 - ELECTIONS	Low turnout expected in Dane County for August 12th Primary	Scott McDonnell	08/10/2014 05:21 PM	005:35
Elections,Communication,Public	MAD FRM - AUGUST 10 - SEG 3 - ELECTIONS	Low turnout expected in Dane County for August 12th Primary	Scott McDonnell	08/10/2014 05:29 PM	013:00
Health	MAD FRM - AUGUST 17 - SEG 1 - HEALTH	Wisconsin makes progress in battle against obesity	DR Pat Remington	08/17/2014 06:32 AM	010:00
Health	MAD FRM - AUGUST 17 - SEG 3 - HEALTH	Wisconsin makes progress in battle against obesity	DR Pat Remington	08/17/2014 06:46 AM	012:59
Health	MAD FRM - AUGUST 17 - SEG 1 - HEALTH	Wisconsin makes progress in battle against obesity	DR Pat Remington	08/17/2014 02:00 PM	010:00
Health	MAD FRM -	Wisconsin makes	DR Pat	08/17/2014	006:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	AUGUST 17 - SEG 2 - HEALTH	progress in battle against obesity	Remington	02:12 PM	
Health	MAD FRM - AUGUST 17 - SEG 3 - HEALTH	Wisconsin makes progress in battle against obesity	DR Pat Remington	08/17/2014 02:19 PM	012:59
Nutrition,Health,Family	MAD FRM - AUGUST 24 - SEG 1 - Nutrition/Education	More free and reduced-price meals for Madison	STEVE YOUNGBAUER	08/24/2014 06:33 AM	010:25
Nutrition,Health,Family	MAD FRM - AUGUST 24 - SEG 3 - Nutrition/Education	More free and reduced-price meals for Madison	STEVE YOUNGBAUER	08/24/2014 06:45 AM	012:59
Nutrition,Health,Family	MAD FRM - AUGUST 24 - SEG 1 - Nutrition/Education	More free and reduced-price meals for Madison	STEVE YOUNGBAUER	08/24/2014 05:07 PM	010:25
Nutrition,Health,Family	MAD FRM - AUGUST 24 - SEG 2 - Nutrition/Education	More free and reduced-price meals for Madison	STEVE YOUNGBAUER	08/24/2014 05:19 PM	006:34
Nutrition,Health,Family	MAD FRM - AUGUST 24 - SEG 3 - Nutrition/Education	More free and reduced-price meals for Madison	STEVE YOUNGBAUER	08/24/2014 05:29 PM	012:59
Education	MAD FRM - AUGUST 31 - SEG 1 - Education	New policy on student discipline taking effect in Madison schools	Jennifer Cheatham	08/31/2014 06:32 AM	010:47
Education	MAD FRM - AUGUST 31 - SEG 3 - Education	New policy on student discipline taking effect in Madison schools	Jennifer Cheatham	08/31/2014 06:45 AM	012:58
Education	MAD FRM - AUGUST 31 - SEG 1 - Education	New policy on student discipline taking effect in Madison schools	Jennifer Cheatham	08/31/2014 02:00 PM	010:47
Education	MAD FRM - AUGUST 31 - SEG 2 - Education	New policy on student discipline taking effect in Madison schools	Jennifer Cheatham	08/31/2014 02:12 PM	006:12
Education	MAD FRM - AUGUST 31 -	New policy on student discipline	Jennifer Cheatham	08/31/2014 02:20 PM	012:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	SEG 3 - Education	taking effect in Madison schools			
NATURAL RESOURCES	MAD FRM - SEPT 7 - NATURAL RESOURCES - SEG 1	State Wildlife group supports new plan on hunting wolves	GEORGE MEYER	09/07/2014 06:34 AM	012:01
NATURAL RESOURCES	MAD FRM - SEPT 7 - NATURAL RESOURCES - SEG 2	State Wildlife group supports new plan on hunting wolves	GEORGE MEYER	09/07/2014 06:52 AM	004:56
NATURAL RESOURCES	MAD FRM - SEPT 7 - NATURAL RESOURCES - SEG 1	State Wildlife group supports new plan on hunting wolves	GEORGE MEYER	09/07/2014 05:11 PM	012:01
NATURAL RESOURCES	MAD FRM - SEPT 7 - NATURAL RESOURCES - SEG 2	State Wildlife group supports new plan on hunting wolves	GEORGE MEYER	09/07/2014 05:26 PM	004:56
NATURAL RESOURCES	MAD FRM - SEPT 7 - NATURAL RESOURCES - SEG 3	State Wildlife group supports new plan on hunting wolves	GEORGE MEYER	09/07/2014 05:34 PM	012:58
PublicTrans/Govern	MAD FRM - SEPT 14 - SEG 1 - Pub Trans/Gov	Madison Metro bus ridership projected to hit a record of 15 million this year	CHUCK KAMP - MADISON METRO	09/13/2014 02:04 PM	010:30
PublicTrans/Govern	MAD FRM - SEPT 14 - SEG 2 - Pub Trans/Gov	Madison Metro bus ridership projected to hit a record of 15 million this year	CHUCK KAMP - MADISON METRO	09/13/2014 02:16 PM	006:28
PublicTrans/Govern	MAD FRM - SEPT 14 - SEG 3 - Pub Trans/Gov	Madison Metro bus ridership projected to hit a record of 15 million this year	CHUCK KAMP - MADISON METRO	09/13/2014 02:25 PM	012:59
PublicTrans/Govern	MAD FRM - SEPT 14 - SEG 1 - Pub Trans/Gov	Madison Metro bus ridership projected to hit a record of 15 million this year	CHUCK KAMP - MADISON METRO	09/14/2014 06:36 AM	010:30
PublicTrans/Govern	MAD FRM - SEPT 14 - SEG 2 - Pub	Madison Metro bus ridership	CHUCK KAMP - MADISON	09/14/2014 06:52 AM	006:28

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Trans/Gov	projected to hit a record of 15 million this year	METRO		
ARTS	MAD FRM - SEP 21 - SEG 1 - THE ARTS	Madison Overture Center celebrates its tenth anniversary	Tim Sauers	09/21/2014 06:35 AM	010:37
ARTS	MAD FRM - SEP 21 - SEG 2 - THE ARTS	Madison Overture Center celebrates its tenth anniversary	Tim Sauers	09/21/2014 06:50 AM	006:21
ARTS	MAD FRM - SEP 21 - SEG 1 - THE ARTS	Madison Overture Center celebrates its tenth anniversary	Tim Sauers	09/21/2014 06:00 PM	010:37
ARTS	MAD FRM - SEP 21 - SEG 2 - THE ARTS	Madison Overture Center celebrates its tenth anniversary	Tim Sauers	09/21/2014 06:11 PM	006:21
ARTS	MAD FRM - SEP 21 - SEG 3 - THE ARTS	Madison Overture Center celebrates its tenth anniversary	Tim Sauers	09/21/2014 06:21 PM	013:00
Agriculture,Hunger,Rec	MAD FRM - SEPTEMBER 28 - SEG 1 - AG/BUS	World Dairy Expo brings a 15 million dollar impact to Madison this week	BEN BRANCEL	09/28/2014 06:34 AM	010:11
Agriculture,Hunger,Rec	MAD FRM - SEPTEMBER 28 - SEG 2 - AG/BUS	World Dairy Expo brings a 15 million dollar impact to Madison this week	BEN BRANCEL	09/28/2014 06:51 AM	006:48

**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.





<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Environmental Protection	Treadlightly.org	000:41	017
FINANCIAL LITERACY	FINANCIAL LITERACY	001:00	022
Housing	Habitat For Humanity	001:00	018
Humane Society	Humane Society	000:30	001
KIDNEY FOUNDATION	KIDNEY FOUNDATION	001:00	012
MDA	MDA	000:15	001
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:27	001
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	003
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	029
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	047
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	044
Multiple Sclerosis	Multiple Sclerosis	000:55	020
Nat'l Council for Adoption	Nat'l Council for Adoption	000:30	008
National Park Conservation	National Park Conserva. Assc.	000:27	009
Paralyzed Veterans America	Paralyzed Veterans America	000:30	001
Paralyzed Veterans America	Paralyzed Veterans America	001:00	018
Parenting	Parenting	000:59	014
Pet Adoption	Ad Council	000:30	060
Public Announcement	Paralyzed Veterans Of America	000:15	001
Public Announcement	PETA	000:14	001
Public Awareness	Hearts For Healing	000:31	004
Public Education	Ad Council	000:59	014
Public Education	Ad Council	001:00	034
Public Education	Amrcn Inst of Cert Pblc Acct	000:30	001
Public Education	Enviorenmental Protection AGY	000:15	035
Public Education	Medicare	000:59	025
Public Education	United States Armed Forces	000:30	003
Public Education	Vietnam Veteens Memorial Fund	000:30	003
Public Education	Vietnam Veteens Memorial Fund	000:59	004

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Public Health	Ad Council	000:15	001
Public Health	Aldo Leopold Nature Center	000:30	008
Public Health	American Liver Foundation	001:00	023
Public Health	American Lung Association	001:00	046
Public Health	AMERICAN OPTOMETRIC Society	000:30	003
Public Health	COPD Assoc	000:30	001
Public Health	COPD Assoc	000:59	016
Public Health	fightingforair.org	001:00	015
Public Health	Intl Rett Syndrome Foundation	000:30	001
Public Health	Intl Rett Syndrome Foundation	001:00	011
Public Health	Public Health	000:29	002
Public Health	Public Health	000:30	010
Public Health	Public Health	001:00	014
Public Health	USDA and HHS	000:15	002
Public Health	USDA and HHS	001:00	010
Public Notice	Ad Council	001:00	010
Public Safety	Consumer Products Safety Comm	000:30	004
Public Safety	Dept Of Homeland Security	000:30	002
Public Safety	Public Safety	000:27	013
Public Safety	Public Safety	000:30	032
Red Cross	Red Cross	000:30	002
Rehabilitation Research	Kessler Foundation	000:30	002
SAFE DRIVING	SAFE SUMMER DRIVING	000:27	013
SAFE DRIVING	SAFE SUMMER DRIVING	000:28	021
SKIN CANCER	Amer. Academy of Dermatology	001:00	041
SKIN CANCER AWARENESS	American Academy of Dermatolo	000:30	072
US Army Generic Event	US Army	000:30	001
US Dept of Energy	US Dept Of Energy	000:30	001
USO	USO	000:27	016

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
USO	USO	000:55	065
VETERANS HEALTH	Dept Of Veterans Affairs	000:14	003
VETERANS HEALTH	Dept Of Veterans Affairs	000:30	002
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	001
War&Military,PopCulture	Badger Honor Flight	000:30	217
War&Military,PopCulture	Badger Honor Flight	001:00	136