

WIBA
 Madison, WI
 Quarterly Issues/Programs List
 First Quarter, 2024
 04/08/2024

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
2023 Year In Review	MADISON FORUM: YIR Pt. 2	Robin talks about the stories that shaped 2023	Robin Colbert	01/07/2024 07:02 AM	029:47
Dangerous of RSV vaccine	MADISON FORUM: RSV SHOT WHILE PREGANT	Robin talk with Tom Haupt from the Dept of Health about the RSV vaccine	Tom Haupt	01/14/2024 07:02 AM	029:47
Cancer Awareness & Law Enforce	IHEARTRADIO COMMUNITIES:	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard & B. Alexander	01/21/2024 07:02 AM	029:49
Snow Removal	MADISON FORUM: Snow Removal with Madison Streets	Robin talks with the Charles Romines, Streets Superintendent, about snow removal	CHARLIE ROMINES	01/28/2024 07:02 AM	029:47
Blood donations	MADISON FORUM: Blood Shortage	Robin talks with Kyle Kriegl, exe. director for SW Wis Ch for ARC, about blood donations	Kyle Kriegl	02/04/2024 07:02 AM	029:47
Consumer Protection	MADISON FORUM: Top 10 Consumer Complaints from 2023	Michelle Reinen, from the WI DATCP talks last year's top consumer complaints.	MICHELLE REINEN	02/11/2024 07:02 AM	029:47
Meteorology History	MADISON FORUM - Happy Retirement Gary Cannalte	Robin talks with WISC-TV's Gary Cannalte about his career, life, and upcoming retirement	Gary Cannalte	02/25/2024 07:02 AM	029:47

Severe Weather	MADISON FORUM - Severe Weather with Tim Halbach	Robin talks with Tim Halbach, warning coordination meteorologist, Nat Wx Service in Mil-Sulllivan.	TIM HALBACH	03/03/2024 07:02 AM	029:47
Wildfire Prevention	MADISON FORUM - Wildfire Season with Amy Penn	Robin talks with Amy Penn from the WI-DNR about this year's fire season.	Amy Penn	03/10/2024 07:02 AM	029:46
Social Media Effects on Teens	MADISON FORUM: PUBLIC AFFAIRS SPECIAL	Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.	M. Anderson & B. Stern	03/17/2024 07:02 AM	029:49
Colorectal Cancer Awareness	MADISON FORUM: Colorectal Cancer Awareness Month	Robin talks with Dr. Dusty Deming, a medical expert in and survivor of colorectal cancer.	Dr. Dusty Deming	03/24/2024 07:02 AM	029:47
Consumer Protection	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, & D. Fanelle	03/31/2024 07:02 AM	029:49

**Section II
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION RUNS	
Dangers of underage drinking	PSA - Dads Talk - Underage Drinking 30	000:30	26
Electronic recycling	PSA - ECycle 30	000:29	8
Broadband coverage resources	PSA - Emergency Broadband 30	000:30	10
Raising awareness of expectations of blind people as low expectations create obstacles between blind people and their dreams	PSA - Nat Fed Blind 30	000:29	25
Retirement Saving Education	PSA - SSA - Online 30	000:30	9
Retirement Saving Education	PSA - SSA - Online 60	000:57	54

Retirement Saving Education	PSA - SSA - Retire Online 15	000:15	8
Dangers of vaping	PSA - Vaping - Clouded 30	000:30	21
Dangers of vaping	PSA - Vaping - Clouded 60	000:59	28
Multiple Sclerosis awareness	PSA - WalkMS 15	000:14	7
	PSA - WalkMS 30	000:29	10
ALCOHOL ABUSE AWARENESS	Alcoholics Anonymous	000:30	32
ALCOHOL ABUSE AWARENESS	Alcoholics Anonymous	000:30	28
ALCOHOL ABUSE AWARENESS	Alcoholics Anonymous	000:59	27
Alzheimer's Research	UW Hospital	000:30	3
ASTHMA PREVENTION/CLEAN AIR	Enviroenmental Protection AGY	000:19	7
ASTHMA PREVENTION/CLEAN AIR	Enviroenmental Protection AGY	000:29	3
ASTHMA PREVENTION/CLEAN AIR	Enviroenmental Protection AGY	000:59	38
ASTHMA PREVENTION/CLEAN AIR	ENVIORNMENTAL PROTECTION AGNC	000:15	17
Awareness For Childhood Adopt	PSA - Adopt US Kids 60	000:59	32
BroadbandServiceForLowIncome	FCC	000:30	13
CANCER AWARENESS	THE V FOUNDATION	000:28	5
CANCER AWARENESS	THE V FOUNDATION	000:30	3
College Access	American Council on Education	000:20	8
COLON CANCER SCREENING AWAREN	FIGHTCRC.ORG	000:30	11
Addiction recovery	1 MILLION STRONG	000:29	4
Addiction recovery	1 MILLION STRONG	000:30	6
Stroke prevention	AMERICAN STROKE ASSOCIATION	000:30	5
Economic opportunity	OPERATION HOPE	000:30	4
Promote safe driving habits	PROJECT YELLOW LIGHT	000:30	5
Scholarships for minorities	UNCF	000:30	8
ENERGY CONSERVATION	Enviroenmental Protection AGY	000:14	17
FINANCIAL COACHING	OPERATION HOPE	000:29	8
Financial Planning	Social Security Admin	000:15	11

FreeNarcan&FentanylTestStrips	TELLURIAN DETOX CENTER	000:30	1
HEALTHY EATING EDUCATION	USDA	000:15	24
HEART HEALTH	American Heart Association	000:30	9
Job Training Goodwill	Goodwill/Ad Council	001:00	23
Life Lessons from HS Sports	W.I.A.A.	000:30	77
Colon Cancer Screening Awareness	Fightcrc.org	000:29	21
MILITARY AND VETERANS	USO	000:54	78
Military,Housing,Finance	PSA - AMVETS - Join Us 2 - 35	000:34	20
Military,Housing,Finance	PSA - AMVETS - Join Us 30	000:30	1
Military,Housing,Finance	PSA - AMVETS - Officers 2 - 35	000:36	25
Military,Housing,Finance	PSA - AMVETS - Officers 30	000:30	20
Multiple Sclerosis Awareness	National MS Society	000:14	11
Multiple Sclerosis Awareness	National MS Society	000:29	24
Multiple Sclerosis Awareness	National MS Society	000:54	88
National Park Conservation	National Park Conserva. Assc.	000:15	16
Promote safe driving habits	PROJECT YELLOW LIGHT	000:29	11
Protecting WildLife Areas	Wild Life Land Trust	000:14	32
WEALTH SAVING EDUCATION	Nat Fondtn For Credit Council	000:14	8
RAISE FUNDS FOR SPECIAL OLYMP	SPECIAL OLYMPICS	000:14	19
Recycling	CALL TO RECYCLE DOT ORG	000:20	5
Recycling Electronics	US Gen Serv Administration	000:29	10
Retirement Saving Education	Social Security Admin	000:15	24
Retirement Saving Education	Social Security Admin	000:30	13
Rse Fnds for Vet Trp to Monum	Badger Honor Flight	000:29	2
Rse Fnds for Vet Trp to Monum	Badger Honor Flight	000:29	3
Sports Bring Communitites Tog	W.I.A.A.	000:30	80

VETERANS HEALTH	Paralyzed Veterans America	000:14	17
VETERANS HEALTH	Paralyzed Veterans Of America	000:15	25
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	4
VETERANS HEALTH	Paralyzed Veterans Of America	000:59	33
VETERANS HEALTH	Paralyzed Veterans America	000:29	22
WEALTH SAVING EDUCATION	Nat Fondtn For Credit Council	000:14	38