

WIBA  
Madison, WI  
Quarterly Issues/Programs List  
Second Quarter, 2013  
07/03/2013

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:

- **ECONOMY:** Wisconsin's farmers mark their \$60 Billion impact on state's economy during June dairy month
- **ENTERTAINMENT:** Marketing revelry the alternative mifflin street block part
- **ENVIRONMENT:** Observing the 43rd anniversary of Earth Day
- **GOVERNMENT/ELECTIONS:** WI Common Cause opposes legislative advancing at Capitol that would double contribution limits for
- **Health:** Shawn Pfaff WI Safe Milk Coalition - opposes efforts to legalize raw milk
- **Lifestyle:** There is a new statewide map that includes pronunciations of all our cities
- **Nature:** Mosquito outbreak delayed by cool temperatures
- **Recreation:** Madison Parks Department spokeswoman Laura Whitmore

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**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
ECONOMY	MAD FRM - APRIL 7 - SEG 1 - ECONOMY	Summer gas prices are uncertain	ERIN ROTH	04/07/2013 06:32 AM	010:05

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
ECONOMY	MAD FRM - APRIL 7 - SEG 2 - ECONOMY	summer gas prices are uncertain	ERIN ROTH	04/07/2013 06:45 AM	006:52
ECONOMY	MAD FRM - APRIL 7 - SEG 3 - ECONOMY	Summer gas prices uncertain	ERIN ROTH	04/07/2013 06:55 AM	003:06
Lifestyle	MAD FRM - APR 14 - SEG 1 - LIFESTYLE	New statewide map includes pronunciations of all cities	JACKIE JOHNSON	04/14/2013 06:33 AM	008:34
Lifestyle	MAD FRM - APR 14 - SEG 2 - LIFESTYLE	There is a new statewide map that includes pronunciates of all our cities	JACKIE JOHNSON	04/14/2013 06:44 AM	007:44
Lifestyle	MAD FRM - APR 14 - SEG 3 - LIFESTYLE	New statewide map includes pronunciations of our cities	JACKIE JOHNSON	04/14/2013 06:55 AM	003:43
ENVIRONMENT	MAD FRM - APRIL 21 - SEG 1 -- ENVIRONMENT	Observing the 43rd anniversary of Earth Day	STEVE HINIKER	04/21/2013 06:33 AM	008:54
ENVIRONMENT	MAD FRM - ARPIL 21 - SEG 2 - ENVIRONMENT	Observing the 43rd anniversary of Earth Day	STEVE HINIKER	04/21/2013 06:45 AM	008:30
ENVIRONMENT	MAD FRM - APR 21 - SEG 3 - ENVIRONMENT	Observing the 43rd anniversary of Earth Day	STEVE HINIKER	04/21/2013 06:56 AM	002:40
ENTERTAINMENT	MAD FRM - APR 28 - SEG 1 - ENTERTAINMENT	Marketing revelry - the alternative Mifflin party	JOSE CORNEJO	04/28/2013 06:31 AM	008:34
ENTERTAINMENT	MAD FRM - APR 28 - SEG 2 - ENTERTAINMENT	Marketing revelry - the alternative mifflin street block party	JOSE CORNEJO	04/28/2013 06:42 AM	009:22
ENTERTAINMENT	MAD FRM - APR 28 - SEG 3 - ENTERTAINMENT	Marketing revelry the alternative mifflin street block part	JOSE CORNEJO	04/28/2013 06:55 AM	002:08
ECONOMY	MAD FRM - MAY	Energy outlook	SCOTT	05/12/2013	008:19

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	12 - SEG 1 - ECONOMY	looks good for the summer	NEITZEL	06:33 AM	
ECONOMY	MAD FRM - MAY 12 - SEG 2 - ECONOMY	Energy outlook for Summer is good	SCOTT NEITZEL	05/12/2013 06:45 AM	010:22
ECONOMY	MAD FRM - MAY 12 - SEG 3 - ECONOMY	Energy outlook for summer is good	SCOTT NEITZEL	05/12/2013 06:57 AM	001:16
ECONOMY	MAD FRM - MAY 19 - SEG 1 - ECONOMY	Downtown Madison prepares for development boom	MIKE VERVEER	05/19/2013 06:34 AM	009:31
ECONOMY	MAD FRM - MAY 19 - SEG 2 - ECONOMY	Downtown Madison prepares for development boom	MIKE VERVEER	05/19/2013 06:46 AM	008:02
ECONOMY	MAD FRM - MAY 19 - SEG 3 - ECONOMY	Downtown Madison prepares for development boom	MIKE VERVEER	05/19/2013 06:56 AM	002:23
ECONOMY	MAD FRM - MAY 26 - SEG 1 - Ben Brancel AG Sec.	State AG Secretary Ben Brancel	BEN BRANCEL	05/26/2013 06:33 AM	006:45
ECONOMY	MAD FRM - MAY 26 - SEG 2 - Ben Brancel AG Sec	Economy	BEN BRANCEL	05/26/2013 06:43 AM	011:08
ECONOMY	MAD FRM - MAY 26 - SEG 3 - Ben Brancel AG Sec	Wisconsin's farmers mark their \$60 Billion impact on state's economy during June dairy month	BEN BRANCEL	05/26/2013 06:56 AM	002:01
Health	MAD FRM - JUNE 02 - SEG 1 - HEALTH	Shawn Pfaff WI Safe Milk Coalition - opposes efforts to legalize raw milk	Shawn Pfaff	06/02/2013 06:34 AM	008:16
Health	MAD FRM - JUNE 02 - SEG 2 - HEALTH	Shawn Pfaff of the WI Safe Milk Coalition -	Shawn Pfaff	06/02/2013 06:45 AM	009:22

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		opposes efforts to legalize Raw Milk			
Health	MAD FRM - JUNE 02 - SEG 3 - HEALTH	Shawn Pfaff of the WI Safe Milk Coalition - Opposes efforts to legalize milk	Shawn Pfaff	06/02/2013 06:56 AM	002:17
Nature	MAD FRM - JUNE 9 - SEG 1 -- NATURE	Mosquito outbreak delayed by cool temperatures	Phil Pellitteri	06/09/2013 06:34 AM	007:12
Nature	MAD FRM - JUNE 9 - SEG 2 -- NATURE	Mosquito outbreak delayed by cool temperatures	Phil Pellitteri	06/09/2013 06:43 AM	008:04
Nature	MAD FRM - JUNE 9 - SEG 3 -- NATURE	Mosquito outbreak delayed by cool temperatures	Phil Pellitteri	06/09/2013 06:54 AM	004:38
Recreation	MAD FRM - JUNE 16 - SEG 1 - RECREATION	Madison Parks Department spokeswomen Laura Whitmore	Laura Whitmore	06/16/2013 06:33 AM	007:44
Recreation	MAD FRM - JUNE 16 - SEG 2 - RECREATION	Madison Parks Department spokeswomen Laura Whitmore	Laura Whitmore	06/16/2013 06:44 AM	009:05
Recreation	MAD FRM - JUNE 16 - SEG 3 - RECREATION	Madison Parks Department spokeswomen Laura Whitmore	Laura Whitmore	06/16/2013 06:55 AM	003:06
GOVERNMENT/ELECTIONS	MAD FRM - JUNE 23 -- GOVERNMENT - SEG 1	WI Common Cause opposes legislative advancing at Capitol that would double contribution limits for	JAY HECK	06/23/2013 06:33 AM	008:45
GOVERNMENT/ELECTIONS	MAD FRM - JUNE 23 -- GOVERNMENT - SEG 2	WI Common Cause opposes legislative advancing at	JAY HECK	06/23/2013 06:44 AM	008:16

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Capitol that would double contribution limits for			
GOVERNMENT/ELECTIONS	MAD FRM - JUNE 23 -- GOVERNMENT - SEG 3	WI Common Cause opposes legislative advancing at Capitol that would double contribution limits for	JAY HECK	06/23/2013 06:55 AM	002:58
Health	MAD FRM - JUNE 30 - SEG 1 - HEALTH	Food safety has vastly improved in recent years	BRANDON SCHOLZ	06/30/2013 06:33 AM	007:28
Health	MAD FRM - JUNE 30 - SEG 2 - HEALTH	Food safety has vastly improved in recent years	BRANDON SCHOLZ	06/30/2013 06:44 AM	009:56
Health	MAD FRM - JUNE 30 - SEG 3 - HEALTH	Food safety has vastly improved in recent years	BRANDON SCHOLZ	06/30/2013 06:56 AM	002:34

**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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<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Conservation	US Dept Of Energy	000:59	052
Democracy Campaign	Democracy Campaign	000:30	016
Disaster Relief	American Red Cross	000:30	013
Education	Nat'l Traffic Safety Admin	000:30	022
Environmental Protection	Treadlightly.org	000:41	002
FINANCIAL LITERACY	FINANCIAL LITERACY	001:00	053
Financial Planning	FINANCIAL LITERACY	000:30	020
Girl Scouts	Girl Scouts	000:30	073
Girl Scouts	Girl Scouts	001:00	056
Health	Dept. of Health and Human Ser	000:30	023
HEALTH AND FITNESS	Ad Council	001:00	027
Housing	Habitat For Humanity	001:00	023
Humane Society	Humane Society	000:30	015
KIDNEY FOUNDATION	KIDNEY FOUNDATION	000:30	038
KIDNEY FOUNDATION	KIDNEY FOUNDATION	001:00	035
Madison Urban League	Madison Urban League	000:30	002
MILITARY AND VETERANS	FISHER HOUSE	000:30	028
MILITARY AND VETERANS	Show Your Stripes	000:31	009
Multiple Sclerosis	Multiple Sclerosis	000:55	099
National Park Conservation	National Park Conserva. Assc.	000:15	002
National Park Conservation	National Park Conserva. Assc.	000:27	045
Parenting	Parenting	000:59	033
Pet Adoption	Ad Council	000:30	058
POVERTY	SHARE OUR STRENGTH	000:30	035
POVERTY	SHARE OUR STRENGTH	000:31	005
psa	Nationl Crime Prevention&USDJ	000:30	093
psa	Nationl Crime Prevention&USDJ	000:59	011
psa	Nationl Crime Prevention&USDJ	001:00	115
psa	Show Your Stripes	000:30	153

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
psa	Show Your Stripes	000:31	018
Public Announcement	Ad Council	000:30	002
Public Announcement	Paralyzed Veterans Of America	000:15	004
Public Announcement	PETA	000:14	001
Public Announcement	USO	000:30	004
Public Education	Ad Council	000:15	001
Public Education	Ad Council	000:30	018
Public Education	Ad Council	000:59	033
Public Education	Ad Council	001:00	060
Public Education	Amrcn Inst of Cert Pblc Acct	000:30	027
Public Education	Domestic Abuse Prevention	000:16	002
Public Education	Enviorenmental Protection AGY	000:15	003
Public Education	Foundation for a Better Life	000:15	005
Public Education	Foundation for a Better Life	000:16	007
Public Education	Medicare	000:59	032
Public Education	National Safety Council	000:15	002
Public Education	Nationl Crime Prevention&USDJ	001:00	053
Public Education	NFCC	000:15	006
Public Education	Paralyzed Veterans Of America	000:20	001
Public Education	UInited Way	000:15	003
Public Education	United States Armed Forces	000:30	067
Public Education	United Way	000:15	004
Public Education	US Department of Transportati	000:15	003
Public Education	USO	000:15	002
Public Education	Vietnam Veteens Memorial Fund	000:29	023
Public Education	Vietnam Veteens Memorial Fund	000:30	060
Public Education	Vietnam Veteens Memorial Fund	000:59	021
Public Education	Wild Life Land Trust	000:15	002
Public Health	Ad Council	000:15	003



<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Public Health	America on the Move	000:15	002
Public Health	American Liver Foundation	001:00	022
Public Health	American Lung Association	001:00	080
Public Health	AMERICAN OPTOMETRIC Society	000:30	034
Public Health	COPD Assoc	000:30	022
Public Health	COPD Assoc	000:59	029
Public Health	fightingforair.org	001:00	026
Public Health	greaterthanaides.org	000:15	004
Public Health	Intl Rett Syndrome Foundation	000:30	023
Public Health	Intl Rett Syndrome Foundation	001:00	030
Public Health	PSA-Leukima and Lymphoma Society	000:30	021
Public Health	Public Health	000:29	024
Public Health	Public Health	000:30	120
Public Health	Public Health	001:00	040
Public Health	USDA and HHS	000:15	004
Public Health	USDA and HHS	000:21	001
Public Health	USDA and HHS	001:00	034
Public Notice	Ad Council	001:00	025
Public Safety	Ad Council	001:00	001
Public Safety	Consumer Products Safety Comm	000:30	023
Public Safety	Dept Of Homeland Security	000:30	025
Public Safety	Public Safety	000:27	018
Public Safety	Public Safety	000:30	042
Red Cross	Red Cross	000:30	027
Rehabilitation Research	Kessler Foundation	000:30	025
SKIN CANCER	Amer. Academy of Dermatology	001:00	033
SKIN CANCER AWARENESS	American Academy of Dermatolo	000:30	013
Underage Drinking	Underage Drinking	000:15	002
Underage Drinking	Underage Drinking	000:30	023

<b>ISSUE</b>	<b>ORGANIZATION OR TITLE</b>	<b>DURATION</b>	<b>RUNS</b>
Underage Drinking	Underage Drinking	000:59	033
Underage Drinking	Underage Drinking	001:00	031
US Army Generic Event	US Army	000:30	024
US Dept of Energy	US Dept Of Energy	000:30	025
US Forest Service	Ad Council	000:30	105
US Forest Service	Ad Council	000:57	056
US Forest Service	Ad Council	000:59	067
USO	USO	000:30	002
Veteran's Issues, MilitaryWar	DVDS FOR VETS	000:30	024
VETERANS HEALTH	Dept Of Veterans Affairs	000:14	001
VETERANS HEALTH	Dept Of Veterans Affairs	000:30	022
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	002
VETERANS HEALTH	Veterans Health	000:30	025
VETERANS HEALTH	Veterans Health	000:58	010