

WMAD
Madison, WI
Quarterly Issues/Programs List
First Quarter, 2021
04/16/2019

WMAD
Quarterly Issues/Programs List

WMAD 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
Culture,Communication,Consume	MADISON FORUM- 2020 YEAR IN REVIEW PT2	WIBA/IHEARTRADIO MADISON NEWS DIRECTOR ROBIN COLBERT EXPLORES THE NEWS AND EVENTS THAT SHAPED MADIS	Robin Colbert	01/02/2021 07:02 PM	029:22
Health&Medicine/Lifestyle	MADISON FORUM- WI COVID UPDATE	DR. JEFF POTHOF FROM THE UW JOINS ROBIN TO TALK ABOUT RECENT DEVELOPMENTS IN THE BATTLE AGAINST COV	JEFF POTHOF	01/09/2021 07:02 PM	029:47
Crime,Police,PublicHealth	MADISON FORUM- DC RIOTS	POLICING IN TROUBLING TIMES. PROTESTS LOCALLY AND NATIONALLY, SOMETIMES BECOMING VIOLENT	Dave Mahoney	01/16/2021 07:02 PM	029:47
Health&Medicine/Lifestyle	MADISON FORUM- iHRCommunities	900779_2_iHRCommunities_0122- 0124 how the vaccine actually works and the effects of doses on immuni	RYAN GORMAN	01/23/2021 07:00 PM	029:55
Health&Medicine/Lifestyle	MADISON FORUM- iHRCommunities	Dr. Celine Founder, former member of Joe Biden's Covid task force discusses the federal response to the pandemic.	Dr. C. Gounder	01/30/2021 07:00 AM	029:55

Health	MADISON FORUM-900779_2_iHRCommunities_0205-0207	David Waddell explains the Game Stop stock story including what you need to know about hedge funds, short selling, short squeezes, and more	David Waddell	02/07/2021 07:01 AM	029:50
Charity,Holidays,Sociology	MADISON FORUM-AMERICAN RED CROSS	Justin Kern of American Red Cross discusses the effects of the Covid-19 pandemic has had on his organization	JUSTIN KERN	02/14/2021 07:02 AM	029:47
Substance Abuse	Big Brothers Big Sisters of America & Combating Substance Abuse	Artis Stevens CEO of Big Brothers Big Sisters discusses their work and how the pandemic has impacted the organization	A. Stevens	02/21/2021 07:02 AM	029:53
Parenting	Parenting during chaotic times & patient advocacy during a pandemic	Dr. Harold Koplewicz discusses parenting through a pandemic and the rise of anxiety with children.	Dr. H. Koplewicz	02/28/2021 07:01 AM	029:56
Public Health	The Pandemic one year later & thinking and learning differently	Dr. Marty Makary looks back at the pandemic one year into it, and explains what we should be doing now and as we move forward	Dr. M. Makary	03/07/2021 07:00 AM	029:51
Employers, Government	MADISON FORUM- DANE COUNTY EXEC	Dane County Exec Joe Parisi discusses what Dane County is doing to deal with the effects of the Covid-19 pandemic and where residents can get a vaccination.	JOE PARISI	03/14/2021 07:00 AM	029:56
Edu, Health, Environment	MADISON FORUM - MADISON COLLEGE	Madison College professor Dr. Jack E. Daniels discusses higher education and what has changed through the Covid-19 pandemic.	Dr. J. E. Daniels	03/21/2021 07:00AM	029:42
Health,FedGov&Regulation	MADISON FORUM - VIRAL PATHOGENESIS	Dr. Barney Graham discusses infectious disease	Dr. B. Graham	03/28/2021 07:02 AM	029:52

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
Bringing awareness to alcohol abuse and how Alcoholics Anonymous can help	Alcoholics Anonymous	000:29	5
Bringing awareness to alcohol abuse and how Alcoholics Anonymous can help	Alcoholics Anonymous	000:29	15
Bringing awareness to alcohol abuse and how Alcoholics Anonymous can help	Alcoholics Anonymous	000:29	4
Bringing awareness to alcohol abuse and how Alcoholics Anonymous can help	Alcoholics Anonymous	000:30	5
Raising awareness about pollution and taking care of our planet Earth	IHEARTRADIO EARTH	000:29	2
Raising awareness about pollution and taking care of our planet Earth	IHEARTRADIO EARTH	000:30	1
Raising awareness about pollution and taking care of our planet Earth	IHEARTRADIO EARTH	000:30	1
Bringing awareness to Alzheimer's Disease and it's prevention	MemoriesMatterUW PSA	000:57	1
Bringing awareness to Alzheimer's Disease and it's prevention	MemoriesMatterUW PSA	000:57	1
Bringing awareness to Alzheimer's Disease and it's prevention	MemoriesMatterUW PSA	000:58	127
Raising awareness about pollution and taking care of our planet Earth	PSA/IHEARTRADIO EARTH CAR TRAVEL	000:29	1
Raising awareness about pollution and taking care of our planet Earth	PSA/IHEARTRADIO EARTH HOME HEATING	000:28	1
Raising awareness about pollution and taking care of our planet Earth	PSA/IHEARTRADIO EARTH HOME HEATING	000:30	1
Raising awareness about pollution and taking care of our planet Earth	PSA/IHEARTRADIO EARTH WINTER SALT SMARTS V1 NG 30	000:30	1

Raising awareness about pollution and taking care of our planet Earth	PSA/IHEARTRADIO EARTH WINTER SALT SMARTS VI NG 30	000:30	1
Suicide Prevention	REACH.GOV	000:30	4
Suicide Prevention	REACH.GOV	000:30	7