

WIBA
Madison, WI
Quarterly Issues/Programs List
Third Quarter, 2015
10/05/2015

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:

- **Agriculture:** More Than 70 thousand visitors expected in madison for World Dairy Expo
- **Disabilities, Mental Health:** Your Brain With Tinnitus/Child Suicide Survivors
- **Education:** Enrollment expected to top 27,000 students in Madison schols this fall
- **Education, Adult Edu, Health Care:** Perfect Pitch/Air Pollution and Lung Health
- **Education, Nutrition and Healt:** More Madison schools are offering free lunches this fall
- **Government/Business:** Negotiations produce progress on huge Judge Doyle project in downtown Madison
- **GOVERNMENT/POLITICS:** WI Secretary of State stages liegal fight to get staff back
- **GOVERNMENT/TAXES:** Total WI property taxes down 3.2 percent
- **Health/Wellness:** Obseity continues to cause major health problems in Wisconsin
- **HealthCare, PetsAndPeople:** Liquid Biopsies/Pet Obesity
- **HelathCare, InafantsAtRisk, Psy:** Maternal Mortality/The Joy of Singing
- **LAW ENFORCEMENT:** Heroin deaths down in Dane County so far this year, but use of the drug remains high
- **Lifestyle:** Wisconsin ranks high for "Bixyxle Friendliness"
- **Lifestyle/Government:** Opponets of gay marriage in Wisconsin don't give up the fight

- **PublicHealth,Edu:** Heart Attacks in Young Women/Odd Medical Treatments of the Past
- **PublicHelath,Consumerism:** Online Pharmacies/Multitasking
- **SexualAssault,MentalHealth:** Enlisting Men Against Sexual Assault/The Power of Tears
- **TRANS/GOV:** Madison's bus system is feeling growing pains
- **TRAVEL:** New state budget fails to meet motorists' needs

**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
LAW ENFORCEMENT	MAD FRM - JULY 5 - Law Enforcement - SEG 1	Heroin deaths down in Dane County so far this year, but use of the drug remains high	JASON FREEDMAN (SGT)	07/05/2015 06:30 AM	010:25
LAW ENFORCEMENT	MAD FRM - JULY 5 - Law Enforcement - SEG 2	Heroin deaths down in Dane County so far this year, but use of the drug remains high	JASON FREEDMAN (SGT)	07/05/2015 06:40 AM	006:35
LAW ENFORCEMENT	MAD FRM - JULY 5 - Law Enforcement - SEG 3	Heroin deaths down in Dane County so far this year, but use of the drug remains high	JASON FREEDMAN (SGT)	07/05/2015 06:47 AM	012:59
Education,AdultEdu,HealthCare	Radio Health Journal 07/12/15	Perfect Pitch/Air Pollution and Lung Health	D.Deutsch,V.Hedger, N.Benson	07/11/2015 07:25 PM	027:59
Lifestyle/Government	MAD FRM - JULY 12 - Government/Lifestyle - SEG 1	Opponents of gay marriage in Wisconsin don't give up the fight	Julaine Appling	07/12/2015 06:30 AM	011:07

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Lifestyle/Government	MAD FRM - JULY 12 - Government/Lifestyle - SEG 2	Opponents of gay marriage in Wisconsin don't give up the fight	Julaine Appling	07/12/201 5 06:41 AM	005:48
Lifestyle/Government	MAD FRM - JULY 12 - Government/Lifestyle - SEG 3	Opponents of gay marriage in Wisconsin don't give up the fight	Julaine Appling	07/12/201 5 06:46 AM	012:58
Lifestyle	MAD FRM - JULY 19 - LIFESTYLE - SEG 1	Wisconsin ranks high for "Bixycle Friendliness"	Mayor Dave	07/19/201 5 06:30 AM	011:02
Lifestyle	MAD FRM - JULY 19 - LIFESTYLE - SEG 2	Wisconsin ranks high for "Bicycle Friendliness"	Mayor Dave	07/19/201 5 06:41 AM	005:55
Lifestyle	MAD FRM - JULY 19 - LIFESTYLE - SEG 3	Wisconsin ranks high for "Bicycle Friendliness"	Mayor Dave	07/19/201 5 06:46 AM	012:55
HealthCare, Infants At Risk, Psy	Radio Health Journal 07/19/15	Maternal Mortality/The Joy of Singing	K.Menard,P.Harman, S.Horn	07/19/201 5 05:03 PM	027:56
Disabilities, Mental Health	Radio Health Journal 07/26/15	Your Brain With Tinnitus/Child Suicide Survivors	R.Salvi,P.Gander,W.P armley	07/25/201 5 06:04 PM	027:59
GOVERNMENT/TAXES	MAD FRM - JULY 26 - SEG 1 - GOVERNMENT	Total WI property taxes down 3.2 percent	Todd Berry	07/26/201 5 06:30 AM	010:37
GOVERNMENT/TAXES	MAD FRM - JULY 26 - SEG 2 - GOVERNMENT	Total WI property taxes down 3.2 percent	Todd Berry	07/26/201 5 06:40 AM	006:20
GOVERNMENT/TAXES	MAD FRM - JULY 26 - SEG 3 - GOVERNMENT	Total WI property taxes down 3.2 percent	Todd Berry	07/26/201 5 06:46 AM	012:58
Government/Business	MAD FRM - AUG 2 - SEG 1 - GOVERNMENT	Negotiations produce progress on huge Judge Doyle project in downtown Madison	PAUL SOGLIN	08/02/201 5 06:30 AM	010:59
Government/Business	MAD FRM - AUG 2 - SEG 2 - GOVERNMENT	Negotiations produce progress on huge Judge Doyle project in	PAUL SOGLIN	08/02/201 5 06:41 AM	005:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		downtown Madison			
Government/Business	MAD FRM - AUG 2 - SEG 3 - GOVERNMENT	Negotiations produce progress on huge Judge Doyle project in downtown Madison	PAUL SOGLIN	08/02/201 5 06:47 AM	012:57
GOVERNMENT/POL ITICS	MAD FRM - AUGUST 9 - SEG 1 - GOVERNMENT	WI Secretary of State stages liegal fight to get staff back	Doug LaFollette	08/09/201 5 06:30 AM	013:22
GOVERNMENT/POL ITICS	MAD FRM - AUGUST 9 - SEG 2 - GOVERNMENT	WI Secretary of State stages liegal fight to get staff back	Doug LaFollette	08/09/201 5 06:44 AM	006:31
GOVERNMENT/POL ITICS	MAD FRM - AUGUST 9 - SEG 3 - GOVERNMENT	WI Secretary of State stages liegal fight to get staff back	Doug LaFollette	08/09/201 5 06:50 AM	013:02
PublicHelath,Consume rism	Radio Health Journal 08/09/15	Online Pharmacies/Multi tasking	C.Catizone,R.Bate	08/09/201 5 05:03 PM	027:59
GOVERNMENT/TA XES	MAD FRM - AUGUST 16 - SEG 1 - Government	Massive downtown Madison development called a big risk to taxpayers	David Ahrens	08/16/201 5 06:30 AM	010:24
GOVERNMENT/TA XES	MAD FRM - AUGUST 16 - SEG 2 - Government	Massive downtown Madison development called a big risk to taxpayers	David Ahrens	08/16/201 5 06:40 AM	006:32
GOVERNMENT/TA XES	MAD FRM - AUGUST 16 - SEG 3 - Government	Massive downtown Madison development called a big risk to taxpayers	David Ahrens	08/16/201 5 06:46 AM	012:57
SexualAssault,Mental Health	Radio Health Journal 08/16/15	Enlisting Men Against Sexual Assault/The	J.Foubert,S.Edwards, W.Frey	08/16/201 5 05:06 PM	027:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Power of Tears			
PublicHealth,Edu	Radio Health Journal 08/23/15	Heart Attacks in Young Women/Odd Medical Treatments of the Past	J.Lichtman,J.Anderson	08/22/2015 12:04 PM	028:00
TRANS/GOV	MAD FRM - AUGUST 22 - TRANS/GOV - SEG 1	Madison's bus system is feeling growing pains	CHUCK KAMP - MADISON METRO	08/23/2015 06:30 AM	010:28
TRANS/GOV	MAD FRM - AUGUST 22 - TRANS/GOV - SEG 2	Madison's bus system is feeling growing pains	CHUCK KAMP - MADISON METRO	08/23/2015 06:40 AM	006:30
TRANS/GOV	MAD FRM - AUGUST 22 - TRANS/GOV - SEG 3	Madison's bus system is feeling growing pains	CHUCK KAMP - MADISON METRO	08/23/2015 06:46 AM	012:53
Education	MAD FRM - AUGUST 30 - Education - SEG 1	Enrollment expected to top 27,000 students in Madison schols this fall	Jennifer Cheatham	08/30/2015 06:30 AM	011:14
Education	MAD FRM - AUGUST 30 - Education - SEG 2	Enrollment expected to top 27,000 students in Madison schols this fall	Jennifer Cheatham	08/30/2015 06:41 AM	005:45
Education	MAD FRM - AUGUST 30 - Education - SEG 3	Enrollment expected to top 27,000 students in Madison schols this fall	Jennifer Cheatham	08/30/2015 06:47 AM	012:53
TRAVEL	MAD FRM - SEPTEMBER 6 - Travel/Transportation SEG 1	New state budget fails to meet motorists' needs	Craig Thompson	09/06/2015 06:30 AM	011:24
TRAVEL	MAD FRM - SEPTEMBER 6 - Travel/Transportation SEG 2	New state budget fails to meet motorists' needs	Craig Thompson	09/06/2015 06:41 AM	005:34
TRAVEL	MAD FRM - SEPTEMBER 6 -	New state budget fails to meet	Craig Thompson	09/06/2015 06:47	012:55

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	Travel/Transportation SEG 3	motorists' needs		AM	
HealthCare,PetsAndPeople	Radio Health Journal 09/06/15	Liquid Biopsies/Pet Obesity	N.Papadopoulos,E.Ward	09/06/2015 05:07 PM	027:59
Education,Nutrition and Healt	MAD FRM - SEPT 13 - SEG 1 - Education/Nutrition	More Madison schools are offering free lunches this fall	STEVE YOUNGBAUER	09/13/2015 06:30 AM	010:38
Education,Nutrition and Healt	MAD FRM - SEPT 13 - SEG 2 - Education/Nutrition	More Madison schools are offering free lunches this fall	STEVE YOUNGBAUER	09/13/2015 06:40 AM	006:19
Education,Nutrition and Healt	MAD FRM - SEPT 13 - SEG 3 - Education/Nutrition	More Madison schools are offering free lunches this fall	STEVE YOUNGBAUER	09/13/2015 06:46 AM	012:56
Health/Wellness	MAD FRM - SEPT 20 - SEG 1 - HEALTH	Obesity continues to cause major health problems in Wisconsin	DR Pat Remington	09/20/2015 06:30 AM	011:14
Health/Wellness	MAD FRM - SEPT 20 - SEG 2 - HEALTH	Obesity continues to cause major health problems in Wisconsin	DR Pat Remington	09/20/2015 06:41 AM	005:40
Health/Wellness	MAD FRM - SEPT 20 - SEG 3 - HEALTH	Obesity continues to cause major health problems in Wisconsin	DR Pat Remington	09/20/2015 06:46 AM	012:56
Agriculture	MAD FRM - SEPTEMBER 27 - SEG 1 - ECONOMY/AGRICULTURE	More Than 70 thousand visitors expected in madison for World Dairy Expo	BEN BRANCEL	09/27/2015 06:30 AM	010:35
Agriculture	MAD FRM - SEPTEMBER 27 - SEG 2 - ECONOMY/AGRICULTURE	More Than 70 thousand visitors expected in madison for World Dairy Expo	BEN BRANCEL	09/27/2015 06:40 AM	006:23

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Agriculture	MAD FRM - SEPTEMBER 27 - SEG 3 - ECONOMY/AGRIC ULTURE	More Than 70 thousand visitors expected in madison for World Dairy Expo	BEN BRANCEL	09/27/201 5 06:46 AM	012:53

**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
Alcoholism,Mental Illness	Alcoholics Anonymous	000:28	029
Alcoholism,Mental Illness	Alcoholics Anonymous	000:29	020
Alcoholism,Mental Illness	Alcoholics Anonymous	000:30	059
Alcoholism,Mental Illness	Alcoholics Anonymous	001:00	042
American Heart Association	Ad Council	000:59	041
Autism Awareness	Ad Council	000:27	018
Baby Safety	AMERICAN FAM CHILDRENS HOSPIT	000:15	092
Cancer Research	American Cancer Society	000:30	040
Child Adoption	Ad Council	000:15	005
Child Adoption	Ad Council	000:30	038
Child Adoption	Ad Council	001:00	105
Childhood Literacy	Ad Council	001:00	050

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ChildLearning AttentionIssues	Ad Council	000:15	008
ChildLearning AttentionIssues	Ad Council	000:30	062
Children's Eye Care	American Optometric Society	000:30	024
College Education	Ad Council	000:20	008
Community Awareness	Social Security Admin	001:00	057
COMMUNITY INVOLVEMENT	9/11 NATIONAL DAY OF SERVICE	000:30	011
COMMUNITY INVOLVEMENT	Ad Council	000:15	006
COMMUNITY INVOLVEMENT	Ad Council	000:30	065
COMMUNITY INVOLVEMENT	Ad Council	000:59	037
COMMUNITY INVOLVEMENT	Communities In Schools	000:30	017
COMMUNITY INVOLVEMENT	Communities In Schools	001:00	038
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:15	002
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:30	019
Conservation	US Dept Of Energy	000:14	014
Conservation	US Dept Of Energy	000:59	067
Employment, Buisness, Communi	Ad Council	000:15	005
Employment, Buisness, Communi	Ad Council	000:30	032
Employment, Buisness, Communi	Ad Council	001:00	042
Environmental Protection	Treadlightly.org	000:41	055
FamilyRelationships,Homelessn	Family Service Madison	000:31	031
Financial Planning	Ad Council	001:00	015
Forest Safety	Ad Council	000:30	003
Health Care	Muscular Dystrophy Associatio	000:30	088
Health Care	Red Cross	000:30	022
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	036
MILITARY AND VETERANS	USO	000:15	004
MILITARY AND VETERANS	USO	000:55	054
MilitaryFamilies,PersonalHeal	USO	000:27	018
National Park Conservation	National Park Conserva. Assc.	000:15	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
National Park Conservation	National Park Conserva. Assc.	000:27	012
Nature Preservation	Aldo Leopold Nature Center	000:32	025
Paralyzed Veterans	Paralyzed Veterans Of America	001:00	040
Pet Adoption	Ad Council	000:30	048
Pet Adoption	PETA	000:14	003
Public Announcement	Paralyzed Veterans Of America	000:15	003
Public Education	Ad Council	000:15	001
Public Education	Ad Council	000:59	051
Public Education	Enviorenmental Protection AGY	000:15	007
Public Education	Nat Fondtn For Credit Council	000:15	006
Public Education	Paralyzed Veterans Of America	000:20	012
Public Education	Social Security Admin	000:15	009
Public Education	Social Security Admin	000:30	024
Public Education	US Department of Transportati	000:15	009
Public Education	Wild Life Land Trust	000:15	008
Public Health	Ad Council	000:15	009
Public Health	Ad Council	000:20	002
Public Health	Ad Council	000:30	062
Public Health	Ad Council	000:55	046
Public Health	Ad Council	000:59	026
Public Health	Ad Council	001:00	133
Public Health	American Lung Association	001:00	044
Public Health	greaterthanaides.org	000:15	005
Public Health	USDA and HHS	000:21	005
Public Health	USDA and HHS	001:00	039
Public Notice	Ad Council	001:00	034
Public Safety	Dept Of Homeland Security	000:30	019
PublicHealth,Education	Ad Council	000:30	043
Recycling	Ad Council	000:21	010

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Rehabilitation Research	Kessler Foundation	000:30	029
Rehabilitation Research	Kessler Foundation	000:32	005
Underage Drinking	Ad Council	000:15	001
Veteran's Issues, MilitaryWar	Keep Wisconsin Warm Fund	000:15	009
Veteran's Issues, MilitaryWar	Middleton Community Vets	000:29	001
Veteran's Issues, MilitaryWar	Paralyzed Veterans America	000:15	005
VETERANS HEALTH	Paralyzed Veterans America	000:30	020
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	031
War&Military,PopCulture	Badger Honor Flight	000:30	030
War&Military,PopCulture	Badger Honor Flight	001:00	100
Women-MenIssues,Evolution	Greenway Station	000:30	009