

WIBA  
Madison, WI  
Quarterly Issues/Programs List  
Second Quarter, 2021  
04/16/2019

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
MADISON FORUM- LOCAL VACCINE EFFORTS	MADISON FORUM- LOCAL VACCINE EFFORTS	WIBA-AM News Director Robin Colbert is joined by UW Hospital DR. Matt Anderson to discuss the local efforts in getting people the Covid-19 vaccination	DR. MATT ANDERSON	04/04/2021 07:00 AM	029:43
IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Long term impact of Covid-19 on the body & how has the need for donations to the "No Kid Hungry Campaign" been effected since the onset of the Covid-19 Pandemic.	Dr. W. Koroshetz, P. Taylor	04/11/2021 07:00 AM	029:45
MADISON FORUM SHERIFF MAHONEY	MADISON FORUM SHERIFF MAHONEY	SHERIFF DAVE MAHONEY IS RETIRING FROM THE DEPARTMENT. ROBIN DISCUSSES HIS CARRER IN THIS 2 PART SE	Dave Mahoney	04/18/2021 07:00 AM	029:47
MADISON FORUM SHERIFF MAHONEY PT. 2	MADISON FORUM SHERIFF MAHONEY PT. 2	SHERIFF DAVE MAHONEY IS RETIRING FROM THE DEPARTMENT. ROBIN DISCUSSES HIS CARRER IN THIS 2 PART SE	Dave Mahoney	04/25/2021 07:00 AM	030:27
MADISON FORUM MADISON	MADISON FORUM MADISON	AS MORE PEOPLE BECOME VACCINATED, SUMMER ACTIVITIES	CONOR CALOIA	05/02/2021 07:00 AM	029:38

MALLARDS	MALLARDS	ARE RETURNING WITH CAUTION THE MALLARDS ARE LA			
MADISON FORUM DPC	MADISON FORUM DPC	DIRECT PRIMARY CARE IS BECOMING POPULAR IN DANE COUNTY WHAT IS IT AND WHY IS IT CATCHING ON IN THE AR	NICOLE HEMKES	05/09/2021 07:00 AM	029:47
MADISON FORUM FUEL SHORTAGE	MADISON FORUM FUEL SHORTAGE	GAS PRICES ARE UP NATIONALLY AND AN INTERNATIONAL HACKING GROUP STOPPED A VITAL FUEL PIPELINE	Nick Jarmusz	05/16/2021 07:00 AM	029:47
MADISON FORUM NEW SHERIFF	MADISON FORUM NEW SHERIFF	KALVIN BARRETT IS DANE COUNTY'S NEW SHERIFF FOLLOWING THE RETIREMENT OF DAVE MAHONEY BARRETT'S JOURNE	KALVIN BARRETT	05/23/2021 07:00 AM	029:47
MADISON FORUM SUMMER INFECTIONS	MADISON FORUM SUMMER INFECTIONS	MORE TIME OUTDOORS MEANS MORE EXPOSURE TO LYME, ZIKA AND OTHER VIRUSES WHAT	REBECCA OSBOURNE	05/30/2021 07:00 AM	029:47
IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL REV	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL REV	Focus on the biggest issues impacting this week	A. Soni, S. Coursen	06/06/2021 07:00 AM	029:49
MADISON FORUM DR. POTHOF	MADISON FORUM DR. POTHOF	ROBIN GETS A LOCAL UPDATE ON THE BATTLE AGAINST COVID-19	JEFF POTHOF	06/13/2021 07:00 AM	029:47
MADISON FORUM REAL ESTATE	MADISON FORUM REAL ESTATE	ROBIN GETS TALKS WITH REALTOR KEVIN CLARKE ABOUT DANE COUNTY'S REAL ESTATE MARKET	KEVIN CLARKE	06/20/2021 07:00 AM	029:47
MADISON FORUM SUBSTANCE ABUSE	MADISON FORUM SUBSTANCE ABUSE	TRILLURIAN PRESIDENT AND CEO KEVIN FLOREK DISCUSSES DRUG ADDICTION AND RECOVERY IN MADISON AND DANE	KEVIN FLOREK	06/27/2021 07:00 AM	029:47

### 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
ASTHMA PREVENTION/CLEAN AIR	ENVIORNMENTAL PROTECTION AGNC	000:15	1
College Access	American Council on Education	000:20	1
Community Awareness	Badger Honor Flight	000:29	2
Community Awareness	Badger Honor Flight	000:29	3
ENERGY CONSERVATION	Enviorenmental Protection AGY	000:14	1
Job Training Goodwill	Goodwill/Ad Council	001:00	1
Life Lessons from HS Sports	W.I.A.A.	000:30	1
Multiple Sclerosis Awareness	National MS Society	000:54	1
National Park Conservation	National Park Conserva. Assc.	000:15	2
PROSTATE CANCER FOUNDATION	PROSTATE CANCER FOUNDATION	000:29	3
Protecting WildLife Areas	Wild Life Land Trust	000:14	1
PSA - Alcoholics Anonymous :60	Alcoholics Anonymous	000:59	43
PSA - Blue Water Navy Act 2019 - 30	Dept Of Veterans Affairs	000:30	3
PSA - Buzzed Driving :15	US Department of Transportati	000:14	1
PSA - Call To Recycle :20	CALL TO RECYCLE DOT ORG	000:20	13
PSA - Call To Recycle :20	CALL TO RECYCLE DOT ORG	000:20	1
PSA - CASTING4KIDS	American Family Children's Hospital & UW Carbone Cancer Center	000:29	14
PSA - Childhood Asthma :20	Enviorenmental Protection AGY	000:19	16
PSA - Childhood Asthma (Fish 15)	ENVIORNMENTAL PROTECTION AGNC	000:15	17
PSA - Childhood Asthma (Fish 30)	Enviorenmental Protection AGY	000:29	16
PSA - Childhood Asthma (Fish 60)	Enviorenmental Protection AGY	000:59	47
PSA - College Access :20	American Council on Education	000:20	20
PSA - Energy Star :15	Enviorenmental Protection AGY	000:14	15
PSA - Goodwill (How We Do It 60)	Goodwill/Ad Council	001:00	34
PSA - Multiple Sclerosis :55	National MS Society	000:54	69
PSA - Multiple Sclerosis :55	National MS Society	000:55	1
PSA - Nat'l Foundation for Credit Coun :15	Nat Foundation For Credit Council	000:14	39
PSA - Nat'l Foundation for Credit Coun :15	PSA - Nat'l Foundation for Credit Coun :15	000:14	1
PSA - Nat'l Foundation for Credit Coun :15	PSA - Nat'l Foundation for Credit Coun :15	000:14	1
PSA - National Park Conservation Association	National Park Conserva. Assc.	000:15	12

:15			
PSA - Nutrition :15	USDA	000:14	1
PSA - Nutrition :15	USDA	000:15	15
PSA - Paralyzed Veterans	Paralyzed Veterans America	000:29	18
PSA - Paralyzed Veterans :15	Paralyzed Veterans America	000:14	16
PSA - Paralyzed Veterans :15 b	Paralyzed Veterans Of America	000:15	17
PSA - Paralyzed Veterans :20	Paralyzed Veterans Of America	000:20	12
PSA - PARALYZED VETERANS :60	Paralyzed Veterans Of America	000:59	33
PSA - RED CROSS :30	Red Cross	000:29	14
PSA - Social Security Admin :15	Social Security Admin	000:15	18
PSA - Special Olympics	SPECIAL OLYMPICS	000:14	17
PSA - Special Olympics	SPECIAL OLYMPICS	000:29	5
PSA - USO alternate :55	USO	000:52	1
PSA - USO alternate :55	USO	000:54	69
PSA - WIAA :30	Wisconsin Interscholastic Athletic Association	000:30	1
PSA - WIAA :30	Wisconsin Interscholastic Athletic Association	000:30	40
PSA - WIAA_2 :30	Wisconsin Interscholastic Athletic Association	000:30	40
PSA - Wildlife Land Trust :15	Wildlife Land Trust	000:14	1
PSA - Wildlife Land Trust :15	Wild Life Land Trust	000:14	14
PSA-BADGER HONOR FLIGHT	Badger Honor Flight	000:29	13
PSA-BADGER HONOR FLIGHT	Badger Honor Flight	000:29	12
PSA-BADGER HONOR FLIGHT-1	Badger Honor Flight	000:29	42
PSA-BADGER HONOR FLIGHT-2	Badger Honor Flight	000:29	37
PSA-BADGER HONOR FLIGHT-2	BADGER HONOR FLIGHT-2	000:29	1
PSA/100 DAYS JENNIFER GARNER	SAVE THE CHILDREN	000:30	1
PSA/100 DAYS KRISTEN BELL	SAVE THE CHILDREN	000:29	1
PSA/AD COUNCIL/STOP AAPI HATE	Non profit org that tracks incidents of hate and discrimination against Asian americans	000:29	5
PSA/AD COUNCIL/STOP BIAS	Non profit org that helps stopping bias in America	000:29	8
PSA/ASIAN AMERICANS ADVANCING JUSTICE_BYSTANDER INTERVE	ADVANCING JUSTICE	000:29	2
PSA/ASIAN AMERICANS ADVANCING JUSTICE_TOOLS	ADVANCING JUSTICE	000:30	5
PSA/ASIAN AMERICANS ADVANCING JUSTICE_TOOLS	ASIAN AMERICANS ADVANCING JUSTICE_TOOLS	000:31	1
PSA/BIG BROTHERS BIG SISTERS_FEMALE	Big Brothers Big Sisters	000:30	2
PSA/BIG BROTHERS BIG SISTERS_MALE	Big Brothers Big Sisters	000:30	5
PSA/MENTAL HEALTH MONTH	MENTAL HEALTH	000:30	4

PSA/MENTAL HEALTH MONTH	MENTAL HEALTH	000:30	3
PSA/MENTAL HEALTH MONTH	MENTAL HEALTH	000:30	6
PSA/MENTAL HEALTH MONTH	MENTAL HEALTH	000:30	5
PSA/PCF_TORRE_DONATE	PROSTATE CANCER FOUNDATION	000:29	1
PSA/PCF_TORRE_SCREENING	PROSTATE CANCER FOUNDATION	000:29	5
Retirement Saving Education	Social Security Admin	000:15	2
Sports Bring Communities Together	Wisconsin Interscholastic Athletic Association	000:30	2
Veteran's Issues, Military War	Paralyzed Veterans America	000:14	1
WEALTH SAVING EDUCATION	Nat Foundation For Credit Council	000:14	1