

WIBA
Madison, WI
Quarterly Issues/Programs List
Second Quarter, 2019
07/02/2019

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:

- **Construction:** AS ROAD CONSTRUCTION WORK ON 18/151 VERONA ROAD AND I-90 RESUME FOR THE SEASON, ROBIN GETS AN UPDAT
- **ENTERTAINMENT:** BOTH THE MALLARDS AND FORWARD MADISON FC SEASONS UNDERWAY CONOR CALOIA PROVIDES AN UPDATE. ALSO, S
- **Government/Environment:** THE STATUS OF THE NEW CITY-COUNTY BUILDING, DANE COUNTY REGIONAL AIRPORT AND THE HENRY VILAS ZOO
- **Government/Politics:** Still new to office, Robin Colbert and Mandela Barnes discuss challenges faced by the new government.
- **Health:** MAY IS STROKE AWARENESS MONTH. WHAT ARE THE SIGNS OF A STROKE? WHY DO YOU NEED TO ACT F.A.S.T.?
- **Human Interest:** AMIKE LECKRONE RETIRES AFTER 50 YEARS AT THE HELM OF THE UW MARCHING BAND
- **Immigration,Discrimination,Te:** IMMIGRATION ISSUES ON THE LOCAL AND INTERNATIONAL FRONTS.
- **NATURAL RESOURCES:** Following serious flooding, much of the Pheasant Branch Conservancy remains under water.
- **Public Health:** A measles outbreak in Wisconsin is likely...what can we do to prepare and prevent.
- **Public Safety:** THE SCHOOL BOARD CONTINUES TO HEAR FROM RESIDENTS ABOUT THE ROLL OF POLICE OFFICERS IN SCHOOLS
- **Rec&Leisure/Tech,Econ:** MADISON PARKS ALTHOUGH SUCUESSFUL HAVE BEEN FACING CHALLENGES, SPECIFICALLY THE CITIES GOLF COURSES
- **TRANSPORTATION:** HIGH PROFILE ACCIDENTS INVOLVING LAW ENFORCEMENT OFFICERS ALSO ACCIDENTS IN CONSTRUCTION ZONES. DA

- **Weather:** DESPITE A COOL START TO SUMMER, SEVERE WEATHER IS ALWAYS A CONCERN.. HOW DOES THE NWS WORK?

**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 |
|-------------------|---|---|------------------|------------------------|----------|
| Public Safety | MADISON FORUM- POLICE IN MMSD SCHOOLS | THE SCHOOL BOARD CONTINUES TO HEAR FROM RESIDENTS ABOUT THE ROLL OF POLICE OFFICERS IN SCHOOLS | SRO ZULMA FRANCO | 04/07/2019 06:30 AM | 029:50 |
| Construction | MADISON FORUM- CONSTRUCTION SEASON | AS ROAD CONSTRUCTION WORK ON 18/151 VERONA ROAD AND I-90 RESUME FOR THE SEASON, ROBIN GETS AN UPDAT | STEVEN THEISEN | 04/14/2019 06:30 AM | 029:50 |
| Human Interest | MADISON FORUM- MIKE HANGS IT UP | AMIKE LECKRONE RETIRES AFTER 50 YEARS AT THE HELM OF THE UW MARCHING BAND | MIKE LECKRONE | 04/21/2019 06:29 AM | 029:45 |
| NATURAL RESOURCES | MADISON FORUM - Pheasant Branch Conservancy | Following serious flooding, much of the Pheasant Branch Conservancy remains under water. | LLOYD EAGAN | 04/28/2019 06:30 AM | 029:55 |
| Health | MADISON FORUM- STROKE AWARENESS MONTH | MAY IS STROKE AWARENESS MONTH. WHAT | CRYSTAL WEBB | 05/05/2019 06:30 AM | 029:50 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|-------------------------------|--|---|------------------------------|------------------------|----------|
| | | ARE THE SIGNS OF A STROKE? WHY DO YOU NEED TO ACT F.A.S.T.? | | | |
| Immigration,Discrimination,Te | MADISON FORUM- VOCES DE LA FRONTERA | iMMIGRATION ISSUES ON THE LOCAL AND INTERNATIONAL FRONTS. | MARIO GARCIA-SIERRA | 05/12/2019 06:30 AM | 029:50 |
| Rec&Leisure/Tech,Econ | MADISON FORUM- MADISON PARKS | MADISON PARKS ALTHOUGH SUCUESSFUL HAVE BEEN FACING CHALLENGES, SPECIFICALLY THE CITIES GOLF COURSES | ERIC KNEPP-PARKS SUPERINTEND | 05/19/2019 06:30 AM | 029:50 |
| Government/Environment | MADISON FORUM- JOE PARISI | THE STATUS OF THE NEW CITY-COUNTY BUILDING, DANE COUNTY REGIONAL AIRPORT AND THE HENRY VILAS ZOO | JOE PARISI | 05/26/2019 06:31 AM | 029:50 |
| ENTERTAINMENT | MADISON FORUM- SHAKE THE LAKE/MALLARDS/FORWARD MADISON | BOTH THE MALLARDS AND FORWARD MADISON FC SEASONS UNDERWAY CONOR CALOIA PROVIDES AN UPDATE. ALSO, S | CONOR CALOIA | 06/02/2019 06:30 AM | 029:49 |
| Government/Politics | MADISON FORUM - LT. GOV. Mandela Barnes | Still new to office, Robin Colbert and Mandela Barnes discuss challenges faced by the new government. | Mandela Barnes | 06/09/2019 06:30 AM | 029:50 |
| Public Health | MADISON FORUM - MEASLES | A measles outbreak in Wisconsin is likely...what can we | Stephanie Schaur | 06/16/2019 06:31 AM | 029:55 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|----------------|---|--|-------------|------------------------|----------|
| | | do to prepare and prevent. | | | |
| TRANSPORTATION | MADISON FORUM-HIGHWAY SAFETY | HIGH PROFILE ACCIDENTS INVOLVING LAW ENFORCEMENT OFFICERS ALSO ACCIDENTS IN CONSTRUCTION ZONES. DA | DAVID PABST | 06/23/2019 06:30 AM | 029:50 |
| Weather | MADISON FORUM- THE NATIONAL WEATHER SERVICE | DESPITE A COOL START TO SUMMER, SEVERE WEATHER IS ALWAYS A CONCERN.. HOW DOES THE NWS WORK? | TIM HALBACH | 06/30/2019 06:30 AM | 029:50 |

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 |
|-------|-----------------|-------------|-----------|----------|
|-------|-----------------|-------------|-----------|----------|

(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 |
|---------------------------|------------------------------------|----------|------|
| ----- | Goodman Center | 000:16 | 014 |
| ----- | PSA - BIRDIES FOR HEALTH 2019 - 30 | 000:30 | 012 |
| Alcoholism,Mental Illness | Alcoholics Anonymous | 000:58 | 002 |
| Alcoholism,Mental Illness | Alcoholics Anonymous | 001:00 | 015 |

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|-----------------------------|-------------------------------|----------|------|
| College Education | Ad Council | 000:20 | 006 |
| Community Awareness | Badger Honor Flight | 000:30 | 112 |
| Community Awareness | Social Security Admin | 001:00 | 019 |
| COMMUNITY INVOLVEMENT | Ad Council | 000:15 | 001 |
| COMMUNITY INVOLVEMENT | NO KID HUNGRY | 000:30 | 011 |
| COMMUNITY INVOLVEMENT | PEACE IN THE STREETS | 000:31 | 001 |
| COMMUNITY INVOLVEMENT | SPECIAL OLYMPICS | 000:15 | 004 |
| COMMUNITY INVOLVEMENT | SPECIAL OLYMPICS | 000:30 | 017 |
| COMMUNITY INVOLVEMENT | TAKE YOUR KID TO WORK | 000:31 | 005 |
| Fatherhood.gov | US Dept of Health/Human Svcs | 000:30 | 017 |
| HABITAT FOR HUMANITY | Habitat For Humanity | 000:31 | 003 |
| Health Care | Red Cross | 000:30 | 005 |
| Job Training Goodwill | Goodwill/Ad Council | 001:00 | 025 |
| Life Lessons from HS Sports | W.I.A.A. | 000:30 | 035 |
| MENTAL HEALTH | MENTAL HEALTH | 000:33 | 021 |
| MENTAL HEALTH | MENTAL HEALTH | 000:35 | 011 |
| MILITARY AND VETERANS | USO | 000:55 | 049 |
| National Park Conservation | National Park Conserva. Assc. | 000:15 | 002 |
| Paralyzed Veterans | Paralyzed Veterans Of America | 001:00 | 024 |
| Pet Adoption | PETA | 000:14 | 002 |
| Public Announcement | Paralyzed Veterans Of America | 000:15 | 002 |
| Public Education | Enviroenmental Protection AGY | 000:15 | 002 |
| Public Education | Nat Fondtn For Credit Council | 000:15 | 003 |
| Public Education | Paralyzed Veterans Of America | 000:20 | 001 |
| Public Education | Social Security Admin | 000:30 | 007 |
| Public Education | Wild Life Land Trust | 000:15 | 002 |
| Public Health | Ad Council | 000:15 | 004 |
| Public Health | Ad Council | 000:30 | 006 |
| Public Health | Ad Council | 000:55 | 045 |

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|-------------------------------|----------------------------|----------|------|
| Public Health | Ad Council | 000:59 | 022 |
| PublicSafety,AutoHighwaySafet | NHTSA-SEATBELT SAFETY | 001:00 | 001 |
| RAISE FUNDS FOR YOUTH HOCKEY | HOMETOWN BREWDOWN | 000:30 | 004 |
| RAISING FUNDS TO FIGHT CANCER | CASTING FOR KIDS | 000:31 | 023 |
| Recycling | Ad Council | 000:21 | 007 |
| SAFE DRIVING | NHTSA | 000:29 | 019 |
| SAFE DRIVING | NHTSA | 000:30 | 009 |
| Sports Bring Communitites Tog | W.I.A.A. | 000:30 | 034 |
| VETERANS HEALTH | Paralyzed Veterans America | 000:30 | 008 |
| WORLD WISH DAY | MAKE A WISH | 000:29 | 002 |
| WORLD WISH DAY | WORLD WISH DAY | 000:29 | 011 |