

WIBA
Madison, WI
Quarterly Issues/Programs List
Fourth Quarter, 2012
01/08/2013

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:

- **ECONOMY:** Winter heating costs should be up
 - **ENVIRONMENT:** Madison residents are recycling leaders
 - **GOVERNMENT/ECONOMY:** Dane County Executive Joe Parisi talks about the 2013 budget
 - **GOVERNMENT/ELECTIONS:** State elections officials predict heavy turnout in wisconsin for nov. 6th
 - **GOVERNMENT/POLITICS:** Looking ahead to national challenges
 - **GOVERNMENT/TAXES:** Madison's proposed 2013 budget protects basic services
 - **HUNTING/WILDLIFE:** Prospects on the 2012 deer hunt season are good
 - **Lifestyle:** how to avoid a holiday OWI
 - **NATURAL RESOURCES:** Upcoming wolf hunt will help control wolf population
 - **Political:** Record spending on elections in Wisconsin this year
 - **PublicHealth,Safety,Crime:** Police strategies used to curb violence/Pharmacy specialists
 - **PublicSafety,TrafficSafety:** Hoarding/Recovery from traumatic brain injury
 - **RELIGION:** Keeping ''spirituality'' in Christmas
 - **WorkplaceHealth,WomensHealth:** How performers recognize injuries to treat or prevent them/The mammography controversy
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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
NATURAL RESOURCES	MAD FRM - OCT 6 - SEG 1 - NATURAL RESOURCES	Fighting the spread of Oak Wilt in Wisconsin	PAUL DELONG	10/07/2012 06:33 AM	010:23
NATURAL RESOURCES	MAD FRM - OCT 6 - SEG 2 - NATURAL RESOURCES	Fighting the spread of Oak Wilt in Wisconsin	PAUL DELONG	10/07/2012 06:46 AM	004:31
NATURAL RESOURCES	MAD FRM - OCT 6 - SEG 3 - NATURAL RESOURCES	Fighting the spread of Oak Wilt in WI	PAUL DELONG	10/07/2012 06:53 AM	005:02
PublicHealth,Safety,Crime	Radio Health Journal 10/14/2012	Police strategies used to curb violence/Pharmacy specialists	F.Zimring,D.Webster,W.Ellis	10/13/2012 04:30 PM	027:58
NATURAL RESOURCES	MAD FRM - OCT 14 - SEG 1 - NATURAL RESOURCES	Upcoming wolf hunt will help control population	GEORGE MEYER	10/14/2012 06:32 AM	008:07
NATURAL RESOURCES	MAD FRM - OCT 14 - SEG 2 - NATURAL RESOURCES	Upcoming wolf hunt will help control wolf population	GEORGE MEYER	10/14/2012 06:44 AM	008:25
NATURAL RESOURCES	MAD FRM - OCT 14 - SEG 3 - NATURAL RESOURCES	Upcoming wolf hunt will help control wolf population	GEORGE MEYER	10/14/2012 06:55 AM	003:31
WorkplaceHealth,WomensHealth	Radio Health Journal 10/21/2012	How performers recognize injuries to treat or prevent them/The mammography controversy	A.Foley,G.Shybot,H.Reynolds	10/20/2012 04:29 PM	027:57
ENVIRONMENT	MAD FRM - OCT 21 - SEG 1 - LIFESTYLE	Madison residents are recycling leaders	GEORGE DRECKMANN	10/20/2012 06:35 PM	009:56
ENVIRONMENT	MAD FRM - OCT 21 - SEG 2 - LIFESTYLE	Madison residents are recycling leaders	GEORGE DRECKMANN	10/20/2012 06:46 PM	005:48
ENVIRONMENT	MAD FRM - OCT 21 - SEG	Madison residents	GEORGE DRECKMANN	10/20/2012	004:19

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	3 - LIFESTYLE	are recycling leaders		06:54 PM	
ENVIRONMENT	MAD FRM - OCT 21 - SEG 1 - LIFESTYLE	Madison residents are recycling leaders	GEORGE DRECKMANN	10/21/2012 06:33 AM	009:56
ENVIRONMENT	MAD FRM - OCT 21 - SEG 2 - LIFESTYLE	Madison residents are recycling leaders	GEORGE DRECKMANN	10/21/2012 06:45 AM	005:48
ENVIRONMENT	MAD FRM - OCT 21 - SEG 3 - LIFESTYLE	Madison residents are recycling leaders	GEORGE DRECKMANN	10/21/2012 06:54 AM	004:19
GOVERNMENT/ECONOMY	MAD FRM - OCT 28 - SEG 1 - GOVERNMENT	Dane County Executive Joe Parisi talks about the 2013 budget	JOE PARISI	10/28/2012 06:33 AM	010:32
GOVERNMENT/ECONOMY	MAD FRM - OCT 28 - SEG 2 - GOVERNMENT	Dane County Executive Joe Parisi talks about the 2013 budget	JOE PARISI	10/28/2012 06:46 AM	007:26
GOVERNMENT/ECONOMY	MAD FRM - OCT 28 - SEG 3 - GOVERNMENT	Dane County Executive Joe Parisi talks about the 2013 budget	JOE PARISI	10/28/2012 06:56 AM	002:05
GOVERNMENT/ELECTIONS	MAD FRM - NOV 4 - SEG 1 - GOV/ELECTIONS	State election officials expect a heavy turnout on Nov. 6th	Kevin Kennedy	11/04/2012 06:32 AM	009:13
GOVERNMENT/ELECTIONS	MAD FRM - NOV 4 - SEG 2 - GOV/ELECTIONS	State elections officials expect heavy turnout on Nov. 6th	Kevin Kennedy	11/04/2012 06:44 AM	008:36
GOVERNMENT/ELECTIONS	MAD FRM - NOV 4 - SEG 3 - GOV/ELECTIONS	State elections officials predict heavy turnout in wisconsin for nov. 6th	Kevin Kennedy	11/04/2012 06:56 AM	002:14
PublicSafety,TrafficSafety	Radio Health Journal 11/11/2012	Hoarding/Recovery from traumatic brain injury	R.Frost,M.Tompkins,C.Roy-Born	11/10/2012 04:32 PM	028:00
GOVERNMENT/TAXES	MAD FRM - NOV 11 - SEG 1 - GOVERNMENT	Madison's proposed 2013 budget protects basic services	Mayor Paul Soglin	11/11/2012 06:33 AM	009:33

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
GOVERNMENT/TAXES	MAD FRM - NOV 11 - SEG 2 - GOVERNMENT	Madison's mayor says 2013 budget will protect basic services	Mayor Paul Soglin	11/11/2012 06:45 AM	007:20
GOVERNMENT/TAXES	MAD FRM - NOV 11 - SEG 3 - GOVERNMENT	Madison's 2013 proposed budget will protect basic services	Mayor Paul Soglin	11/11/2012 06:55 AM	003:10
HUNTING/WILDLIFE	MAD FRM - NOV 18 - SEG 1 - WILDLIFE	Prospects for 2012 deer hunt are good	KEVIN WALLENFANG	11/18/2012 06:33 AM	009:52
HUNTING/WILDLIFE	MAD FRM - NOV 18 - SEG 2 - WILDLIFE	Prospects for 2012 deer hunt are good	KEVIN WALLENFANG	11/18/2012 06:45 AM	007:32
HUNTING/WILDLIFE	MAD FRM - NOV 18 - SEG 3 - WILDLIFE	Prospects on the 2012 deer hunt season are good	KEVIN WALLENFANG	11/18/2012 06:56 AM	002:39
ECONOMY	MAD FRM - NOV 25 - SEG 1 - ECONOMY/LIFESTYLE	2012 holiday shopping forecast	DOUG JOHNSON	11/25/2012 06:33 AM	009:03
ECONOMY	MAD FRM - NOV 25 - SEG 2 - ECONOMY/LIFESTYLE	2012 holiday shopping forecast	DOUG JOHNSON	11/25/2012 06:44 AM	007:18
ECONOMY	MAD FRM - NOV 25 - SEG 3 - ECONOMY/LIFESTYLE	2012 HOLIDAY SHOPPING FORECAST	DOUG JOHNSON	11/25/2012 06:55 AM	003:42
Lifestyle	MAD FRM - DEC 1 - SEG 1 - LIFESTYLE	how to avoid a holiday OWI	JOHN SMITH	12/02/2012 06:33 AM	011:30
Lifestyle	MAD FRM - DEC 1 - SEG 2 - LIFESTYLE	how to avoid a holiday owi	JOHN SMITH	12/02/2012 06:47 AM	006:02
Lifestyle	MAD FRM - DEC 1 - SEG 3 - LIFESTYLE	avoiding a holiday owi	JOHN SMITH	12/02/2012 06:56 AM	002:30
Lifestyle	MAD FRM - DEC 1 - SEG 1 - LIFESTYLE	how to avoid a holiday OWI	JOHN SMITH	12/02/2012 06:05 PM	011:30
Lifestyle	MAD FRM - DEC 1 - SEG 2 - LIFESTYLE	how to avoid a holiday owi	JOHN SMITH	12/02/2012 06:18 PM	006:02
Lifestyle	MAD FRM - DEC 1 - SEG 3 - LIFESTYLE	avoiding a holiday owi	JOHN SMITH	12/02/2012 06:27 PM	002:30
GOVERNMENT/POLITICS	MAD FRM - DEC 9 - SEG 1 - GOV/POLITICS	Looking ahead to national challenges	MARK POCAN (CONGRESSMAN)	12/09/2012 06:33 AM	008:15
GOVERNMENT/POLITICS	MAD FRM - DEC 9 - SEG 2 -	looking ahead to national challenges	MARK POCAN (CONGRESSMAN)	12/09/2012 06:44 AM	007:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
GOVERNMENT/POLITICS					
GOVERNMENT/POLITICS	MAD FRM - DEC 9 - SEG 3 - GOVERNMENT/POLITICS	looking ahead to national challenges	MARK POCAN (CONGRESSMAN)	12/09/2012 06:55 AM	003:50
ECONOMY	MAD FRM - DEC 16 - SEG 1 - ECONOMY	Winter heating costs should be up	CHARLIE HIGLEY	12/16/2012 06:34 AM	009:41
ECONOMY	MAD FRM - DEC 16 - SEG 2 - ECONOMY	Winter heating costs should be up	CHARLIE HIGLEY	12/16/2012 06:47 AM	007:16
ECONOMY	MAD FRM - DEC 16 - SEG 3 - ECONOMY	winter heating costs should be up	CHARLIE HIGLEY	12/16/2012 06:58 AM	000:43
RELIGION	MAD FRM - DEC 23 - SEG 1 - RELIGION	Keeping "spirituatlity" in Christmas	JOHN HUEBSHER	12/23/2012 06:32 AM	009:57
RELIGION	MAD FRM - DEC 23 - SEG 2 - RELIGION	Keeping "spirituality" in Christmas	JOHN HUEBSHER	12/23/2012 06:44 AM	006:54
RELIGION	MAD FRM - DEC 23 - SEG 3 - RELIGION	Keeping "spirituality" in Christmas	JOHN HUEBSHER	12/23/2012 06:55 AM	003:13
Political	MAD FRM - DEC 30 - SEG 1 - POLITICS	Record spending on electionsi n Wisconsin this year	MIKE MCCABE	12/30/2012 06:33 AM	008:30
Political	MAD FRM - DEC 30 - SEG 2 - POLITICS	record spending on elections in wisconsin this year	MIKE MCCABE	12/30/2012 06:44 AM	008:52
Political	MAD FRM - DEC 30 - SEG 3 - POLITICS	record spending on elections in wisconsin this year	MIKE MCCABE	12/30/2012 06:56 AM	002:41

**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
----	Blessings in Backpack - Hilary Duff	000:15	002
----	PSA	000:20	004
----	PSA	000:23	002
----	PSA - Park Day :30	000:30	024
----	PSA-Adopt US Kids	000:30	005
----	PSA-AHRQ (evergreen)	001:00	027
----	PSA-MARINES (evergreen)	001:00	033
----	PSA-OPERATION TOY DRIVE	000:30	005
----	United Way (Ruth)	000:15	001
4H Recruitment	4H Recruitment	000:15	001
4H Recruitment	4H Recruitment	000:30	033
4H Recruitment	4H Recruitment	000:31	037
4H Recruitment	4H Recruitment	001:00	038
Alzheimers Foundation	Alzheimers Foundation	000:28	021
Alzheimers Treatment	Music In Memory	000:30	025
American Heart Association	American Heart Association	000:30	086
AMERICAN OPTOMETRIC Society	AMERICAN OPTOMETRIC Society	000:30	071
AMERICAN OPTOMETRIC Society	AMERICAN OPTOMETRIC Society	001:00	039
Army Nat. Guard 375th Brthday	Army National Guard	001:00	041
ARTS	SMITHSONIAN	000:31	004
Arts&Culture,Media,Environmen	Madison Area Music Assoc.	000:32	025
Autism Awareness	Ad Council	000:30	033
College Education	Education	001:00	039
COMMUNITY INVOLVEMENT	FREE SPEECH WEEK	000:30	008
Community Service	Make-A-Wish Foundation	000:30	011

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Community Service	Operation Toy Drive	000:30	014
Conservation	US Dept Of Energy	000:14	003
Conservation	US Dept Of Energy	000:59	067
Democracy Campaign	Democracy Campaign	000:30	044
Disaster Relief	American Red Cross	000:30	027
Driving Awareness	Ad Council	000:30	001
Education	Nat'l Traffic Safety Admin	000:30	034
Eliminate Hunger	Second Harvest Food bank	000:29	005
Eliminate Hunger	Second Harvest Food bank	000:30	030
Eliminate Hunger	Second Harvest Food bank	000:31	004
Environmental Protection	Dane County Parks	000:30	013
Environmental Protection	Treadlightly.org	000:41	004
Feed The Pig	Ad Council	000:15	002
FINANCIAL LITERACY	FINANCIAL LITERACY	000:30	046
FINANCIAL LITERACY	FINANCIAL LITERACY	001:00	039
Food Pantry,Scholarships	Hungry For Supper Myself	000:30	004
Girl Scouts	Girl Scouts	000:30	063
Girl Scouts	Girl Scouts	001:00	088
Health	Dept. of Health and Human Ser	000:30	026
Health Care	Ad Council	000:30	001
Housing	Habitat For Humanity	001:00	026
KIDNEY FOUNDATION	KIDNEY FOUNDATION	000:30	036
KIDNEY FOUNDATION	KIDNEY FOUNDATION	001:00	039
Madison Urban League	Madison Urban League	000:30	026
MILITARY AND VETERANS	FISHER HOUSE	000:30	042
Movers For Military	Two Men In A Truck	000:30	038
Multiple Sclerosis	Multiple Sclerosis	000:55	119
National Park Conservation	National Park Conserva. Assc.	000:15	001
National Park Conservation	National Park Conserva. Assc.	000:27	034

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Parenting	Parenting	000:59	019
Pet Adoption	Ad Council	000:30	064
Public Announcement	Ad Council	000:31	033
Public Announcement	Paralyzed Veterans Of America	000:15	002
Public Announcement	Special Olympics of Wisconsin	000:30	083
Public Announcement	USO	000:30	003
Public Announcement	WI Medical Soci	000:28	047
Public Education	Ad Council	000:30	200
Public Education	Ad Council	000:31	023
Public Education	Ad Council	000:59	114
Public Education	Ad Council	001:00	151
Public Education	Amrcn Inst of Cert Pblc Acct	000:30	038
Public Education	Clear Channel Madison	000:30	019
Public Education	Enviorenmental Protection AGY	000:15	009
Public Education	Foundation for a Better Life	000:15	003
Public Education	Foundation for a Better Life	000:16	001
Public Education	Medicare	000:59	035
Public Education	National Safety Council	000:15	002
Public Education	NFCC	000:15	003
Public Education	Paralyzed Veterans Of America	000:20	003
Public Education	PSA - GHOULISH GALLOP	000:30	027
Public Education	Salvation Army of Dane county	000:30	017
Public Education	takemefishing.org	000:30	002
Public Education	takemefishing.org	001:00	002
Public Education	United States Armed Forces	000:30	103
Public Education	United Way	000:15	001
Public Education	US Department of Transportati	000:15	002
Public Education	USO	000:15	001
Public Education	Vietnam Veteens Memorial Fund	000:29	023

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Education	Vietnam Veteens Memorial Fund	000:30	083
Public Education	Vietnam Veteens Memorial Fund	000:59	023
Public Education	Wild Life Land Trust	000:15	001
Public Health	Ad Council	000:15	004
Public Health	America on the Move	000:15	002
Public Health	American Liver Foundation	000:30	023
Public Health	American Liver Foundation	001:00	040
Public Health	American Lung Association	001:00	107
Public Health	AMERICAN OPTOMETRIC Society	000:30	032
Public Health	COPD Assoc	000:30	023
Public Health	COPD Assoc	000:59	035
Public Health	fightingforair.org	001:00	030
Public Health	GILDA'S CLUB	000:30	029
Public Health	greaterthanaides.org	000:15	002
Public Health	Intl Rett Syndrome Foundation	000:30	022
Public Health	Intl Rett Syndrome Foundation	001:00	032
Public Health	PSA-Leukima and Lymphoma Society	000:30	027
Public Health	Public Health	000:29	026
Public Health	Public Health	000:30	126
Public Health	Public Health	001:00	046
Public Health	USDA and HHS	000:15	007
Public Health	USDA and HHS	000:21	004
Public Health	USDA and HHS	001:00	041
Public Notice	Ad Council	001:00	034
Public Safety	Consumer Products Safety Comm	000:30	027
Public Safety	Dept Of Homeland Security	000:30	027
Public Safety	Public Safety	000:27	018
Public Safety	Public Safety	000:30	030
Public Safety	WisDot and Bicycle Federation	000:21	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Red Cross	Red Cross	000:28	033
Red Cross	Red Cross	000:29	015
Red Cross	Red Cross	000:30	040
Rehabilitation Research	Kessler Foundation	000:30	031
Rehabilitation Research	Kessler Foundation	000:59	031
Safe Ride	Dane County Tavern League	000:30	071
Safe Ride	Dane County Tavern League	001:00	098
SELF ESTEEM	SPECIAL OLYMPICS	000:24	005
SELF ESTEEM	SPECIAL OLYMPICS	000:30	061
SELF ESTEEM	SPECIAL OLYMPICS	000:31	019
SKIN CANCER	Amer. Academy of Dermatology	001:00	001
SKIN CANCER AWARENESS	American Academy of Dermatolo	000:30	028
Underage Drinking	Underage Drinking	000:30	031
Underage Drinking	Underage Drinking	000:59	032
Underage Drinking	Underage Drinking	001:00	038
United Way	UInited Way	000:30	003
US Army Generic Event	US Army	000:30	027
US Dept of Energy	US Dept Of Energy	000:30	009
USO	USO	000:30	033
VETERANS HEALTH	Dept Of Veterans Affairs	000:14	002
VETERANS HEALTH	Dept Of Veterans Affairs	000:30	024
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	006
VETERANS HEALTH	Veterans Health	000:30	023
VETERANS HEALTH	Veterans Health	000:58	012