

WIBA
Madison, WI
Quarterly Issues/Programs List
Second Quarter, 2015
07/02/2015

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:

- **Crime:** Madison Police crack down on gangs and gunfire
- **ECONOMY:** The effect of bird flu on food prices in Wisconsin
- **ENVIRONMENT:** Environmentalists says Earth Day is relevant 45 years late
- **FoodSupply,FoodSafety:** Too many vitamins?/The nature of addiction
- **GOVERNMENT/RECREATION:** Tourism spending in Wisconsin hits a record 18.5 Billion Dollars in 2014
- **HEALTH/LIFESTYLE:** Wisconsin leads the nation in binge drinking among adults
- **HealthCare,Consumerism2:** Bell's Palsy/A Doctor's Emotions
- **HealthCare,Disabilities,:** Navigating the Digestive System/Neuroplasticity: How the Brain Heals
- **HealthCare,Discrimination,:** Weight,Culture and Science/Dietary gene therapy
- **HealthCare/Technology/Econ:** Correcting color blindness/Why we eat what we do
- **Lifestyle:** Efforts to facilitate more amicable divorces in Wisconsin
- **LIFESTYLE/TRANSPORTATION:** Work resumes on massive Beltline project
- **Public Interest:** How has the new Alcohol Dentistry Ordinance affected downtown Madison businesses
- **PublicHealth,Science:** Digital tech in medicine not meeting it's promise yet/Photographic memory
- **PublicHelath,Addiction:** Food Addiction/Moderate exercise

- **Tech/SocialMedia/Health:** Health effects of loneliness/Drowning doesn't look like you think
- **Transportation/HealthCare:** Distracted Teen Drivers/Training Doctors how to communicate
- **TRAVEL:** Memorial Day holiday travel in Wisconsin expected to be up 4.9 percent this year
- **URBAN LIFE:** Madison Street Superintendent Chris Kelley
- **WomensIssues, Consumerism:** Cheaper Breast Cancer Gene Testing/The Science of Smell

**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
URBAN LIFE	MAD FRM - APRIL 5 - URBAN LIFE - SEG 1	Madison Street Superintendent Chris Kelley	CHRIS KELLY	04/05/201 5 06:32 AM	010:58
URBAN LIFE	MAD FRM - APRIL 5 - URBAN LIFE - SEG 3	Madison Street Superintendent Chris Kelley	CHRIS KELLY	04/05/201 5 06:47 AM	012:58
PublicHealth,Addiction	Radio Health Journal 04/05/15	Food Addiction/Moderate exercise	A.Gearhardt,C.Garber	04/05/201 5 05:07 PM	027:59
URBAN LIFE	MAD FRM - APRIL 5 - URBAN LIFE - SEG 1	Madison Street Superintendent Chris Kelley	CHRIS KELLY	04/05/201 5 06:00 PM	010:58
URBAN LIFE	MAD FRM - APRIL 5 - URBAN LIFE - SEG 2	Madison Street Superintendent Chris Kelley	CHRIS KELLY	04/05/201 5 06:12 PM	006:01
URBAN LIFE	MAD FRM - APRIL 5 - URBAN LIFE -	Madison Street Superintendent Chris Kelley	CHRIS KELLY	04/05/201 5 06:21 PM	012:58

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
SEG 3					
LIFESTYLE/TRANSPORTATION	MAD FRM - APRIL 12 - Lifestyle/Transportation - SEG 1	Work resumes on massive Beltline project	Eric Novotny	04/12/2015 06:30 AM	011:22
LIFESTYLE/TRANSPORTATION	MAD FRM - APRIL 12 - Lifestyle/Transportation - SEG 2	Work resumes on massive Beltline project	Eric Novotny	04/12/2015 06:41 AM	005:37
LIFESTYLE/TRANSPORTATION	MAD FRM - APRIL 12 - Lifestyle/Transportation - SEG 3	Work resumes on massive Beltline project	Eric Novotny	04/12/2015 06:47 AM	012:58
HealthCare/Technology/Econ	Radio Health Journal 04/12/15	Correcting color blindness/Why we eat what we do	S.Reynolds,M.Marmor, H.Balzer	04/12/2015 05:06 PM	027:59
ENVIRONMENT	MAD FRM - APRIL 19 - SEG 1 - Environment	Environmentalists says Earth Day is relevant 45 years late	STEVE HINIKER	04/19/2015 06:30 AM	010:24
ENVIRONMENT	MAD FRM - APRIL 19 - SEG 1 - Environment	Environmentalists says Earth Day is relevant 45 years late	STEVE HINIKER	04/19/2015 06:40 AM	010:24
ENVIRONMENT	MAD FRM - APRIL 19 - SEG 2 - Environment	Environmentalists says Earth Day is relevant 45 years late	STEVE HINIKER	04/19/2015 06:50 AM	006:35
ENVIRONMENT	MAD FRM - APRIL 19 - SEG 3 - Environment	Environmentalists says Earth Day is relevant 45 years late	STEVE HINIKER	04/19/2015 06:57 AM	013:00
FoodSupply,FoodSafety	Radio Health Journal 04/19/15	Too many vitamins?/The nature of addiction	C.Price,M.Vitolins,J.Hari	04/19/2015 06:00 PM	028:00
Lifestyle	MAD FRM - APRIL 26 - SEG 1 - Lifestyle	Apartment building boom grows in downtown Madison	MIKE VERVEER	04/26/2015 06:30 AM	011:27
Lifestyle	MAD FRM -	Apartment	MIKE VERVEER	04/26/2015	005:32

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	APRIL 26 - SEG 2 - Lifestyle	building boom grows in downtown Madison		5 06:42 AM	
Lifestyle	MAD FRM - APRIL 26 - SEG 3 - Lifestyle	Apartment building boom grows in downtown Madison	MIKE VERVEER	04/26/2015 06:48 AM	013:00
HealthCare,Disabilities,	Radio Health Journal 04/26/15	Navigating the Digestive System/Neuroplasticity: How the Brain Heals	M.Roach,N.Doidge,E.Taub	04/26/2015 05:03 PM	027:56
GOVERNMENT/RECREATION	MAD FRM - MAY 3 - SEG 1 - GOV/REC	Tourism spending in Wisconsin hits a record 18.5 Billion Dollars in 2014	Sarah Klavas	05/03/2015 06:30 AM	010:50
GOVERNMENT/RECREATION	MAD FRM - MAY 3 - SEG 2 - GOV/REC	Tourism spending in Wisconsin hits a record 18.5 Billion Dollars in 2014	Sarah Klavas	05/03/2015 06:40 AM	006:09
GOVERNMENT/RECREATION	MAD FRM - MAY 3 - SEG 3 - GOV/REC	Tourism spending in Wisconsin hits a record 18.5 Billion Dollars in 2014	Sarah Klavas	05/03/2015 06:47 AM	012:58
Transportation/HealthCare	Radio Health Journal 05/03/15	Distracted Teen Drivers/Training Doctors how to communicate	P.Kissinger,R.Foss,E.Kaplan-L	05/03/2015 06:00 PM	027:57
Public Interest	MAD FRM - MAY 10 - SEG 1 - PUBLIC/INTEREST	How has the new Alcohol Dentistry Ordinance affected downtown Madison businesses	Mark Woulf	05/10/2015 06:30 AM	010:51
Public Interest	MAD FRM - MAY 10 - SEG 2	How has the new Alcohol Dentistry	Mark Woulf	05/10/2015 06:40	006:07

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	- PUBLIC/INTEREST	Ordinance affected downtown Madison businesses		AM	
Public Interest	MAD FRM - MAY 10 - SEG 3 - PUBLIC/INTEREST	How has the new Alcohol Dentistry Ordinance affected downtown Madison businesses	Mark Woulf	05/10/2015 06:46 AM	013:00
TRAVEL	MAD FRM - MAY 17 - Travel/Lifestyle - SEG 1	Memorial Day holiday travel in Wisconsin expected to be up 4.9 percent this year	Nick Jarmusz	05/17/2015 06:30 AM	010:30
TRAVEL	MAD FRM - MAY 17 - Travel/Lifestyle - SEG 2	Memorial Day holiday travel in Wisconsin expected to be up 4.9 percent this year	Nick Jarmusz	05/17/2015 06:40 AM	006:28
TRAVEL	MAD FRM - MAY 17 - Travel/Lifestyle - SEG 3	Memorial Day holiday travel in Wisconsin expected to be up 4.9 percent this year	Nick Jarmusz	05/17/2015 06:47 AM	013:00
HealthCare,Discrimination,	Radio Health Journal 05/17/15	Weight,Culture and Science/Dietary gene therapy	H.Brown,C.Lavie,M.G aynor	05/17/2015 05:11 PM	027:59
Lifestyle	MAD FRM - MAY 24 - Lifestyle - SEG 1	Efforts to facilitate more amicable divorces in Wisconsin	Rebecca Oettinger	05/24/2015 06:30 AM	011:48
Lifestyle	MAD FRM - MAY 24 - Lifestyle - SEG 2	Efforts to facilitate more amicable divorces in Wisconsin	Rebecca Oettinger	05/24/2015 06:41 AM	005:01
Lifestyle	MAD FRM -	Efforts to	Rebecca Oettinger	05/24/2015	011:48

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	MAY 24 - Lifestyle - SEG 3	facilitate more amicable divorces in Wisconsin		5 06:46 AM	
Tech/SocialMedia/Health	Radio Health Journal 05/24/15	Health effects of loneliness/Drowning doesn't look like you think	R.Schwartz,T.Smith,F.Pia	05/24/201 5 05:03 PM	027:57
WomensIssues,Consumerism	Radio Health Journal 05/31/15	Cheaper Breast Cancer Gene Testing/The Science of Smell	A.Bar-Cohen,C.Wysocki	05/30/201 5 12:04 PM	027:59
ECONOMY	MAD FRM - MAY 31 - ECONOMY - SEG 1	Milk prices are "challenging" this year as Wisconsin celebrates June Dairy Month	BEN BRANCEL	05/31/201 5 06:30 AM	010:49
ECONOMY	MAD FRM - MAY 31 - ECONOMY - SEG 2	Milk prices are "challenging" this year as Wisconsin celebrates June Dairy Month	BEN BRANCEL	05/31/201 5 06:40 AM	006:09
ECONOMY	MAD FRM - MAY 31 - ECONOMY - SEG 3	Milk prices are "challenging" this year as Wisconsin celebrates June Dairy Month	BEN BRANCEL	05/31/201 5 06:47 AM	012:58
Crime	MAD FRM - JUNE 6 - SEG 1 - CRIME	Madison Police crack down on gangs and gunfire	BRIAN CHANEY	06/07/201 5 06:30 AM	010:56
Crime	MAD FRM - JUNE 6 - SEG 2 - CRIME	Madison Police crack down on gangs and gunfire	BRIAN CHANEY	06/07/201 5 06:40 AM	006:02
Crime	MAD FRM - JUNE 6 - SEG 3 - CRIME	Madison Police crack down on gangs and gunfire	BRIAN CHANEY	06/07/201 5 06:47 AM	012:58
HEALTH/LIFESTYLE	MAD FRM - JUNE 14 - SEG	Wisconsin leads the nation in	Lou Oppor	06/14/201 5 06:30	011:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	1 - HEALTH/LIFESTYLE	binge drinking among adults		AM	
HEALTH/LIFESTYLE	MAD FRM - JUNE 14 - SEG 2 - HEALTH/LIFESTYLE	Wisconsin leads the nation in binge drinking among adults	Lou Oppor	06/14/2015 06:41 AM	005:09
HEALTH/LIFESTYLE	MAD FRM - JUNE 14 - SEG 3 - HEALTH/LIFESTYLE	Wisconsin leads the nation in binge drinking among adults	Lou Oppor	06/14/2015 06:46 AM	012:57
PublicHealth,Science	Radio Health Journal 06/14/15	Digital tech in medicine not meeting it's promise yet/Photographic memory	R.Wachter,B.Gordon	06/14/2015 05:03 PM	027:58
Lifestyle	MAD FRM - JUNE 21 - SEG 1 - LIFESTYLE	Advice for WI baby boomers reaching retirement age	Nino Amato	06/21/2015 06:30 AM	010:11
Lifestyle	MAD FRM - JUNE 21 - SEG 2 - LIFESTYLE	Advice for WI baby boomers reaching retirement age	Nino Amato	06/21/2015 06:40 AM	006:50
Lifestyle	MAD FRM - JUNE 21 - SEG 3 - LIFESTYLE	Advice for WI baby boomers reaching retirement age	Nino Amato	06/21/2015 06:47 AM	013:01
ECONOMY	MAD FRM - JUNE 28 - SEG 1 - ECONOMY	The effect of bird flu on food prices in Wisconsin	BRANDON SCHOLZ	06/28/2015 06:30 AM	010:19
ECONOMY	MAD FRM - JUNE 28 - SEG 2 - ECONOMY	The effect of bird flu on food prices in Wisconsin	BRANDON SCHOLZ	06/28/2015 06:40 AM	006:40
ECONOMY	MAD FRM - JUNE 28 - SEG 3 - ECONOMY	The effect of bird flu on food prices in Wisconsin	BRANDON SCHOLZ	06/28/2015 06:47 AM	012:59

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HealthCare,Consumerism 2	Radio Health Journal 06/28/15	Bell's Palsy/A Doctor's Emotions	S.Lewis,D.Ofri	06/28/201 5 05:04 PM	027:58

**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	006
Alcoholism,Mental Illness	Alcoholics Anonymous	000:29	007
Alcoholism,Mental Illness	Alcoholics Anonymous	000:30	008
Alcoholism,Mental Illness	Alcoholics Anonymous	001:00	011
ALS Awareness	WI CHPTR OF THE ALS ASSOC	000:32	013
American Heart Association	Ad Council	000:30	017
American Heart Association	Ad Council	000:59	020
Autism Awareness	Ad Council	000:27	014
Baby Safety	AMERICAN FAM CHILDRENS HOSPIT	000:15	014
Cancer Research	Badger Childhood Cancer Netwo	000:30	009
Child Adoption	Ad Council	000:15	004
Child Adoption	Ad Council	000:30	034
Child Adoption	Ad Council	001:00	063

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Childhood Literacy	Ad Council	001:00	044
ChildLearning AttentionIssues	Ad Council	000:15	006
ChildLearning AttentionIssues	Ad Council	000:30	019
Children's Eye Care	American Optometric Society	000:30	015
College Education	Ad Council	000:20	003
Community Awareness	Social Security Admin	001:00	024
COMMUNITY INVOLVEMENT	Ad Council	000:15	005
COMMUNITY INVOLVEMENT	Ad Council	000:30	026
COMMUNITY INVOLVEMENT	Ad Council	000:59	019
COMMUNITY INVOLVEMENT	Communities In Schools	000:30	012
COMMUNITY INVOLVEMENT	Communities In Schools	001:00	024
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:15	001
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:30	022
Conservation	US Dept Of Energy	000:14	015
Conservation	US Dept Of Energy	000:59	050
Domestic violence	Ad Council	000:30	004
Education	FARMERS INSURANCE	030:01	001
Elder Care	United Way	000:15	001
Employment, Buisness, Communi	Ad Council	000:15	005
Employment, Buisness, Communi	Ad Council	000:30	029
Employment, Buisness, Communi	Ad Council	001:00	035
Environmental Protection	Treadlightly.org	000:41	060
Financial Planning	Ad Council	000:15	003
Financial Planning	Ad Council	000:29	014
Financial Planning	Ad Council	000:30	014
Financial Planning	Ad Council	000:59	057
Financial Planning	Ad Council	001:00	048
Forest Safety	Ad Council	000:30	012
Forest Safety	Ad Council	001:00	052

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	Maur Menglt Memoril Fund	000:31	002
HEALTH AND FITNESS	Maur Menglt Memoril Fund	000:32	003
Health Care	Red Cross	000:30	012
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	006
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	003
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	027
MILITARY AND VETERANS	USO	000:15	007
MILITARY AND VETERANS	USO	000:55	037
MILITARY AND VETERANS	WOUNDED WARRIOR PROJECT	000:30	017
MilitaryFamilies,PersonalHeal	USO	000:27	017
National Park Conservation	National Park Conserva. Assc.	000:15	003
National Park Conservation	National Park Conserva. Assc.	000:27	010
Paralyzed Veterans	Paralyzed Veterans Of America	001:00	027
Pet Adoption	Ad Council	000:30	039
Pet Adoption	PETA	000:14	003
Public Announcement	Paralyzed Veterans Of America	000:15	006
Public Awarenes	Madison Fire Hockey	000:34	012
Public Awarenes	Pblc Libraries of Dane County	000:30	018
Public Education	Ad Council	000:15	006
Public Education	Ad Council	000:30	004
Public Education	Ad Council	000:59	049
Public Education	Enviroenmental Protection AGY	000:15	002
Public Education	Nat Fondtn For Credit Council	000:15	006
Public Education	Paralyzed Veterans Of America	000:20	009
Public Education	Social Security Admin	000:15	004
Public Education	Social Security Admin	000:30	015
Public Education	United Way	000:15	001
Public Education	US Department of Transportati	000:15	003
Public Education	Wild Life Land Trust	000:15	003

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Health	Ad Council	000:15	006
Public Health	Ad Council	000:20	005
Public Health	Ad Council	000:30	041
Public Health	Ad Council	000:55	053
Public Health	Ad Council	000:59	018
Public Health	Ad Council	001:00	078
Public Health	American Lung Association	001:00	020
Public Health	Crazy Legs	000:58	006
Public Health	Crazy Legs	001:00	059
Public Health	greaterthanaides.org	000:15	007
Public Health	USDA and HHS	000:21	007
Public Health	USDA and HHS	001:00	027
PUBLIC HEALTH/CHILD NUTRITION	Madison Jr. Women's Club	000:31	010
Public Notice	Ad Council	001:00	021
Public Safety	Consumer Products Safety Comm	000:30	003
Public Safety	Dept Of Homeland Security	000:30	012
Public Safety	Ready Wisconsin	000:15	001
Public Safety	Ready Wisconsin	000:31	014
PublicHealth,Education	Ad Council	000:30	020
Recycling	Ad Council	000:21	008
Rehabilitation Research	Kessler Foundation	000:30	011
Support of Childrens Causes	Ronald McDonald House	000:30	024
Veteran's Issues, MilitaryWar	DVDS FOR VETS	000:30	010
Veteran's Issues, MilitaryWar	Middleton Community Vets	000:29	061
Veteran's Issues, MilitaryWar	Middleton Community Vets	000:30	085
Veteran's Issues, MilitaryWar	Paralyzed Veterans America	000:15	008
VETERANS HEALTH	Dept Of Veterans Affairs	000:14	002
VETERANS HEALTH	Dept Of Veterans Affairs	000:30	008
VETERANS HEALTH	Paralyzed Veterans America	000:30	013

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	018
War&Military,PopCulture	Badger Honor Flight	000:30	032
War&Military,PopCulture	Badger Honor Flight	001:00	075