

WIBA
Madison, WI
Quarterly Issues/Programs List
First Quarter, 2013
04/03/2013

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:** The impact of Governor Walker's budget on state's economy
- **Education:** New initiatives to curb bullying in public schools in the state
- **GOVERNMENT/CRIME:** More state funding for domestic abuse services
- **GOVERNMENT/ECONOMY:** Iron mine in northern wisconsin will benefit the state
- **GOVERNMENT/POLITICS:** Scott Fitzgerald says the republican legislature hopes to cut middle class taxes in 2013
- **GOVERNMENT/WEATHER:** Looking at the cost of winter 2012-2013
- **Health:** Passing higher tobacco taxes and tougher OWI laws
- **Lifestyle:** Top Consumer Complaints in Wisconsin for 2012
- **TRANSPORTATION:** Expolring revenue options for the state Department of Transportation

**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
GOVERNMENT/POLITICS	MAD FRM - JAN 6 - SEG 1 - GOVERNMENT	Republican legislature hopes to cut middle	SCOTT FITZGERALD	01/06/2013 06:33 AM	009:22

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		class taxes in 2013			
GOVERNMENT/POLITICS	MAD FRM - JAN 6 - SEG 2 - GOVERNMENT	Scott Fitzgerald says the republican legislature hopes to cut middle class taxes in 2013	SCOTT FITZGERALD	01/06/2013 06:45 AM	007:47
GOVERNMENT/POLITICS	MAD FRM - JAN 6 - SEG 3 - GOVERNMENT	Scott Fitzgerald says the republican legislature hopes to cut middle class taxes in 2013	SCOTT FITZGERALD	01/06/2013 06:55 AM	002:51
GOVERNMENT/POLITICS	MAD FRM - JAN 13 - SEG 1 - STATE LEGISLATURE	Legislative Democrats have concerns over a mining bill	PETER BARCA	01/13/2013 06:33 AM	009:24
GOVERNMENT/POLITICS	MAD FRM - JAN 13 - SEG 2 - STATE LEGISLATURE	legislative democrats have concerns over a mining bill on the fast track	PETER BARCA	01/13/2013 06:46 AM	006:40
GOVERNMENT/POLITICS	MAD FRM - JAN 13 - SEG 3 - GOVERNMENT	legislative democrats have concerns over a mining bill on the fast track	PETER BARCA	01/13/2013 06:54 AM	004:00
TRANSPORTATION	MAD FRM - JAN 20 - SEG 1 - TRANSPORTATION	Exploring revenue options for the Department of Transportation	Craig Thompson	01/20/2013 06:33 AM	008:21
TRANSPORTATION	MAD FRM - JAN 20 - SEG 2 - TRANSPORTATION	Expolring revenue options for the state Department of Transportation	Craig Thompson	01/20/2013 06:44 AM	010:04
TRANSPORTATION	MAD FRM - JAN 20 - SEG 3 - TRANSPORTATION	Exploring revenue options for the state Department of Transportation	Craig Thompson	01/20/2013 06:57 AM	001:37

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Education	MAD FRM - JAN 27 - SEG 1 - EDUCATION	New initiatives to curb bullying in public schools in the state	Brenda Jennings and Lori Ster	01/26/2013 07:04 PM	008:37
Education	MAD FRM - JAN 27 - SEG 2 - EDUCATION	New initiatives to curb bullying in public schools in the state	Brenda Jennings and Lori Ster	01/26/2013 07:15 PM	008:39
Education	MAD FRM - JAN 27 - SEG 3 - EDUCATION	New initiatives to curb bullying in public schools in the state	Brenda Jennings and Lori Ster	01/26/2013 07:25 PM	002:46
Education	MAD FRM - JAN 27 - SEG 1 - EDUCATION	New initiatives to curb bullying in public schools in the state	Brenda Jennings and Lori Ster	01/27/2013 06:33 AM	008:37
Education	MAD FRM - JAN 27 - SEG 2 - EDUCATION	New initiatives to curb bullying in public schools in the state	Brenda Jennings and Lori Ster	01/27/2013 06:44 AM	008:39
Education	MAD FRM - JAN 27 - SEG 3 - EDUCATION	New initiatives to curb bullying in public schools in the state	Brenda Jennings and Lori Ster	01/27/2013 06:56 AM	002:46
GOVERNMENT/ECONOMY	MAD FRM - FEB 3 - SEG 1 - ECONOMY/GOVERNMENT	Iron mine in Northern Wisconsin will benefit the entire state	SCOTT MANLEY	02/02/2013 06:04 PM	009:27
GOVERNMENT/ECONOMY	MAD FRM - FEB 3 - SEG 2 - ECONOMY/GOVERNMENT	Iron mine in northern wisconsin will benefit the entire state	SCOTT MANLEY	02/02/2013 06:16 PM	007:21
GOVERNMENT/ECONOMY	MAD FRM - FEB 3 - SEG 3 - ECONOMY/GOVERNMENT	Iron mine in northern wisconsin will benefit the state	SCOTT MANLEY	02/02/2013 06:25 PM	003:15
GOVERNMENT/ECONOMY	MAD FRM - FEB 3 - SEG 1 - ECONOMY/GOVERNMENT	Iron mine in Northern Wisconsin will benefit the entire state	SCOTT MANLEY	02/03/2013 06:33 AM	009:27
GOVERNMENT/ECONOMY	MAD FRM - FEB 3 - SEG 2 - ECONOMY/GOVERNMENT	Iron mine in northern	SCOTT MANLEY	02/03/2013 06:45 AM	007:21

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		wisconsin will benefit the entire state			
GOVERNMENT/ECONOMY	MAD FRM - FEB 3 - SEG 3 - ECONOMY/GOVERNEMENT	Iron mine in northern wisconsin will benefit the state	SCOTT MANLEY	02/03/2013 06:55 AM	003:15
GOVERNMENT/ECONOMY	MAD FRM - FEB 3 - SEG 1 - ECONOMY/GOVERNMENT	Iron mine in Northern Wisconsin will benefit the entire state	SCOTT MANLEY	02/03/2013 01:04 PM	009:27
GOVERNMENT/ECONOMY	MAD FRM - FEB 3 - SEG 2 - ECONOMY/GOVERNMENT	Iron mine in northern wisconsin will benefit the entire state	SCOTT MANLEY	02/03/2013 01:16 PM	007:21
GOVERNMENT/ECONOMY	MAD FRM - FEB 3 - SEG 3 - ECONOMY/GOVERNEMENT	Iron mine in northern wisconsin will benefit the state	SCOTT MANLEY	02/03/2013 01:25 PM	003:15
Education	MAD FRM - FEB 10 - SEG 1 - EDUCATION	Benefits of after school programs	STEVE FERNAN	02/10/2013 06:32 AM	007:06
Education	MAD FRM - FEB 10 - SEG 2 - EDUCATION	Benefits of after school programs	STEVE FERNAN	02/10/2013 06:43 AM	011:23
Education	MAD FRM - FEB 10 - SEG 3 - EDUCATION	Benefits of after school programs	STEVE FERNAN	02/10/2013 06:56 AM	001:34
Education	MAD FRM - FEB 10 - SEG 1 - EDUCATION	Benefits of after school programs	STEVE FERNAN	02/10/2013 01:06 PM	007:06
Education	MAD FRM - FEB 10 - SEG 2 - EDUCATION	Benefits of after school programs	STEVE FERNAN	02/10/2013 01:15 PM	011:23
Education	MAD FRM - FEB 10 - SEG 3 - EDUCATION	Benefits of after school programs	STEVE FERNAN	02/10/2013 01:27 PM	001:34
Lifestyle	MAD FRM - FEB 17 - SEG 1 - LIFESTYLE	Top Consumer Complaints in Wisconsin for 2012	SANDY CHALMERS	02/17/2013 06:33 AM	010:23
Lifestyle	MAD FRM - FEB 17 - SEG 2 - LIFESTYLE	Top consumer complaints in wisconsin for 2012	SANDY CHALMERS	02/17/2013 06:46 AM	007:27
Lifestyle	MAD FRM - FEB 17 - SEG 3 -	Top consumer	SANDY	02/17/2013	002:13

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	LIFESTYLE	complaints in wisconsin for 2012	CHALMERS	06:55 AM	
GOVERNMENT/CRIME	MAD FRM - FEB 24 - SEG 1 - GOVERNMENT	More state funding for domestic abuse services	SHANNON BARRY	02/23/2013 11:06 AM	007:35
GOVERNMENT/CRIME	MAD FRM - FEB 24 - SEG 2 - GOVERNMENT	More state funding for domestic abuse services	SHANNON BARRY	02/23/2013 11:16 AM	009:59
GOVERNMENT/CRIME	MAD FRM - FEB 24 - SEG 3 - GOVERNMENT	More state funding for domestic abuse services	SHANNON BARRY	02/23/2013 11:29 AM	002:31
GOVERNMENT/CRIME	MAD FRM - FEB 24 - SEG 1 - GOVERNMENT	More state funding for domestic abuse services	SHANNON BARRY	02/24/2013 06:33 AM	007:35
GOVERNMENT/CRIME	MAD FRM - FEB 24 - SEG 2 - GOVERNMENT	More state funding for domestic abuse services	SHANNON BARRY	02/24/2013 06:44 AM	009:59
GOVERNMENT/CRIME	MAD FRM - FEB 24 - SEG 3 - GOVERNMENT	More state funding for domestic abuse services	SHANNON BARRY	02/24/2013 06:56 AM	002:31
ECONOMY	MAD FRM - MARCH 3 - SEG 1 - ECONOMY	The impact of Governor Walker's budget on state's economy	Todd Berry	03/03/2013 06:33 AM	010:26
ECONOMY	MAD FRM - MARCH 3 - SEG 2 - ECONOMY	Impact of governor walker's budge on the state's economy	Todd Berry	03/03/2013 06:47 AM	007:36
ECONOMY	MAD FRM - MARCH 3 - SEG 3 - ECONOMY	impact of governor walkers budget on the state's economy	Todd Berry	03/03/2013 06:56 AM	001:56
Health	MAD FRM - MAR 10 - SEG 1 - HEALTH	Passing higher tobacco taxes and tougher OWI laws	Maureen Busalacchi	03/10/2013 06:33 AM	009:26

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Health	MAD FRM - MAR 10 - SEG 2 - HEALTH	Looking to have legislators pass higher tobacco taxes and tougher OWI laws	Maureen Busalacchi	03/10/2013 06:43 AM	006:51
Health	MAD FRM - MAR 10 - SEG 3 - HEALTH	Passing higher tobacco taxes and tougher OWI laws	Maureen Busalacchi	03/10/2013 06:54 AM	003:47
GOVERNMENT/ECONOMY	MAD FRM - MAR 17 - SEG 1 - ECONOMY	Governor Walker's proposed income tax cut will help spur economic growth	RICK CHANDLER	03/16/2013 11:07 AM	008:37
GOVERNMENT/ECONOMY	MAD FRM - MAR 17 - SEG 2 - ECONOMY	Governor Walker's proposed income tax cut will help spur economic growth	RICK CHANDLER	03/16/2013 11:18 AM	008:10
GOVERNMENT/ECONOMY	MAD FRM - MAR 17 - SEG 1 - ECONOMY	Governor Walker's proposed income tax cut will help spur economic growth	RICK CHANDLER	03/17/2013 06:33 AM	008:37
GOVERNMENT/ECONOMY	MAD FRM - MAR 17 - SEG 2 - ECONOMY	Governor Walker's proposed income tax cut will help spur economic growth	RICK CHANDLER	03/17/2013 06:45 AM	008:10
GOVERNMENT/ECONOMY	MAD FRM - MAR 17 - SEG 3 - ECONOMY	Governor Walker's proposed income tax cut will help spur economic growth	RICK CHANDLER	03/17/2013 06:55 AM	003:17
GOVERNMENT/POLITICS	MAD FRM - MAR 24 - SEG 1 - GOVERNMENT	Dane County's population tops 500,000 for the first time	JOE PARISI	03/24/2013 06:33 AM	007:41
GOVERNMENT/POLITICS	MAD FRM - MAR 24 - SEG 2 - GOVERNMENT	Dane County's population tops 500,000 for the	JOE PARISI	03/24/2013 06:44 AM	008:44

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		first time			
GOVERNMENT/POLITICS	MAD FRM - MAR 24 - SEG 3 - GOVERNMENT	Dane County's population tops 500,000 for the first time	JOE PARISI	03/24/2013 06:55 AM	003:39
GOVERNMENT/WEATHER	MAD FRM - MAR 31 - SEG 1 - WEATHER	Looking at the cost of winter 2012-2013	CHRIS KELLY	03/31/2013 06:33 AM	009:41
GOVERNMENT/WEATHER	MAD FRM - MAR 31 - SEG 2 - WEATHER	Looking at the cost of winter 2012-2013	CHRIS KELLY	03/31/2013 06:46 AM	006:43

**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
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ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
4H Recruitment	4H Recruitment	000:15	003
4H Recruitment	4H Recruitment	000:30	036
4H Recruitment	4H Recruitment	000:31	033
4H Recruitment	4H Recruitment	001:00	019
Alzheimers Foundation	Alzheimers Foundation	000:28	030
Alzheimers Treatment	Music In Memory	000:30	050
American Heart Association	American Heart Association	000:30	105
AMERICAN OPTOMETRIC Society	AMERICAN OPTOMETRIC Society	000:30	057
AMERICAN OPTOMETRIC Society	AMERICAN OPTOMETRIC Society	001:00	051
Army Nat. Guard 375th Brthday	Army National Guard	001:00	068
ARTS	SMITHSONIAN	000:31	036
Arts&Culture,Media,Environmen	Wisconsin Histroical Museum	000:29	043
Autism Awareness	Ad Council	000:30	038
Automotive Safety	Ad Council	000:30	001
BOYS AND GIRLS CLUB	BOYS AND GIRLS CLUBS	000:30	026
BULLYING	Ad Council	000:30	048
Child Passenger Safety	Ad Council	000:30	002
College Education	Education	001:00	032
COMMUNITY INVOLVEMENT	Big Brothers Big Sisters	000:30	013
COMMUNITY INVOLVEMENT	Big Brothers Big Sisters	000:31	027
Conservation	US Dept Of Energy	000:14	005
Conservation	US Dept Of Energy	000:59	065
Democracy Campaign	Democracy Campaign	000:30	045
Driving Awareness	Ad Council	000:30	003

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Drunk Driving	Ad Council	000:30	003
Education	Nat'l Traffic Safety Admin	000:30	035
Environmental Protection	Treadlightly.org	000:41	004
FINANCIAL LITERACY	FINANCIAL LITERACY	000:30	011
FINANCIAL LITERACY	FINANCIAL LITERACY	001:00	044
Financial Planning	FINANCIAL LITERACY	000:30	002
Girl Scouts	Girl Scouts	000:30	113
Girl Scouts	Girl Scouts	001:00	076
Health	Dept. of Health and Human Ser	000:30	026
HEALTH AND FITNESS	AMERICAN STROKE ASSOCIATION	000:30	034
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:31	058
Health Care	Ad Council	000:30	001
Housing	Habitat For Humanity	001:00	028
KIDNEY FOUNDATION	KIDNEY FOUNDATION	000:30	045
KIDNEY FOUNDATION	KIDNEY FOUNDATION	001:00	058
Madison Urban League	Madison Urban League	000:30	006
Multiple Sclerosis	Multiple Sclerosis	000:55	165
Music For Youth	Madison Area Music Awards	000:30	018
National Park Conservation	National Park Conserva. Assc.	000:15	001
National Park Conservation	National Park Conserva. Assc.	000:27	017
NRA	NRA	000:59	007
Oral Hygiene	Ad Council	000:30	002
Parenting	Ad Council	000:30	004
Parenting	Parenting	000:59	018
Pet Adoption	Ad Council	000:30	054
psa	Nationl Crime Prevention&USDJ	000:30	045
psa	Nationl Crime Prevention&USDJ	000:59	033
psa	Nationl Crime Prevention&USDJ	001:00	058
Public Announcement	Ad Council	000:30	003

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Announcement	Paralyzed Veterans Of America	000:15	002
Public Announcement	PETA	000:14	001
Public Announcement	Special Olympics of Wisconsin	000:30	066
Public Announcement	USO	000:30	005
Public Announcement	Wisconsin Broadcasters Assoc	000:30	008
Public Announcement	Wisconsin Broadcasters Assoc	000:31	017
Public Education	Ad Council	000:15	001
Public Education	Ad Council	000:30	027
Public Education	Ad Council	000:59	136
Public Education	Ad Council	001:00	064
Public Education	Amrcn Inst of Cert Pblc Acct	000:30	032
Public Education	Domestic Abuse Prevention	000:16	001
Public Education	Environmental Protection AGY	000:15	005
Public Education	Foundation for a Better Life	000:15	001
Public Education	Foundation for a Better Life	000:16	002
Public Education	GED Achievement	000:31	003
Public Education	Medicare	000:59	032
Public Education	National Safety Council	000:15	003
Public Education	National Crime Prevention&USDJ	001:00	020
Public Education	NFCC	000:15	002
Public Education	Paralyzed Veterans Of America	000:20	001
Public Education	United Way	000:15	001
Public Education	United States Armed Forces	000:30	127
Public Education	United Way	000:15	003
Public Education	US Department of Transportati	000:15	001
Public Education	USO	000:15	001
Public Education	Vietnam Veterans Memorial Fund	000:29	023
Public Education	Vietnam Veterans Memorial Fund	000:30	077
Public Education	Vietnam Veterans Memorial Fund	000:59	040

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Education	Wild Life Land Trust	000:15	001
Public Health	Ad Council	000:15	002
Public Health	Ad Council	001:00	001
Public Health	America on the Move	000:15	002
Public Health	American Cancer Society	000:32	006
Public Health	American Liver Foundation	000:30	029
Public Health	American Liver Foundation	001:00	049
Public Health	American Lung Association	001:00	172
Public Health	AMERICAN OPTOMETRIC Society	000:30	037
Public Health	Athletic Trainers Association	000:30	048
Public Health	COPD Assoc	000:30	026
Public Health	COPD Assoc	000:59	027
Public Health	fightingforair.org	001:00	030
Public Health	GILDA'S CLUB	000:29	087
Public Health	GILDA'S CLUB	000:30	053
Public Health	greaterthanaides.org	000:15	001
Public Health	Intl Rett Syndrome Foundation	000:30	028
Public Health	Intl Rett Syndrome Foundation	001:00	037
Public Health	Lead Poisoning Prevention	000:30	003
Public Health	PSA-Leukima and Lymphoma Society	000:30	033
Public Health	Public Health	000:29	029
Public Health	Public Health	000:30	170
Public Health	Public Health	001:00	047
Public Health	USDA and HHS	000:15	001
Public Health	USDA and HHS	001:00	038
Public Notice	Ad Council	001:00	027
Public Safety	Ad Council	001:00	009
Public Safety	Consumer Products Safety Comm	000:30	028
Public Safety	Dept Of Homeland Security	000:30	028

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Safety	Public Safety	000:27	027
Public Safety	Public Safety	000:30	028
Public Welfare	American Red Cross	000:30	048
Red Cross	Red Cross	000:30	034
Rehabilitation Research	Kessler Foundation	000:30	024
Rehabilitation Research	Kessler Foundation	000:59	019
Safe Ride	Dane County Tavern League	000:30	047
Safe Ride	Dane County Tavern League	001:00	076
Underage Drinking	Underage Drinking	000:15	001
Underage Drinking	Underage Drinking	000:30	031
Underage Drinking	Underage Drinking	000:59	030
Underage Drinking	Underage Drinking	001:00	038
US Army Generic Event	US Army	000:30	035
US Dept of Energy	US Dept Of Energy	000:30	023
USO	USO	000:30	031
VETERANS HEALTH	Dept Of Veterans Affairs	000:14	001
VETERANS HEALTH	Dept Of Veterans Affairs	000:30	027
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	002
VETERANS HEALTH	Veterans Health	000:30	033
VETERANS HEALTH	Veterans Health	000:58	020