

WIBA
Madison, WI
Quarterly Issues/Programs List
Fourth Quarter, 2015
01/06/2016

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, Police, Courts:** Interrogation tactics and false confessions/Your medicine cabinet
- **CURRENT EVENTS:** Top Stories of 2015
- **ECONOMY/DEVELOPMENT:** Doyle Square project is a game changer for downtown Madison
- **ENVIRONMENT:** Invasive species threaten Wisconsin forests
- **Financial:** Home heating costs expected to be 20 to 30 percent lower in Madison this winter
- **GOVERNMENT/TAXES:** Invasive species threaten Wisconsin forests
- **HUNTING/WILDLIFE:** WI Deer Hunters will have plenty of targets in the southern two-thirds of the state
- **Lifestyle:** Tips for avoiding an OWI ticket over the holiday
- **LIFESTYLE/RECREATION:** Holiday retail sales in Wisconsin projected to increase 6.5 percent
- **NATURAL RESOURCES:** Concerns over the growth of Wisconsin's Wolf population
- **Public Health:** State Health officials are hoping for a mild influenza season
- **Recreation:** DNR chief says more women should be in the woods for this year's November Deer hunt
- **RELIGION:** 1.6 Million Wisconsin Catholics prepare to celebrate Christmas by showing love to other humans
- **Tech, Seniors, Teens:** Hurdles to Hearing Aides/Seriously Ill Adolescents

**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
ENVIRONMENT	MAD FRM - OCTOBER 3 - SEG 1 - ENVIRONMENT	Invasive species threaten Wisconsin forests	PAUL DELONG	10/04/2015 06:30 AM	011:58
ENVIRONMENT	MAD FRM - OCTOBER 3 - SEG 2 - ENVIRONMENT	Invasive species threaten Wisconsin forests	PAUL DELONG	10/04/2015 06:42 AM	005:00
GOVERNMENT/TAXES	MAD FRM - OCTOBER 3 - SEG 3 - ENVIRONMENT	Invasive species threaten Wisconsin forests	David Ahrens	10/04/2015 06:47 AM	012:54
NATURAL RESOURCES	MAD FRM - OCTOBER 11 - Natural Resources - SEG 1	Concerns over the growth of Wisconsin's Wolf population	GEORGE MEYER	10/11/2015 06:30 AM	011:20
NATURAL RESOURCES	MAD FRM - OCTOBER 11 - Natural Resources - SEG 2	Concerns over the growth of Wisconsin's Wolf population	GEORGE MEYER	10/11/2015 06:41 AM	005:35
NATURAL RESOURCES	MAD FRM - OCTOBER 11 - Natural Resources - SEG 3	Concerns over the growth of Wisconsin's Wolf population	GEORGE MEYER	10/11/2015 06:46 AM	012:56
GOVERNMENT/TAXES	MAD FRM - OCTOBER 18 - GOVERNMENT - SEG 1	Average Dane County homeowner would see a 32 dollar increase in property taxes, under 2016 budget p	JOE PARISI	10/18/2015 06:30 AM	010:23
GOVERNMENT/TAXES	MAD FRM - OCTOBER 18 - GOVERNMENT - SEG 2	Average Dane County homeowner would see a 32 dollar increase in property taxes,	JOE PARISI	10/18/2015 06:40 AM	006:36

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		under 2016 budget p			
GOVERNMENT/TAXES	MAD FRM - OCTOBER 18 - GOVERNMENT - SEG 3	Average Dane County homeowner would see a 32 dollar increase in property taxes, under 2016 budget p	JOE PARISI	10/18/2015 06:46 AM	012:51
ECONOMY/DEVELOPMENT	MAD FRM - OCTOBER 25 - ECON/DEV SEG 1	Doyle Square project is a game changer for downtown Madison	SUSAN SCHMITZ	10/25/2015 06:30 AM	010:39
ECONOMY/DEVELOPMENT	MAD FRM - OCTOBER 25 - ECON/DEV SEG 2	Doyle Square project is a game changer for downtown Madison	SUSAN SCHMITZ	10/25/2015 06:40 AM	006:13
ECONOMY/DEVELOPMENT	MAD FRM - OCTOBER 25 - ECON/DEV SEG 3	Doyle Square project is a game changer for downtown Madison	SUSAN SCHMITZ	10/25/2015 06:46 AM	012:55
Public Health	MAD FRM - NOV 1 - SEG 1 - Health	State Health officials are hoping for a mild influenza season	Tom Haupt	11/01/2015 06:30 AM	010:29
Public Health	MAD FRM - NOV 1 - SEG 2 - Health	State Health officials are hoping for a mild influenza season	Tom Haupt	11/01/2015 06:40 AM	006:25
Public Health	MAD FRM - NOV 1 - SEG 3 - Health	State Health officials are hoping for a mild influenza season	Tom Haupt	11/01/2015 06:46 AM	012:55
Recreation	MAD FRM - NOV 08 - SEG 1 - Recreation/Outdoors	DNR chief says more women should be in the woods for this years's November Deer hunt	Cathy Stepp	11/08/2015 06:30 AM	010:18
Recreation	MAD FRM - NOV 08 -	DNR chief says	Cathy Stepp	11/08/2015	006:40

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	SEG 2 - Recreation/Outdoors	more women should be in the woods for this years's November Deer hunt		06:40 AM	
Recreation	MAD FRM - NOV 08 - SEG 3 - Recreation/Outdoors	DNR chief says more women should be in the woods for this years's November Deer hunt	Cathy Stepp	11/08/2015 06:46 AM	012:54
Crime,Police,Courts	Radio Health Journal 11/15/15	Interrogation tactics and false confessions/Your medicine cabinet	M.Guyll,R.Warden,S.Torkos	11/14/2015 06:07 PM	027:58
HUNTING/WILDLIFE	MAD FRM - NOVEMBER 15 - SEG 1 - Recreation/Ntrl Rsrcs	WI Deer Hunters will have plenty of targets in the southern two- thirds of the state	KEVIN WALLENFANG	11/15/2015 06:30 AM	010:40
HUNTING/WILDLIFE	MAD FRM - NOVEMBER 15 - SEG 2 - Recreation/Ntrl Rsrcs	WI Deer Hunters will have plenty of targets in the southern two- thirds of the state	KEVIN WALLENFANG	11/15/2015 06:40 AM	006:17
HUNTING/WILDLIFE	MAD FRM - NOVEMBER 15 - SEG 3 - Recreation/Ntrl Rsrcs	WI Deer Hunters will have plenty of targets in the southern two- thirds of the state	KEVIN WALLENFANG	11/15/2015 06:46 AM	012:51
LIFESTYLE/RECREATION	MAD FRM - NOV 22 - SEG 1 - LIFESTYLE/ECONOMY	Holiday retail sales in Wisconsin projected to increase 6.5 percent	DOUG JOHNSON	11/22/2015 06:30 AM	010:39
LIFESTYLE/RECREATION	MAD FRM - NOV 22 - SEG 2 - LIFESTYLE/ECONOMY	Holiday retail sales in Wisconsin projected to increase 6.5 percent	DOUG JOHNSON	11/22/2015 06:40 AM	006:21
LIFESTYLE/RECREATION	MAD FRM - NOV 22 - SEG 3 -	Holiday retail sales in	DOUG JOHNSON	11/22/2015 06:47 AM	012:45

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	LIFESTYLE/ECONOMY	Wisconsin projected to increase 6.5 percent			
Lifestyle	MAD FRM - NOVEMBER 29 - LIFESTYLE - SEG 1	Tips for avoiding an OWI ticket over the holiday	JOHN SMITH	11/29/2015 06:30 AM	010:32
Lifestyle	MAD FRM - NOVEMBER 29 - LIFESTYLE - SEG 2	Tips for avoiding an OWI ticket over the holiday	JOHN SMITH	11/29/2015 06:40 AM	011:44
Lifestyle	MAD FRM - NOVEMBER 29 - LIFESTYLE - SEG 3	Tips for avoiding an OWI ticket over the holiday	JOHN SMITH	11/29/2015 06:52 AM	007:31
Financial	MAD FRM - DECEMBER 6 - FINANCIAL - SEG 1	Home heating costs expected to be 20 to 30 percent lower in Madison this winter	Jeff Keebler	12/06/2015 06:30 AM	010:29
Financial	MAD FRM - DECEMBER 6 - FINANCIAL - SEG 2	Home heating costs expected to be 20 to 30 percent lower in Madison this winter	Jeff Keebler	12/06/2015 06:40 AM	006:29
Financial	MAD FRM - DECEMBER 6 - FINANCIAL - SEG 3	Home heating costs expected to be 20 to 30 percent lower in Madison this winter	Jeff Keebler	12/06/2015 06:46 AM	012:51
Lifestyle	MAD FRM - DEC 12 - LIFESTYLE SEG 1	Homeless stays in downtown Madison shelters are down slightly thanks to mild start of the winter	Steven Schooler	12/13/2015 06:30 AM	010:43
Lifestyle	MAD FRM - DEC 12 - LIFESTYLE SEG 2	Homeless stays in downtown Madison shelters are down slightly thanks to mild start of the winter	Steven Schooler	12/13/2015 06:40 AM	006:13
Lifestyle	MAD FRM - DEC 12 - LIFESTYLE SEG 3	Homeless stays in downtown	Steven Schooler	12/13/2015 06:46 AM	012:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Madison shelters are down slightly thanks to mild start of the winter			
RELIGION	MAD FRM - DEC 20 - SEG 1 - RELIGION	1.6 Million Wisconsin Catholics prepare to celebrate Christmas by showing love to other humans	JOHN HUEBSHER	12/20/2015 06:30 AM	010:18
RELIGION	MAD FRM - DEC 20 - SEG 2 - RELIGION	1.6 Million Wisconsin Catholics prepare to celebrate Christmas by showing love to other humans	JOHN HUEBSHER	12/20/2015 06:40 AM	006:37
RELIGION	MAD FRM - DEC 20 - SEG 3 - RELIGION	1.6 Million Wisconsin Catholics prepare to celebrate Christmas by showing love to other humans	JOHN HUEBSHER	12/20/2015 06:46 AM	012:56
Tech,Seniors,Teens	Radio Health Journal 12/27/15	Hurdles to Hearing Aides/Seriously Ill Adolescents	M.Hammel,C.Conley,H.Seamon	12/26/2015 12:04 PM	027:57
CURRENT EVENTS	MAD FRM - DEC 27 & JAN 3 - SEG 1 YEAR IN REVIEW	Top Stories of 2015	John Colbert & Robin Colbert	12/27/2015 06:30 AM	012:23
CURRENT EVENTS	MAD FRM - DEC 27 & JAN 3 - SEG 2 YEAR IN REVIEW	Top Stories of 2015	John Colbert & Robin Colbert	12/27/2015 06:42 AM	006:53
CURRENT EVENTS	MAD FRM - DEC 27 & JAN 3 - SEG 3 YEAR IN REVIEW	Top Stories of 2015	John Colbert & Robin Colbert	12/27/2015 06:49 AM	010:29

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	022
Alcoholism,Mental Illness	Alcoholics Anonymous	000:29	017
Alcoholism,Mental Illness	Alcoholics Anonymous	000:30	040
Alcoholism,Mental Illness	Alcoholics Anonymous	001:00	009
American Heart Association	Ad Council	000:59	008
Autism Awareness	Ad Council	000:27	010
BULLYING	BYSTANDER REVOLTUION	000:30	010
Cancer Research	American Cancer Society	000:30	014
Cancer Research	UW Carbone Cancer Center	000:30	055
Cancer Research	UW Carbone Cancer Center	000:32	014
Charity	Blain's Supply	000:30	027
Charity	WI Athletic HOF	000:31	051
Charity	WI Athletic HOF	000:32	052
Child Adoption	Ad Council	000:15	010
Child Adoption	Ad Council	000:30	031
Child Adoption	Ad Council	001:00	040
Childhood Literacy	Ad Council	001:00	008
ChildLearning AttentionIssues	Ad Council	000:30	019
Children's Eye Care	American Optometric Society	000:30	017
College Education	Ad Council	000:20	007
Community Awareness	Social Security Admin	001:00	045
COMMUNITY INVOLVEMENT	Ad Council	000:15	017

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
COMMUNITY INVOLVEMENT	Ad Council	000:30	047
COMMUNITY INVOLVEMENT	Ad Council	000:59	017
COMMUNITY INVOLVEMENT	Communities In Schools	000:30	022
COMMUNITY INVOLVEMENT	Communities In Schools	001:00	010
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:15	003
COMMUNITY INVOLVEMENT	SPECIAL OLYMPICS	000:30	010
COMMUNITY INVOLVEMENT	WE ARE BROADCASTERS	000:30	021
Conservation	US Dept Of Energy	000:14	006
Conservation	US Dept Of Energy	000:59	015
Employment, Buisness, Communi	Ad Council	000:30	018
Financial Planning	Ad Council	001:00	007
Health Care	Red Cross	000:30	017
Hunger/Nutrition	Goodman Center	000:31	108
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	013
MILITARY AND VETERANS	USO	000:15	003
MILITARY AND VETERANS	USO	000:55	031
MILITARY AND VETERANS	WOUNDED WARRIORS	000:30	009
MilitaryFamilies,PersonalHeal	USO	000:27	021
National Park Conservation	National Park Conserva. Assc.	000:15	008
National Park Conservation	National Park Conserva. Assc.	000:27	015
Nature Preservation	Aldo Leopold Nature Center	000:30	007
Paralyzed Veterans	Paralyzed Veterans Of America	001:00	031
Pet Adoption	Ad Council	000:30	035
Pet Adoption	PETA	000:14	004
Public Announcement	Paralyzed Veterans Of America	000:15	002
Public Education	Ad Council	000:59	007
Public Education	Enviorenmental Protection AGY	000:15	009
Public Education	Nat Fondtn For Credit Council	000:15	011
Public Education	Paralyzed Veterans Of America	000:20	008

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Public Education	Social Security Admin	000:15	008
Public Education	Social Security Admin	000:30	015
Public Education	US Department of Transportati	000:15	006
Public Education	Wild Life Land Trust	000:15	008
Public Health	Ad Council	000:15	008
Public Health	Ad Council	000:20	001
Public Health	Ad Council	000:30	041
Public Health	Ad Council	000:55	027
Public Health	Ad Council	000:59	007
Public Health	Ad Council	001:00	014
Public Health	American Lung Association	001:00	012
Public Health	greaterthanaides.org	000:15	010
Public Health	USDA and HHS	000:21	007
Public Health	USDA and HHS	001:00	010
Public Safety	Dept Of Homeland Security	000:30	016
PublicHealth,Education	Ad Council	000:30	012
Recycling	Ad Council	000:21	008
Rehabilitation Research	Kessler Foundation	000:30	019
Rehabilitation Research	Kessler Foundation	000:32	012
Underage Drinking	Ad Council	000:15	002
Veteran's Issues, MilitaryWar	Paralyzed Veterans America	000:15	004
VETERANS HEALTH	Paralyzed Veterans America	000:30	015
VETERANS HEALTH	Paralyzed Veterans Of America	000:20	028
VOTING	Rock the Vote	000:29	102
VOTING	Rock the Vote	000:30	007
War&Military,PopCulture	Badger Honor Flight	000:30	020
War&Military,PopCulture	Badger Honor Flight	001:00	040