

WMIL-FM  
Milwaukee, WI  
Quarterly Issues/Programs List  
Third Quarter, 2014  
10/02/2014

WMIL-FM  
Quarterly Issues/Programs List

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WMIL-FM 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:

- **AIDS AWARENESS AND RESEARCH:** MARY ELLEN HUWILER, THE DIRECTOR OF COMMON GROUND MINISTRIES, DISCUSSES A FUNDRAISER FOR ELENA'S HOUSE--A SUPPORT HOME FOR THOSE AFFECTED BY HIV/AIDS
- **BREAST CANCER AWARENESS:** FOX 6 TELEVISION ANCHOR MARY STOKER-SMITH DISCUSSES HER INVOLVEMENT IN THE SISTA STRUT TO BENEFIT BREAST CANCER TREATMENT AND AWARENESS
- **CHARITY CAR SHOW:** JIM WANGERS, THE "GODFATHER OF THE GTO," DISCUSSES THE MILWAUKEE MASTERPIECE CAR SHOW FOR CHARITY
- **CRIME:** ALDERMAN BOB DONOVAN DISCUSSES A NEW PLAN FOR BATTLING CRIME IN MILWAUKEE
- **DOWN SYNDROME AWARENESS:** SARAH WOLFF AND SARAH WEIR WITH THE AMERICAN DOWN SYNDROME ASSOCIATION DISCUSS THEIR ADVOCACY OF THE ABLE ACT FOR DISABLED AMERICANS
- **DRUG ADDICTION:** THE DIRECTOR OF MILWAUKEE'S DRUG TREATMENT COURT DISCUSSES ALTERNATIVE JUSTICE MEASURES FOR NON-VIOLENT DRUG ADDICTS
- **EDUCATION:** STATE SENATOR ALBERTA DARLING DISCUSSES THE IMPLEMENTATION OF COMMON CORE EDUCATION STANDARDS IN WISCONSIN
- **LOCAL HISTORY:** DIRECTOR CHARLES BRUSS DISCUSSES HIS NEW FILM ABOUT MILWAUKEE'S DRIVE-IN THEATERS
- **LOW INCOME CHILDREN:** JUST BETWEEN FRIENDS CONSIGNMENT SALE EXECUTIVE DIRECTOR MELINDA HERBERT DISCUSSES A COMMUNITY EVENT DESIGNED TO BRING AFFORDABLE CHILD CARE PRODUCTS TO NEEDY FAMILIES
- **NATIVE AMERICAN ISSUES:** MENOMINEE TRIBE KENOSHA GAMING AUTHORITY GARY BESAW DISCUSSES THE STATUS OF THE KENOSHA CASINO PROJECT AND ITS IMPACT ON HIS TRIBE
- **NUTRITION:** VITAMIN EXPERT DOUG INGOLDSBY DISCUSSES THE RISE OF FOOD ALLERGIES

- **PERSONAL FINANCE:** FINANCIAL ADVISOR MIKE FRANKS PROVIDES TIPS FOR GETTING PERSONAL FINANCES IN ORDER
- **PET HEALTH:** PET FEST ORGANIZERS BRIAN NIEMAN AND KRISTIN BOWEN TALK ABOUT PET HEALTH AND SAFETY
- **POVERTY:** CONGRESSMAN PAUL RYAN DISCUSSES HIS PLAN FOR COMBATING POVERTY IN AMERICA
- **SAVING FOR COLLEGE:** FINANCIAL ADVISOR JODI OKUN DISCUSSES STRATEGIES FOR SAVING FOR COLLEGE
- **SUPPORT FOR THE DISABLED:** LIFE NAVIGATORS EXECUTIVE DIRECTOR VICKI WACHNIAK DISCUSSES AN UPCOMING CHARITY GOLF EVENT TO BENEFIT THE GROUP'S WORK WITH THE DISABLED
- **SUPPORT FOR TROOPS:** USO WISCONSIN DIRECTOR DAN TOOMEY DISCUSSES THE WORK HIS GROUP DOES FOR SERVICEMEN AND WOMEN
- **TRAVEL PLANNING:** TRAVEL EXPERT CHRIS MCGINNIS DISCUSSES WHY THE FALL IS ACTUALLY THE BEST TIME TO GET A GREAT DEAL ON A VACATION
- **TRAVEL SAFETY:** DAVID PABST WITH THE WISCONSIN D.O.T. TALKS ABOUT REDUCING TRAFFIC DEATHS
- **VETERANS AFFAIRS:** THE CHALLENGES VETERANS FACE UPON THEIR RETURN HOME ARE OUTLINED IN A SPECIAL FOURTH OF JULY UPDATE TO CLEAR CHANNEL'S "SHOW YOUR STRIPES" PROGRAM
- **WATER SAFETY:** SEWER AND WATER EXECUTIVE TONY PARROTT DISCUSSES AMERICA'S CRUMBLING WATER INFRASTRUCTURE
- **WISCONSIN POLITICS:** STATE SEN. LEAH VUKMIR DISCUSSES CONTROVERSIAL COMMENTS ABOUT GOVERNOR WALKER

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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
VETERANS AFFAIRS	CONVERSATIONS - 1 SHOW YOUR STRIPES SPECIAL	THE CHALLENGES VETERANS FACE UPON THEIR RETURN HOME ARE OUTLINED IN A	N/A	07/06/2014 10:28 PM	015:27

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ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		SPECIAL FOURTH OF JULY UPDATE TO CLEAR CHANNEL'S "SHOW YOUR STRIPES" PROGRAM			
VETERANS AFFAIRS	CONVERSATIONS - 2 SHOW YOUR STRIPES SPECIAL	THE CHALLENGES VETERANS FACE UPON THEIR RETURN HOME ARE OUTLINED IN A SPECIAL FOURTH OF JULY UPDATE TO CLEAR CHANNEL'S "SHOW YOUR STRIPES" PROGRAM	N/A	07/06/2014 10:43 PM	010:58
TRAVEL SAFETY	CONVERSATIONS - 1 TRAFFIC SAFETY	DAVID PABST WITH THE WISCONSIN D.O.T. TALKS ABOUT REDUCING TRAFFIC DEATHS	DAVID PABST	07/13/2014 10:34 PM	017:09
LOCAL HISTORY	CONVERSATIONS - 2 DRIVE-IN DOCUMENTARY	DIRECTOR CHARLES BRUSS DISCUSSES HIS NEW FILM ABOUT MILWAUKEE'S DRIVE-IN THEATERS	CHARLES BRUSS	07/13/2014 10:51 PM	013:00
EDUCATION	CONVERSATIONS - 2 COMMON CORE	STATE SENATOR ALBERTA DARLING DISCUSSES THE IMPLEMENTATION OF COMMON CORE EDUCATION STANDARDS IN WISCONSIN	ALBERTA DARLING	07/20/2014 10:27 PM	016:02
DRUG ADDICTION	CONVERSATIONS - 1 DRUG COURTS	THE DIRECTOR OF MILWAUKEE'S DRUG TREATMENT COURT DISCUSSES ALTERNATIVE JUSTICE MEASURES FOR NON-VIOLENT DRUG ADDICTS	CAROL CARLSON	07/20/2014 10:28 PM	014:37
DOWN SYNDROME AWARENESS	CONVERSATIONS - 1 ABLE ACT	SARAH WOLFF AND SARAH WEIR WITH THE AMERICAN DOWN SYNDROME ASSOCIATION	SARAH WOLFF, SARAH WEIR	07/27/2014 10:32 PM	013:16

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		DISCUSS THEIR ADVOCACY OF THE ABLE ACT FOR DISABLED AMERICANS			
POVERTY	CONVERSATIONS - 2 POVERTY	CONGRESSMAN PAUL RYAN DISCUSSES HIS PLAN FOR COMBATING POVERTY IN AMERICA	PAUL RYAN	07/27/2014 10:45 PM	017:00
CRIME	CONVERSATIONS - 1 BOB DONOVAN	ALDERMAN BOB DONOVAN DISCUSSES A NEW PLAN FOR BATTLING CRIME IN MILWAUKEE	BOB DONOVAN	08/03/2014 10:30 PM	018:23
SAVING FOR COLLEGE	CONVERSATIONS - 2 COLLEGE SAVING	FINANCIAL ADVISOR JODI OKUN DISCUSSES STRATEGIES FOR SAVING FOR COLLEGE	JODI OKUN	08/03/2014 10:51 PM	012:01
SUPPORT FOR TROOPS	CONVERSATIONS - 1 USO	USO WISCONSIN DIRECTOR DAN TOOMEY DISCUSSES THE WORK HIS GROUP DOES FOR SERVICEMEN AND WOMEN	DAN TOOMEY	08/10/2014 10:30 PM	013:23
CHARITY CAR SHOW	CONVERSATIONS - 2 MILWAUKEE MASTERPIECE	JIM WANGERS, THE "GODFATHER OF THE GTO," DISCUSSES THE MILWAUKEE MASTERPIECE CAR SHOW FOR CHARITY	JIM WANGERS	08/10/2014 10:44 PM	017:53
SUPPORT FOR THE DISABLED	CONVERSATIONS - 1 LIFE NAVIGATORS	LIFE NAVIGATORS EXECUTIVE DIRECTOR VICKI WACHNIAK DISCUSSES AN UPCOMING CHARITY GOLF EVENT TO BENEFIT THE GROUP'S WORK	VICKI WACHNIAK	08/17/2014 10:29 PM	019:27

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		WITH THE DISABLED			
AIDS AWARENESS AND RESEARCH	CONVERSATIONS - 2 AIDS AWARENESS	MARY ELLEN HUWILER, THE DIRECTOR OF COMMON GROUND MINISTRIES, DISCUSSES A FUNDRAISER FOR ELENA'S HOUSE--A SUPPORT HOME FOR THOSE AFFECTED BY HIV/AIDS	MARY ELLEN HUWILER	08/17/2014 10:49 PM	011:05
NATIVE AMERICAN ISSUES	CONVERSATIONS - 1 MENOMINEE TRIBE	MENOMINEE TRIBE KENOSHA GAMING AUTHORITY GARY BESAW DISCUSSES THE STATUS OF THE KENOSHA CASINO PROJECT AND ITS IMPACT ON HIS TRIBE	GARY BESAW	08/24/2014 10:30 PM	018:13
WISCONSIN POLITICS	CONVERSATIONS - 2 CONGRESSIONAL RACE	AFTER WINNING A HOTLY CONTESTED PRIMARY, GLENN GROTHMAN DISCUSSES THE UPCOMING GENERAL ELECTION FOR WISCONSIN'S SIXTH DISTRICT CONGRESSIONAL SEAT	GLENN GROTHMAN	08/24/2014 10:49 PM	011:55
VETERANS AFFAIRS	CONVERSATIONS - 1 SHOW YOUR STRIPES 1	AN UPDATE ON THE ISSUES VETERANS FACE AND HOW IHEARTRATIO IS WORKING TO HELP THEM IN A SPECIAL LABOR DAY PROGRAM	N/A	08/31/2014 10:30 PM	012:17
VETERANS AFFAIRS	CONVERSATIONS - 2 SHOW YOUR STRIPES 2	AN UPDATE ON THE ISSUES VETERANS FACE AND HOW IHEARTRATIO IS WORKING TO HELP THEM IN A SPECIAL LABOR DAY	N/A	08/31/2014 10:42 PM	017:37

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
PROGRAM					
NUTRITION	CONVERSATIONS - 1 FOOD ALLERGIES	VITAMIN EXPERT DOUG INGOLDSBY DISCUSSES THE RISE OF FOOD ALLERGIES	DOUG INGOLDSBY	09/07/2014 10:35 PM	010:06
WISCONSIN POLITICS	CONVERSATIONS - 2 POLITICS	STATE SEN. LEAH VUKMIR DISCUSSES CONTROVERSIAL COMMENTS ABOUT GOVERNOR WALKER	LEAH VUKMIR	09/07/2014 10:45 PM	020:26
PET HEALTH	CONVERSATIONS - 1 PET FEST	PET FEST ORGANIZERS BRIAN NIEMAN AND KRISTIN BOWEN TALK ABOUT PET HEALTH AND SAFETY	BRIAN NIEMAN, KRISTIN BOWEN	09/14/2014 10:29 PM	017:33
WATER SAFETY	CONVERSATIONS - 2 WATER INFRASTRUCTURE	SEWER AND WATER EXECUTIVE TONY PARROTT DISCUSSES AMERICA'S CRUMBLING WATER INFRASTRUCTURE	TONY PARROTT	09/14/2014 10:47 PM	013:06
BREAST CANCER AWARENESS	CONVERSATIONS - 1 SISTA STRUT	FOX 6 TELEVISION ANCHOR MARY STOKER-SMITH DISCUSSES HER INVOLVEMENT IN THE SISTA STRUT TO BENEFIT BREAST CANCER TREATMENT AND AWARENESS	MARY STOKER- SMITH	09/21/2014 10:32 PM	010:44
LOW INCOME CHILDREN	CONVERSATIONS - 2 COMMUNITY CONSIGNMENT SALE	JUST BETWEEN FRIENDS CONSIGNMENT SALE EXECUTIVE DIRECTOR MELINDA HERBERT DISCUSSES A COMMUNITY EVENT DESIGNED TO BRING AFFORDABLE	MELINDA HERBERT	09/21/2014 10:43 PM	019:30

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		CHILD CARE PRODUCTS TO NEEDY FAMILIES			
PERSONAL FINANCE	CONVERSATIONS - 1 FINANCES	FINANCIAL ADVISOR MIKE FRANKS PROVIDES TIPS FOR GETTING PERSONAL FINANCES IN ORDER	MIKE FRANKS	09/28/2014 10:35 PM	020:42
TRAVEL PLANNING	CONVERSATIONS - 2 VACATION PLANNING	TRAVEL EXPERT CHRIS MCGINNIS DISCUSSES WHY THE FALL IS ACTUALLY THE BEST TIME TO GET A GREAT DEAL ON A VACATION	CHRIS MCGINNISS	09/28/2014 10:56 PM	009:39

**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
ANIMAL ADOPTION	HUMANE SOCIETY	000:60	017
ALS AWARENESS	CHASIN' A CURE TAILGATE	000:30	054
ZOOLOGICAL SOCIETY	RIDE ON THE WILD SIDE	000:15	052
ARTS	INET MARKETING	000:30	014
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
EDUCATION	JUNIOR ACHIEVEMENT	000:30	001
FOSTER CARE	CHILDRENS HOSPITAL OF WISC	000:15	050
GLOBAL CITIZEN FEST	GLOBAL CITIZEN FEST	000:31	002
Health	ALS ASSOCIATION	000:30	009
Health	AMERICAN CANCER SOCIETY	000:30	010
Health	MILWAUKEE MASTERPIECE	000:30	014
Health	MOUNT MARY COLLEGE	000:30	013
Health	SPORT CLIPS	000:15	010
HEALTHCARE	AUTISM SPEAKS	000:14	006
HUNGER	SERVE MARKETING	000:30	009
MILITARY	USO	000:30	032
MILITARY	USO	000:31	015
MILITARY AND VETERANS	SAFE SUMMER DRIVING	000:28	002
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:26	076
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:30	061
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:31	038
MIRACLE ON CANAL STREET	POTAWATOMI HOTEL AND CASINO	000:30	047
SAFE DRIVING	SAFE SUMMER DRIVING	000:27	013
SAFE DRIVING	SAFE SUMMER DRIVING	000:28	026
Veterans	VETERAN HONOR FLIGHT	000:15	161
VETERANS HONOR FLIGHT	HORNY GOAT HIDEAWAY	000:30	026