



WMGN	WJJO	WWQM-FM	WOZN
WJQM	WHIT	WRIS-FM	WLMV

Issues & Programs List

3 rd Quarter 2018 (July, August, September)

Prepared October 10, 2018

To Whom It May Concern:

On this date, I have placed into the station's public file this report, which details several programming examples aired to specifically address the identified needs and issues of the community.

A list of some of the principal issues is attached to and made part of this report.

This report is not intended as an exhaustive listing of all the community issues identified and addressed in the past three months; rather, it is a small representation of the station's ongoing efforts to discern the principal issues and concerns of listeners in the area, and to create and air programming targeted to address those issues and concerns.

Ascertainment of issues is constant and ongoing and the station's performance in airing specific programming to address those concerns is documented only in part here.

Also made part of this report is a brief description of the methodology of ascertainment employed by station staff and management to continually serve the public's interest, convenience and necessity.

John Bauer

Mid-West Family Broadcasting

Madison, Wisconsin



Methodology of Ascertainment

All Mid-West Family radio stations in Madison, WI, undergo continuous and ongoing research to determine community issues and needs. Program management, news management and on-air staff all participate in our efforts to determine which issues are most important to our community.

One dimension is the ongoing effort to contact and question community leaders face-to-face to ask direct questions about what they think are the most important issues the area faces.

Another dimension is through tracking written correspondence from listeners, solicited and unsolicited, via postal mail or e-mail. Still another is personal contact by on-air staff with listeners and community leaders at events like station-sponsored public events and station remote broadcasts. Feedback is sought and reviewed to help familiarize staff and management with significant community issues.

These are some of the dimensions of inquiry used to generate the quarterly Issues and Programs list. After quarterly compilation, the list of significant issues is distributed to program managers of all the stations, to aid them in generating programming to specifically meet the needs of the area, as identified through direct and indirect contact.

Ascertainment is direct, indirect and ongoing and is a key element in formulating the quarterly list of issues and programs aired to address the issues.



Issue Categories

Economy: neighborhood development, poverty, business development/business climate

Public safety: crime prevention, gun control, drunk driving, community policing, immigration issues

Public health: blood drives and other health-related community events; news/farm stories about disease or disease prevention, nutrition, etc.

Education: events that benefit schools and/or kids; news about vouchers, school accountability, curriculum, etc.

Environment: recycling, air and water pollution, effects of climate change, farmland/wetland/lake preservation

Charity: promotion of charitable events, such as fundraising walks, that benefit community organizations that serve people in need

Community support: help for community organizations; examples include Girl Scout bake sales, high school band concerts, etc.



Quarterly Issues Report

Station: WOZN/WOZN-FM (and farm network)

Quarter: 3rd

Year: 2018

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Economy, Community Support	7/02	1	Runs 9	Farm Director Pam Jahnke on the Food special to Wood County that will be on display and available at the 2018 Wood County Farm Tech Days.
Public Health, Education	7/02	1	Runs 6	Farm Director Pam Jahnke and Angie from Wisconsin Beef Council on summer grilling tips.
Economy, Education, Environment	7/02	1	Runs 9:30	Assistant Farm Director Jenna Lee with Cathleen McClutsky from Organic Seed Alliance on the Vegetable Field Trial Workshop Series and how people can get involved.
Education, Public Health, Economy	7/03	1	Runs 9	Farm Director Pam Jahnke with Bobbi Assistant Director of Government Relations for the Wisconsin Farmers Union on their Wisconsin Cheese label survey.
Economy, Community Support	7/03	1	Runs 5	Summer Assistant Bobbi Jo Bergham interviewed organizer of the Door County Strawberry Fest and Wisconsin strawberry crop.



Economy	7/03	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Community Support, Education	7/05	1	Runs 10	Farm Director Bob Bosolt with Farm Technology Days Host Family on what they did to prepare for the large ag event.
Community Support,	7/05	1	Runs 5	Farm Assistant Jenna Lee with Pat Sternitsky Publicity Chair for Farm Tech Days on longest running attendee contest.
Economy	7/05	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy, Environment, Education	7/06	1	Runs 10	Farm Assistant Kristin Smith on the Forage Demonstration at Farm Tech Days.
Economy, Community Support	7/06	1	Runs 5	Farm Assistant Jenna Lee with Flix Brewhouse Lead brewer Nick Davison on their brewery and recipes
Economy, Community Support, Public Health	7/06	1	Runs 10	Farm Assistant Jenna Lee with Myron Olson of the Monroe Cheese Chalet Co-op on Limburger cheese and how to eat it.
Public Safety	7/09	1	Runs 9	Farm Director Bob Bosolt with Farm Technology Days Traffic Committee on the traffic patterns during the show.
Economy, Education	7/09	1	Runs 5	Summer Farm Assistant Bobbi Jo with Nick Offerman UW Madison Financial aid office on new Bucky's tuition promise to help students pay for college.
Education, Community Support, Public Health	7/09	1	Runs 8	Farm Assistant Jenna Lee with Heidi Slickman on the cranberry station at innovation square at Wood County Farm Tech Days.
Community	7/10	1	Runs 9	Bob Bosolt with Heiman Family host of 2018 Farm Tech Days on

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Support, Education				what people can expect to see from the event.
Charity, Community Support	7/10	1	Runs 5	Farm Assistant Jenna Lee with Carol Tomkey on the Farm Tech Days memorial pot project and where to find them during the event.
Economy	7/10	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Education, Public Health	7/11	1	Runs 8	Farm Assistant Kristin Smith with the National Farm Medicine Center on Farm Safety education at the 2018 Farm Tech Days.
Education, Economy	7/11	1	Runs 5	Summer Farm Assistant Bobbi Jo with co-hosts of National Junior Angus Show on their 50th anniversary.
Economy	7/12	1	Runs 9	Farm Assistant Kristin Smith with Ron Kind on U.S. China Tariffs and how they are affecting farmers.
Economy, Public Safety	7/12	1	Runs 6	Summer Farm Assistant Bobbi Jo with Lt. Governor Rebecca Klafisch on her effort to help rural Wisconsin.
Economy	7/12	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Community Support, Education	7/13	1	Runs 9	Farm Director Bob Bosold gives an update from the Jefferson County hosts for 2019 Farm Tech Days.
Economy	7/13	1	Runs 8	Pam Jahnke and Dairy Commodity Analyst Mike North on current trends in the dairy industry.
Economy	7/16	1	Runs 9	Farm Assistant Jenna Lee with Kevin Kester NCBA President on Farm Bill and Trade and how it can affect the beef industry.
Education, Community Support	7/16	1	Runs 5	Summer Farm Assistant Bobbi Jo with a National Jr Angus show wrap up.
Education	7/16	1	Runs 9	Pam Jahnke with Jeff Hicken on WI ag teacher supplies.
Economy,	7/17	1	Runs 10	Pam Jahnke with Brian Kuhn with a WI hemp update and how the

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Environment				first growing season is going.
Education, Community Support	7/17	1	Runs 5	Pam Jahnke with Pete Kappelman on the new Manitowoc Farm Discovery Center and educational opportunities they provide.
Economy	7/17	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy, Public Health	7/18	1	Runs 11	Pam Jahnke on the new Dairy Task Force 2.0 a group to aid dairy farmers during dairy down turn with Sec. Harsdorf and Dr. Mark Stephenson.
Economy, Education	7/18	1	Runs 5	Summer Farm Assistant Bobbi Jo on UW-Madison's Bucky's Promise to help students pay for college.
Economy, Education	7/18	1	Runs 8	Pam Jahnke with Tim Keane on the Ag Tech Day Venture Capital event
Education, Community Support	7/19	1	Runs 9	Pam Jahnke with Julie Maurer on the educational opportunities at the new Farm WI Discovery Center.
Education, Community Support	7/19	1	Runs 5	Summer Farm Assistant Bobbi Jo on the Fond du Lac Co Fair birthing center and what fair goers can get from it.
Economy, Environment	7/19	1	Runs 4	Jenna Lee with Doug Cropp on wheat harvest quality.
Economy	7/19	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy	7/20	1	Runs 10	Pam Jahnke with Tim Keane on the upcoming Ag Tech Day.
Economy, Community Support, Education	7/20	1	Runs 6	Summer Assistant Bobbi Jo with Green Co Fair President on their struggle to keep afloat.
Public	7/20	1	Runs 9	Pam Jahnke on Yodelay Yogurt and how it was developed and

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Health, Economy				where they are going in the future.
Environment	7/23	1	Runs 10	Jenna Lee and Valentine Picaso Ass. Professor of Agronomy at UW-Madison on their research in the perennial crop Kernza and how it can help the ag industry.
Economy, Education, Community Support	7/23	1	Runs 6	Jenna Lee with Darwin Lynde of Dane County Fair on their efforts to keep the fair alive.
Public Health, Economy	7/24	1	Runs 9	Farm Assistant Kristin Smith with Dr. Jeff Sindelar talking about plant based protein and why meat processors want it monitored.
Economy, Community Support	7/24	1	Runs 5	Pam Jahnke with John Hromiak, Exec. Dir. WI FFA Foundation on challenges raising money for FFA with tariffs/commodity prices.
Economy	7/24	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Environment	7/25	1	Runs 6	Summer Assistant Bobbi Jo on a Hemp Update from organic crop field day.
Economy	7/25	1	Runs 9	Jenna Lee with Ag Secretary Sonny Perdue on the USDA \$12 Billion program to help farmer effected by the tariffs
Education, Public Health	7/26	1	Runs 5	Jenna Lee with Myron Olson on how to store and eat Limburger cheese.
Education, Community Support	7/26	1	Runs 9	Jenna Lee with Nicole Barlass from the WSF Dairy Promotions Board on the House of Moo and their educational opportunities.
Economy	7/26	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Education,	7/27	1	Runs 8	Summer Assistant Bobbi Jo on the Gov. Dodge Horse Park

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Charity				development
Education, Public Health	7/27	1	Runs 5	Jenna Lee and 71st Alice in Dairyland Kaitlyn Riley on WI grilling tips.
Economy	7/27	1	Runs 8	Mike North Commodity Risk Management Group on dairy markets.
Public Health	7/30	1	Runs 9	Kristin Smith on the summer Ticks in WI.
Education	7/30	1	Runs 5	Pam Jahnke with Knauer to WI State Fair HOF.
Environment, Public Health, Education	7/30	1	Runs 9	Pam Jahnke with Amanda Gevens on late blight in WI potato and tomato crops.
Education, Public Health	7/31	1	Runs 9	Jenna Lee with Dr. Darlene Konkell on animal biosecurity during fair season.
Economy, Community Support	7/31	1	Runs 5	Jenna Lee with Mandy Masters Wisconsin Pork Producers Association on the Pork Shop and their new bacon wrapped Pork on a Stick at the Wisconsin State Fair.
Economy	7/31	1	Runs 8	Pam Jahnke with a Crop Update/WI Milk Price June.
Education, Environment	7/31	1	Runs 9	Summer Assistant Bobbi Jo with Soil Sisters on their conservation practices.
Environment, Public Health	8/1	1	Runs 10	Pam Jahnke with Amanda Gevens on late blight threats with cool wet weather.
Economy	8/1	1	Runs 6	Pam Jahnke with Aaron Staffacher, Edge Dairy Coop, on FDA enforcement of "milk" label.
Education, Economy	8/1	1	Runs 8	Pam Jahnke with Tim Moffet, Tim the Dairy Farmer. FL dairy farmer - turned comedian.
Public Safety, Public Health	8/2	1	Runs 10	Jenna Lee with Marsha Saltzweid from the National Children's Center for Rural & Agricultural Health and Safety on their Child Agricultural Injury Prevention Workshop.

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Economy, Community Support	8/2	1	Runs 6	Pam Jahnke on the Guinness World Record Cheese Board event held in Madison.
Economy	8/2	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy, Community Support	8/3	1	Runs 10	Pam Jahnke with a recap of the Guinness World Cheeseboard held in Madison.
Community Support, Charity	8/3	1	Runs 5	Summer Assistant Bobbi Jo with Jill Albanese on the flower pots around state fair.
Economy, Public Health, Environment	8/3	1	Runs 9	Jenna Lee with Wisconsin Honey Producers Association on the 2018 Honey production.
Economy, Education, Community Support	8/6	1	Runs 9	Jenna Lee with Wisconsin State Fair Milk Promotions Board Committee member on the new changes to the House of Moo.
Community Support	8/6	1	Runs 5	Summer Assistant Bobbi Jo on the Wisconsin Century/Sesquicentennial Farms award given during the Wisconsin State Fair.
Community Support, Economy, Public Health, Charity	8/7	1	Runs 9	Jenna Lee with Wisconsin Pork Producers Association Program Manager Mandy Masters on their new Pork on a Stick at their State Fair food stand.
Economy,	8/7	1	Runs 6	Summer Assistant Bobbi Jo with an update on the Wisconsin State



Community Support, Public Health				Fair's famous cream puffs.
Economy	8/7	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy, Community Support	8/8	1	Runs 10	Farm Director Bob Bosold with Pres. of AgriMark Coop talking about the WI Farmers Union crew heading to Washington D.C. for meetings.
Economy, Charity, Public Health	8/8	1	Runs 6	Pam Jahnke with Jeff Sindelar on the meat products auction results at the Wisconsin State Fair.
Economy, Community Support	8/9	1	Runs 9	Summer Assistant Bobbi Jo on the upcoming World Clydesdale Show and what attendees can expect.
Economy, Charity, Education	8/9	1	Runs 5	Summer Assistant Bobbi Jo with Bob Johnson president of the Governors Blue Ribbon Livestock Auction Committee on the 2018 auction results.
Economy	8/9	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Environment, Education	8/10	1	Runs 9	Summer Assistant Bobbi Jo with Lisa Krivitz from MOSES on the In Her Boots workshop to promote conservation to women land owners.
Economy	8/10	1	Runs 6	Pam Jahnke with Kathy Packard, WI Auctioneer Champion and what it takes to be a great auctioneer.
Economy	8/10	1	Runs 8	Mike North from Commodity Risk Management Group on current Dairy Markets.
Economy, Education, Environment	8/13	1	Runs 10	Bob Bosold with Dr. Lucia Gutierrez on small grain breeding in WI.



Economy, Education	8/13	1	Runs 6	Summer Assistant Bobbi Jo in the WI Farmers Union bus tour to Washington D.C. to talk trade and the ag industry.
Economy	8/14	1	Runs 9	Summer Assistant Bobbi Jo on Wisconsin's first poultry coop.
Economy, Education	8/14	1	Runs 5	Summer Assistant Bobbi Jo on the Farmers Union Washington D.C. trip.
Economy	8/14	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy, Education	8/15	1	Runs 9	Summer Assistant Bobbi Jo –with a final wrap from Farmers Union rally.
Economy, Public Health	8/15	1	Runs 6	Summer Assistant Bobbi Jo on the new Wisconsin Cookie Law that allows people to sell homemade baked good out of the home.
Economy, Public Health, Environment	8/15	1	Runs 10	Jenna Lee with Dick Green from Green's Pleasant Prairie apple orchard with a 2018 apple crop update.
Economy, Public Health, Environment	8/16	1	Runs 10	Jenna Lee with Tamas Hoolihan Executive Director for the WI Potato and Vegetable Producers Association on the 2018 WI Potato Production.
Education	8/16	1	Runs 6	Pam Jahnke with Nicole Nohl, Ag In The Classroom national conference participant on what she experienced at the conference.
Economy	8/16	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy, Education, Environment	8/17	1	Runs 9	Jenna Lee with Kent Pegorsch President of WI Honey Producers on Honey Production update.
Economy, Education	8/17	1	Runs 6	Summer Assistant Bobbi Jo on the Dairy Task Force 2.0 Update from Mark Stephenson Dairy Science professor and board member.
Education,	8/17	1	Runs 10	Jenna Lee with Director of UWSP College of Natural Resources

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Environment				department on their new improvements and student job placement rates.
Economy, Environment	8/20	1	Runs 9	Jenna Lee with an update from a Wisconsin wine grower on the WI grape season and wines.
Economy	8/20	1	Runs 5	Summer Assistant Bobbi Jo on Int'l Ag Traveler
Economy, Environment	8/20	1	Runs 5	Pam Jahnke on when the Pro Farmer Crop Tour Starts and how farmers can get involved.
Economy, Environment, Community Support	8/21	1	Runs 8	Jenna Lee with Karalee and Tyler Leatherberry on their Sunflower Maze.
Economy, Environment, Public Health	8/21	1	Runs 4	Jenna Lee on Milwaukee Co-op partnership with Imperfect Produce to help farmers sell their imperfect produce and help reduce food waste.
Economy	8/21	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy	8/22	1	Runs 9	Summer Assistant Bobbi Jo on the new Dairy Task Force and their first meeting.
Economy, Environment	8/22	1	Runs 6	Summer Assistant Bobbi Jo with Tom Lockner WI Cranberry Association President on how the cranberry tariff will affect the Wisconsin cranberry growers.
Economy, Environment, Public Health	8/23	1	Runs 10	Jenna Lee on Milwaukee Co-op partnership with Imperfect Produce to help farmers sell their imperfect produce and help reduce food waste.
Economy	8/23	1	Runs 5	Pam Jahnke on Subway adding pork sandwiches and how it can benefit the pork industry.
Economy	8/23	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.

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Community Support, Education, Public Safety	8/24	1	Runs 10	Jenna Lee with WI Rural Development State Director Frank Frassetto on the new rural broadband grants and how it can aid rural WI communities.
Economy, Education, Community Support	8/24	1	Runs 5	Summer Assistant Bobbi Jo on current farmer demographics
Economy	8/24	1	Runs 8	Mike North from Commodity Risk Management Group on current Dairy Markets.
Public Safety	8/27	1	Runs 9	Jenna Lee with Risk Manager on the effects of distracted driving and why everyone needs to be attentive while driving.
Economy, Environment	8/27	1	Runs 5	Pam Jahnke with a Pro Farmer Crop Tour wrap up.
Environment, Public Health	8/27	1	Runs 9	Pam Jahnke with Rodrigo Werles a Plant Pathologist on his waterhemp survey.
Economy, Education	8/28	1	Runs 10	Jenna Lee with an Update on the new additions to the UWSP College of Natural Resources.
Community Support	8/28	1	Runs 5	Summer Assistant Bobbi Jo on the Veterans Program.
Economy	8/28	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Education	8/29	1	Runs 9	Pam Jahnke with Dean Dale Gallenberg on the updates and trends in the UWRF Ag department.
Economy, Education, Environment	8/29	1	Runs 5	Jenna Lee with Shelly Mayer President of PDPW on dairy trends.
Economy	8/29	1	Runs 8	Mike North from Commodity Risk Management Group on current Dairy Markets.

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Education	8/30	1	Runs 10	Pam Jahnke with Dr. Rami Reddy on UW-Platteville ag college fall enrollment.
Economy, Education	8/30	1	Runs 5	Jenna Lee with Bob Black on the 2018 WI Sheep & Wool festival.
Economy	8/30	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Community Support	8/31	1	Runs 8	Summer Assistant Bobbi Jo on the Veterans Program for Farming
Economy, Charity	8/31	1	Runs 5	Pam Jahnke with a Dairy couple in Algoma turns to GoFundMe to stay afloat.
Environment	8/31	1	Runs 8	Pam Jahnke with Kevin Beckhard, AgSource Coop, on manure samples for fall applications.
Economy, Environment	9/04	1	Runs 10	Farm Assistant Bobbi Jo on the WI Cranberry harvest.
Environment, Education	9/04	1	Runs 5	Jenna Lee and Barb Ingham UW-Madison food specialist on tips for produce in flooded areas.
Economy	9/04	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Education, Community Support	9/05	1	Runs 9	Jenna Lee and Bob Black Wisconsin Sheep and Wool Festival update.
Economy, Public Health	9/05	1	Runs 5	Jenna Lee and Jim Percival on American Lamb Board customer satisfaction survey that showed consumers want more lamb.
Environment	9/06	1	Runs 10	Kristin Smith and Rodrigo Werle on Weed Resistance in WI crops.
Economy	9/06	1	Runs 9	Jenna Lee and Ron Kaene UW Madison poultry specialist on starting a backyard chicken flock.
Economy	9/06	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Environment,	9/07	1	Runs 9	Jenna Lee and Barb Ingham on how to handle produce in flooded

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Economy				areas.
Economy	9/07	1	Runs 7	Mike North from Commodity Risk Management Group on current Dairy Markets.
Economy, Education	9/10	1	Runs 10	Kristin Smith with Brian Luck on Drones in agriculture.
Education, Charity	9/10	1	Runs 5	Jenna Lee and Kate Von Borsch CALS Dean on Babcock Hall Renovations to increase dairy innovation.
Education	9/11	1	Runs 10	Bob Bosold with Silver Maple Holsteins in Canada and how they farm differently than in the U.S.
Economy	9/11	1	Runs 6	Pam Jahnke with an update on her Canada trip.
Economy	9/11	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy	9/12	1	Runs 10	Bob Bosold with Cong. Sean Duffy on farm bill development and how it will affect farmers.
Economy, Public Safety	9/12	1	Runs 6	Pam Jahnke with an update on Hurricane Florence and the impact on agriculture.
Education, Environment, Public Health	9/13	1	Runs 10	Jenna Lee with Kevin Wallenfang DNR Deer and Elk Biologist on a deer hunting update.
Economy	9/13	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Education, Community Support	9/17	1	Runs 8	Jenna Lee with a World Beef Expo Update with Jim Renn President.
Education, Economy	9/17	1	Runs 5	Jenna Lee and Dr. Kane UW Poultry specialist on creating a backyard chicken flock.
Education, Economy	9/18	1	Runs 9	Jenna Lee with a Babcock Hall Renovation update.
Economy	9/18	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine

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				discussed the commodities and where they are headed.
Environment, Public Health	9/20	1	Runs 10	Jenna Lee with WI FSA Executive Director Sandy Chalmers on their flood programs to help those affected by the severe rains.
Economy	9/20	1	Runs 8	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy, Environment	9/21	1	Runs 10	Kristin Smith with Tom Lochner of Wisconsin Cranberry Association on trade and supply.
Education	9/21	1	Runs 6	Jenna Lee and Deb Inham Director of Southwest Tech Ag Department on Ag Day and the outlook of ag students.
Environment, Community Support	9/24	1	Runs 10	Jenna Lee on the Elk hunt with DNR Deer and Elk Biologist Kevin Wallenfang.
Education	9/24	1	Runs 6	Pam Jahnke with Chad Frahm, Innovation Center for Dairy on what food companies are asking of dairy farms regarding practices with environment, livestock and employees.
Economy	9/25	1	Runs 9	Pam Jahnke on the Canadian pepper production.
Economy	9/25	1	Runs 7	Bryce Knorr, Commodity Analysis from Farm Futures Magazine discussed the commodities and where they are headed.
Economy	9/26	1	Runs 10	Jenna Lee and Jackie Fett Executive Director of Ginseng Board of WI on trade and new partnership with Foxconn

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PSA Report

Station: WHIT

Quarter: 3

Year: 2018

Operating Hours

July: 5:30AM-8:30PM; August: 6:00AM-8:00PM; September 6:15AM-7:15PM

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Community Support/Public Health	7/10-8/30	Sign-on to sign-off 175	:30	Listeners were encouraged to support the American Cancer Society-Madison and attend its Red, White and Blue Party.
Public Safety	8/23-9/26	Sign-on to sign-off 244	:60	Listeners were encouraged to contact Madison Police Department through Crime Stoppers with information about recent crimes in Madison.
Community Support	7/1-9/2	Sign-on to sign-off 180	:60	Listeners were encouraged to support Ronald McDonald House, which provides services to families of patients at area hospitals.
Public Safety/Education/Community Support	7/1-9/30	Sign-on to sign-off 545	:30	Listeners were informed about various initiatives sponsored by Wisconsin Broadcasters Association, including the WBA Scholarship Program, info for sexual assault survivors, traffic safety, voter info, National Guard recruitment and more.



Quarterly Issues Report

Station: WHIT

Quarter: 3

Year: 2018

Note: Farm programs aired mainly in the 5-6AM hour Monday through Friday on WOZN but also in farm updates at 11:30AM, 12:30PM, and 1:30PM. Farm programming aired on WWQM-FM Monday through Friday at 5:12AM, 5:42AM, 6:12AM, 11:35AM, and 2:35PM. Segments were frequently excerpted from longer programs reported here.

Farm programming on WHIT aired Monday through Friday at 6:52AM and 12:22 PM and featured segments also frequently excerpted from longer programs reported here.

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Community support, education	7/14/18	10AM/1	60 minutes	Toya and Michael Johnson shared special memories from their almost nine years in Madison and pass on some final thoughts. Michael Johnson was an outspoken voice for at-risk youth as president and CEO of the Boys and Girls Club of Dane County. He is leaving Madison to become president and CEO of the United Way of Greater Cincinnati. Toya Johnson was Director of Community Impact - Self-Reliance & Independence at United Way of Dane County.
Public	7/28/18	10AM/1	60 minutes	Hal Blotner shared his story and how he and his family took it



health, community support				public ten years ago when they formed "Team Blotner" and participated in the Alzheimer's & Dementia Alliance's Alzheimer's Walk. Celebrating their 10th anniversary this year, the Blotners will be flying into Madison from all over the country to join in this year's Walk in Dane County on Saturday, September 29, at Warner Park. Joining Hal Blotner were Rebecca DeBuhr, ADAW Program Director, who coordinates educational programs, support groups, care consultations and other outreach services in some of Wisconsin's underserved rural areas, and Melissa Thiesen, ADAW Development Director, who facilitates the Walks and events such as the upcoming Charity Golf Tournament to benefit the ADAW, August 13 at Maple Bluff Country Club.
Public health	8/11/18	10AM/1	60 minutes	Meghan Henderson, Clinical Program Supervisor for Adult Psychiatry at UnityPoint Health-Meriter and leader of the Zero Suicide Initiative talked about the basic reasons people commit suicide. Amy Nolden, who experienced suicide twice in her family, discussed her father's suicide in 2011, her brother's suicide in 2016, and battles with her own feelings of suicide. Suicide occurrences are in the news far too often. We need to talk about it, increase our emphasis on diagnosing and treating mental health disorders, and remove the stigma and shame attached to suicide.
Public health, community support	9/1/18	10AM/1	60 minutes	Representatives from the Recovery Foundation discussed substance abuse and ways to fight it. Jason Semonas is in recovery himself and he is now helping others to achieve the freedom from addiction that he is enjoying. Jason was joined by Shelly Dutch, founder and board member of the Recovery Foundation and Director of Connections Counseling and Chuck Callender, also a board member and Business Director of Connections Counseling. The Recovery Foundation will hold its 2018 Voices of Recovery Luncheon,



				Monday, September 17, at the Edgewater. This fundraising event is open to the public, and health professionals are invited to attend a post-luncheon educational session by keynote speaker, Dr. Kevin McCauley, nationally-renowned addiction specialist, who will speak on "The Brain and Recovery: An Update on Neuroscience of Addiction."
Public safety	9/8/18	10AM/1	60 minutes	In his newly-released book, "UNETHICAL: LIFE IN SCOTT WALKER'S CABINET AND THE DIRTY SIDE OF POLITICS," Ed Wall described his professional journey, which ended in termination from the Wisconsin Department of Justice. He began as a police officer in Meriden, Connecticut, and as a state trooper in New Hampshire, then moved to Wisconsin. He quickly moved up the ladder as a civil service employee in the Wisconsin Division of Criminal Investigation eventually becoming Administrator. Soon after, Governor Jim Doyle appointed him as Administrator of Wisconsin Emergency Management, and he was later appointed Cabinet Secretary of the Wisconsin Department of Corrections by Governor Scott Walker. At the center of his tenure as Secretary of the Department of Corrections was the Lincoln Hills juvenile detention center investigation - or lack of it. Ed Wall discussed his professional life, the realities of working in the political arena, the Lincoln Hills scandal, the personal despair he suffered and lessons he learned.
Community support, public health	9/15/18	10AM	60 minutes	Gina Green-Harris, Director of the Wisconsin Alzheimer's Institute Milwaukee Regional Office and Pastor Stephen Welch, who conducted monthly dementia friendly church services in Watertown, Wisconsin, discussed why faith communities are important centers to advance the quality of life for those impacted by Alzheimer's and what it takes to achieve that. The program also



				promoted several events: Bridging Faith Communities Together: For Healthy Conversations About Alzheimer's and Related Dementias at Bethel Lutheran Church, 312 Wisconsin Avenue in Madison, on Saturday, September 29; the Alzheimer's Walk at Warner Park to benefit the Alzheimer's & Dementia Alliance of Wisconsin; and on Monday, October 1, the NIH-funded University of Wisconsin's Alzheimer's Disease Research Center's annual Community Lecture at Gordon Commons on the UW campus from 5-8 pm.
Community support, public health	9/22/18	10AM/1	60 minutes	On this program, Attic Angel volunteers Lorraine Synder, Jean Mortenson and Nancy Carpenter shared the history of the Attic Angel Association Classic Clothing Sale. On September 28 and 29, the Attic Angel Association office building at the corner of Old Sauk and Junction Roads, will be turned into a retail center filled with new and gently worn designer-label jackets, sports and cruise wear, suits, cocktail and formal gowns, coats, accessories and more. Proceeds go to mental health services for school-aged youth. Kristin Brey, assistant director of strategic collaboration at United Way, discusses the specific mental health issues that will be addressed using the proceeds from the event.
Community support, public health	9/29/18	10AM/1	60 minutes	Combat Blindness International's mission is to eliminate preventable blindness worldwide Suresh Chandra, MD, Founder and Chairman of the Board, Reena Chandra Rajpal, President of the Board and Rick Langer, Board member and volunteer of Combat Blindness described how lives in developing nations are transformed by a simple 20-minute surgery. Combat Blindness also empowers women by supporting young women's education to become certified ophthalmic technicians. Their work includes screening children for glasses and other eye diseases in the Madison



				School District as well as in developing nations. The program also promoted World Sight Day, and a celebration on Wednesday, October 10, at the Madison Concourse Hotel from 5:30-8:30. Dr. Jonathan Patz, Director of the UW Global Health Institute and co-recipient of the 2007 Nobel Peace Prize with Al Gore for his work as a lead author for the United National intergovernmental Panel on Climate Change, will be the keynote speaker.

Add additional rows as needed