

WZEE  
Madison, WI  
Quarterly Issues/Programs List  
Fourth Quarter, 2012  
01/08/2013

WZEE  
Quarterly Issues/Programs List

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WZEE 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:** Winter heating costs should be up
- **ENVIRONMENT:** Madison residents are recycling leaders
- **GOVERNMENT/ECONOMY:** Dane County Executive Joe Parisi talks about the 2013 budget
- **GOVERNMENT/POLITICS:** Looking ahead to national challenges
- **HUNTING/WILDLIFE:** Prospects on the 2012 deer hunt season are good
- **Lifestyle:** how to avoid a holiday OWI
- **NATURAL RESOURCES:** Upcoming wolf hunt will help control wolf population
- **Political:** Record spending on elections in Wisconsin this year
- **RELIGION:** Keeping ''spirituality'' in Christmas

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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
NATURAL RESOURCES	MAD FRM - OCT 6 - SEG 1 - NATURAL RESOURCES	Fighting the spread of Oak Wilt in Wisconsin	PAUL DELONG	10/07/2012 07:00 AM	010:23
NATURAL RESOURCES	MAD FRM - OCT 6 - SEG	Fighting the	PAUL DELONG	10/07/2012	004:31

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	2 - NATURAL RESOURCES	spread of Oak Wilt in Wisconsin		07:12 AM	
NATURAL RESOURCES	MAD FRM - OCT 6 - SEG 3 - NATURAL RESOURCES	Fighting the spread of Oak Wilt in WI	PAUL DELONG	10/07/2012 07:19 AM	005:02
NATURAL RESOURCES	MAD FRM - OCT 14 - SEG 1 - NATURAL RESOURCES	Upcoming wolf hunt will help control population	GEORGE MEYER	10/14/2012 07:00 AM	008:07
NATURAL RESOURCES	MAD FRM - OCT 14 - SEG 2 - NATURAL RESOURCES	Upcoming wolf hunt will help control wolf population	GEORGE MEYER	10/14/2012 07:14 AM	008:25
NATURAL RESOURCES	MAD FRM - OCT 14 - SEG 3 - NATURAL RESOURCES	Upcoming wolf hunt will help control wolf population	GEORGE MEYER	10/14/2012 07:26 AM	003:31
ENVIRONMENT	MAD FRM - OCT 21 - SEG 1 - LIFESTYLE	Madison residents are recycling leaders	GEORGE DRECKMANN	10/21/2012 07:03 AM	009:56
ENVIRONMENT	MAD FRM - OCT 21 - SEG 2 - LIFESTYLE	Madison residents are recycling leaders	GEORGE DRECKMANN	10/21/2012 07:17 AM	005:48
ENVIRONMENT	MAD FRM - OCT 21 - SEG 3 - LIFESTYLE	Madison residents are recycling leaders	GEORGE DRECKMANN	10/21/2012 07:29 AM	004:19
GOVERNMENT/ECONOMY	MAD FRM - OCT 28 - SEG 1 - GOVERNMENT	Dane County Executive Joe Parisi talks about the 2013 budget	JOE PARISI	10/28/2012 07:00 AM	010:32
GOVERNMENT/ECONOMY	MAD FRM - OCT 28 - SEG 2 - GOVERNMENT	Dane County Executive Joe Parisi talks about the 2013 budget	JOE PARISI	10/28/2012 07:14 AM	007:26
GOVERNMENT/ECONOMY	MAD FRM - OCT 28 - SEG 3 - GOVERNMENT	Dane County Executive Joe Parisi talks about the 2013 budget	JOE PARISI	10/28/2012 07:28 AM	002:05
HUNTING/WILDLIFE	MAD FRM - NOV 18 - SEG 1 - WILDLIFE	Prospects for 2012 deer hunt are good	KEVIN WALLENFANG	11/18/2012 07:02 AM	009:52
HUNTING/WILDLIFE	MAD FRM - NOV 18 - SEG	Prospects for	KEVIN	11/18/2012	007:32

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
	2 - WILDLIFE	2012 deer hunt are good	WALLENFANG	07:11 AM	
HUNTING/WILDLIFE	MAD FRM - NOV 18 - SEG 3 - WILDLIFE	Prospects on the 2012 deer hunt season are good	KEVIN WALLENFANG	11/18/2012 07:19 AM	002:39
ECONOMY	MAD FRM - NOV 25 - SEG 1 - ECONOMY/LIFESTYLE	2012 holiday shopping forecast	DOUG JOHNSON	11/25/2012 07:02 AM	009:03
ECONOMY	MAD FRM - NOV 25 - SEG 2 - ECONOMY/LIFESTYLE	2012 holiday shopping forecast	DOUG JOHNSON	11/25/2012 07:11 AM	007:18
ECONOMY	MAD FRM - NOV 25 - SEG 3 - ECONOMY/LIFESTYLE	2012 HOLIDAY SHOPPING FORECAST	DOUG JOHNSON	11/25/2012 07:18 AM	003:42
Lifestyle	MAD FRM - DEC 1 - SEG 1 - LIFESTYLE	how to avoid a holiday OWI	JOHN SMITH	12/02/2012 07:01 AM	011:30
Lifestyle	MAD FRM - DEC 1 - SEG 2 - LIFESTYLE	how to avoid a holiday owi	JOHN SMITH	12/02/2012 07:12 AM	006:02
Lifestyle	MAD FRM - DEC 1 - SEG 3 - LIFESTYLE	avoiding a holiday owi	JOHN SMITH	12/02/2012 07:18 AM	002:30
GOVERNMENT/POLITICS	MAD FRM - DEC 9 - SEG 1 - GOV/POLITICS	Looking ahead to national challenges	MARK POCAN (CONGRESSMAN)	12/09/2012 07:00 AM	008:15
GOVERNMENT/POLITICS	MAD FRM - DEC 9 - SEG 2 - GOVERNMENT/POLITICS	looking ahead to national challenges	MARK POCAN (CONGRESSMAN)	12/09/2012 07:09 AM	007:58
GOVERNMENT/POLITICS	MAD FRM - DEC 9 - SEG 3 - GOVERNMENT/POLITICS	looking ahead to national challenges	MARK POCAN (CONGRESSMAN)	12/09/2012 07:17 AM	003:50
ECONOMY	MAD FRM - DEC 16 - SEG 1 - ECONOMY	Winter heating costs should be up	CHARLIE HIGLEY	12/16/2012 07:00 AM	009:41
ECONOMY	MAD FRM - DEC 16 - SEG 2 - ECONOMY	Winter heating costs should be up	CHARLIE HIGLEY	12/16/2012 07:10 AM	007:16
ECONOMY	MAD FRM - DEC 16 - SEG 3 - ECONOMY	winter heating costs should be up	CHARLIE HIGLEY	12/16/2012 07:17 AM	000:43
RELIGION	MAD FRM - DEC 23 - SEG 1 - RELIGION	Keeping "spirituatlity" in Christmas	JOHN HUEBSHER	12/23/2012 07:01 AM	009:57

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
RELIGION	MAD FRM - DEC 23 - SEG 2 - RELIGION	Keeping "spirituality" in Christmas	JOHN HUEBSHER	12/23/2012 07:11 AM	006:54
RELIGION	MAD FRM - DEC 23 - SEG 3 - RELIGION	Keeping "spirituality" in Christmas	JOHN HUEBSHER	12/23/2012 07:18 AM	003:13
Political	MAD FRM - DEC 30 - SEG 1 - POLITICS	Record spending on elections in Wisconsin this year	MIKE MCCABE	12/30/2012 07:02 AM	008:30
Political	MAD FRM - DEC 30 - SEG 2 - POLITICS	record spending on elections in wisconsin this year	MIKE MCCABE	12/30/2012 07:11 AM	008:52
Political	MAD FRM - DEC 30 - SEG 3 - POLITICS	record spending on elections in wisconsin this year	MIKE MCCABE	12/30/2012 07:20 AM	002:41

**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
-----	PSA - Park Day :30	000:30	009
-----	PSA-OPERATION TOY DRIVE	000:30	002
Alliance For Animals	Alliance For Animals	000:18	018
Alzheimers Treatment	Music In Memory	000:30	027

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
ARTS	SMITHSONIAN	000:31	004
Arts&Culture,Media,Environmen	Madison Area Music Assoc.	000:32	016
Arts&Culture,Media,Environmen	Tyrol Basin	000:31	103
COMMUNITY INVOLVEMENT	FREE SPEECH WEEK	000:30	008
Community Service	Make-A-Wish Foundation	000:22	004
Community Service	Operation Toy Drive	000:30	009
Community Service	Second Harvest Food bank	000:32	050
Community Service	Second Harvest Food bank	000:34	016
Disaster Relief	American Red Cross	000:30	022
Eliminate Hunger	Second Harvest Food bank	000:30	010
Environmental Protection	Dane County Parks	000:30	005
Environmental Protection	Treadlightly.org	000:41	030
Food Pantry,Scholarships	Hungry For Supper Myself	000:30	005
MILITARY AND VETERANS	FISHER HOUSE	000:30	042
Movers For Military	Two Men In A Truck	000:30	021
Movers For Military	Two Men In A Truck	000:33	004
POLAR PLUNGE	SPECIAL OLYMPICS	000:33	017
Public Announcement	Live Out Loud	000:32	030
Public Announcement	Tavern League of WI	000:30	023
Public Announcement	Tavern League of WI	001:00	025
Public Announcement	WI Medical Soci	000:28	077
Public Education	PSA - GHOULISH GALLOP	000:30	003
Public Health	GILDA'S CLUB	000:30	020
Public Safety	WisDot and Bicycle Federation	000:21	001
Red Cross	Red Cross	000:28	007
Red Cross	Red Cross	000:29	017
SELF ESTEEM	SPECIAL OLYMPICS	000:24	005
SELF ESTEEM	SPECIAL OLYMPICS	000:30	059
SELF ESTEEM	SPECIAL OLYMPICS	000:31	020

