

WMAD
Madison, WI
Quarterly Issues/Programs List
Third Quarter, 2021
04/16/2019

WMAD
Quarterly Issues/Programs List

WMAD 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:

**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
PubHealth,Edu,Consumerism	MADISON FORUM PET SAFETY	THE 4TH OF JULY HOLIDAY CAN BE STRESSFUL FOR PETS. LOIS DE SOUZA WITH SERENITY PETS TALKS PET ANXIE	LIS DE SOUZA	07/04/2021 07:02 AM	029:47
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Dr. Phil Klotzbach discusses what you need to know about hurricanes and hurricane season	P. KLOTZBAUGH, S. BOWEN	07/11/2021 07:00 AM	029:49
Computers/PreserveHistory	MADISON FORUM COMPUTER SECURITY	WHAT IS MALWARE? HOW DOES IT DIFFER FROM A COMPUTER VIRUS? INTERNATIONAL HACKERS ATTACKERS TARGET	JESSE LA GREW	07/18/2021 07:00 AM	030:07
Politics,Elections,Media	MADISON FORUM former madison mayor dave cieslewicz	SHOULD DEMOCRATIC GOVERNOR EVERS FACE A PRIMARY CHALLENGER? FORMER MADISON MAYOR DAVE CIESLEWICZ TH	Mayor Dave	07/25/2021 07:02 AM	029:47
Public Health, Public Safety	IHEARTRADIO COMMUNITIES: PUBLIC	Dr. Vivek Murthy gives an update on the state of the	Dr. V. Murthy, R. Lewis	08/01/2021 07:01 AM	029:46

	AFFAIRS SPECIAL	pandemic including what you need to know about the Delta Variant			
Public Health, Public Safety	MADISON FORUM	Dr. John Brooks discusses the state of the pandemic, the Delta Variant, and the safety and effectiveness of the Covid-19 vaccines.	Dr. J. Brooks	08/08/2021 07:02 AM	030:15
Weather,Tech,Ethics	MADISON FORUM SEVERE WEATHER IN WISCOSIN	MULTIPLE TORNADOS HIT WISCONSIN AND SEVERE STORMS CASUED DAMAGES AND POWER OUTAGES	MARCIA CRONCE	08/15/2021 07:00 AM	029:47
Public Health & Safety	MADISON FORUM IHEARTRADIO COMMUNITIES	Dr. Jody Thomas discusses how a fear of needles has led to vaccine hesitancy among a certain segment of Americans	Dr. Thomas & S. Raviv.	08/22/2021 07:02 AM	029:47
Business,Labor,Tech	MADISON FORUM DANE BUY LOCAL	LOCAL BUSINESS FACES CHALLENGES FROM ONLIE RETAILIERS, COVID AND CHALLENGES FINDING EMPLOYEES. COL	COLIN MURRAY	08/29/2021 07:00 AM	029:47
Public Health & Safety	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Christina Jones Salesforce.org's CMO and Barbara Solish, director of Youth and Young Adults Initiatives at NAMI.	C. Jones, B. Solish	09/05/2021 07:03 AM	029:50
Public Health & Safety	MADISON FORUM - RSV AND OTHER VIRUSES	RESPIRATORY SYNCYTIAL VIRUS AND THE FLU STILL LINGER DESPITE COVID MAKING THE HEADLINES	Tom Haupt	09/12/2021 07:02 AM	029:47
Veteran's Issues, Military War	MADISON FORUM - BADGER	COVID HAS HAD AN EFFECT ONBOTH THE	BRIAN ZIEGLER	09/19/2021 07:01 AM	029:47

	HONOR FLIGHT	BADGER HONOR FLIGHTS AND THEIR FUNDRAISING			
Traffic and Highway Safety,He	MADISON FORUM - BYE TO 'BOB'	THE DANE COUNTY SERVICE PATROL VEHICLE HAS BEEN HELPING STRANDED MOTORISTS , DIRECTING TRAFFIC AND	Eric Novotny	09/26/2021 07:02 AM	029:47

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
(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
Bringing awareness to Alzheimer's Disease and it's prevention	MemoriesMatterUW PSA	000:58	200
9/11 DAY OF SERVICE	9/11 NATIONAL DAY OF SERVICE	000:29	4
CHILD MENTORING	SAVE THE CHILDREN	000:30	1
COLON CANCER SCREENING AWAREN	STAND UP TO CANCER	000:30	50
MENTAL HEALTH & SUBSTANCE USE	RECOVER OUT LOUD	000:30	6
NATIONAL SUMMER LEARNING ASSO	NATIONAL SUMMER LEARNING	000:30	20
Encouraging donations so no child goes without a meal	NO KID HUNGRY	000:30	7
Encouraging donations so no child goes without a meal	NO KID HUNGRY	000:30	4
Encouraging donations so no child goes without a meal	NO KID HUNGRY	000:30	4
Encouraging donations so no child goes without a meal	NO KID HUNGRY	000:30	7
POVERTY	Feeding America	000:30	4
Raising awareness of the dangers of distracted driving	PROJECT YELLOW LIGHT	000:29	22
Raising funds for the United Negro College Fund	UNCF	000:30	13