

WZEE
Madison, WI
Quarterly Issues/Programs List
Fourth Quarter, 2014
01/08/2015

WZEE
Quarterly Issues/Programs List

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:

- **Business, Art & Recreation:** Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration
 - **BUSINESS/ECONOMY:** Rates will increase the first of the year for Madison Gas and Electric customers
 - **Commentary:** 2014 YEAR IN REVIEW
 - **Crime:** Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a
 - **Elections, Communication, Public:** WI Government Accountability Director Kevin Kennedy
 - **Financial:** Holiday shopping season expected to see 5-6 percent increase in sales in Wisconsin
 - **GOVERNMENT/TAXES:** Dane County Executive proposes a 532 million dollar "cost to continue" budget for 2015
 - **Health:** Influenza gets an early start this year in WI
 - **Lifestyle:** Fewer homeless men seeking shelter in Madison so far this winter
 - **Recreation:** DNR predicts a lower deer kill this year, especially in Northern Wisconsin
 - **RELIGION:** Has commercialization taken away from the religious meaning of Christmas?
 - **TRANSPORTATION:** Group encourages a "Yes" vote on Nov 4th Constitutional Amendment projecting state transportation fu
-

**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 |
|------------------|--|--|----------------|------------------------|----------|
| TRANSPORTATION | MAD FRM - OCTOBER 4 - SEG 1 - Transportation | Group encourages a "Yes" vote on Nov 4th Constitutional Amendment projecting state transportation fu | Craig Thompson | 10/05/2014 07:02 AM | 010:36 |
| TRANSPORTATION | MAD FRM - OCTOBER 4 - SEG 2 - Transportation | Group encourages a "Yes" vote on November 4th Constitutional Amendment projecting state transpor | Craig Thompson | 10/05/2014 07:13 AM | 006:23 |
| TRANSPORTATION | MAD FRM - OCTOBER 4 - SEG 3 - Transportation | Group encourages a "Yes" vote on November 4th Constitutional Amendment projecting state transpor | Craig Thompson | 10/05/2014 07:19 AM | 012:59 |
| GOVERNMENT/TAXES | MAD FRM - OCTOBER 12 - SEG 1 - Government | Dane County Executive proposes a 532 million dollar "cost to continue" budget for 2015 | JOE PARISI | 10/12/2014 07:02 AM | 011:54 |
| GOVERNMENT/TAXES | MAD FRM - OCTOBER 12 - SEG 2 - Government | Dane County Executive proposes a 532 million dollar "cost to continue" budget for 2015 | JOE PARISI | 10/12/2014 07:14 AM | 005:04 |
| GOVERNMENT/TAXES | MAD FRM - OCTOBER 12 - | Dane County Executive | JOE PARISI | 10/12/2014 07:19 AM | 012:59 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|-------------------------|--|---|---------------|---------------------|----------|
| | SEG 3 - Government | proposes a 532 million dollar "cost to continue" budget for 2015 | | | |
| Crime | MAD FRM - OCT 19 - SEG 1 - Crime | Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a | Mike Koval | 10/19/2014 07:00 AM | 011:34 |
| Crime | MAD FRM - OCT 19 - SEG 2 - Crime | Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a | Mike Koval | 10/19/2014 07:11 AM | 005:21 |
| Crime | MAD FRM - OCT 19 - SEG 3 - Crime | Madison's Police Chief wants to add neighborhood patrol officers to parts of the city that are at a | Mike Koval | 10/19/2014 07:17 AM | 013:01 |
| Business,Art&Recreation | MAD FRM - OCTOBER 26 - BUS/ENT - SEG 1 | Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration | SUSAN SCHMITZ | 10/26/2014 07:00 AM | 009:58 |
| Business,Art&Recreation | MAD FRM - OCTOBER 26 - BUS/ENT - SEG 2 | Downtown Madison merchants prepare to welcome the 9th Halloween FreakFest celebration | SUSAN SCHMITZ | 10/26/2014 07:10 AM | 007:02 |
| Business,Art&Recreation | MAD FRM - OCTOBER 26 - BUS/ENT - SEG 3 | Downtown Madison merchants prepare to welcome the 9th | SUSAN SCHMITZ | 10/26/2014 07:17 AM | 012:59 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|-------------------------------|---|--|------------------|---------------------|----------|
| | | Halloween FreakFest celebration | | | |
| Elections,Communication,Publi | MAD FRM - NOV 2 - ELECTIONS - SEG 1 | WI Government Accountability Director Kevin Kennedy | Kevin Kennedy | 11/02/2014 07:01 AM | 011:20 |
| Elections,Communication,Publi | MAD FRM - NOV 2 - ELECTIONS - SEG 2 | WI Government Accountability Director Kevin Kennedy | Kevin Kennedy | 11/02/2014 07:12 AM | 005:38 |
| Elections,Communication,Publi | MAD FRM - NOV 2 - ELECTIONS - SEG 3 | WI Government Accountability Director Kevin Kennedy | Kevin Kennedy | 11/02/2014 07:18 AM | 012:58 |
| Health | MAD FRM - NOV 9 - SEG 1 - Health | Influenza gets an early start this year in WI | Tom Haupt | 11/09/2014 07:00 AM | 010:49 |
| Health | MAD FRM - NOV 9 - SEG 2 - Health | Influenza gets an early start this year in WI | Tom Haupt | 11/09/2014 07:11 AM | 006:11 |
| Health | MAD FRM - NOV 9 - SEG 3 - Health | Influenza gets an early start this year in WI | Tom Haupt | 11/09/2014 07:17 AM | 012:57 |
| Recreation | MAD FRM - NOV 16 - SEG 1 - Recreation/Ecology | DNR predicts a lower deer kill this year, especially in Northern Wisconsin | KEVIN WALLENFANG | 11/16/2014 07:00 AM | 011:18 |
| Recreation | MAD FRM - NOV 16 - SEG 2 - Recreation/Ecology | DNR predicts a lower deer kill this year, especially in Northern Wisconsin | KEVIN WALLENFANG | 11/16/2014 07:12 AM | 005:40 |
| Recreation | MAD FRM - NOV 16 - SEG 3 - Recreation/Ecology | DNR predicts a lower deer kill this year, especially in Northern Wisconsin | KEVIN WALLENFANG | 11/16/2014 07:17 AM | 013:00 |
| Financial | MAD FRM - NOV 23 - SEG 1 | Holiday shopping season | DOUG JOHNSON | 11/23/2014 07:01 AM | 010:25 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|------------------|---------------------------------------|--|--------------|---------------------|----------|
| | - Financial | expected to see 5-6 percent increase in sales in Wisconsin | | | |
| Financial | MAD FRM - NOV 23 - SEG 2 - Financial | Holiday shopping season expected to see 5-6 percent increase in sales in Wisconsin | DOUG JOHNSON | 11/23/2014 07:11 AM | 006:32 |
| Financial | MAD FRM - NOV 23 - SEG 3 - Financial | Holiday shopping season expected to see 5-6 percent increase in sales in Wisconsin | DOUG JOHNSON | 11/23/2014 07:18 AM | 012:54 |
| Lifestyle | MAD FRM - NOV 30 - SEG 1 - Lifestyle | Advice on avoiding a drunk driving ticket over the holidays | JOHN SMITH | 11/30/2014 07:02 AM | 010:33 |
| Lifestyle | MAD FRM - NOV 30 - SEG 2 - Lifestyle | Advice on avoiding a drunk driving ticket over the holidays | JOHN SMITH | 11/30/2014 07:13 AM | 006:26 |
| Lifestyle | MAD FRM - NOV 30 - SEG 3 - Lifestyle | Advice on avoiding a drunk driving ticket over the holidays | JOHN SMITH | 11/30/2014 07:19 AM | 012:59 |
| BUSINESS/ECONOMY | MAD FRM - DEC 7 - SEG 1 - BUS/CON AFF | Rates will increase the first of the year for Madison Gas and Electric customers | Kira Loehr | 12/07/2014 07:02 AM | 010:05 |
| BUSINESS/ECONOMY | MAD FRM - DEC 7 - SEG 2 - BUS/CON AFF | Rates will increase the first of the year for Madison Gas and Electric customers | Kira Loehr | 12/07/2014 07:13 AM | 006:53 |
| BUSINESS/ECONOMY | MAD FRM - DEC 7 - SEG 3 - | Rates will increase the first | Kira Loehr | 12/07/2014 07:19 AM | 013:05 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|------------|---|---|-----------------|---------------------|----------|
| | BUS/CON AFF | of the year for Madison Gas and Electric customers | | | |
| Lifestyle | MAD FRM - DECEMBER 14 - LIFESTYLE - SEG 1 | Fewer homeless men seeking shelter in Madison so far this winter | Steven Schooler | 12/14/2014 07:02 AM | 010:15 |
| Lifestyle | MAD FRM - DECEMBER 14 - LIFESTYLE - SEG 2 | Fewer homeless men seeking shelter in Madison so far this winter | Steven Schooler | 12/14/2014 07:12 AM | 006:44 |
| Lifestyle | MAD FRM - DECEMBER 14 - LIFESTYLE - SEG 3 | Fewer homeless men seeking shelter in Madison so far this winter | Steven Schooler | 12/14/2014 07:19 AM | 012:59 |
| RELIGION | MAD FRM - DECEMBER 21 - RELIGION - SEG 1 | Has commercialization taken away from the religious meaning of Christmas? | JOHN HUEBSHER | 12/21/2014 07:03 AM | 010:18 |
| RELIGION | MAD FRM - DECEMBER 21 - RELIGION - SEG 2 | Has commercialization taken away from the religious meaning of Christmas? | JOHN HUEBSHER | 12/21/2014 07:13 AM | 006:41 |
| RELIGION | MAD FRM - DECEMBER 21 - RELIGION - SEG 3 | Has commercialization taken away from the religious meaning of Christmas? | JOHN HUEBSHER | 12/21/2014 07:20 AM | 013:00 |
| Commentary | MAD FRM - 2014 YEAR IN REVIEW - SEG 1 | 2014 YEAR IN REVIEW | Robin Colbert | 12/28/2014 07:00 AM | 010:44 |
| Commentary | MAD FRM - | 2014 YEAR IN | Robin Colbert | 12/28/2014 | 006:07 |

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|------------|---------------------------------------|---------------------|---------------|---------------------|----------|
| | 2014 YEAR IN REVIEW - SEG 2 | REVIEW | | 07:11 AM | |
| Commentary | MAD FRM - 2014 YEAR IN REVIEW - SEG 3 | 2014 YEAR IN REVIEW | Robin Colbert | 12/28/2014 07:17 AM | 012:56 |

**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 |
|-------------------------------|-------------------------------|----------|------|
| Arts&Culture,Media,Environmen | GSAFE | 000:27 | 019 |
| Cancer Research | Bras for a Cause | 000:31 | 016 |
| Housing | Sth Cen Wis Housing Foundatio | 000:31 | 014 |
| Hunger/Nutrition | Goodman Center | 000:31 | 072 |
| Hunger/Nutrition | Subway | 000:29 | 059 |
| Make-A-Wish | Make-A-Wish Foundation | 000:30 | 033 |
| MILITARY AND VETERANS | CONCERT FOR VALOR | 000:30 | 002 |
| MILITARY AND VETERANS | SHOW YOUR STRIPES | 000:30 | 015 |
| MILITARY AND VETERANS | SHOW YOUR STRIPES | 000:31 | 018 |
| Public Safety | Stop For Me Now | 000:30 | 046 |

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|-------------------------|------------------------------|-----------------|-------------|
| SEXUAL ASSAULT | IT'S ON US | 000:30 | 004 |
| War&Military,PopCulture | Badger Honor Flight | 000:30 | 072 |
| War&Military,PopCulture | Badger Honor Flight | 001:00 | 011 |