

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

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:

- **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 funding
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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
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,P ubli	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,P ubli	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,P ubli	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/Ecolo gy	DNR predicts a lower deer kill this year, especially in Northern Wisconsin	KEVIN WALLENFAN G	11/16/2014 07:00 AM	011:18
Recreation	MAD FRM - NOV 16 - SEG 2 - Recreation/Ecolo gy	DNR predicts a lower deer kill this year, especially in Northern Wisconsin	KEVIN WALLENFAN G	11/16/2014 07:12 AM	005:40
Recreation	MAD FRM - NOV 16 - SEG 3 - Recreation/Ecolo gy	DNR predicts a lower deer kill this year, especially in Northern Wisconsin	KEVIN WALLENFAN G	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 commercializati on 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 commercializati on 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 commercializati on 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
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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
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