



94.9FM WOLX, Mix 105.1 FM, 105.5 Triple M
7601 Ganser Way, Madison, WI. 53719

Public Affairs Main Issues/Programs List
Station WOLX 94.9 FM
(Baraboo, WI)
(07/01/2017) to (09/30/2017)

LOCAL PROGRAMMING			
Issue	Program Title	Brief Description	Date/Time of Broadcast
Career	The Weekend Perspective	Author Donna Ballman talks about her 25-year career of working on employee rights and her drive to help the underdog and the unemployed.	07.02.17 – 7a-8a
Charity	The Weekend Perspective	Dan Stein and Chris Wagner talk about the national campaign, Close the Gap on Hunger, and how they are using successful tools to close the hunger gap in Wisconsin.	09.24.17 – 7a-8a
Wisconsin Arts	The Weekend Perspective	Steve Spirling, manager of The Barrymore, talks about the fascinating history behind one of Madison’s premier live music venues and the amazing artists who have graced the stage.	09.17.17 – 7a-8a
Health	The Weekend Perspective	Author Annie Bond explains what true foods are: organic, not raised on an industrial farms, good for you, whole and nutritious. Bond explains that whole foods are essentially going back a century years to the old days of farming.	08.13.17 – 7a-8a
Entertainment	The Weekend Perspective	Author Dr. Leslie Norins talks about the plot of his book, Deadly Pages, a fictional account based on actual facts – a story of terrorists using disease to attack the U.S. instead of weapons.	07.30.17 – 7a-8a
Technology	The Weekend Perspective	Author Clint Wilder talks about the clean tech revolution – the transition to a new clean energy economy which includes new water technologies and transportation.	09.03.17 – 7a-8a
Psychology	The Weekend Perspective	Author Robert Mack talks about happiness and the scientific foundation of his book, including stories from his personal experience.	07.09.17 – 7a-8a
Wisconsin Culture	The Weekend Perspective	Author Kevin Revelinski talks about his updated version of his book, The Wisconsin Beer Guide and his adventures researching and creating this book.	07.16.17 – 7a-8a



The Weekend Perspective

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Issue Category: Psychology, Career.

Program Title: The Weekend Perspective

Date and Time of Broadcast: WOLX – 07.02.17 – 60 min – 7a-8a

Guest(s) Appearing and Position or Office of Each:

1. Ron Brown, Author of *The Courageous Life*.
2. Havah Cole-Riggs, Personal and Professional Life Coach and Counselor.
3. Donna Ballman, Author of *Stand Up For Yourself without Getting Fired*.

Topic Discussed and Summary of Discussion:

1. Brown explains his proven methods of reaching your dreams and how to stay organized on the journey.
2. Cole-Riggs says it's important to have meaningful work and as humans, we are happier when we are working.
3. Ballman talks about her 25-year history of employee rights and her drive to help the underdog and the unemployed.

Other Comments:



The Weekend Perspective

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Issue Category: Pop Culture, American Politics, Psychology.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 07.09.17 – 60 min – 7a-8a
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Gene Scott, author of 40 books, including <i>The Trump Survival Guide</i>.2. Dean Koontz, Best Selling Author.3. Robert Mack, Author of <i>Happiness From the Inside Out</i>.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Scott talks about what people can do to create change in our government, beyond attending rallies and marching with signs.2. Koontz talks about his latest book, the writing process and his career.3. Mack talks about happiness and the scientific foundation of his book, including his personal experience.
Other Comments:



The Weekend Perspective

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Issue Category: Health, Wisconsin Culture.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 07.16.17 – 60 min – 7a-8a
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. David Greenwood, Author of <i>Overcoming Distractions; thriving with adult ADD</i>.2. Stanness Jonakess, The Menopause Makeover3. Kevin Revelinski, Author of <i>Wisconsin's Best Beer Guide</i>
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Greenwood talks about adults living with ADD and ADHD and the struggles they face in their personal and professional lives.2. Jonakess talks about her experience finally meeting prince charming at age 46 and then she started going into menopause. She explains how she turned it into a positive experience.3. Revelinski talks about his updated version of the Wisconsin beer guide and his adventures researching and creating this book.
Other Comments:



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Issue Category: Environment, Health, Career.

Program Title: The Weekend Perspective

Date and Time of Broadcast: WOLX– 07.23.17 – 60 min – 7a-8a

Guest(s) Appearing and Position or Office of Each:

1. Kayla Bachey, Community Relations Manager with the *Madison Environmental Group*.
2. Dr. James Beckerman, Author of *The Flex Diet*.
3. Dr. Kristen Cardinalli, Author of *The Nine to Five Cure; Work On Your Own Terms*.

Topic Discussed and Summary of Discussion:

1. Bachey talks about the Madison Environment Group, which focuses on living green, consulting and research.
2. Dr. Beckerman talks about how to lose weight and get healthier, amidst the obesity epidemic.
3. Dr. Cardinalli talks about the phenomenon of the nine to five job and why working under someone else's terms and conditions may not be a life well spent.

Other Comments:



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Issue Category: Health, Family Issues, Entertainment.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 07.30.17 – 60 min – 7a-8a
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Eric Maazel, Author of <i>Rethinking Depression</i>.2. Lori Hansen, with The Children Service Society of Wisconsin.3. Dr. Leslie Norins, Author of <i>Deadly Pages</i>.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Maazel says he believes that most people on anti-depression medication don't need the drugs and that there is a much more natural way to cure a chemical imbalance.2. Hansen talks about the society, their history and the services they offer to children throughout the state.3. Dr. Norins talks about the plot of <i>Deadly Pages</i>, a fictional account based on actual facts – a story of terrorists using disease to attack the U.S. instead of weapons.
Other Comments:



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Issue Category: Environment, Psychology, Career.

Program Title: The Weekend Perspective

Date and Time of Broadcast: WOLX- 08.06.17 – 60 min – 7a-8a

Guest(s) Appearing and Position or Office of Each:

1. Greg Ballam, Assistant Vice President for MG&E.
2. Jennifer Robin, Author of *Growing More Beautiful*.
3. Cal Newport, Author of *So Good They Can't Ignore You*.

Topic Discussed and Summary of Discussion:

1. Ballam talks about his research to determine how much electricity customers will use over the next 20 years.
2. Robin talks about our opportunity to be creative every single day, in the way we get dressed, by mixing and matching.
3. Newport explains that the title of the book is a quote from Steve Martin and why skills trump passion in the workplace.

Other Comments:



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Issue Category: Career, Health, Wisconsin Culture.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX– 08.13.17 – 60 min – 7a-8a
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Kitty Martini, Author of <i>Thank You for Firing Me</i>.2. Annie Bond, Author of <i>True Food, Eight Simple Steps to a Healthier You</i>.3. Noah Voss, Author of <i>Mysterious Madison</i>.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Martini talks about her experiences being fired throughout her life and how she changed her perspective to be comfortable in the unknown.2. Bond explains what true foods are: organic, not raised on an industrial farms, good for you, is whole and nutritious. It's essentially going back 100 years to the old farming days.3. Local paranormal investigator, Noah Voss, talks about his book and the amazing paranormal stories he has collected over the years from Madison residents.
Other Comments:



The Weekend Perspective

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Issue Category: Pet Ownership, Charity, Psychology.

Program Title: The Weekend Perspective

Date and Time of Broadcast: WOLX– 08.20.17 – 60 min – 7a-8a

Guest(s) Appearing and Position or Office of Each:

1. Dr. Diane Pomerance, Author of *Pet Parenthood*.
2. John Mankowski and Christopher Praymus, Owners of Accu Clime.
3. Mike Dooley, Author of *Infinite Possibilities*.

Topic Discussed and Summary of Discussion:

1. Dr. Pomerance talks about how to choose the right pet for your lifestyle, home, and personality.
2. Mankowski and Praymus talk about the charitable program, Heat Up Wisconsin, and how you can nominate a person in need of a new furnace for their home.
3. Dooley explains that we create our own reality, our own fate, and our own luck. We're beings filled with infinite possibility just ready to explore how powerful we truly are.

Other Comments:



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Issue Category: Education, Pop Culture, Health.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 08.27.17 – 60 min – 7a-8a
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Kimberly Chacos, Director of operations with Madison Capitols.2. Chris Gethern, Author and Editor and Chief of bodybuilding.com.3. Peter Yarrow, Singer, Songwriter and Performer.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Chacos talks about their unique hockey league that helps high school student athletes get scholarships and assistance to continue playing hockey in college.2. Gethern talks says it has taken him years to look the way he does, but that it isn't just about building up muscles. It's also about building energy and confidence.3. Peter Yarrow talks about his life and his iconic music career.
Other Comments:



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Issue Category: Technology, Health, Comparative History.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX– 09.03.17 – 60 min – 7a-8a
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Clint Wilder, author of <i>The Clean Tech Revolution</i>.2. Rebecca Scritchfield, author of <i>Body Kindness</i>.3. Paul O'Donnell, author of <i>Man Up</i>.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Wilder talks about the clean tech revolution – the transition to a new clean energy economy which includes new water technologies and transportation.2. Scritchfield explains the philosophy of body kindness, how to ditch diets forever and replace it with total body acceptance, making choices to be the person you want to be.3. O'Donnell talks about how men dress and behave today, like walking into a job interview in flip flops, and other striking generational differences.
Other Comments:



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Issue Category: Environment, Family Issues, Health.

Program Title: The Weekend Perspective

Date and Time of Broadcast: WOLX- 09.10.17 – 60 min – 7a-8a

Guest(s) Appearing and Position or Office of Each:

1. Sandra Postel, International Water Expert, National Geographic Fresh Water Fellow.
2. Dr. Debra Linebarger, Child Media Expert and Professor.
3. Ray Ying-Ling, pain expert and laser therapy practitioner.

Topic Discussed and Summary of Discussion:

1. Postel talks about how we can preserve the life within water and how we as individuals can work at a global level to preserve water.
2. Dr. Linebarger talks about children's health and how kids shouldn't have any more than 3 hours of screen time every day.
3. Ying-Ling talks about laser therapy and its leading technologies in pain management.

Other Comments:



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Issue Category: Safety, Health, Wisconsin Arts.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX– 09.17.17 – 60 min – 7a-8a
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Marietta Robinson, Commissioner for the US Consumer Product Safety Commission.2. Kirsten Pagash, author of <i>Leaving the ODC Circus</i>.3. Steve Spirling, manager of The Barrymore Theater.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Robinson talks about the commission, what they do, how it works, and uses examples of common consumer issues, like not securely mounting flat screen TV's.2. Pagash talks about Obsessive Compulsive Disorder, how the disease plays out in one's life and how to deal with it.3. Spirling talks about the fascinating history behind one of Madison's premier live music venues and the amazing artists who have graced the stage.
Other Comments:



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Issue Category: Family Issues, Environment, Wisconsin Charity.
Program Title: The Weekend Perspective
Date and Time of Broadcast: WOLX- 09.24.17 – 60 min – 7a-8a
Guest(s) Appearing and Position or Office of Each: <ol style="list-style-type: none">1. Amy Hendel, health expert and author of <i>Fat Families and Thin Families</i>.2. Joel Sartori, author of <i>Rare: Portraits of Endangered American Species</i>.3. Dan Stein and Chris Wagner talk about the program, <i>Close the Window on Hunger</i>.
Topic Discussed and Summary of Discussion: <ol style="list-style-type: none">1. Hendel talks about food and the obesity epidemic. She also says doctors tend to focus on what not to eat and how not to behave. Hendel suggests focusing on what's good.2. Sartori, photographer for National Geographic, has put together an amazing book of photos of the most endangered species in the United States, totally around seventy.3. Stein and Wagner talk about the national campaign and how they are using successful tools to close the hunger gap in Wisconsin.
Other Comments: