



ISSUES AND PROGRAMS

WMBZ / WIBD

FOURTH QUARTER 2023

Interviews

The list below shows regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed for the calendar quarter.

Issue: Hunger In Wisconsin

Program Title: Mitigating Hunger in Wisconsin with Hunger Task Force.

Description: We discuss how to help in the fight against hunger and how to seek help if needed.

Guest: Hunger Task Force CEO - Sherri Tussler

Date/Time: 11/19/23 6:00 am

Duration: 7:59

Issue: Consumer Protection around Holiday Shopping

Program Title: Read the fine print. Watch your credit report.

Description: Discuss the dangers of getting hooked into a time share & keeping your identity safe.

Guest: Michelle Reinen

Date/Time: 11/26/23 6:00 AM

Duration: 6:16

Issue: Charitable Giving and Holiday Scams

Program Title: Protecting Yourself from the Bad Guys .

Description: We discuss how the Wisconsin Department of Financial Institutions (DFI) is joining the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) in an effort to ensure donors' money reaches real charitable organizations, not scammers taking advantage of their generosity this holiday.

Guest: Michelle Reinen, Administrator of DATCP's Division of Trade and Consumer Protection.

Date/Time: 12/3/23 6:00 AM

Duration: 8:00

Issue: Supporting Local Businesses and Agriculture

Program Title: Shop Local and Support Agriculture



Description: We discuss how shopping for products produced in Wisconsin helps our area and the importance of remembering agriculture during the holiday season.

Guest: Ashley Hagenow – Alice in Dairyland

Date/Time: 12/10/23 6:00 AM

Duration: 5:16

Issue: Importance of Butter to Wisconsin Economy

Program Title: Wisconsin Butter

Description: We discuss how important butter is to Wisconsin's economy, and when buying butter, look for the Made in Wisconsin logo

Guest: Ashley Hagenow – Alice in Dairyland

Date/Time: 12/24/23 6:00 AM

Duration: 6:51

Local News

WMBZ airs local newscasts at: 5:30, 6:15, 7:15

WIBD airs local newscasts at: 6:00, 6:30, 7:00, 7:30, 8:00, 8:30, 9:30, 11:30, 12:00, 12:30, 1:00, 4:00, 5:00, 6:00.

National and State News

WIBD airs National News at the top of the hour every day. WIBD also provides updated state news throughout the day.

Community Conversations

WIBD hosts Community Conversations with Rick Jensen. These conversations involve local officials and non-profit groups and talk about events going on in the community or what the non-profit groups are up to in the area. Examples of officials are: School Superintendent, Local Sheriff, State Patrol, Washington County Humane Society, and many other groups.

Intelligence for Life: John Tesh

WIBD also offers the program "Intelligence for Life" a syndicated show with host John Tesh. John Tesh offers tips, advice and counseling on health, weight loss, diet, diabetes, Alzheimer's, home improvement, job search and interviewing, money problems and relationships. John Tesh runs daily Monday through Friday from 2:00p - 7:00p.

Sunday Church Programming on WIBD



WIBD offers a church service that serves the people that cannot make it to normal mass at their church. The Lutheran Hour airs at 7a each Sunday morning.

