

**QUARTERLY ISSUE/PROGRAM TOPIC REPORT
OCTOBER TO DECEMBER 2012
FOR RADIO STATIONS LICENSED TO UNIVERSITY OF WISCONSIN BOARD OF
REGENTS**

**News and Classical Network: WUEC-Eau Claire; WVSS-Menomonie;
WLSU-La Crosse
Ideas Network: KUWS-Superior; WUWS-Ashland; WHID-Green Bay;
WHA-Madison**

During the period, this station, as part of the network that makes up Wisconsin Public Radio, has served the public interest by producing and broadcasting diverse content which addresses national, statewide and regional issues. The following is a list of some of the produced or acquired programming or news stories aired in response to areas of concern to listeners served by Wisconsin Public Radio. The areas of concern were ascertained based on results of The Wisconsin Survey, conducted by the St. Norbert College Strategic Research Institute.

Guide:

- The Joy Cardin Show (6 am to 9 am, segment duration between 9 minutes, 55 seconds and 21 minutes, 44 seconds)
- The Veronica Rueckert Show (9 am to 11 am, segment duration between 13 minutes and 20 minutes)
- The Larry Meiller Show (11 am to 12:30 pm, segment duration between 13 minutes, 28 seconds and 24 minutes, 17 seconds)
- The Kathleen Dunn Show (1 pm to 3 pm, segment duration between 10 minutes, 55 seconds and 21 minutes, 44 seconds)
- At Issue with Ben Merens (3 pm to 6 pm, segment duration between 8 minutes, 45 seconds and 13 minutes, 5 seconds)

Ideas Network Call-in Issues and Programs--Selected Samples from October-December 2012

Issues	Host	Source	Description	Guests	Date/Time
Economy	Merens	WHAD	Humor to analyze our economy	Paddy Hirsch, Marketplace radio program	10/01/12, 3-4pm
	Merens	WHAD	Ralph Nader on the economy	Ralph Nader, former presidential candidate	10/08/12, 3-4pm
	Merens	WHAD	Federal Reserve and the economy	Kevin Quinn, St. Norbert College	10/15/12, 3-4pm
	Munson	WHAD	Walkable cities to spur the economy	Jeff Speck, author of "Walkable City: How Downtown Can Save America One Step at a Time"	11/23/12, 3-4pm
	Merens	WHAD	Fiscal cliff deal?	Donald Kettl, Dean of the School of Public Policy at the University of Maryland	11/13/12, 4-5pm
	Cardin	WHA	How to avoid the fiscal cliff	Dan Holler, Communications Director, Heritage Action for America	11/14/12, 7-8am
	Dunn	WHAD	Holidays and commerce	Elizabeth H. Pleck - Professor Emerita at the University of Illinois, Urbana-Champaign	11/20/12, 9-10am
	Merens	WHA	Holiday gas price forecast	Erin Roth, Executive Director, Wisconsin Petroleum Council	11/21/12, 4-5pm
Jobs	Cardin	WHA	Experts on jobs	Brad Bannon, Bannon Communications Research	10/3/12, 7-8am
	Merens	WHAD	October Job Line	Marc Levine, University of Wisconsin - Milwaukee Center for Economic Development	10/3/12, 3-4pm
	Dunn	WHAD	Shifting of middle class jobs	Patrick Winn, GlobalPost	10/15/12, 10-11am
	Cardin	WHA	Final jobs report before election and other national/state issues	Ed Garvey, Garvey, McNeil and Associates	11/2/12, 8-9am
	Cardin	WHA	Wage gaps in careers	Annie Houle, National Director of Campus and Community Initiatives for The Wage Project	12/27/12, 6-7am
Government Dissatisfaction	Dunn	WHAD	Fact Checking	Tom Bevan, RealClearPolitics	10/9/12, 10-11am
	Dunn	WHAD	Salman Rushdie, evading the ayatollah's fatwa	Salman Rushdie, author	10/10/12, 9-10am
	Cardin	WHA	Covering up Libya attacks?	James Carafano, Institute for International Studies	10/11/12, 7-8am
	Cardin	WHA	Stopping political robocalls	Shaun Dakin, Citizens for Civil Discourse	10/11/12, 7:30-8am
	Cardin	WHA	The need for election observers	Andrea Kaminski, League of Women Voters in Wisconsin	10/15/12, 7:30-8am
	Ferrett	WHA	Reforming Gun Policy	Daniel Webster, John Hopkins Center for Gun Policy and Research	10/25/12, 4-5pm
	Merens	WHAD	Bipartisan Civility	Rabbi Brad Hirschfield, President, National Jewish Center for Learning and Leadership	11/6/12, 4-5pm
	Dunn	WHA	More Congressional Gridlock?	Steven Smith, Professor of Political Science, Washington University, St. Louis.	11/8/12, 7:30-8am
	Cardin	WHA	Attitudes behind calls for secession	John Dinan, Wake Forest University.	11/15/12, 7-8am
	Cardin	WHA	Who deserves blame for the fiscal cliff?	Steven Smith, Professor of Political Science, Washington University, St. Louis.	12/26/12, 7-8am
Budget	Cardin	WHA	Budgetting options to pay for highway building	Mark Gottlieb, Wisconsin Department of Public Transportation	10/01/12, 7:30am-8am
	Cardin	WHA	Defund public broadcasting?	Josh Stearns, FreePress.net	10/10/12, 7-8am
	Cardin	WHA	Cut Public Broadcasting Funding?	Trevor Burrus, legal associate at the Cato Institute	11/15/12, 6-7am
	Merens	WHAD	Balancing your holiday budget	Shannon Plate, budget counselor, author, "Degunking Your Personal Finances"	11/26/12, 3-4pm
	Merens	WHAD	State budget priorities	John Nygren, Republican State Assembly Representative, MarinetteFinance Committee	11/28/12, 4-5pm
	Cardin	WHA	Wisconsin's Budgetary Priorities	Mordecai Lee, Professor of Governmental Affairs, UW-Milwaukee	11/29/12, 7-8am

	Ferrett	WHA	Fiscal cliff effect on state budgets	Susan Johnson, Associate Professor and Chair, Political Science Department, UW-Whitewater	12/4/12, 4-5pm	
	Ferrett	WHA	Fiscal cliff... Deal or no deal?	David Parker, associate professor of political science at Montana State University	12/31/12, 4-5pm	
Taxes	Cardin	WHA	Two takes on GOP and anti-tax pledge	Lara Brown, Assistant Professor of Political Science, Villanova University	11/27/12, 7-8am	
	Dunn	WHAD	Tax code	David Cay Johnston, author, "The Fine Print: How Big Companies Use 'Plain English' to Rob You Blind"	12/03/12, 10-11am	
	Cardin	WHA	Obama's push for higher taxes w/fiscal cliff and your income	Diane Lim, Chief Economist, The Concord Coalition	12/11/12, 7-8am	
	Siers-Poisson	WHA	Tax Preparatoin	Dale Kunin, CPA.CITP, Partner, Wegner LLP, CPAs & Consultants	12/27/12, 11am-12:30pm	
Education	Cardin	WHA	The Shadow Scholar	Dave Tomar author of "The Shadow Scholar: How I Made a Living Helping College Kids Cheat"	10/23/12, 6-7am	
	Dunn	WHAD	Technical Education	Bob Ellenbecker, Fox Valley Technical College	10/25/12, 10-11am	
	Purcell	WHA	Sen. Chris Larson on State of Education in Wisconsin	Chris Larson, Democratic State Senator, Milwaukee	10/29/12, 7:30-8am	
	Dunn	WHAD	Native and Hmong Education	Xong Xiong, Executive Director for the La Crosse Area Hmong Mutual Assistance Association, Inc.	11/6/12, 10-11am	
	Rueckert	WHA	The One World School House	Salman Khan is the founder and faculty of the Khan Academy	11/9/12, 9-10am	
	Dunn	WHAD	School Funding	Steve Correia - Associate Professor of Education at St. Norbert College	11/14/12, 9-10am	
	Dunn	WHAD	Study Abroad Programs	Peggy Blumenthal, Senior Counselor, The Institute of International Education	11/15/12, 10-11am	
	Cardin	WHA	More school vouchers in Wisconsin	Steve Correia, Associate Professor of Teacher Education at St. Norbert College	12/03/12, 6-7am	
Health Care	Merens	WHAD	Americans not going to the doctor as often	Pauline Rosenau, University of Texas School of Public Health	10/2/12, 4-5pm	
	Cardin	WHA	Preventing Back and Neck Pain	Josh Zumstein, The Back and Safety Wellness Consultants	10/3/12, 6-7am	
	Cardin	WHA	Maintaining a healthy brain	Dr. Marie Pasinski, Harvard Medical School	10/10/12, 8-9am	
	Rueckert	WHA	The Omega-3 effect	Dr. William Sears, University of California-Irvine School of Medicine	10/12/12, 9-10am	
	Cardin	WHA	Eye Care and Protection	Dr. Barb Blodi, UW Hospital and Clinics	10/24/12, 6-7am	
	Merens	WHAD	Health Care Industry from Patient's Perspective	Jane Cooper, Patient Care	11/1/12, 3-4pm	
	Cardin	WHA	Elder care	Tom Day, director of the National Care Planning Council	11/5/12, 6-7am	
	Merens	WHAD	Medicare Open Enrollment	Chris Abbott, regional vice president, United Healthcare Medicare & Retirement	11/13/12, 3-4pm	
	Dunn	WHAD	Affordable Health Care Act	Paul Starr, Princeton University	11/15/12, 9-10am	
	Munson	WHA	Health Care Exchanges	Ed Miller, University of WI - Stevens Point	11/19/12, 7:30-8am	
Collective Bargaining	Cardin	WHA	Hostess Labor Dispute	Sandy Chalmers, Wisconsin Department of Agriculture	11/26/12, 6-7am	
	Cardin	WHA	WMA Head on mining reform	Tim Sullivan, Wisconsin Mining Association	12/03/12, 7:30-8am	
	Cardin	WHA	Right-to-work in Michigan... and Wisconsin?	Chris Sinicki, Democratic State Representative, Milwaukee	12/10/12, 6-7am	
	Merens	WHAD	Michigan right to work	Daniel DiSalvo, senior fellow at the Manhattan Institute's Center for State and Local Leadership	12/11/12, 4-5pm	
	Dunn	WHAD	Right-to-work legislation in Michigan	Kathleen Gray, political reporter, Detroit Free Press	12/12/12, 9-10am	
	Cardin	WHA	Unions vowing political payback	Michael Rosen, Madison Area Technical College, and President, American Federation of Teachers Local 212	12/13/12, 7-8am	
Poverty	Cardin	WHA	Controlling credit card debt	Gail Cunningham, National Foundation for Credit Counseling	10/23/12, 8-9am	

