QUARTERLY ISSUE/PROGRAM TOPIC REPORT OCTOBER TO DECEMBER 2018 FOR RADIO STATIONS LICENSED TO UNIVERSITY OF WISCONSIN BOARD OF REGENTS

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And

The State of Wisconsin Educational Communications Board Attached Reports Represent Q3, 2018

ECB Radio Stations WLBL (AM/FM), WHAA (FM), WHAD (FM), WHBM (FM), WHDI (FM), WHHI (FM), WHLA (FM), WHSF (FM) and WHWC (FM) are affiliates of the WPR Ideas Network

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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.

ISSUES OF COMMUNITY CONCERN:

- AGRICULTURE
- ECONOMY
- EDUCATION
- ENVIRONMENT
- HEALTHCARE
- POLITICS

NPR/Classical Music Network Quarterly Issues and Programs List October to December 2018		
AGRICULTURE	PROGRAM	DATE
It's been one week since the Farm Bill expired. Some Wisconsin agriculture groups are starting to worry about what the delayed bill means for farmers. (Duration: 49 sec)	Morning Edition	10/8/18 @ 7 am
Wisconsin farmers are expected to harvest a record amount of soybeans this year. But challenges throughout the growing season could mean a decline	Morning Edition	10/23/18 @ 5 am

in growers' profits. (Duration: 47 sec)		
lingrowers profits. (Duration: 47 sec)		
A report from the Federal Reserve Bank of	All Things Considered	11/29/18 @ 4 pm
Minneapolis found the number of farm bankruptcies in		
the upper Midwest has more than doubled in the last		
four years. Wisconsin ag experts expect that number		
to continue to climb in 2019. (Duration: 45 sec)		
The US Department of Agriculture is expected to	Morning Edition	11/30/18 @ 6 am
release a second round of tariff relief aid for farmers in		
coming weeks. But some Wisconsin experts say the		
first round of payments haven't helped struggling		
farmers. (Duration: 46 sec)		
Wisconsin agriculture leaders say they're relieved	Morning Edition	12/11/18 @ 5 am
Congress is taking action on the 2018 farm bill. A look		
at how the farm and food policy legislation passed by		
the Senate could impact Wisconsin farmers. (Duration:		
48 sec)		
ECONOMY	PROGRAM	DATE
When you think about startup hubs, does Madison	Morning Edition	10/8/18 @ 5 am
come to mind? A new report from the Center for		
American Entrepreneurship suggests it should.		
(Duration: 43 sec)		
U.S Senator Ron Johnson met with business leaders	Morning Edition	10/25/18 @ 6 am
representing Wisconsin's manufacturing, hospitality		
and farming industries in Waukesha. The meeting		
focused on the Trump administration's trade policies.		
(Duration: 46 sec)		
Supporters of the state's proposed incentive package	BBC Newshour	11/14/18 @ 3 pm
for consumer products company Kimberly Clark		
argued their case before state lawmakers. But the plan		
still faces opposition - even from some employees of		
the company. (Duration: 45 sec)		
Tight inventory continues to make it harder for buyers	All Things Considered	11/19/18 @ 5 pm
to find homes. Home sales in Wisconsin declined		
slightly in October and prices rose more than six		
percent across the state. (Duration: 44 sec)		
A quarterly survey of Wisconsin employers finds a	All Things Considered	12/11/18 @ 4 pm
slightly greater percentage are looking to hire in the		
first three months of 2019, compared to the same		
time last year. The percentage of companies looking to		
hire in Wisconsin is at a 12-year high. (Duration: 42		
sec)		

EDUCATION	PROGRAM	DATE
Schools throughout Wisconsin got their state test results back. Students in grades three through eight and 11 take the tests in the spring. The newest scores are largely the same. (Duration: 40 sec)	Morning Edition	10/1/18 @ 6 am
Fewer international students are choosing to go to graduate school in the United States. UW-Madison, however, is bucking the trend. (Duration: 39 sec)	BBC Newshour	10/5/18 @ 3 pm
Voters across Wisconsin approved more than 90 percent of school funding requests they saw on their ballots. Sixty-one school districts asked voters to increase taxes or borrow to pay for construction projects and operating costs. (Duration: 43 sec)	Morning Edition	11/12/18 @ 5 am
UW-Stevens Point is eliminating six majors including history, geography and French to address a budget deficit. Campus officials are planning to reorganize the university to make it more responsive to community needs. (Duration: 42 sec)	BBC Newshour	11/12/18 @ 3 pm
As UW-Madison moves forward with the restructuring of its two-year colleges, system officials say maintaining staff at the campuses has become a concern. (Duration: 50 sec)	All Things Considered	12/7/18 @ 4 pm
ENVIRONMENT	PROGRAM	DATE
The Department of Natural Resources will not cite a frac sand mine that spilled 10 million gallons of wastewater in order to save a trapped worker. (Duration: 37 sec)	Morning Edition	10/2/18 @ 5 am
A report by United Nations scientists says steps must be taken soon to avoid more severe heat, drought and flooding as temperatures rise. Local governments in Wisconsin are looking at ways to address and adapt to climate change. (Duration: 47 sec)	Morning Edition	10/10/18 @ 8 am
The Kohler company is known for its sinks and resorts. But its plan to build a new golf course on rare wetlands and part of a state park is now being challenged in the courts. The controversial project pits business interests against the environment. Former DNR staff say the agency did not follow state standards when it approved the golf course. (Duration: 3 min, 29 sec)	Morning Edition	11/12/18 @ 5 am
A new report says the number of deer hunting licenses sold in Wisconsin has dropped about six percent in the last two decades. The state relies heavily on license sales to fund conservation work. (Duration: 44 sec)	BBC Newshour	11/14/18 @ 3 pm

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10/1/18 @ 6 am
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session. (Duration: 47 sec)	

Ideas Network		
Quarterly Issues and Programs List		
October to December 2018		
AGRICULTURE	PROGRAM	DATE
Gasoline with a higher percentage of ethanol could soon be coming to a pump near you and stay there. Learn the details of the plan, the impact it could have on states like Wisconsin and the potential benefit it creates for farm state Republicans in an election year. (Duration: 9 min, 30 sec)	The Morning Show	10/10/18 @ 6 am
As harvest season ramps up, we learn how Wisconsin drivers can safely share the roads with a greater number of large, slow-moving tractors and farm equipment. (Duration: 9 min, 28 sec)	The Morning Show	10/11/18 @ 6 am
Farmers in rural Wisconsin often struggle with access to healthcare due to lack of providers, distance to facilities and the unaffordability of health insurance. The Rural Health Initiative was formed in 2004 to address some of those barriers. (Duration: 12 min, 46 sec)	The Morning Show	10/23/18 @ 7:20 am
The U.S. Food and Drug Administration is considering cracking down on plant-based products that use the word "milk" in their name, like almond milk and soy milk. But what is milk? We learn how the FDA defines the term and discuss how dairy milk stacks up to its plant-based alternatives. (Duration: 21 min)	The Morning Show	10/24/18 @ 6 am
Farmers haven't been allowed to grow hemp in Wisconsin for almost 50 years. That changed last year when Gov. Walker lifted the ban, and since then interest in growing the crop in order to extract lucrative cannabidiol, or CBD, has flourished. (Duration: 10 min, 15 sec)	The Morning Show	11/15/18 @ 7:45 am

The nation has an aversunally of	The Marning Chau	11/10/10 @ 7:20
The nation has an oversupply of	The Morning Show	11/19/18 @ 7:30 am
Wisconsin's official state fruit, the		
cranberry, which could result in 25		
percent of this year's crop being		
dumped. Learn what this means for the		
our state, the nation's leading producer		
of the fruit, and what can be done with		
the excess. (Duration: 12 min, 16 sec)		
From risings tariffs to uncertainty over a	The Morning Show	11/27/18 @ 6 am
new farm bill, Wisconsin's agriculture		
industry is facing some serious issues.		
But our guest says overproduction is		
actually what's harming farmers most.		
Learn how we got to this state of		
overproduction and what governments		
and farmers can do to reverse the trend.		
(Duration: 20 min, 57 sec)		
Global warming threatens crops	The Morning Show	11/6/18 @ 6:15 am
everywhere — including the ones key to		
brewing beer, hops and malting barley.		
Scientists and farmers are trying to figure		
out what making beer might look like in		
the future, with hydroponics and even		
synthetic hops made from genetically		
engineered yeast. But it's also been		
projected that beer prices could double		
as farming becomes more difficult. We		
take a look at what beer brewing might		
look like in an age of warmer		
temperatures and more frequent		
droughts. (Duration: 11 min, 30 sec)		
A revamp of the Farm Bill has been	Central Time	12/7/18 @ 4:30 pm
stalled for months in Congress. Learn		, , 5
about the latest updates lawmakers are		
considering. (Duration: 11 min, 49 sec)		
For almost 20 years, one man in Alma	Central Time	12/12/18 @ 3:30 pm
has been working to promote a better		,,
cultural understanding between dairy		
farmers and their workers by arranging		
trips to the homes of farm hands in		
Mexico. (Duration: 10 min, 28 sec)		
Mexico. (Baradon, 10 mm, 20 sec)		
ECONOMY	PROGRAM	DATE

One of the mation/altroval account is	The Manusius Chan	10/2/10 @ 7
One of the nation's largest companies is	The Morning Show	10/3/18 @ 7 am
raising its minimum wage for all of its		
workers. Starting next month, Amazon		
will pay all its American employees \$15 a		
hour, which is more than double the		
federal minimum wage. But will other		
companies follow suit? (Duration: 43		
min, 35 sec)		
A look at what the United States-Mexico-	Central Time	10/4/18 @ 4 pm
Canada Agreement means for big tech	General Time	10/ 1/10 @ 1 p
companies like Google and Facebook.		
(Duration: 11 min, 22 sec)		
	The Meyeine Chau	10/5/10 @ 6 5 5 5
Cooperatives, or co-ops, can be found all	The Morning Show	10/5/18 @ 6 am
over the state. These are organizations		
equally owned and controlled by their		
members. While many associate co-ops		
with agriculture, places like your credit		
union or health care provider may also		
be one. A look at the range and impact		
of co-ops in the state and what they can		
bring to a local economy. (Duration: 9		
min)		
Widespread flooding in August and	Central Time	10/5/18 @ 3 pm
September caused \$37.2 million dollars		
in damage, according to an assessment		
from FEMA. The extent of the flooding		
prompted Gov. Walker to request a		
federal disaster declaration from Pres.		
Trump. (Duration: 9 min, 31 sec)		
The Foxconn deal could see some	Central Time	11/8/18 @ 3 pm
	Central fillie	11/6/16 @ 3 pm
changes once Governor-elect Tony Evers		
takes office in January. Evers has been		
critical of the multi-billion, Walker-led		
deal with the Taiwan-based electronics		
manufacturer, citing a low return on		
investment for Wisconsinites and		
environmental concerns. (Duration: 10		
min, 12 sec)		
After applications from hundreds of	Central Time	11/20/18 @ 4 pm
cities and offers of public incentives		
worth billions, Amazon chose New York		
City and the Washington D.C. area to		
host its new headquarters. A look back		
at the "HQ2" contest and ask if there are		
better ways for states and cities to		
compete for potential jobs. (Duration: 22		
min, 45 sec)		

With Black Friday and Cyber Monday	The Morning Show	11/28/18 @ 6 am
now in the rear view mirror, the holiday		
shopping season is in full swing. For		
retailers, it's the most crucial season of		
year. But as the retail landscape		
continues to change, and once beloved		
stores go out of business, there's more		
pressure than ever on the remaining		
traditional retailers to get it right. Learn		
about what's at stake for these stores		
and businesses this holiday season.		
(Duration: 20 min, 58 sec)		
General Motors announced sweeping	Central Time	11/29/18 @ 3:30 pm
cuts to its North American staff which		
means the likely elimination of		
thousands of jobs. An auto industry		
reporter discusses what brought the		
company to this point and what it says		
about the industry as a whole. (Duration:		
21 min, 52 sec)		
According to new data from the Census,	Central Time	12/7/18 @ 3:15 pm
household incomes are rising and		
poverty saw a small decline in Wisconsin.		
The Census also looked at internet		
accessibility for the first time in the		
report. (Duration: 6 min, 8 sec)		
The Environmental Protection Agency is	Central Time	12/11/18 @ 4:30 pm
planning to lift carbon emission		
standards for new coal power plants,		
which the industry had argued were		
inhibiting new development. An expert		
on the U.S. energy market discusses how		
the Obama-era guidelines affected the		
coal industry and what the future holds.		
(Duration: 11 min, 24 sec)		
EDUCATION	PROGRAM	DATE
This November, Wisconsin taxpayers will	The Morning Show	10/4/18 @ 7 am
decide whether to pass more than \$1		
billion in additional funding for public		
schools in the form of referenda.		
Meanwhile, referendums are on the rise		
in the state, according to a new policy		
report. (Duration: 43 min, 47 sec)		
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In the 2017-18 school year, roughly 40	The Morning Show	10/9/18 @ 6:30 am
percent of Wisconsin students scored as		
proficient or higher on reading, math		
and science assessment tests. That		
number hasn't changed much in the past		
few years. A look at what the numbers		
mean and what this looks like from		
teachers' point of view. (Duration: 21		
min, 37 sec)		
Nineteen percent of high school students	The Morning Show	10/15/18 @ 6:35 am
in Dane County say they've vaped in the		
past month — three percent more than		
three years ago, according to a new		
assessment. Learn about what schools		
and retail stores are doing to address the		
problem. (Duration: 12 min, 12 sec)		
Gov. Walker says if re-elected, he plans	Central Time	10/16/18 @ 3 pm
to restore state funding for schools to		, , - C - p····
two-thirds their total cost. Meanwhile,		
Tony Evers says he'll work to cut middle-		
class taxes by 10 percent. Learn about		
the latest proposals in the race for		
governor. (Duration: 11 min, 53 sec)		
This isn't your typical history class. By the	Central Time	10/29/18 @ 4:15 pm
time you've completed the course, your		10/ 10/ 10 C 1110 p.11
mom may have admitted to having a bell		
bottom obsession and dancing at the		
discos and your dad may have confessed		
to having a small interest in Bruce		
Springsteen. Hear from a UW professor		
that teaches a course called "The History		
of Your Parents' Generation" focusing on		
not only the big political and historical		
events, but also what the interests of		
people growing up and entering		
adulthood in the 70s and 80s. (Duration:		
12 min, 8 sec)		
A new series from the Milwaukee Journal	Central Time	11/1/18 @ 4 pm
Sentinel looks at how high rates of		, -, -0 G 1 PIII
student turnover affect children,		
parents, teachers and administrators. In		
the third installment, a look at how the		
issue plays out in rural schools and those		
in smaller urban areas. (Duration: 21		
min, 57 sec)		
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Wisconsin's colleges and universities are seeing a shrinking pool of in-state high schools graduates. Hear about the challenges facing higher education in the state and what colleges are doing to attract students to their schools. (Duration: 9 min, 53 sec)	Central Time	11/2/18 @ 3 pm
A University of Wisconsin-Milwaukee program recently received \$1.1 million to address the shortage of teachers in the American Indian Community. Learn about the shortage and how the program aims to show American Indian students what's possible. (Duration: 10 min, 13 sec)	The Morning Show	11/5/18 @ 6:45 am
In our ongoing look at student turnover, a mom and her eighth-grade twin boys share what it was like switching schools between second and third grade. They suggest what parents, teachers and administrators can do to help ease that transition. (Duration: 14 min, 46 sec)	Central Time	11/22/18 @ 3 pm
You probably remember a book or two you read or had read to you growing up. Books can have lasting impressions on kids. The educator at the antidefamation league recommends some titles for different age groups. (Duration: 13 min, 2 sec)	Central Time	12/3/18 @ 3:15 pm
ENVIRONMENT	PROGRAM	DATE
Global temperatures are expected to rise by seven degrees Fahrenheit by 2100, according to a report released by the National Highway Traffic Safety Administration in July. The 500-page write up was released to justify President Trump's call to free fuel-efficiency standards for cars built after 2020. (Duration: 21 min, 14 sec)	Central Time	10/2/18 @ 4:30 pm
The Wis. Department of Natural Resources is requesting funding renewal for the Knowles-Nelson Stewardship Program which is set to expire in 2020. (Duration: 9 min, 30 sec)	The Morning Show	10/3/18 @ 6 am

Ten years ago, President George W. Bush	Central Time	10/3/18 @ 3:30 pm
signed the Great Lakes Compact into law.		
The goal of the agreement was to		
manage how water would and could be		
removed from the lakes. Since then,		
some towns and businesses have		
requested access to their lakes for their		
own use. (Duration: 21 min, 53 sec)		
Milwaukee's Urban Ecology Center got	The Larry Meiller Show	10/24/18 @ 11 am
its start in a double-wide trailer in		
Riverside Park, a neglected urban green		
space during the early 1990s. Now it's a		
flourishing environmental education and		
nature center attracting youth from		
nearby neighborhoods to explore science		
through hands-on experiences and		
mentorship. (Duration: 40 min, 48 sec)		
UW-Green Bay is leading a project to	Central Time	11/6/18 @ 3:15 pm
seed wild rice in several locations with		, 0, -0 & 00
the hope of restoring habitats for fish		
and migrating birds. Learn about how		
wild rice grows and why it's so important		
to Wisconsin's wildlife. (Duration: 11		
min, 17 sec)		
Just three percent of the water on Earth	The Larry Meiller Show	11/13/18 @ 11:45 am
is freshwater, and the Great Lakes hold	The Early Weller Show	11/15/10 @ 11.45 dill
20 percent of that supply. What are the		
specific stressors that face our Great		
Lakes today and what are we doing		
about it? (Duration: 34 min, 26 sec)		
Governor-elect Tony Evers'	The Morning Show	11/14/18 @ 7 am
environmental policies are likely to be	The Morning Snow	11/14/10 @ / aiii
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drastically different from his		
predecessor's. While Gov. Walker cut		
science positions from the Department		
of Natural Resources and joined a group		
of states suing the federal government		
over the Clean Power Plan, Evers has		
said he'll give more power to the DNR		
and prioritize issues like pollution and		
climate change. But in order to do that,		
he'll have to get past a Republican		
controlled legislature. (Duration: 9 min,		
29 sec)		

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The number of deer hunting licenses sold	Central Time	11/15/18 @ 3 pm
in the state has declined by 6 percent		
since 1999, according to a new report		
from the Wisconsin Policy Forum. This		
has raised concerns about how some		
state conservation efforts will be funded		
in the future if the trend continues.		
(Duration: 9 min, 13 sec)		
As we move closer to winter, we talk	The Larry Meiller Show	12/5/18 @ Noon
about this year's deer hunt, how the		
weather is affecting wildlife and get		
some holiday gift ideas from our guest		
wildlife expert. (Duration: 22 min, 32 sec)		
New rules are coming to the Great Lakes	Central Time	12/7/18 @ 3 pm
Compact and the changes will have an		
impact on how communities outside of		
the watershed are able to withdraw		
water from the lakes. Learn about the		
guidelines and some of the controversies		
surrounding the multi-government		
agreement. (Duration: 6 min, 56 sec)		
HEALTHCARE	PROGRAM	DATE
Accessibility is something that people	PROGRAM The Morning Show	10/1/18 @ 6 am
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horizon. (Duration: 34 min, 23 sec)		
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According to the Centers for Disease	Central Time	11/2/18 @ 3:15 pm
Control and Prevention, 77 percent of		, , , ,
Americans don't get enough exercise.		
Now a new study says not exercising may		
pose a greater risk to one's health than		
smoking, diabetes and heart disease.		
(Duration: 11 min, 39 sec)		
The Food and Drug Administration	Central Time	11/19/18 @ 3:15 pm
announced last week that it would move		
to ban menthol cigarettes and flavored		
cigars - two products that have disproportionately harmed African		
Americans. Learn why some think the		
proposal is long overdue and how it		
could substantially lower smoking rates		
in black communities. (Duration: 12 min,		
49 sec)		
New data from the Centers for Disease	Central Time	11/19/18 @ 4 pm
Control and Prevention show the U.S.		
infant mortality rate has not significantly		
changed since 2011. A look at some of		
the reasons why, what the problem looks		
like in Wisconsin, and what's behind		
some of the racial disparities seen in the state and nationwide. (Duration: 11 min,		
42 sec)		
Mealtime can be a battle for some	The Larry Meiller Show	11/29/18 @ 11:45 am
families. We learn why some kids are	,	, , ,
picky eaters and look at ways to help		
your child develop positive eating habits.		
(Duration: 37 min, 46 sec)		
Researchers at the University of	Central Time	12/6/18 @ 4:15 pm
Wisconsin, Madison are developing a		
new bandage that aims to reduce the		
time it takes a wound to heal. We talk to one of the lead researchers of the		
project. (Duration: 6 min, 40 sec)		
A recent report from the RAND	Central Time	12/10/18 @ 4:30 pm
Corporation sheds light on a method of		1=, 10, 10 @ 4.30 pill
treating heroin addiction that has had		
some success abroad: using prescription		
heroin. Learn about the merits of the		
approach, and some of the challenges		

with bringing it to the U.S. (Duration: 9 min, 18 sec)		
POLITICS	PROGRAM	DATE
In the days and weeks leading up to the 2016 election, many polls showed Hillary Clinton clinching an easy victory. As we all know, that didn't happen. Now, as we approach the midterm elections, another round of polls are coming outbut should we trust them? (Duration: 9 min, 29 sec)	The Morning Show	10/1/18 @ 8 am
Absentee ballots cast by Wisconsin voters have more than doubled between the 2004 and 2016 elections. What's behind the soaring number of ballots and what's the future of this type of voting? (Duration: 9 min, 29 sec)	The Morning Show	10/5/18 @ 8 am
A recent poll showed Gov. Walker with a slight lead in support, but another released the next day showed his Democratic challenger Tony Evers with as much as a 10 point lead over Walker. We'll talk to a polling expert about what to do when poll results say drastically different things. (Duration: 9 min, 9 sec)	Central Time	10/12/18 @ 3 pm
Political groups have already spent millions of dollars to influence voters choosing Wisconsin's next governor. Hear from a political reporter who's following that money and watching the strategies gubernatorial candidates are using on the air. (Duration: 34 min)	The Morning Show	10/15/18 @ 7:15 am
When the Census Bureau counts people in prison, it doesn't always count them as residents of their home districts. Instead, it counts them as residents of the district where the prison is located — even though most states place voting restrictions on prisoners. Learn the import of these laws and the consequences for democracy. (Duration: 20 min, 57 sec)	The Morning Show	11/5/18 @ 6 am

Voters across the country are angry, and with an election just around the corner, they'll likely be taking that anger with them to the polls. While political anger is nothing new, many feel like it's being amplified in the age of Donald Trump. An anger expert discusses how the emotion is being used by both candidates and voters these days, what all this political	The Morning Show	11/5/18 @ 7:15 am
anger is doing to us, and what, if		
anything, can be done about it. (Duration: 34 min)		
A look at the results of the national	The Morning Show	11/7/18 @ 6 am
races: voter turnout, what the new		, , ,
makeup of Congress means for policy,		
President Trump's response and more.		
(Duration: 21 min.)		
The new Democratic House of	The Morning Show	11/29/18 @ 6 am
Representatives majority met to vote on		
leadership. We discuss the results with a political scientist and find out how the		
opposition to Nancy Pelosi played out.		
(Duration: 9 min, 29 sec)		
State Republicans are getting ready to	Central Time	12/3/18 @ 4 pm
take up several proposals - some of		,, , ,
which are designed to weaken the power		
of incoming Gov. Tony Evers. Learn		
what's being considered and how the		
measures are being received on either		
side of the political aisle. (Duration: 10		
min, 38 sec)		
Gov. Walker addressed the public in	The Morning Show	12/17/18 @ 7 am
Green Bay and signed three bills into law		
that were passed during a extraordinary		
session. Learn what the bills mean for		
the Wisconsin Economic Development		
Agency, the Kimberly Clark Corporation		
and more. (Duration: 20 min, 58 sec)		