

WBIZ-FM
 Eau Claire, WI
 Quarterly Issues/Programs List
 Third Quarter, 2018
 10/01/2018

WBIZ-FM
 Quarterly Issues/Programs List

WBIZ-FM 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:

- **ARTS:** Eau Claire Children's Theatre
- **Depression:** Depression Mayo Health
- **Family:** Road To Resilience/Dance With ECCT
- **Health & Human Services:** Summer Blood Donations - more donors needed during summer months
- **HEALTH AND FITNESS:** Community Health Assessment Results - Obesity / Mental Health / Drug Abuse

**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
HEALTH AND FITNESS	Wisconsin Today	Community Health Assessment Results - Obesity / Mental Health / Drug Abuse	EC City/County Health Dept.	07/01/2018 06:31 AM	030:43
HEALTH AND FITNESS	Wisconsin Today	Community Health Assessment Results - Obesity / Mental Health / Drug Abuse	EC City/County Health Dept	07/08/2018 06:30 AM	030:43
HEALTH AND FITNESS	Wisconsin Today	Community Health Assessment Results - Obesity / Mental Health / Drug Abuse	EC City/County Health Dept	07/15/2018 06:32 AM	030:43

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
HEALTH AND FITNESS	Wisconsin Today	Community Health Assessment Results - Obesity / Mental Health / Drug Abuse	EC City/County Health Dept	07/22/2018 06:32 AM	030:43
HEALTH AND FITNESS	Wisconsin Today	Community Health Assessment Results - Obesity / Mental Health / Drug Abuse	EC City/County Health Dept.	07/29/2018 06:32 AM	030:43
Health & Human Services	Wisconsin Today	Summer Blood Donations - more donors needed during summer months	RED CROSS WESTERN WI.	08/05/2018 06:31 AM	029:03
ARTS	Wisconsin Today	Eau Claire Children's Theatre	EC Children's Theatre	08/12/2018 06:30 AM	029:34
ARTS	Wisconsin Today	CVTG/RED CEDAR YOUTH	Clear Channel Produced	08/19/2018 06:32 AM	030:43
Depression	Wisconsin Today	Depression Mayo Health	Clear Channel Produced	09/02/2018 06:33 AM	029:40
Family	Wisconsin Today	Road To Resilience/Dance With ECCT	Clear Channel Produced	09/09/2018 06:33 AM	030:00
Health & Human Services	Wisconsin Today	FEED MY PEOPLE	Clear Channel Produced	09/16/2018 06:31 AM	029:12
Drug Abuse	Wisconsin Today	Opioids	Clear Channel Produced	09/23/2018 06:31 AM	030:13
Drug Abuse	Wisconsin Today	Opioids	Clear Channel Produced	09/30/2018 06:31 AM	030:13

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.



Call Letters: WBIZ FM

Weekly Public Affairs Program

QUARTERLY ISSUES REPORT, JULY-SEPTEMBER, 2018

Disc # 2018-26

Date aired: 7/1/2018 Time Aired: 6:00 AM

Barry Schwartz, PhD, Professor of Psychology at Swarthmore College, author of *“Why We Work”*

Dr. Schwartz discussed his research that examined why Americans work. He said the reasons are surprising and complex, but that the need for a paycheck is not the primary factor. He discussed the most common trends and patterns that lead to happiness in the workplace, and how employers can try to improve productivity and employee satisfaction.

Issues covered:
Workplace Matters
Mental Health

Length: 9:27

William MacAskill, PhD, Associate Professor in Philosophy at Oxford University, cofounder of the nonprofit organizations Giving What We Can and 80,000 Hours, author of *“Doing Good Better: How Effective Altruism Can Help You Make a Difference”*

Dr. MacAskill said Americans often base their decisions on where to donate money and what career to pursue on emotions and false assumptions. He outlined five key questions that may help consumers make wiser altruistic decisions. He explained how to use evidence and careful reasoning to chart the best course to help others.

Issues covered:
Charitable Giving
Consumer Matters
Career

Length: 7:58

Katie Liljenquist, Assistant Professor of Organizational Leadership and Strategy at Brigham Young University's Marriott School of Management, expert in behavior and decision making

Prof. Liljenquist led a study that found that the smell of cleaning products can make people act more virtuous. She explained the reasons behind the behavioral changes. She also talked about potential ways to smells could be used to reduce societal problems such as crime or vandalism.

Issues covered:
Health
Parenting Issues

Length: 4:57

Show # 2018-27

Date aired: 7/8/2018 Time Aired: 6:00 AM

Alvin E. Roth, PhD, Craig and Susan McCaw Professor of Economics at Stanford University, Gund Professor of Economics and Business Administration Emeritus at Harvard University, author of *“Who Gets What — and Why: The New Economics of Matchmaking and Market Design”*

Dr. Roth is one of the world's leading experts on matching markets, where "sellers" and "buyers" must choose each other, and price isn't the only factor that determines who gets what. He explained how market designs affect many less obvious aspects of life, such as the chances of getting a job or whether a university accepts a prospective student.

Issues covered:

Length: 9:17

Economics

Career

Education

Joel Kahn, MD, Clinical Professor of Medicine at Wayne State University School of Medicine and Director of Cardiac Wellness, Michigan Healthcare Professionals PC, author of "*The Whole Heart Solution*"

According to Dr. Kahn, more than 75 percent of cases of heart attacks, strokes and other cardiovascular disease events are preventable. He explained how lifestyle choices can make a huge difference in the development of heart disease and he said changes in diet and exercise can often reverse the disease.

Issues covered:

Length: 8:01

Personal Health

Paul Tough, former editor at the New York Times Magazine, nationally recognized writer on poverty, education and the achievement gap

Mr. Tough discussed a groundbreaking anti-poverty initiative called the Harlem Children's Zone. The creator of the program theorized that in order for poor kids to compete with their middle-class peers, everything in their lives—their schools, neighborhoods, parenting practices—all must be changed at once.

Issues covered:

Length: 5:00

Poverty

Education

Minority Concerns

Parenting

Disc # 2018-28

Date aired: 7/15/2018 Time Aired: 6:00 AM

Elizabeth Wallace, co-author of "*The Ambition Decisions: What Women Know About Work, Family, and the Path to Building a Life*"

Over the last sixty years, women's roles at home and on the job have radically changed, and the question of whether they can really "have it all" is still debated. Ms. Wallace outlined three distinct paths where a woman's life and career choices may lead. She talked about the importance of the support of husbands when ambitious women move into high-level corporate positions. She offered advice for women who are facing today's complex career choices.

Issues covered:

Length: 9:22

Women's Concerns

Career

Marriage

Thomas Lickona, PhD, Developmental Psychologist, Professor of Education Emeritus at the State University of New York at Cortland, author of *"How to Raise Kind Kids: And Get Respect, Gratitude, and a Happier Family in the Bargain"*

Dr. Lickona has led the character education movement in schools for forty years. He outlined the tools that parents need to foster peace and cooperation at home. He explained how changes in our culture have made it harder than ever to raise kind kids. He offered suggestions for parents to deal with technology and the use of media by kids.

Issues covered:
Parenting
Children's Issues

Length: 7:52

Irwin Reyes, Researcher in the Usable Security and Privacy Group at the International Computer Science Institute, a laboratory affiliated with the University of California at Berkeley

Mr. Reyes led a study that found that more than 3300 Android apps from the Google Play Store are improperly tracking kids and are potentially violating federal law. He outlined the types of data that is being collected and what is being done with it. He believes similar results are likely with iPhones, but Apple's closed system prevents a similar study of its users. He offered advice to parents who are concerned about their children's privacy.

Issues covered:
Privacy
Children's Issues
Parenting

Length: 4:56

Show # 2018-29

Date aired: 7/22/2018 Time Aired: 6:00 AM

Stephen Kohn, attorney, Executive Director of the National Whistleblower Center, author of *"The Whistleblower's Handbook: A Step-By-Step Guide To Doing What's Right And Protecting Yourself"*

Every year, criminals and fraudsters rip off the federal government by committing tax fraud—stealing billions of taxpayer dollars in the process. However, it's becoming much more difficult to do so, thanks to a massive increase in whistleblower disclosures. Mr. Kohn discussed recent changes in laws that have made it much easier to report wrongdoing. He also explained what steps to take to weigh the plusses and minuses of blowing the whistle.

Issues covered:
Whistleblowing
Crime
Government Regulations

Length: 8:53

Mary Norris, longtime copy editor at "The New Yorker," author of *"Between You & Me: Confessions of a Comma Queen"*

Ms. Norris discussed the most common mistakes in spelling, punctuation and word usage, and why it is so important. She explained how new technologies and changes in our nation's education system have made proper grammar less "cool."

Issues covered:

**Education
Career**

Length: 8:21

Kevin Fiscella, MD, MPH, Associate Professor of Family Medicine and Community & Preventive Medicine at the University of Rochester School of Medicine & Dentistry

Dr. Fiscella discussed his groundbreaking research that found that the lives of nearly 8,000 black Americans could be saved each year if doctors could figure out a way to bring their average blood pressure down to the average level of whites. He talked about the reasons behind the gap between the races in controlling blood pressure, and the possible ways to reduce that gap.

Issues covered:

**Personal Health
Minority Concerns**

Length: 4:54

Show # 2018-30

Date aired: 7/29/2018 Time Aired: 6:00 AM

Maria Konnikova, journalist, psychologist, author of "*The Confidence Game: Why We Fall for It . . . Every Time*"

Ms. Konnikova explained how the world's most talented con men can so easily use persuasion and exploit trust to swindle even the most cautious consumers. She said human beings are hardwired to believe, no matter how educated they are about scams and ripoffs. She talked about the most common methods used by crooks to lure their victims in.

Issues covered:

**Crime
Consumer Matters**

Length: 9:04

Elizabeth Levy Paluck, PhD, Associate Professor of Psychology and Public Affairs at the Woodrow Wilson School of Public and International Affairs at Princeton University

Curbing bullying has long been a focal point for parents and schools, but Dr. Levy Paluck found that the answer may not lie within rules set by adults. Her team of researchers from Princeton, Rutgers and Yale found that students themselves, particularly those most connected to their peers, were able to reduce and resolve conflicts 30% more effectively than traditional methods used by adults.

Issues covered:

**Bullying
Youth at Risk**

Length: 7:51

Alex Hutchinson, PhD, contributing editor at Popular Mechanics magazine, author of "*Big Ideas: 100 Modern Inventions That Transformed Our World*"

Mr. Hutchinson consulted 25 experts at 17 museums and universities to determine the 100 greatest inventions of the modern era. He talked about the long-term trends of scientific research and government's role in it.

Issues covered:
Science
Government Spending

Length: 5:02

Show # 2018-31

Date aired: 8/5/2018 Time Aired: 6:00 AM

Sarah J. Clark, M.P.H., Associate Research Scientist, Department of Pediatrics at the University of Michigan's C.S. Mott Children's Hospital

Ms. Clark co-authored a poll that found that 62 percent of parents report difficulties finding childcare facilities that meet their health and safety standards. The poll also found that only half of parents considered themselves "very confident" at discerning which childcare options were truly safe and healthy. She outlined the most important questions that parents should ask when evaluating childcare providers. She said 82% of parents would be in favor of a national standard for health and safety for childcare centers and in-home childcare providers.

Issues covered:
Child Safety
Parenting

Length: 9:27

Benjamin H. Schnapp, MD, Assistant Professor, Assistant Emergency Medicine Residency Program Director in the University of Wisconsin School of Medicine and Public Health

Medical errors cause roughly 250,000 deaths per year in the U.S. Dr. Schnapp co-authored a study that examined errors in Emergency Rooms. He found that, even in chaotic ERs, doctors typically have the right medical information but might not act on it in the best way. He talked about the patterns he found in patients who are most vulnerable to errors. He offered suggestions for patients who want to prevent errors when they visit an ER.

Issues covered:
Medical Errors
Emergency Care

Length: 7:44

Jill Gonzalez, contributing editor at Popular Mechanics magazine, author of "*Big Ideas: 100 Modern Inventions That Transformed Our World*"

Ms. Gonzalez discussed her report that examined today's at-risk youth. She said about one in nine young Americans today is neither working nor in school, exposing them to greater risk of poverty, violence, drug abuse and homelessness. She explained how these risk factors follow young people into adulthood. She discussed the importance of education and social services.

Issues covered:
Youth at Risk
Violence
Poverty

Length: 4:50

Show # 2018-32

Date aired: 8/12/2018 Time Aired: 6:00 AM

Catherine Hodder, estate planning attorney, author of "*Estate Planning for the Sandwich Generation: How to Help Your Parents and Protect Your Kids*"

Ms. Hodder explained the importance of estate planning for those who are caring for both kids and aging parents. She outlined the critical documents that everyone should have in addition to a basic will. She also talked about the importance of communication with aging parents, and the usefulness of an emergency binder that organizes important documents in one place.

Issues covered:
Estate Planning
Senior Citizens
Parenting

Length: 8:22

Caitlin Cavanagh, Assistant Professor in the School of Criminal Justice at Michigan State University

Prof. Cavanagh led a study at Michigan State that found that mothers don't lose hope to see their sons graduate from high school, get married, find a good job and so on— even if they are arrested as a minor. Her findings were consistent, even for higher income families.

Issues covered:
Juvenile Crime
Parenting

Length: 8:54

Noreen Springstead, Executive Director of WhyHunger, a non-profit organization that focuses on grassroots solutions to end hunger and poverty

Ms. Springstead discussed the current scope of the hunger problem in the U.S. She explained why, even in a booming economy, the issue of hunger and food insecurity rarely changes. She outlined how people can get assistance if they are in need, and how volunteers can get involved in their local communities.

Issues covered:
Hunger
Poverty
Government Programs
Volunteerism

Length: 4:58

Show # 2018-33

Date aired: 8/19/2018 Time Aired: 6:00 AM

Bacall Hincks, Family Advocate and Program Coordinator at Children's Service Society of Utah

More than one million American children now live with grandparents, primarily because of their parent's addiction to opioids and other drugs. Ms. Hincks said this growing trend is causing grandparents to put off retirement and plow through savings to rescue their grandchildren from dangerous situations. She discussed how these difficult experiences can negatively affect children's mental and physical health.

Issues covered:
Parenting
Substance Abuse
Foster Care
Retirement

Length: 9:17

Maryanne Wolf, PhD, Professor of Child Development and Director of the Center for Reading and Language Research at Tufts University, author of *“Reader, Come Home: The Reading Brain in a Digital World”*

Prof. Wolf discussed the latest research into the human brain as we become increasingly dependent on digital technologies, rather than the printed word. She expressed concerns for both children’s and adults’ ability to “deep read,” as the brain is literally rewired by huge amounts of short bursts of information. She offered suggestions for how the nation’s education system needs to adapt.

Issues covered:

Length: 8:04

**Literacy
Education
Technology**

David Michael Slater, teacher, author of *“We’re Doing It Wrong: 25 Ideas in Education That Just Don’t Work—And How to Fix Them”*

Mr. Slater explained why he believes that many current approaches in education simply aren’t working—for students, for teachers, and for society at-large. He explained how teacher evaluations could be improved and why anti-bullying programs in schools don’t work.

Issues covered:

Length: 4:50

Education

Show # 2018-34

Date aired: 8/26/2018 Time Aired: 6:00 AM

Diane Mullins, founder of Deborah’s Voice, a national non-profit women’s advocacy organization

Pastor Mullins said that child trafficking has become the 2nd largest criminal activity in the world behind illegal drug sales. She said most Americans are unaware of the existence of human trafficking and forced prostitution in their own towns, but it is surprisingly prevalent – not just on dimly lit street corners, but at music concerts, VIP dinners, and sporting events. She talked about techniques used by human traffickers to select their victims.

Issues covered:

Length: 7:26

**Human Trafficking
Women’s Issues
Crime**

Dawn Graham, PhD, psychologist, employment and career expert, Director of Career Management for the Executive MBA Program at The Wharton School, author of *“Switchers: How Smart Professionals Change Careers -- and Seize Success”*

Dr. Graham offered job search advice, particularly for those in middle age who are considering career changes. She said a job search in a new field or occupation requires much more work than a typical job search. She offered suggestions on how to tailor a resume to sidestep age biases and other potential hurdles.

Issues covered:

Length: 9:45

Career

Aging

Susie Vanderlip, teen counselor, author of *“52 Ways to Protect Your Teen”*

Ms. Vanderlip has conducted school assemblies for more than 1 million teens and adults, aimed at helping youth make wise choices and seek help. She talked about the motivations of today's teenagers and why parents may be fearful of their kids. She offered tips to improve communication in a parent/teen relationship.

Issues covered:

Youth at Risk
Parenting Issues
Drug Abuse

Length: 4:54

Show # 2018-35

Date aired: 9/2/2018 Time Aired: 6:00 AM

Susan B. Roberts, Ph.D., Director of the Energy Metabolism Laboratory at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston

Most people think of fast food when they imagine the unhealthy effects of eating out. Dr. Roberts led a study that found that 92 percent of meals from both large-chain and non-chain local restaurants exceeded recommended calorie requirements for a single meal. She explained how to keep tabs on restaurant portion sizes and calorie information. She proposed local legislation to require restaurants to offer partial portions at partial prices.

Issues covered:

Nutrition
Personal Health
Consumer Matters
Government Regulations

Length: 8:31

Marc Goodman, law enforcement and counterterrorism expert, author of *“Future Crimes: Inside the Digital Underground and the Battle for Our Connected World”*

Technology has improved our lives immeasurably, but Mr. Goodman said that a new tidal wave of tech advancements—from implantable medical devices to drones to WiFi thermostats—are all susceptible to hacking, with disastrous consequences. He explained some of the greatest concerns for the average consumer and how to attempt to keep devices secure.

Issues covered:

Crime
Online Security

Length: 8:45

Sissy Lappin, veteran real estate agent, author of *“Simple and Sold: Sell Your House Fast and Keep the Commission”*

Selling a house can be expensive. Ms. Lappin said that sales commissions typically devour 40-60% of a home seller's equity. However, she believes that the Internet has made it far easier for a property owner to take control of their own home-selling process and save money. She outlined the basic steps and common pitfalls.

Issues covered:
Consumer Matters
Personal Finance

Length: 4:57

Show # 2018-36

Date aired: 9/9/2018 Time Aired: 6:00 AM

Justin Lee, social activist, author of *"Talking Across the Divide: How to Communicate with People You Disagree with and Maybe Even Change the World"*

America is more polarized than ever. Mr. Lee talked about his years of experience in trying to bridge the gap between the homosexual community and the Christian church. He explained how to communicate with people who have opinions that are diametrically opposed from your own, how to empathize with them, and how to possibly change their minds. He outlined five key barriers that make people resist differing opinions.

Issues covered:
Political Incivility
Citizenship
Religion
LGBT Issues

Length: 7:54

Beth Macy, journalist, author of *"Dopesick: Dealers, Doctors, and the Drug Company that Addicted America"*

Ms. Macy discussed her investigation into the origins of America's twenty-plus year struggle with opioid addiction and how this national crisis has become so firmly entrenched. She talked about the most promising methods of treatment for opioid addiction and why some are considered controversial. She also outlined several grassroots efforts to fight the epidemic.

Issues covered:
Drug Addiction
Crime
Government Policies

Length: 9:22

Timothy J. Mohin, environmental advocate, Director of Corporate Responsibility at Advanced Micro Devices, author of *"Changing Business from the Inside Out: A Treehuggers Guide to Working in Corporations"*

American corporations are gradually becoming more socially responsible. Mr. Mohin outlined the reasons behind this trend, and explained how "treehuggers" working inside the system can lead the effort. He said young professionals now view "having an impact" as a much more important career goal than many other more traditional priorities.

Issues covered:
Environment
Workplace Matters

Length: 5:01

Show # 2018-37

Date aired: 9/16/2018 Time Aired: 6:00 AM

Chris Bailey, productivity expert, author of *"Hyperfocus: How to Be More Productive in a World"*

of Distraction”

Mr. Bailey said that the human brain has two powerful modes that can be unlocked when we use our attention well: a focused mode and a creative mode. He explained how to unlock each of these mental modes in order to concentrate more deeply, think more clearly, and work and live more deliberately every day. He explained how to minimize distractions that can cause problems at work and in personal relationships.

Issues covered:
Workplace Matters
Career

Length: 8:31

Janet Murnaghan, journalist, author of “Saving Sarah: One Mother's Battle Against the Health Care System to Save Her Daughter's Life”

Ms. Murnaghan's young daughter desperately needed a set of donor lungs. A set of lungs was available and there was nothing standing in the way medically, but a federal policy barred children under the age of 12 from receiving adult lungs. Ms. Murnaghan talked about her quest to save Sarah and other kids in similar situations. After a court fight and through the use of social media, she eventually convinced the government to change organ donation rules permanently.

Issues covered:
Organ Donation
Government Regulation

Length: 8:44

KJ Dell'Antonia, editor of the Motherlode blog in the New York Times from 2011 until 2016, author of “*How to be a Happier Parent: Raising a Family, Having a Life, and Loving (Almost) Every Minute*”

Ms. Dell'Antonia said that in her research and writing about family life over the years, one topic keeps coming up again and again: parents crave a greater sense of happiness in their daily lives. She discussed the most common problem areas that cause parents the most grief, and suggested steps parents can take to make them better.

Issues covered:
Parenting

Length: 5:12

Show # 2018-38

Date aired: 9/23/2018 Time Aired: 6:00 AM

Alex M. Susskind, PhD, Associate Professor at the School of Hotel Administration at Cornell University

Prof. Susskind co-authored a study that found that diners at full service restaurants whose menus listed calories ordered fewer calories in their appetizer and entree courses. He said even the chefs at the restaurants in the study were startled by the high number of calories in some dishes. He said the study highlights the critical importance of information for consumers to make wise decisions.

Issues covered:
Nutrition
Government Regulation
Consumer Matters

Length: 7:39

Patricia Hunt, PhD, Meyer Distinguished Professor in the School of Molecular Biosciences at Washington State University

Prof. Hunt is the geneticist who discovered the dangers of the endocrine disrupting chemical bisphenol A (BPA) in plastic products twenty years ago. Her latest study examined the effects of several BPA alternatives. She found that that these replacements impact reproduction in mice in much the same way as BPA. She offered advice to consumers on how to avoid products that may contain these hormone-disrupting compounds.

Issues covered:
Personal Health
Government Regulation
Consumer Matters

Length: 9:33

Liz Weston, Certified Financial Planner, personal finance columnist at Nerdwallet.com

In the year since the Equifax security breach, which exposed the personal information of hundreds of millions of Americans, only 10 percent of consumers reported placing a freeze on their credit, according to a survey by NerdWallet and the Harris Poll. Ms. Weston said, effective Sept. 21, consumers can freeze and unfreeze their credit files for free at all credit reporting agencies. She explained why it is particularly important for parents to freeze the credit of children under the age of 16.

Issues covered:
Identity Theft
Personal Finance
Crime Prevention

Length: 4:58

Show # 2018-39

Date aired: 9/30/2018 Time Aired: 6:00 AM

Hilarie Gamm, tech industry expert, author of "*Billions Lost: The American Tech Crisis and the Road Map to Change*"

Ms. Gamm explained why parents, educators, and employers urgently need to understand today's generation of teens and young adults. She talked about the revolutionary effect that technological advances have had on education and the development of the human mind. She said every American needs to have a basic understanding of current technology because of the wide ranging ramifications these changes have on legislation, regulation and privacy.

Issues covered:
Education
Career
Parenting

Length: 8:48

Kelsey Graham, PhD, pollinator conservation specialist at Michigan State University

Dr. Graham explained the importance of bees to the nation's food supply. She also discussed the role that pesticides and climate change may be having on bee populations in North America. She outlined simple steps that people can take to increase bee populations in their communities.

Issues covered:

Length: 8:27

**Agriculture
Environment**

Kristin Rosenthal, pedestrian and bike safety expert from Safe Kids Worldwide

About every five days, a child in the U.S. dies from a train collision. Ms. Rosenthal said young people, particularly teenagers, do not understand how dangerous railroad tracks and crossings are. She offered advice to parents to teach their kids to not walk or take selfies on railroad tracks, to not walk with earbuds in, and to never try to beat a train at a railroad crossing.

Issues covered:
Child Safety
Traffic Safety

Length: 4:52

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**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
	United Way	000:30	002
Ad Council	Ad Council	000:15	010
Ad Council	Ad Council	000:30	033
Ad Council	Ad Council	001:00	010
Ad Council	PSA - Emergency Preparedness - Hero Steve 15	000:15	001
AMERICAN RED CROSS	American Red Cross	000:29	010
ANIMAL WELFARE	Shelter Pet Project.org	000:30	067
Cancer	American Lung Assoc	000:30	001
Cancer	STAND UP TO CANCER	000:15	014
Cancer	STAND UP TO CANCER	000:30	009
Cancer	STAND UP TO CANCER	001:00	010
Cancer	Susan G. Komen	000:15	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Cancer	Susan G. Komen	001:00	003
Community Engagement	CE PSA: Generic	000:07	010
COMMUNITY INVOLVEMENT	NO KID HUNGRY	000:30	003
COMMUNITY INVOLVEMENT	NO KID HUNGRY CAMPAIGN	000:30	001
DISASTER RELIEF	100 ROOFS	000:30	005
Environmental	Keep America Beautiful	000:15	001
Environmental	Keep America Beautiful	001:00	002
Family	AARP	000:30	020
Family	United Negro College Fund	000:15	016
Family	United Way	000:30	011
HEALTH AND FITNESS	PROSTATE CANCER FOUNDATION	000:30	011
Mental Health	US Dept. Health & Human Svc	000:20	002
Miscellaneous	Found. Better Life - Values	000:30	031
Miscellaneous	MATCHING DONORS DOT COM	000:30	096
NATIONAL SUMMER LEARNING ASSO	NATIONAL SUMMER LEARNING	000:30	024
NATIONAL SUMMER LEARNING ASSO	SUMMER LEARNING	000:31	016
POVERTY	GLOBAL CITIZEN FESTIVAL	000:31	005
PSA	9-11 DAY	000:30	007
PSA	PSA - Adoption From Foster Care - Haircut 15	000:15	002
PSA	PSA - Adoption From Foster Care - Multiple Choice Pare	000:15	001
PSA	PSA - Academy of Ortho Surgeons - Prevent Elderly Falls	001:00	001
PSA	PSA - Adoption from Foster Care - Breakup :60	001:00	002
PSA	PSA - Adoption from Foster Care - Haircut :60	001:00	001
PSA	PSA - Adoption from Foster Care - Multiple Choice Paren	000:15	001
PSA	PSA - Banfield Foundation - Pet Disaster Prep :15	000:15	001
PSA	PSA - Banfield Foundation - Pet Disaster Prep :30	000:30	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PSA	PSA - Best Friend Animal Society - Buy	000:30	001
PSA	PSA - Best Friend Animal Society - Lil Bub	000:31	001
PSA	PSA - Breast Cancer Risk Edu - Know Your Girls : 15	000:15	001
PSA	PSA - Caregiver Assistance - Roles 30	000:30	003
PSA	PSA - Catholic Charities - Client's Prayer 30	000:30	001
PSA	PSA - CDC - Hidden Disease Hep C 60	000:57	001
PSA	PSA - CDC - Jessica's Asthma Tip	000:31	001
PSA	PSA - CDC - The Right Tool 30	000:30	001
PSA	PSA - CDC - Tiffany's Quit Smoking Tip	001:01	001
PSA	PSA - Child Passenger Safety - Slo-Mo 30	000:30	001
PSA	PSA - Child Passenger Safety - Age Means Everything 30	000:30	001
PSA	PSA - Child Passenger Safety - Age Means Everything 60	001:00	001
PSA	PSA - Child Passenger Safety - Let Me Ask You 15	000:15	003
PSA	PSA - Child Passenger Safety - Let Me Ask You 30	000:30	001
PSA	PSA - Child Passenger Safety - Overconfidence 60	001:00	002
PSA	PSA - Child Passenger Safety - Teen Titans Right Seat	000:30	001
PSA	PSA - Child Passenger Safety - You Do So Much 30	000:30	001
PSA	PSA - Child Passenger Safety - You Do So Much 60	001:00	001
PSA	PSA - DAV - Victories - Wade Armando Jason 60	001:00	001
PSA	PSA - Emergency Preparedness - Change of Plans Flood 30	000:30	001
PSA	PSA - Emergency Preparedness - Tornado 30	000:30	001
PSA	PSA - Ending Hunger - Donna 15	000:15	002
PSA	PSA - HS Equivalency - Carissa 30	000:31	001
PSA	PSA - HS Equivalency - Jackie 60	001:00	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PSA	PSA - HS Equivalency - Marco 30	000:31	001
PSA	PSA - HS Equivalency - Marco 60	001:01	001
PSA	PSA - HUD - Imagine 30	000:30	002
PSA	PSA - HUD - Imagine 60	001:00	001
PSA	PSA - Humane Soc Wildlife Land Trust - Hunting Trapping	000:30	001
PSA	PSA - JMF - When I Grow Up Andy 30	000:30	001
PSA	PSA - JMF - When I Grow Up Ballerina 30	000:30	003
PSA	PSA - JMF - When I Grow Up Doctor 30	000:30	001
PSA	PSA - JMF - When I Grow Up Fireman 30	000:30	001
PSA	PSA - JMF - When I Grow Up Rockstar 30	000:30	001
PSA	PSA - JMF - When I Grow Up Teacher 30	000:30	001
PSA	PSA - Job Training & Employment - designer jeans 30	000:30	001
PSA	PSA - K9 Companions - Independence 30	000:30	001
PSA	PSA - K9 Companions - Independence 60	001:00	001
PSA	PSA - LGBT Acceptance - Questions :60	001:01	001
PSA	PSA - LLS - Light The Night Walk 30	000:30	001
PSA	PSA - Lung Cancer Screening - Next Step :30	000:30	001
PSA	PSA - Make A Wish - One Moment 15 2018	000:15	001
PSA	PSA - Meals On Wheels - Desk :15	000:15	001
PSA	PSA - Meals On Wheels - What Does MOW Do?:15	000:15	002
PSA	PSA - MS Society - Walk MS Together :15	000:15	001
PSA	PSA - MS Society - Walk MS Together :60	001:00	001
PSA	PSA - Paralyzed Vets Of America - Vets 4Life :30	000:30	001
PSA	PSA - Paralyzed Vets Of America - Vets 4Life :60	001:00	003
PSA	PSA - Pest Management - Pests Without Borders 30	000:31	001
PSA	PSA - Poison Control - Make The Call v1 15	000:15	003
PSA	PSA - Poison Control - Make The Call v2 15	000:15	001

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PSA	PSA - Poison Control - Make The Call v2 30	000:30	001
PSA	PSA - Saving For Retirement - House Ace 30	000:30	001
PSA	PSA - Shatterproof - Rise Up :60	001:00	002
PSA	PSA - St Jude - Dr Beth Stewart :30	000:30	002
PSA	PSA - St Jude - Family 60	001:00	001
PSA	PSA - St Jude - Finding Time 30	000:30	002
PSA	PSA - St Jude - Modern Miracles :60	001:00	001
PSA	PSA - St Jude - Progress 15	000:15	002
PSA	PSA - St Jude - Voice of the Donor :60	001:00	001
PSA	PSA - St Jude Finding Help 60	001:00	001
PSA	PSA - Stand Up 2 Cancer - Clinical Trials 15	000:15	001
PSA	PSA - Stand Up 2 Cancer - Clinical Trials 30	000:30	001
PSA	PSA - Stand Up 2 Cancer - Whatever It Takes 15	000:15	001
PSA	PSA - Stand Up 2 Cancer - Your Body Your Hope 15	000:15	001
PSA	PSA - The Y - Greetings, Support	000:30	001
PSA	PSA - The Y - Voices, Support	000:30	001
PSA	PSA - Type 2 Diabetes Prevention - Julius Randle Revers	001:00	001
PSA	PSA - VA - Stand With Us 60	001:00	001
PSA	PSA - WIAA - Isn't It Amazing 60 (Officials Recruit)	001:00	003
PSA	PSA - WIAA - Leader We Can Depend On 30	000:30	001
PSA	PSA - WIAA - Leader We Can Depend On 60	001:00	001
PSA	PSA - WIAA - Off and Running 60	001:00	004
PSA	PSA - WIAA - Purpose Love For The Game 60	001:00	001
PSA	PSA - Wounded Warrior - Kelsey Grammer :30	000:31	001
PSA	PSA - Wounded Warrior - Kelsey Grammer:15	000:17	001
PSA	PSA - Wounded Warrior - Not On My Watch :30	000:30	001
PSA	PSA - Wounded Warrior - Not On My Watch :60	001:00	002

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PSA	PSA - Wounded Warrior - Step Up :60	001:00	002
PSA	PSA--EC--Ad Council Texting & Driving	000:15	004
PSA	PSA--EC--Ad Council Texting & Driving	000:30	011
PSA	PSA--EC--Ad Council Texting & Driving	001:00	005
SAFE DRIVING	PROJECT YELLOW LIGHT	000:30	003
Veteran Support	Dept. Veterans Affairs	000:30	012
WELLNESS	HEART ASSOCIATION	000:30	010
WELLNESS	MATCHING DONORS DOT COM	000:31	011
WELLNESS	Natl Assoc Board of Pharmacy	000:15	010
WELLNESS	Natl Assoc Board of Pharmacy	000:30	004
WELLNESS	Natl Assoc Board of Pharmacy	001:00	010
WELLNESS	US Dept. Health & Human Svc	000:30	027
WI Med Society	PSA--EC--Family	000:29	005
WI Med Society	PSA--EC--Religion	000:29	020
WI Med Society	WI Medical Society	000:29	032