



Issues and Programs Report for
WTMJ-AM
1st Quarter, 2024
01/01/2024 through 3/31/2024

Prepared By:

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1st Quarter 2024 - 01/01/2024 to 03/31/2024

Issues of Concern to Milwaukee, Wisconsin

1. The GOP Presidential Candidate Race – The 2024 election year is gaining momentum as the country voted on who will represent Republicans in the Presidential race to take on incumbent Joe Biden.
2. Local Wisconsin Politics – Another year of voting for Wisconsinites including referendums, mayoral races, budget allocations, legislative map redraws, and more. This quarter also included a fair share of controversy with election fraud and redistricting on the desk of state legislators.
3. Mild Winter Weather – Winter has come and gone but the prototypical winter weather has been absent. That has directly impacted Wisconsin's northern counties who rely on winter sports and activities to boost their economies. The lack of winter weather has severely hampered those counties economically.

1st Quarter 2024 – 01/01/2024 to 03/31/2024

WTMJ-AM Programs Addressing Community Issues

1. Wisconsin's Morning News
Monday – Friday, 6 am – 9 am
Wisconsin's Morning News is a show focused on covering the stories that matter to people in Milwaukee. A normal broadcast features live and recorded reports from reporters covering local and national stories. WTMJ's news anchors also talk live to newsmakers of the day.
2. The Political Power Hour
Monday – Friday, 9 am – 10 am
The Political Power Hour is a politics driven show with a 360 point of view. No matter the side, no matter the story, the Political Power Hour with host Steve Scaffidi dissects every issue in the world of politics alongside a panel of experts and lawmakers.
3. The Upswing
Monday – Friday, 10 am – 11 am
The Upswing focuses on the ever-evolving business industry. With an emphasis on Wisconsin, host Jeff Sherman dives deep into all angles of the business world and how it not only affects the state's economy, but also how the world of business impacts community and families who make up those communities.
4. Wisconsin's Midday News
Monday – Friday, 11 am – 1 pm
Wisconsin's Midday News is your mid-day check point to catch up on all of the day's news. A recap of the biggest headlines of the morning while also looking ahead to the most prevalent and impactful headlines. Along with expert interviews with Wisconsin newsmakers, the middays now belong to the news.
5. Spanning the State
Monday – Friday 1 pm – 3 pm
Wisconsin is 65,498 square miles – and Spanning the State covers every bit of it. The mission statement of Spanning the State is to profile the most interesting, thought provoking, stories that Wisconsin has to offer. No mile will be left undiscovered on Spanning the State.
6. Wisconsin's Afternoon News
Monday – Friday, 3 pm – 6 pm
Wisconsin's Afternoon News covers the news and events of the day, talking to newsmakers and people who can help WTMJ's audience understand the day's events and how those events affect them.

1st Quarter 2024 - 01/01/2024 to 03/31/2024

Most Significant Issue-Responsive Programming

ISSUE: THE GOP PRESIDENTIAL CANDIDATE RACE

Wisconsin's Morning News

01/02/24

Air Time: 6:40 a.m.

Duration: 5 minutes

The Wisconsin Elections committee met for their Presidential Preference Meeting. The goal of this meeting was to decide if Former President Donald Trump would be eligible to appear on the 2024 Presidential ballot. The initial legislation was put forth but struck down. The committee met and made the decision for him to appear on the state primary ballot.

Wisconsin's Morning News

01/03/24

Air Time: 6:21 a.m.

Duration: 7 minutes

Now the Presidential Preference Committee that discussed former President Donald Trump appearing on the GOP primary ballot met to hear arguments for and against Trump appearing on the ballot. Will this legal argument continue as the primary approaches? Will the case continue up to the state Supreme Court?

Political Power Hour

01/09/24

Air Time: 11:46 a.m.

Duration: 4 minutes

Blogger Christian Schneider joined the Political Power Hour on the phone, and they discussed the Republican primary presidential race and Nikki Haley's potential strategy to eliminate Chris Christie and Ron DeSantis from the competition.

Wisconsin's Morning News

01/11/24

Air Time: 7:21 a.m.

Duration: 8 minutes

Wisconsin's Morning News recapped the GOP Debate last night and it was DeSantis vs. Haley on the debate stage throwing barbs back and forth at each other. Attacks against Haley's corporate greed and DeSantis' handling of migrants were the main headline in a night of 'debating'.

Wisconsin's Afternoon News

01/11/24

Air Time: 5:16 p.m.

Duration: 7 minutes

TMJ4's Chief Political Reporter Charles Benson joined John Mercure and Greg Matzek live from Iowa for the Iowa Primary Election. The caucus had handwritten, and hand counted ballots. Benson said the winner of this did not guarantee a total GOP candidate win.

Political Power Hour

01/12/24

Air Time: 9:12 a.m.

Duration: 24 minutes

Political strategists Bill McCoshen and Joe Zepecki joined WTMJ host Steve Scaffidi on the phone due to weather. They started the hour talking about Chris Christie dropping out of the Republican presidential primary race, its impact on the race and the countdown to the Iowa caucus. They also reacted to the debate from a few days prior.

Wisconsin's Morning News

01/15/24

Air Time: 6:10 a.m.

Duration: 5 minutes

ABC's Steven Portnoy joined Wisconsin's Morning News live from Iowa as the caucuses begin today. For the first time, Republican voters actually got to vote for former president Donald Trump. Steven described the atmosphere in Iowa as the first big battleground state kicked off primary election season!

Wisconsin's Morning News

01/15/24

Air Time: 8:11 a.m.

Duration: 8 minutes

TMJ4 Political Reporter Charles Benson joined Wisconsin's Morning News live from Iowa as the Iowa Republican Caucuses begins tonight! It's cold! Will that hamper voting numbers? Trump was the headline, but if people assume he's winning by so much – would they go and vote? Charles spoke about the protocols for the first night of the Caucuses and what the matchup between Haley, DeSantis, and Trump would be like this week.

Political Power Hour

01/16/24

Air Time: 9:12 a.m.

Duration: 20 minutes

Donald Trump won the Iowa Caucus the night prior with Ron DeSantis and Nikki Haley well behind him in 2nd and 3rd, respectively. WTMJ host Steve Scaffidi opened the talk and text line to ask listeners if the election was already over before it started. Steve was not so sure and was skeptical about Iowa's ability to predict the election. Blogger Dan Shafer joined Steve to talk about the Iowa Caucus further and polls for the primary in New Hampshire.

Political Power Hour

01/19/24

Air Time: 9:10 a.m.

Duration: 16 minutes

WTMJ Host Steve Scaffidi and political strategists Bill McCoshen and Joe Zepecki shared their thoughts on Iowa caucus and what it meant for the three remaining candidates in the Republican presidential race and how the race could be over sooner than expected. This meant another round of former president Donald Trump vs current president Joe Biden in the general election.

Wisconsin's Morning News

01/22/24

Air Time: 6:51 a.m.

Duration: 7 minutes

ABC's Steven Portnoy joined Wisconsin's Morning News following DeSantis' drop out of the GOP Presidential campaign. The timing was interesting. Why did it come now before the New Hampshire caucuses? Now that it is clearly Haley v. Trump in the GOP Presidential Candidate race, what would be next for the Presidential hopefuls?

Political Power Hour

01/22/24

Air Time: 9:41 a.m.

Duration: 14 minutes

Ron DeSantis had announced that he was dropping out of the Republican race for president and endorsed frontrunner Donald Trump. WTMJ host Steve Scaffidi opened the talk and text line to ask listeners for their thoughts on Haley versus Trump. ABC's Steven Portnoy previewed the caucus where Haley held a distinct advantage.

Wisconsin's Afternoon News

01/22/24

Air Time: 4:47 p.m.

Duration: 8 minutes

ABC News Anchor Michelle Franzen joined John Mercure and Greg Matzek the day before the New Hampshire Primary, which was between Nikki Haley and former President Donald Trump. It is not clear if Haley would have the votes or funds to continue. There was a lot of friction in the Republican Party.

Political Power Hour

01/23/24

Air Time: 9:41 a.m.

Duration: 14 minutes

Political Power Hour host Steve Scaffidi opened the talk and text line to ask listeners if primaries in states like Iowa, New Hampshire and South Carolina should be the first ones to decide presidential nominees. Blogger Dan Shafer joined Steve to talk about these early primaries as a decider and Nikki Haley's chances against Trump.

Political Power Hour

01/24/24

Air Time: 10:09 a.m.

Duration: 20 minutes

Political Power Hour host Steve Scaffidi gave his reaction to the New Hampshire Republican primary where Donald Trump handedly beat Nikki Haley. Steve was later joined via the phone by former National Libertarian Party Chair Nicholas Sarwark who was a New Hampshire voter. Steve asked Nicholas for his perspective on the results and third parties like Libertarians and No Labels.

Wisconsin's Afternoon News

01/24/24

Air Time: 5:16 p.m.

Duration: 5 Minutes

Following Nikki Haley's Loss in the New Hampshire primary, Marquette Law School's Poll Director Charles Franklin joined John Mercure and Greg Matzek to talk about how bad of a blow it was to her campaign. Haley said she was committed to staying in the campaign even though it did not seem worth it. Franklin said it is not over until it is over though.

Political Power Hour

01/25/24

Air Time: 9:37 a.m.

Duration: 16 minutes

Rick Esenberg from the Wisconsin Institute for Law and Liberty joined WTMJ host Steve Scaffidi via the phone to ask if Donald Trump could pardon himself if he won the presidency. They also discussed Nikki Haley's chances of beating him and whether 2024's general election would be a repeat of the one in 2020.

Wisconsin's Afternoon News

01/25/24

Air Time: 3:36 p.m.

Duration: 5 minutes

ABC News' Politics Reporter Brittany Shephard joined John Mercure and Greg Matzek to discuss how Former President Donald Trump targeted the donor base for Nikki Hayley, which posed the question: How long will she last as a GOP Candidate? Nikki may have seemed to be the only hope for democracy as she targeted her home state of South Carolina.

Political Power Hour

01/26/24

Air Time: 9:11 a.m.

Duration: 8 minutes

WTMJ host Steve Scaffidi asked political strategists Joe Zepecki and Bill McCoshen if the 2024 presidential general election would become another Donald Trump versus Joe Biden race or if Nikki Haley still had a chance to beat Trump.

Political Power Hour

02/01/24

Air Time: 10:09 a.m.

Duration: 13 minutes

Recent polls at the time showed that Donald Trump was ahead of Nikki Haley in the South

Carolina Republican Presidential Primary. WTMJ host Steve Scaffidi opened the talk and text line to ask listeners for their thoughts on this.

Wisconsin's Afternoon News

02/13/24

Air Time: 3:47 p.m.

Duration: 6 minutes

CBS News' Chief Washington Correspondent Major Garrett joined John Mercure and Wyatt Barmore-Pooley to talk about how the world viewed the potential repeat of the 2020 election or the re-election of former President Donald Trump. He predicted instability in America.

Wisconsin's Midday News

02/21/24

Air Time: 11:09 a.m.

Duration: 3 minutes

Greg Matzek and Jessica Tighe discussed Nikki Haley's decision to remain in the Republican Presidential race despite poll results which suggested a near impossible chance of winning the Republican nomination for President. Greg Matzek played audio of Nikki Haley encouraging voters to make their voices heard at the polls.

Political Power Hour

02/23/24

Air Time: 9:37 a.m.

Duration: 6 minutes

Nikki Haley was still in the Republican primary presidential race and was gaining momentum. WTMJ host Steve Scaffidi and political strategists Bill McCoshen and Joe Zepecki discussed whether she still had what it takes to beat Trump and if Trump has what it takes to beat President Joe Biden.

Wisconsin's Midday News

02/26/24

Air Time: 11:08 a.m.

Duration: 3 minutes

Greg Matzek and Jessica Tighe discussed Former President Donald Trump's victory over Nikki Haley in South Carolina's Republican Presidential Primary. Greg and Jessica highlighted the impact of the loss for Haley in her home state of South Carolina. Jessica Tighe reported news of Americans for Prosperity Action's paused financial support of Nikki Haley's campaign.

Wisconsin's Morning News

03/05/24

Air Time: 6:41 a.m.

Duration: 8 minutes

Super Tuesday has come and gone which set up the final showdown to determine who the GOP would pick as their nominee. Wisconsin's Morning News played clips from Haley and from Trump speaking at their respective rallies. 13 states headed to the polls today.

Political Power Hour

03/05/24

Air Time: 9:09 a.m.

Duration: 9 minutes

With this day being Super Tuesday, WTMJ host Steve Scaffidi began the show by asking columnist Christian Schneider on the phone for his thoughts on the day and what was at stake for Nikki Haley who was running for the Republican nomination for U.S. president.

Wisconsin's Midday News

03/05/24

Air Time: 11:16 a.m.

Duration: 5 minutes

ABC News Correspondent Em Nguyen joined Greg Matzek and Jessica Tighe on Super Tuesday and discussed how the day was a pivotal moment for Nikki Haley and her presidential campaign. Em Nguyen explained why states like Colorado, Maine, California, Texas and North Carolina were so important for both Donald Trump and Nikki Haley on their campaign trail.

Wisconsin's Afternoon News

03/05/24

Air Time: 3:22 p.m.

Duration: 4 minutes

ABC Reporter Em Nguyn joined John Mercure and Julia Fello on Super Tuesday. She was watching how former President Donald Trump was leading in every state over Nikki Haley, who he planned to knock out of the race. Haley struggled to make a real mark.

Wisconsin's Morning News

03/06/24

Air Time: 6:10 a.m.

Duration: 4 minutes

Right out of the gate, Wisconsin's Morning News broke the news that Nikki Haley had dropped out of the race for the GOP nominee for President. Looks like that belongs to Trump. What would be next for Haley? Would she flip 180 and endorse Trump? Nothing yet – but she says she will encourage Trump to earn the votes she is giving up. She will speak at a conference at 9 am today.

Wisconsin's Midday News

03/06/24

Air Time: 11:16 a.m.

Duration: 5 minutes

ABC News Correspondent Em Nguyen joined Greg Matzek & Jessica Tighe and discussed the news of Nikki Haley suspending her presidential campaign. This came after Haley only won in the state of Vermont on Super Tuesday. Em Nguyen explained why this result did not come as a surprise. Em Nguyen described Nikki Haley's unwillingness to endorse Donald Trump as well. Em Nguyen pointed out Nikki Haley's strong support in college towns and suburban areas and why this was an area of weakness for Donald Trump and his presidential campaign.

ISSUE: LOCAL WISCONSIN POLITICS

Political Power Hour

01/02/24

Air Time: 9:34 a.m.

Duration: 13 minutes

Blogger Dan Shafer joined WTMJ Host Steve Scaffidi to talk about the big political events up ahead for Wisconsin including elections, the RNC and new legislative maps. They also discussed whether they would get drawn by the end of 2024.

Wisconsin's Morning News

01/10/24

Air Time: 6:52 a.m.

Duration: 5 minutes

Dr. Ken Harris joined Wisconsin's Morning News and spoke about Milwaukee DA John Chisolm's announcement this week that he will not seek reelection as the District Attorney. Chisolm is notoriously soft on crime and hasn't lowered the crime rate – evidence Dr. Ken cited as a reason he said good riddance to Chisolm.

Wisconsin's Morning News

01/17/24

Air Time: 6:51 a.m.

Duration: 7 minutes

A new referendum headed to local office with increased taxes and funding for MPS included in that referendum. 101.7 The Truth host Dr. Ken Harris joined the show and was torn. On one hand, we should support our school systems, but Dr. Ken asked where did the money go when there was a passed referendum in 2020? Dr. Ken said to do the budget first, then ask for the referendum.

Wisconsin's Afternoon News

02/21/24

Air Time: 3:16 p.m.

Duration: 7 minutes

Waterford Union Superintendent Lucas Francois joined John Mercure and Sandy Maxx following the defeat of two proposed referendums for the Waterford School District. This was the third time that they had recently gone to referendum and Francois said the economic process could be better for schooling. The next step would be to go back to the community to help support the financials they lacked.

Political Power Hour

02/22/24

Air Time: 9:08 a.m.

Duration: 12 minutes

Political Power Hour host Steve Scaffidi was joined on the phone by Wisconsin Governor Tony Evers to ask about how he felt about the maps he just signed into law and the budget surplus,

among other things. Steve later shared his show poll on X and opened the talk and text line to ask listeners for their thoughts on the U.S. Senate race between Democrat incumbent Tammy Baldwin and Republican challenger Eric Hovde.

Political Power Hour

02/27/24

Air Time: 9:46 a.m.

Duration: 10 minutes

WTMJ host Steve Scaffidi and blogger Dan Shafer talked the U.S. Senate race in Wisconsin between Democratic incumbent Tammy Baldwin and Republican challenger Eric Hovde. Steve asked Dan what Hovde's strategy was. Dan pointed out he already attacked Milwaukee for the prototypical things that people say about Milwaukee, mainly crime. Dan gave props to Milwaukee Mayor Cavalier Johnson who fought back against Hovde's comments.

Political Power Hour

03/01/24

Air Time: 9:18 a.m.

Duration: 9 minutes

Republican U.S. Senate candidate for Wisconsin Eric Hovde made a literal big splash recently as he took a plunge in Lake Mendota yesterday. WTMJ host Steve Scaffidi and political strategists Bill McCoshen and Joe Zepecki discussed whether it was enough to beat Democratic incumbent Tammy Baldwin.

Spanning the State

03/05/2024

Air Time: 2:13 p.m.

Duration: 8 minutes

Wisconsin Policy Forum Senior Research Associate, Ari Brown joins Kristen Brey and guest co-host Adam Roberts on Spanning the State about shared revenue one year after Act 12 was passed. Brown discussed the changes made in a year, what improvements we've seen and where else work needs to be done.

Spanning the State

03/07/24

Air Time: 1:32 p.m.

Duration: 8 minutes

Host Kristin Brey and guest co-host Dan Shaffer discuss whether Milwaukee residents should or shouldn't rent their homes or properties during the Republican National Convention this summer.

Wisconsin's Midday News

03/11/24

Air Time: 12:16 p.m.

Duration: 3 minutes

Senior Advisor of the Metropolitan Milwaukee Association of Commerce (MMAC) Tim Sheehy joined Greg Matzek and Jessica Tighe and discussed the \$252 million referendum on the ballot

for Milwaukee Public Schools. Tim Sheehy explained that MPS educates almost half of the publicly funded students in Milwaukee and reiterated the importance of adequate resources being provided for MPS. Tim Sheehy then pointed out that families of the other half of students in Milwaukee who do not attend a Milwaukee Public School will still have to pay the property tax if the referendum were to pass. Tim Sheehy also described why another property tax increase seemed daunting in the eyes of many Milwaukee residents.

Wisconsin's Morning News

03/12/24

Air Time: 6:10 a.m.

Duration: 3 minutes

The review of the signatures to hold a recall election against representative Robin Vos began today. The commission went through each signature to verify that the people who signed this supposed recall of Representative Vos live in his district.

Political Power Hour

03/12/24

Air Time: 9:37 a.m.

Duration: 14 minutes

WTMJ host Steve Scaffidi was joined in-studio by blogger Dan Shafer and asked him for his thoughts on the proposed recall of Wisconsin State Assembly Speaker Robin Vos. Vos called it a waste of resources, but Shafer argued that election investigations towards Mike Gableman and Janel Brantdjen were also a waste of resources and that he only had himself to blame. News shortly broke from the Associated Press that the Wisconsin Elections Commission ruled that there were not enough signatures for the Vos recall for it to go through.

Wisconsin's Morning News

03/13/24

Air Time: 6:40 a.m.

Duration: 7 minutes

The proposed recall election for Robin Vos hit a major roadblock. Of the supposed 10,000 signatures, thousands weren't relevant to being in the district of Robin Vos. But wait, what about the new legislative maps that were signed into law earlier? Would this district include signatures on the new or old maps? Would the commission see that case?

Political Power Hour

03/13/24

Air Time: 9:10 a.m.

Duration: 22 minutes

WTMJ host Steve Scaffidi was joined by law enforcement communications expert Anne E. Schwartz and Wisconsin State Assemblyman for Wisconsin's 18th district Evan Goyke who was running for Milwaukee City Attorney. Goyke told Steve and Anne about his history and why he was running. He also explained what public safety reform meant to him and the changes he wanted to make. Steve and Anne later discussed what Goyke had said.

Political Power Hour

03/15/24

Air Time: 9:10 a.m.

Duration: 22 minutes

WTMJ host Steve Scaffidi and political strategists Bill McCoshen and Joe Zepecki discussed the rejected recall election for Wisconsin State Assembly Speaker Robin Vos. They then discussed Republican candidate for U.S. Senate in Wisconsin Eric Hovde's chances against Democratic incumbent Tammy Baldwin.

Spanning the State

03/15/24

Air Time: 1:16 p.m.

Duration: 7 minutes

Executive Director for League of Women Voters Deb Cronmiller joins Spanning the State with Kristin Brey and guest co-host Joe Zepecki on explaining what referendums will be on our upcoming April ballots. She also breaks down audits and controversy on how elections are administered in Wisconsin.

Wisconsin's Afternoon News

03/15/24

Air Time: 3:16 p.m.

Duration: 3 minutes

Milwaukee Mayor Cavalier Johnson joined Julia Fello and Greg Matzek and covered many topics, including a proposed referendum that would increase Milwaukee property taxes to expand the budget of Milwaukee Public Schools. Mayor Johnson supported the passing of it, as he called out a problem in the lack of funding for the schools. The base needs had not been met.

Political Power Hour

03/18/24

Air Time: 9:46 a.m.

Duration: 7 minutes

WTMJ host Steve Scaffidi, Milwaukee Business Journal reporter Jessie Opoien and Channel 12 host Matt Smith discussed elections coming to Wisconsin including ones resulting from the new legislative maps drawn in Wisconsin, as well the U.S. Senate race in Wisconsin that would have likely been between Democratic incumbent Tammy Baldwin and Republican challenger Eric Hovde.

Wisconsin's Midday News

03/18/24

Air Time: 12:16 p.m.

Duration: 5 minutes

Senior Advisor of the Metropolitan Milwaukee Association of Commerce (MMAC) Tim Sheehy joined Greg Matzek and Jessica Tighe and described that renters as well as homeowners could be affected by a property tax increase if the Milwaukee Public Schools referendum were to be passed. Tim Sheehy explained that 59% of city residents in Milwaukee are renters and that Milwaukee already had the 2nd fastest growing rent increases at about 4% over the last year.

Tim Sheehy outlined a survey among 50 large property owners who have rental units that revealed 90% of them were planning on passing the cost of the property tax increase to their renters. Tim Sheehy also pointed out that even though MPS was seeking \$252 million in new funding, they had been operating over the last 3 years with a \$50 million operating surplus.

Wisconsin's Afternoon News

03/18/24

Air Time: 3:46 p.m.

Duration: 10 minutes

UW-Milwaukee Political Science Emeritus Mordecai Lee joined Julia Fello and Erik Bilstad to talk about Wisconsin's potential impact on the 2024 presidential election. President Joe Biden's administration had been visiting the state more than former President Donald Trump's. Certain demographics tend to vote more than others, and Biden realized it is important to win all over. Abortion could also be a determining factor.

Wisconsin's Morning News

03/19/24

Air Time: 8:12 a.m.

Duration: 16 minutes

An election fraud case was on the state's court docket just ahead of the November election. The Kimberly Zapata fake electors case had just chosen its jury. What would this mean for elections this November? Would changes be made? In the same breath, the Milwaukee Common Council is discussing a measure today to include a grant that would help a company, as they claim, to make voting easier for citizens. But this is a private company. Was there a special interest in this case?

Spanning the State

03/20/24

Air Time: 2:15 p.m.

Duration: 8 minutes

Create Wisconsin Executive Director, Anne Katz joins Spanning the State with Kristin Brey and guest co-host Brian Noonan for conversations about the lack of funding for the arts, how it impacts the state, and where our tax dollars go.

Wisconsin's Afternoon News

03/20/24

Air Time: 4:33 p.m.

Duration: 6 minutes

Speaker Robin Vos joined Julia Fello and Greg Matzek to talk about the recall that was attempted against him that had failed. Vos's fellow Republicans were still hung up on the 2020 election and had invalid signatures in the recall process. Vos said the only way he was involved was to discourage people from signing the recall and any other alleged involvement was a lie. The challenge process had begun as well.

Wisconsin's Afternoon News

03/20/24

Air Time: 4:46 p.m.

Duration: 5 minutes

MMAC President Dale Kooyenga joined Julia Fello and Greg Matzek to share why his organization does not support the passing of the Milwaukee Public School referendum on the April 2 ballot. Kooyenga said we cannot keep bailing the school district out because people cannot pay increased property taxes. The proposed solution was to sell property and close less populated schools.

Political Power Hour

03/22/24

Air Time: 9:18 a.m.

Duration: 11 minutes

WTMJ host Steve Scaffidi and political strategists Bill McCoshen and Joe Zepecki discussed the 2024 U.S. Senate race in Wisconsin. Bill had big hopes for Republican challenger Eric Hovde but said winning Dane County would be key for winning the election and should be a focus in his campaign. He also mentioned the big issues like the Mexican border crisis were at stake if he did not win. Steve Bill and Hoe also discussed the rejected recall election for Wisconsin State Assembly Speaker Robin Vos. Bill called it a waste of money.

Spanning the State

03/22/24

Air Time: 2:16 p.m.

Duration: 8 minutes

Wisconsin State Representative Lisa Subeck joins Spanning the State with Kristin Brey and Brian Noonan to talk about Wisconsin's The Right to Contraception Act coming on the heels of a national fixation on abortion. She discusses why it was denied, what's written in the bill, and why both parties relatively agree to want contraception.

Spanning the State

3/25/24

Air Time: 2:36 p.m.

Duration: 10 minutes

Congressman Glenn Grothman joins Spanning the State with Kristin Brey and guest co-host Steve Scaffidi to talk about Mike Gallagher deciding to leave congress next month and not complete his term as a U.S. Representative. They chat about the timing and how that will affect the number of house seats and voting.

Wisconsin's Midday News

03/26/24

Air Time: 12:46 p.m.

Duration: 5 minutes

Research Director at the Wisconsin Institute for Law & Liberty Will Flanders joined Greg Matzek and Jessica Tighe and explained what voters should know about the 2 constitutional amendments on Wisconsin ballots. Will Flanders described that the effort to ban private funding in elections stemmed from Facebook CEO Mark Zuckerberg's funding of election administration across the state of Wisconsin. Flanders pointed out that 27 states around the country had already

passed private funding bans. Will Flanders also explained CTCL associations in Green Bay that had led to a proposed amendment which would only allow state election administrators to be involved with counting absentee ballots and having access to the curing process.

Political Power Hour

03/27/24

Air Time: 9:08 a.m.

Duration: 16 minutes

A pre-recorded episode of WTMJ's Decision Wisconsin was played that featured WTMJ host Steve Scaffidi and Wisconsin Policy Forum President Rob Henken where they discussed the issues with the Milwaukee Public Schools funding referendum that would be on the April ballot for Milwaukee voters.

Wisconsin's Midday News

03/27/24

Air Time: 11:37 p.m.

Duration: 5 minutes

President of the Greater Milwaukee Committee Joel Brennan joined Greg Matzek and Jessica Tighe and discussed the Greater Milwaukee Committee's public opposition of the MPS referendum. He explained that while the Greater Milwaukee Committee had always supported Milwaukee Public Schools, increasing property tax to this degree to maintain the status quo of a schooling system with declining success rates was not something they felt they could support. He said the community needed to address the lack of success of students in MPS but not through a \$252 million referendum that taxpayers must pay. He discussed right-sizing different institutions in the MPS system to help cut costs.

Wisconsin's Afternoon News

03/29/24

Air Time: 4:46 p.m.

Durations: 10 minutes

President and CEO of the Commercial Association of REALTORS Wisconsin, Tracy Johnson, joined John Mercure and Julia Fello to explain why her company does not support the passing of the Milwaukee Public School referendum on the April 2 ballot. From a real estate perspective, this could increase taxes by 30% which would have to be passed onto renters. This would not fix the real problems.

ISSUE: MILD WINTER WEATHER

Wisconsin's Morning News

02/06/24

Air Time: 7:21 a.m.

Duration: 6 minutes

TMJ4 Chief Meteorologist Brian Niznansky previewed the warm forecast we have for the next week. However, this doesn't mean Winter is over. Your hostas might be poking through the dirt, but it was much too early to start thinking about mowing.

Wisconsin's Morning News

02/13/24

Air Time: 7:21 a.m.

Duration: 7 minutes

TMJ4 Chief Meteorologist Brian Niznansky joined Wisconsin's Morning News. And at this point, we were still mid-way through February and not a flake of snow on the ground. Would this change? Would our state's northern counties get the snowfall they need to boost tourism? A weird winter continued this season.

Wisconsin's Morning News

02/20/24

Air Time: 7:21 a.m.

Duration: 6 minutes

TM4 Chief Meteorologist Brian Niznansky joined Wisconsin's Morning News and there were 50s in the forecast this week! As great as that can feel, these warm temperatures are not ideal conditions for sturgeon spearing season which had to be highly modified. In addition to the lack of winter activities, northern counties are feeling the grip of the lack of tourism funds that funnel into those parts of the state.

Wisconsin's Morning News

02/26/24

Air Time: 8:21 a.m.

Duration: 9 minutes

WTMJ Meteorologist Craig Koplien joined Wisconsin's Morning News and talked about the high temperature projection of 65 degrees for the upcoming Tuesday. As for Wednesday, the projection is a chance of snow flurries and a high of 31. Then this weekend, back into the 60s. What is happening? Is this the end of winter this season?

Wisconsin's Midday News

03/01/24

Air Time: 11:24 a.m.

Duration: 4 minutes

TMJ4 Meteorologist Brendan Johnson joined Greg Matzek and Jessica Tighe and talked about the record temperature swing from a high in the 70s during the day to an overnight low in the 20s. Brendan Johnson explained that it was the largest temperature drop within 24 hours in Milwaukee's history. Greg Matzek mentioned 12 feet of snow in Sierra Nevada to help illustrate the picture of a wild winter.

Wisconsin's Midday News

03/04/24

Air Time: 11:47 a.m.

Duration: 7 minutes

Co-Director of the Wisconsin Initiative on Climate Change Impact Steve Vavrus joined Greg Matzek and discussed what Wisconsin's historically warm winter could mean for the state's climate moving forward. Vavrus described how remarkable the warm winter was in a historical

sense and debunked the idea that a warm winter meant a very hot summer was in store for the state. Vavrus explained that there is a great amount of variability in the winter season but did acknowledge that the warm winter could be an exclamation point on a long-term trend towards warmer winters.

Spanning the State

03/05/24

Air Time: 2:13 p.m.

Duration: 8 minutes

Rob Hernandez Wisconsin Golf Senior editor and content producer joined Kristin Brey and guest co-host Brian Noon on Spanning the State to talk about how climate change has affected business within Wisconsin's golfing industry. Hernandez also shares insight on golf courses opening earlier this season and maintaining general interest within the sport.

Spanning the State

03/11/24

Air Time: 2:15 p.m.

Duration: 6 minutes

Steve Vavrus, University Wisconsin-Madison weather expert and State Climatologist, talks about the major weather changes Wisconsin has been experiencing. Vavrus explains how our dry weather will impact the agricultural industry and snow related businesses and bring more wildfires and drought.

Spanning the State

03/26/24

Air Time: 1:35 p.m.

Duration: 18 minutes

Marty King, State Coordinator at the National Fire Sprinkler Association and former assistant chief for the West Allis fire department, joins the show to talk about fire prevention, what's causing these fires, and what to expect with such a light and dry Wisconsin winter.