

99.1-HD3, 'Caliente 97.9', WMYX-FM-HD3 Milwaukee 1st Quarter, January - March 2024 Public Affairs - Community Issues / Programs List

A Subchannel Lease Agreement with El Sol Broadcasting, of Milwaukee, Wisconsin, was in effect throughout the duration of 2024 Quarter 1 (January to March 2024). El Sol Broadcasting provided all programming content aired on WMYX-FM-HD3 during 2023 Quarter 4, except for Emergency Alert System tests and alerts and any public safety-related crisis coverage supplied by Audacy, Inc. The following detail in this document was provided by El Sol Broadcasting as the Community Issues Log for WMYX-FM-HD3 for 2024 Quarter 1.

The following programs were aired on WMYX 99.9 FM, HD 3 via W250BN during the first quarter of 2024. As Program Director, I was responsible for airing these programs as part of our Community Issues and Programming for the station. The topics covered included, Health, the Economy, Crime in the Neighborhoods, Immigration reform, Teen age pregnancy, Employment and Job training. WJTI has devoted an extensive amount of Public Service announcements to address these issues. City of Milwaukee Job fair – Drive thru job fair during January and February 2024. Applicants receive guidance and training on how to apply for City Job openings. Live on-air interview featuring City officials answering questions from listeners.

Anthem Blue Cross & Blue Shield – Weekly call-in show that covers multiple topics in the area of Health and personal choices. Local guests include experts in the areas of drug and alcohol abuse are featured.

PSA'S ON THE AIR –

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Mental Health – Family and Community.

Love has no label – Diversity and Inclusion ad

United Community Center.

Covid and the Elderly.

Covid and Hope.

Keeping Kids Safe – Our Kids Safe

Agriculture Health / Safety – US Department of Labor Wage.

Al-Anon – Public Service Network

Goodwill Industry – Social Media Protection.

Fighting Blindness – Foundation Fighting Blindness.

Flu vaccine PSA campaign.

Al-Anon Spanish PSA

Adoption – information on adoptions

Safety First – PSA on dangers of driving for teenagers.