

99.1 The Mix, WMYX-FM/HD-1, Milwaukee
1st Quarter, January – March 2024
Public Affairs Issues / Programs List

WMYX-FM/HD-1 produces a weekly one-hour program entitled “Sunday Morning” devoted to covering current local issues affecting residents of Southeastern Wisconsin. Issues covered by this program are determined by:

Monitoring topics covered by local television, radio, newspapers, website accounts of local news events,
Letters, faxes, e-mails, and other communiqués from the listening public, and
Community ascertainment meetings with community leaders

Station: 99.1 WMYX-FM/HD-1

Program: “SUNDAY MORNING”

Air Time: Sunday mornings, weekly, 7:00 - 8:00 A.M.

Length: 60 minutes

List of ISSUES / PROGRAMS – 1st Quarter, 2024

American Lung Association
Special Olympics day of giving
Veterans affairs
Heart disease Run
Energy Assistance
Congenital Heart Disease
Job Fair
Blood cancer event
Japanese Immersion School
High School Fundraiser
Mental Health

2024 1st QUARTER PROGRAMS

January

Sunday, January 7

Issue: Lung Diseases

Guest: Julie Gerber

Summary: Alley spoke with Julie Gerber, executive director of The American Lung Association, about the upcoming Fight for Air Climb and the many lung diseases it helps support.

Sunday, January 14

Issue: Heart Disease

Guests: Gael Cullen

Summary: Radar spoke with Gael Cullen about the upcoming Cullen run to benefit Heart Disease

Sunday, January 21

Issue: Literacy Awareness

Guests: Lynda Kohler

Summary: Radar spoke with the Executive Director of Sharp Literacy about the upcoming reading event for the community.

Sunday, January 28

I'm Listening / January / Mental Health Seg 1

Guest: Dr. Christine Moutier, AFSP and Paul Augustyniak, AFSP

Contact: David O'Leary, Host

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Loved Ones. We speak with Dr. Christine Moutier, Chief Medical Officer for the American Foundation for Suicide Prevention and Paul Augustyniak about how to have open and honest conversations with loved ones about suicide, suicidal ideation. Through a series of open and honest conversations we demonstrate the importance of talking to people directly about suicide and show what those conversations help to prevent suicide and give people hope.

I'm Listening / January / Mental Health Seg 2

Guest: Dr. Christine Moutier, AFSP and Paul Augustyniak, AFSP

Contact: David O'Leary, Host

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Loved Ones. We speak with Dr. Christine Moutier, Chief Medical Officer for the American Foundation for Suicide Prevention and Paul Augustyniak about how to have open and honest conversations with loved ones about suicide, suicidal ideation. Through a series of open and honest conversations we demonstrate the importance of talking to people directly about suicide and show what those conversations help to prevent suicide and give people hope.

February

Sunday, February 4

Issue: Blood cancer

Guests: Host of Best Bloody

Summary: Radar spoke with the director of Milwaukee's best bloody about the upcoming event and blood cancer awareness.

Sunday, February 11

Issue: Job Fair

Guest: Director of La Causa Job Fair

Summary: Radar spoke with the director of the La Causa job fair in the community and how to find employment.

Sunday, February 18

Audacy Conversations-State of the Entertainment Industry / February / Seg 1

Guest: Ron Perlman, Cynthia Littleton-Variety, Karina Manashil-Mad Solar Productions, Patrick Gomez-Entertainment Weekly, Duncan Crabtree Ireland-SAG/AFTRA

Contact: KNX Charles Feldman and Mike Simpson-Hosts

Category: Media/Entertainment

Description: Hollywood has always reflected the changing world around it. But we are at a reflection point, coming off a 6 month strike. Streaming services are on the rise and older business models are falling. We discuss what the future of what the entertainment industry looks like and what it means for what we will see and consume.

Audacy Conversations-State of the Entertainment Industry / February / Seg 2

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Sunday, February 25

Issue: Energy Assistance

Summary: Alley spoke with Marciela from Energy Assistance of Milwaukee County of assistance available to those in need this winter.

March

Sunday, March 3

Issue: Japanese Immersion School

Guest: Doyokai school

Summary: Alley spoke with the director of Anime Milwaukee about the donation they make to Doyokai, which is the Japanese immersion school in Milwaukee.

Sunday, March 10

Issue: Sharp Literacy

Guest: Lynda Kohler, Director of Sharp Literacy

Summary: Radar spoke with Lynda Kohler, Director of Sharp Literacy about their upcoming fundraiser and ways to help assist those who need help with literacy.

Sunday, March 17

I'm Listening / March / Mental Health Seg 1

Guest: Victor Armstrong-AFSP, Steve Siple-AFSP Contributor

Contact: David Glover, Host

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Men. Men are less likely to talk about their mental health struggles than women, which is why it's so important to break down stigma and open the door for these conversations. Community and friendships are huge protective factors against suicide. We seek to emphasize the critical role that asking someone directly about suicide plays in suicide prevention and demonstrate how to have supportive conversations with loved ones about mental health and suicide prevention.

I'm Listening / March / Mental Health Seg 2

Guest: **Alex Silva-AFSP, Dan Miller-Wounded Warrior Project and Dr. Erin Fletcher-Wounded Warrior Project**

Contact: David Glover, Host

Category: Mental Health

Description: Talk Away the Dark: How to Have Open and Honest Conversations with Military and Veterans. Veteran populations face difficulties transitioning from military life and have higher rates of suicide compared to the civilian population. We seek to Understand how Veteran and military culture contributes to existing stigmas is essential to being open about mental health challenges and encouraging those who need it to seek help. Support and resources are available for Veterans that can make a major difference to save lives.

Sunday, March 24

Issue: Special Olympics fundraiser

Guests: Pewaukee School

Summary: Alley spoke with students from Pewaukee school district about the upcoming basketball game fundraiser at the school.

Sunday, March 31

Issue: SKILLS USA Assistance

Guest: Jessa Dahmes

Summary: Radar spoke with Jessa Dahmes from Skills USA about opportunities available for those in the trades and those looking for jobs to enter the trades.

Community Affairs & Issues - Public Safety Log

WMYX-FM Milwaukee - WXSS Wauwatosa - WSSP Milwaukee

WXSS-HD2 Wauwatosa - W289CB Milwaukee

2024 - 1st Quarter

PUBLIC SAFETY

Severe Weather Coverage: WMYX interrupted programming on the following occasions to aid in communicating the threat of severe weather; and reinforcing the need to take shelter for those impacted.

- **Thursday, February 8, 2024** - A pair of Tornado Warnings encompassing portions of Jefferson County. Also, several Severe Thunderstorm Warnings across our area for large hail potential. A substantial tornado, rated EF2 by the NWS, was ultimately confirmed to have tracked through western Jefferson County.
- **Tuesday, February 27, 2024** - A Tornado Watch spanning Walworth, Racine, and Kenosha Counties through the afternoon and evening hours. While no severe weather occurred in our area, several tornadoes were reported just south of the Wisconsin-Illinois state line.
- **Monday, March 4, 2024** - A Tornado Warning for Walworth County; as well as several Severe Thunderstorm Warnings across the southern half of our area-of-responsibility for large hail and severe wind potential.

It is the policy of WMYX to interrupt programming with updates frequently during a severe weather threat (tornado, severe thunderstorm, flash flood, or snow squall warning) within the designated market area. In the event of an extreme threat (gauged by guidance from the National Weather Service), WMYX will suspend all programming and focus solely on the evolving weather situation.

Child Abduction Emergency (Amber Alert): WMYX cut into programming several times on **Tuesday, February 20, 2024** throughout the afternoon and evening to relay a request for help finding a missing 3-year-old boy from Two Rivers, WI (in Manitowoc County).
