



WMGN WJJO WWQM-FM WOZN
WJQM WHIT WRIS-FM WLMV

Issues & Programs List

3rd Quarter 2021 (January February March)

Prepared April 10, 2021

To Whom It May Concern:

On this date, I have placed into the station's public file this report, which details several programming examples aired to specifically address the identified needs and issues of the community.

A list of some of the principal issues is attached to and made part of this report.

This report is not intended as an exhaustive listing of all the community issues identified and addressed in the past three months; rather, it is a small representation of the station's ongoing efforts to discern the principal issues and concerns of listeners in the area, and to create and air programming targeted to address those issues and concerns.

Ascertainment of issues is constant and ongoing and the station's performance in airing specific programming to address those concerns is documented only in part here.

Also made part of this report is a brief description of the methodology of ascertainment employed by station staff and management to continually serve the public's interest, convenience and necessity.

Tom Walker, General Manager

Mid-West Family Broadcasting

Madison, Wisconsin



Methodology of Ascertainment

All Mid-West Family radio stations in Madison, WI, undergo continuous and ongoing research to determine community issues and needs. Program management, news management and on-air staff all participate in our efforts to determine which issues are most important to our community.

One dimension is the ongoing effort to contact and question community leaders face-to-face to ask direct questions about what they think are the most important issues the area faces.

Another dimension is through tracking written correspondence from listeners, solicited and unsolicited, via postal mail or e-mail. Still another is personal contact by on-air staff with listeners and community leaders at events like station-sponsored public events and station remote broadcasts. Feedback is sought and reviewed to help familiarize staff and management with significant community issues.

These are some of the dimensions of inquiry used to generate the quarterly Issues and Programs list. After quarterly compilation, the list of significant issues is distributed to program managers of all the stations, to aid them in generating programming to specifically meet the needs of the area, as identified through direct and indirect contact.

Ascertainment is direct, indirect and ongoing and is a key element in formulating the quarterly list of issues and programs aired to address the issues.



Issue Categories

Economy: neighborhood development, poverty, business development/business climate

Public safety: crime prevention, gun control, drunk driving, community policing, immigration issues

Public health: blood drives and other health-related community events; news/farm stories about disease or disease prevention, nutrition, etc.

Education: events that benefit schools and/or kids; news about vouchers, school accountability, curriculum, etc.

Environment: recycling, air and water pollution, effects of climate change, farmland/wetland/lake preservation

Charity: promotion of charitable events, such as fundraising walks, that benefit community organizations that serve people in need

Community support: help for community organizations; examples include Girl Scout bake sales, high school band concerts, etc.



Quarterly Issues Report

Station: WJJO

Quarter: 1st (January, February, March)

Year: 2021

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Charity, Community Support	1/1-3/29	81/12A-12A	:30	Promoted Badger Honor Flight, which flies veterans from Wisconsin to Washington DC to visit war memorials and honor their service.
Public Safety	2/5-3/31	11/12A-5A	:30	Promoted the Tavern League of Wisconsin Safe Ride program, to encourage people to call for a free ride home instead of driving drunk
Public Health, Charity	1/1-3/29	78/12A-12A	:60	Promoted More Smiles Wisconsin, which provides dental care to uninsured or underinsured people in Wisconsin.
Public Health	1/1-3/28	69/12A-12A	:30	Promoted the Testicular Cancer Foundation and monthly self-examination for testicular cancer.
Public Health, Community Support	1/1-3/28	71/12A-12A	:35	Promoted Heartland Farm Sanctuary, which offers animal rescue but also education and experiential therapy programs that inspire compassion for animals and promote mental health.
Charity,	5/12	1/6A-7P	13 hours	Kibble for a Cause radiothon, which collected pet supplies and cash

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Community Support				contributions for pet rescue organizations in Dane County including Dane County Humane Society, Fetch Wisconsin Rescue, Underdog Pet Rescue of Wisconsin, Czar Promise, Operation H.E.E.L., and others.

Add additional rows as needed