



STATION: WJMT Merrill, WI
QUARTER: Oct 1-Dec 31, 2023
DATE: January 5, 2024

To Whom It May Concern:

On this date, I have placed into the station's public file this Quarterly Significant Issues and Programming report, which details programming examples aired to specifically address the identified needs and issues of the community during the past three months. A variety of programming elements, national, state and local news, public service announcements and events important to the community are included within the services provided by WJMT Radio.

Steven Resnick
General Manager
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ISSUES PROGRAMMING

In addition to those described in the "Quarterly Issues/Programs list that follows, WJMT airs topical and issues based, and community service programming:

**Sunrise Broadcasting, LLC**

1415 Merrill Avenue Ste 150 * Wausau, Wisconsin 54401
(715) 845-8218 * (715) 845-6582 fax * www.bluejay963.com

Merrill Studio * 1016 East Main Street * Merrill, WI 54452



MORNING INTERVIEWS

The Community Scan (Monday through Friday 7:15am to 7:30am) and Our Town (8:45am to 8:55am) daily programs discuss a broad range of issues and topics of importance to the community, through interviews with community leaders, national, state and local representatives, city, county and governmental department leaders, school board and area college representatives, Chamber of Commerce, area service groups and more.

NEWS AND WEATHER

WJMT airs hourly national news and weather information, and local and state news twice per hour during morning and afternoon drive. WJMT airs continuous news and weather information as conditions and/or events warrant.

RELIGIOUS PROGRAMMING

WJMT airs local church services and religious programming.

PUBLIC SERVICE ANNOUNCEMENTS

WJMT airs numerous hours of public service announcements on a variety of subjects including health issues, driving safety, local fundraising, area governmental and civic group announcements and awareness campaigns.


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QUARTERLY ISSUES/PROGRAMS LIST

STATION: WJMT
QUARTER: October to December
YEAR: 2023

Below is a list of some of the significant issues responded to by Station WJMT, Merrill, Wisconsin, along with the most significant programming treatment of those issues for the period October 1 to December 31, 2023. This list is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Date(s)	Length	Program	Description of Broadcast
Pine Crest Nursing Home	Oct 10	30 sec	News	People For Pine Crest continues efforts to keep facility ownership under LI County People for Pine Crest gather at the facility to voice concerns prior to the County Board Meeting County Board announces potential buyer for Pine Crest
	Oct 18	30 sec	News	
	Nov 15	30 sec	News	
Education	Oct 2	8 min	Community Scan	MAPS Superintendent discusses board and Superintendent reviews.
	Oct 31	30 sec	News	Merrill School board seeks feedback from the community on future facilities plan.
	Nov 16	30 sec	News	WI Dept of Education reports Merrill schools meet state expectations.
	Dec 27	30 sec	News	MAPS exploring plans to address building and maintenance needs.
	Nov 16	8 min	Community Scan	MAPS President and Superintendent discuss school lockdown following a threat, staff openings.
	Dec 21	10 min	Community Scan	MAPS reps discuss facilities study, community survey, referendum questions
Health	Oct 2	8 min	Community Scan	Health Dept discusses Borne and Blastomycosis Dept Director discusses water quality, Radon, Carbon monoxide and smoke detectors. Northwood Tobacco Free Coalition campaign exposing dangers of flavored vaping by youth.
	Oct 31	10 min	Community Scan	
	Dec 1	30 sec	News	
	Dec 22	30 sec	News	

	Dec 31	30 sec	News	Dept of Health issues state certification to County Health Dept County Health Dept to end Covid testing clinics
Elections	Nov 2	30 sec	News	County accepting applications following resignation of District 13 supervisor Calvin Callahan County Board appoints replacement to fill remainder of District 13 Supervisor's term. Ind Presidential Candidate Robert Quigley discusses his campaign's issues/agenda. County extends deadline for filing for 13 th district supervisor
	Nov 17	30 sec	News	
	Dec 5	10 min	Community Scan	
	Dec 28	30 sec	News	
Rural Broadband	Nov 27	30 sec	News	Several area service providers are seeking state grants to fund broadband expansion in southern Lincoln County. County is requesting speed test data from residents to help determine service needs
	Dec 15	30 sec	News	
City Government	Oct 10	10 min	Community Scan	Mayor discusses Committee appointments, Business licensing, Festival permits. Mayor discusses 2024 budget, tax and water service increase. Mayor discusses utility fee hike, new Administrator, Alder election
	Nov 14	10 min	Community Scan	
	Dec 11	10 min	Community Scan	
State Government	Oct 9	10 min	Community Scan	Rep Callihan discusses Integrity Bills, AI Taskforce, Consumer Protection Hearing Rep Callihan discusses UW Free Speech grant, Driver Education instruction bill, Consumer Protection meeting. Sen Felzkowski discusses DNR, Wolf management
	Nov 13	10 min	Community Scan	
	Dec 22	10 min	Community Scan	
County Government	Oct 18	10 min	Community Scan	Board Chair discusses balanced budget, monthly board meeting. Board Chair reports on 2024 budget approval, use of ARPA funds, Pine Crest update Board chair discusses budget wrap up, cyber security, ARPA funds for Chatbot for web site
	Nov 22	10 min	Community Scan	
	Dec 20	10 min	Community Scan	