



STATION: WJMT Merrill, WI
QUARTER: Jan 1-Mar 31, 2024
DATE: April 4, 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.

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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: January to March
 YEAR: 2024

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 January 1 to March 31, 2024. This list is by no means exhaustive. The order in which the issues appear do not reflect any priority or significance.

Description of Issue	Date(s)	Length	Program	Description of Broadcast
Spring Elections	Jan 4	30 sec	News	Lincoln County Board contested seats in Spring election
	Feb 27	45 sec	News	Lincoln County to use new voting system
	Feb 28	45 sec	News	New voting system upgrades technology and ease of operation by election workers
	Feb 28	10 min	Community Scan	LI County clerk discusses new voting system
	Mar 1	45 sec	News	Results of Merrill primary election
	Mar 13	45 sec	News	State Sen Mary Felzkowski announces candidacy for re-election
	Mar 27	45 sec	News	Spring election offices update
	Mar 27	8 min	Community Scan	County Board candidate Christine Vorpagel
	Mar 29	1 min	News	Explanation of spring ballot, local and state referendums
	Mar 29	8 min	Community Scan	County Board candidate Don Friske
Health	Jan 9	45 sec	News	Lincoln County Death Review Committee reviews local deaths and prevention
	Jan 9	8 min	Community Scan	Health Dept discusses Wood Tick, Flu and Blastomycosis
	Feb 7	10 min	Community Scan	Health Dept discusses Diaper Closet drive, volunteers
	Feb 14	8 min	Community Scan	Upcoming vaccine clinic
	Mar 21	10 min	News	Lincoln County Health Dept to offer free mental health training to spot mental health and substance disorders
	Mar 28	30 sec	News	Aspirus announces \$40m renovation expansion for Merrill hospital
Maps Referendum	Jan 17	45 sec	News	MAPS approves \$16m Facilities Referendum for April election

	Jan 19	45 sec	News	MAPS explains the new referendum is for Capital improvement
	Feb 7	60 sec	News	MAPs to hold two public information sessions on the referendum
	Feb 8	10 min	Community Scan	Maps Business Mgr discusses capital referendum
	Feb 15	45 sec	News	Maps to hold a public informational session on the upcoming referendum vote
	Feb 23	30 sec	News	Maps to hold another informational session on referendum
	Mar 28	8 min	Community Scan	Supt discusses capital referndum
Pine Crest	Jan 29	45 sec	News	Residents and employees opposing the sale of Pine Crest meet in a Town Hall session to discuss issues with a sale
	Feb 12	30 sec	News	Lincoln County received \$8.5m offer for Pine Crest
	Feb 12	5 min	Community Scan	State rep Callahan discusses Pine Crest sale
	Feb 14	30 sec	News	Lincoln County votes to move forward with Pine Crest sale
	Feb 19	30 sec	News	Lincoln county approves purchase agreement for sale of Pine Crest, while dozens voiced opposition
Economy	Feb 1	30 sec	News	WI Workforce reports that unemployment in Lincoln County rose to 3.1% in December
	Feb 2	30 sec	News	City of Merrill to offer home improvement grants to low income home owners
	Feb 9	30 sec	News	Lincoln County to host Economic Summit to strategize future growth and leadership
	Feb 23	45 sec	News	Small businesses in Lincoln County to have access to resources the Hub Zone
	Mar 18	45 sec	News	First Economic Summit is held, with discussions attempting to define obstacles preventing growth and development
	Mar 20	45 sec	News	Training offered to local businesses for Hub Zone resources
State Government	Jan 8	10 min	Community Scan	State Rep Callahan discusses DNR, AI concerns, Health Care reform and Child Pornography
	Feb 12	5 min	Community Scan	State Rep Callahan discusses state budget, session stats
	Feb 23	10 min	Community Scan	Sen Felzkowski discusses reapportionment maps, tax cuts
	Mar 14	10 min	Community Scan	State Rep Callahan discusses worker and worker housing shortage, tech grants, manufacturing
	Mar 27	10 min	Community Scan	Sen Felzkowski discusses end of session, campaigning, listening sessions

Education	Jan 25	10 min	Community Scan	Maps Supt discusses state conference, cancellation policies, upcoming broad meeting
	Feb 1	10 min	Community Scan	Maps rep discusses literacy campaign, referendum, parent/teacher conferences
	Mar 7	8 min	Community Scan	Maps rep discusses facility study, upcoming meetings
City Government	Feb 13	10 min	Community Scan	Mayor discusses Housing Authority changes, revenue reports, primary election
	Mar 11	10 min	Our Town	Mayor discusses electric vehicle charging stations, Economic summit, street project
	Mar 12	10 min	Community Scan	Transit director discusses expanded bus service are