



WMGN-FM

WJJO-FM

WWQM-FM

WOZN-FM & AM

WJQM-FM

WHIT-FM & AM

WRIS-FM

WLMV-FM & AM

Issues & Programs List

2nd Quarter 2023 (April-June)

Prepared July 10th, 2023

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 Madison

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: WLMV La Movidia 1480AM & 94.5FM

Quarter: 2nd Quarter (April, May, June)

Year: 2023

| Issue Category | Date(s) of Broadcast | Time and Number of Broadcasts | Length of Broadcast | Description of Broadcast |
|----------------------------|----------------------|-------------------------------|---------------------|--|
| Public Health | Monday, May 2nd | 9am-11am | 2 hours | Luis Montoto Nuestra Salud interview with UW Health & Quartz (Agrace Hospice Sponsor) |
| Community Support | Wednesday, June 7th | 9am-10am | 1 hour | Luis Montoto Interview with Centro Hispano of Dane County |
| Economu | Wednesday, May 16th | 9am-10am | 1 hr | Luis Montoto interviewed owners of La Choza del Viejo Gevello and Virginia entrepreneurs |
| Public Safety | Friday, May 19th | 12pm-1pm | 1 hour | Armando Carrillo En Vivo Interview with Arellano & Phebus Program providing legal advice |
| Charity, Community Support | Tuesday, June 13th | 9am-10am | 1 hour | Luis Montoto Interview Hector Portillo and his team with Padres E Hijos En Acción |



| | | | | |
|----------------------------------|--------------------|----------|---------|--|
| Community Support, Public Safety | Friday, May 19th | 9-10am | 1 hr | Lupita Montoto hosted Safe Communities radio show and interviewed Joe Parisi Dane County Executive about opioids abuse and new prevention campaign |
| Community Support, Environment | Friday, June 1st | 10-11am | 1 hour | Lupita hosted The Latino Academy of Workforce Development Liderazgo Program with EcoWisconsin Latino and talked about conservation and recycling. |
| Education | Friday, June 9th | 9am-10am | 1 hour | Special program with Ponte Las Pilas and Madison College about college opportunities and special programs for students of all ages. |
| Public Safety | Friday, May 12th | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |
| Education | Thursday May 18th | 9am-11am | 2 hours | Luis Montoto hosted an Interview with Madison Metropolitan School District staff with their monthly program Que Pasa en Nuestras Escuelas. |
| Public Safety | Friday, May 26th | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |
| Community Support | Tuesday, June 20th | 9a-11a | 2 hrs | Lupita hosted Roots 4 Change program to talk about the Roots magazine and new activities with families during summer and field trips. |



| | | | | |
|----------------------------------|---------------------|-----------|--------|---|
| Community Support | Tuesday, April 18th | 9a-10:30a | 1.5 hr | Lupita hosted Roots 4 Change program to talk about Famr to Family program that provides food to Farm families and doulas services and oppourtunities for educational programs and services for moms and newborns. |
| Education | Tuesday, June 6th | 9-10a | 1 hr | Lupita and Luis hosted Madison Make Music program and interviewed Angela Puerta to talk about the program and artists, locations, and organizers of this wonderful community event. |
| Economy | Friday, June 9th | 10-11a | 1 hr | Lupita interviewed Alma Morales from Stoughton Trailers about job opportunities and how to apply at Stoughton Trailers |
| Economy | Friday, April 3rd | 3-4pm | 1 hr | Armando interviewed Alma Morales from Stoughton Trailers about job opportunities and how to apply at Stoughton Trailers |
| Economy | Wed. June 14th | 9-10a | 1 hr | Armando interviewed Ana y Paula from Members First Credit Union to talk about finances and services that they provide their members. |
| Community Support, Public Health | Thursday, May 11th | 5-6p | 1 hour | Armando Carrillo hosted The Latino Council for Health-Covid. Dr. Patricia Tellez-Giron and members gave an update on COVID-19, Vaccines, and flu shots. |



| | | | | |
|-------------------|----------------------|----------|--------|--|
| Economy | Tuesday, June 27th | 10-11a | 1 hour | WI Latino Chamber of Commerce with information for businesses and entrepreneurs of new services and programs, grants, and seminars. |
| Community Support | Thursday, May 25th | 9am-10am | 1 hour | Luis Montoto hosted Las Maravillas del Waisman The Wonders of Waisman with UW Waisman Center, to inform and educate the community about the services and programs that they offer to families with kids with special needs in different areas. |
| Public Safety | Friday, June 2nd | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |
| Economy | Friday, April 4th | 9-10a | 1 hr | Luis interviewed Stevens Construction HR Director to talk about different positions and salaries and how to apply. 2 employees in construction also joined. |
| Community Support | Wednesday, April 5th | 9am-10am | 1 hour | Luis Montoto hosted the monthly radio program with Karen Menendez-Coller, executive director of Centro Hispano of Dane County with an update about the different programs and education opportunities. |



| | | | | |
|------------------------------|---------------------|----------|---------|--|
| Economy | Friday, April 10th | 9am-10am | 1 hour | Lupita hosted their monthly radio program and interviewed Latino Academy collaborators. |
| Community Support, Education | Friday, April 7th | 11a-12p | 1 hr | Lupita and Luis hosted Matricia Patterson Executive Director of Supporting Families Together Assoc. about collaborations and radio program. |
| Education | Monday, April 24th | 9-10a | 1 hr | Lupita hosted Amy Richardson from Reach Dane and Teachers about their child care services and support to child care providers in Dane County. |
| Education | Tuesday, April 25th | 12-1p | 1 hr | Armando interviewed Professor Francisco Segovia Camelo writer and editor of the Mexican Dictionary with Mexican Consulate Ambassador Claudia Franco. |
| Public Safety | Friday, June 9th | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |
| Public Health | Monday, June 5th | 9am-11am | 2 hours | Luis Montoto hosted Dr. Patricia-Tellez Giron and Shiva Bidar for their monthly program Nuestra Salud with UW Health & Quartz |
| Education | Friday, April 4th | 9am-10am | 1 hour | Madison College monthly radio program Ponte las Pilas to promote their different new courses and programs for the spring semester. |



| | | | | |
|----------------------------------|--------------------------|----------|---------|--|
| Public Safety | Friday, June 16th | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |
| Economy | Monday, May 15th | 9am-10am | 1 hour | Luis Montoto hosted Javier Neiro from Capella Real Estate, information on how to buy real estate |
| Economy, Community Support | Tuesday, May 9th | 9am-10am | 1 hour | Luis Montoto Interviewed Hector Portello and staff from Padres e Hijos en Accion |
| Economy | Wednesday, April 12th | 9am-10am | 1 hour | Luis Montoto interviewed Paula and Ana from Members First Credit Union on financial education |
| Education | Thursday April 20th | 9am-11am | 2 hours | Luis Montoto hosted an Interview with Madison Metropolitan School District staff with their monthly program Que Pasa en Nuestras Escuelas. |
| Public Safety | Friday, June 16th | 9am-10am | 1 hour | Armando hosted UNIDOS staff for their monthly radio program about Domestic Violence prevention. |



| | | | | |
|----------------------------------|-----------------------|-----------|--------|---|
| Public Safety | Friday, April 21st | 9am-10am | 1 hour | Armando hosted UNIDOS staff for their monthly radio program about Domestic Violence prevention. |
| Education | Friday, April 21st | 12-1p | 1hr | Luis and Lupita helped a student from Janesville school district and talked about the success of La Movida |
| Economy | Friday, April 28th | 4-6p | 2 hrs | Luis and Lupita hosted a live broadcast at La Fiesta grocery store in Waunakee for the grand opening |
| Public Safety | Friday, June 30 | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |
| Community Support, Economy | Tuesday, May 22nd | 10am-11am | 1 hour | Luis Montoto interviewed Saul Castillo from Union Local 464 on hiring information and recruitment |
| Public Safety | Friday, April 7th | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |



| | | | | |
|---------------|------------------------|----------|--------|--|
| Economy | Wednesday, May 31 | 9am-10am | 1 hour | Luis Montoto interviewed UW Credit Union staff and provided financial advice and information about their services. |
| Public Health | Thursday, June 29th | 9a-10a | 1 hour | Luis Montoto hosted Las Maravillas del Waisman The Wonders of Waisman with UW Waisman Center, to inform and educate the community about the services and programs that they offer to families with kids with special needs in different areas. |
| Economy | Tuesday, May 30th | 10-11a | 1 hour | WI Latino Chamber of Commerce with information for businesses and entrepreneurs of new services and programs, grants, and seminars. |
| Economy | Friday, June 2nd | 9a-10a | 1 hour | Baltazar de Anda-Santana hosted their monthly radio program and Interview Latino Academy collaborators. Julio Garcia updated information about the upcoming spring semester and Margarita Avila talked about the new training programs that are provided in collaboration with partners and community members. |
| Public Safety | Friday, April 14 | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |



| | | | | |
|-------------------|------------------------|------------|---------|--|
| Public Health | Monday, April 3rd | 9am-11am | 2 hours | Dr. Patricia Tellez-Giron and Luis hosted Nuestra Salud monthly radio program and interviewed members of the Latino Health Council, and UW Health & Quartz. |
| Public Health | Monday, May 1st | 9am-11am | 2 hours | Dr. Patricia Tellez-Giron and Luis hosted Nuestra Salud monthly radio program and interviewed members of the Latino Health Council, and UW Health & Quartz. |
| Community Support | Wednesday, May 3rd | 9am-10am | 1 hour | Luis Montoto hosted the monthly radio program with Karen Menendez-Coller, executive director of Centro Hispano of Dane County with an update about the different programs and education opportunities. |
| Community Support | Thursday, Jun 29, 2023 | 9am - 10am | 1 hour | Fabiola Hamdan hosted Latino Children and Family Council monthly program Integracion Familiar to talk about immigration updates with attorney Alisa Olivares and provided resources and services available in the community. |
| Community Support | Thursday, Apr 18, 2023 | 9am - 10am | 1 hour | Luis hosted Latino Children and Family Council monthly program Integracion Familiar with Teresa Tellez, provided resources and information about heling families need of food pantry and bill payment |



| | | | | |
|-------------------------------------|------------------------|----------|--------|--|
| Education | Friday, May 12th | 9am-10am | 1 hour | Madison College monthly radio program Ponte las Pilas to promote their different new courses and programs for the upcoming semester and new educational opportunities and services. |
| Public Safety | Friday, April 21st | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |
| Community Support, Public Health | Monday May 5th | 5-6p | 1 hour | Baltazar de Anda-Santana hosted their monthly radio program and interview Latino Academy collaborators. |
| Public Safety, Public Health | Tuesday, April 10th | 9am-10am | 1 hour | Hector Portillo hosted their monthly radio program with his guests and staff from Padres E Hijos En Acción. To promote the programs and services that they provided to families and children with special needs. |
| Environment | Wed, May 17th | 9-10a | 1 hour | Luis hosted MG&E Viviendo con Engergia show with Gloria Castillo |



| | | | | |
|-------------------------------------|--------------------------|----------|---------|---|
| Environment | Wed, June 21st | 9-10a | 1 hour | Luis hosted MG&E Viviendo con Energia show with Gloria Castillo talking about moratorium and bill payment plan to help with payment throughout energy services. |
| Environment | Wed, April 19th | 9-10a | 1 hour | Luis hosted MG&E Viviendo con Energia show with Gloria Castillo |
| Community Support | Wednesday, April 19th | 10-11a | 1 hr | Madison Opera joined Lupita and interviewed Elizabeth Caballero, singer for the Marriage of Figaro opera shows on 4/28 and 4/30 at Overture Center |
| Education | Thursday, June 15th | 9am-11am | 2 hours | Luis Montoto hosted an Interview with Madison Metropolitan School District staff with their monthly program Que Pasa en Nuestras Escuelas. |
| Public Safety | Friday, April 28th | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |
| Public Health, Community Support | Tuesday, April 25th | 10-11a | 1 hour | WI Latino Chamber of Commerce with information for businesses and entrepreneurs of new services and programs, grants, and seminars. |



| | | | | |
|----------------------------------|-----------------------|----------|--------|---|
| Economy | Wed, June 28th | 9am-10am | 1 hour | Luis Montoto Interviewed UW Credit Union staff to talk about their services and provide financial advice. |
| Economy | Wednesday, April 26th | 9-10a | 1 hr | UW Credit Union monthly program with Luis, financial advisors talked about ITIN program for mortgage and refinance services and members benefits to open accounts. |
| Education | Monday, April 10th | 9-10a | 1 hr | Middleton Cross Plains Area School District hosted Positivament show with Luis and talked about resources and student services in the school district. |
| Public Safety | Friday, May 5th | 12pm-1pm | 1 hour | Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners. |
| Public Health, Community Support | Thurs, Apr 27, 2023 | 9-10a | 1 hour | Luis Montoto hosted the Waisman Center with information about La Maravillas de Waisman about the sense of hearing in childhood, development and possible difficulties |

If additional rows are needed, position the cursor at the end of the last row and hit “enter.”