



WMGN-FM

WJJO-FM

WWQM-FM

WOZN-FM & AM

WJQM-FM

WHIT-FM & AM

WRIS-FM

WLMV-FM & AM

Issues & Programs List

3rd Quarter 2023 (Jul-Sept)

Prepared October 10, 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: 3rd Quarter (July, August, Septiembre)

Year: 2023

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Community Support	Wednesday, July 5th	9am-10am	1 hour	Luis Montoto Interview with Centro Hispano of Dane County
Community Support	Wednesday, June 5th	10am-11am	1 hour	Luis Montoto Interview with Catholic Multicultural Center Laura Green y Cristina.
Community Support	Thursday, June 6th	9am-10am	1 hr	Lupita Montoto interviewed Julia Arata-Fratta, City of Fitchburg Mayor and Chief Morales Fitchburg Chief of Police.
Community Support	Friday, July 7th	10am-11am	1 hour	Lupita Interviewed Consul Claudia Franco, Ambassador of the Mexican Consulate in Milwaukee.
Public Safety	Friday, July 7th	12pm-1pm	1 hour	Armando Carrillo En Vivo Interview with Arellano & Phebus Program providing legal advice



Charity, Community Support	Tuesday, July 11th	9am-10am	1 hour	Luis Montoto Interview Hector Portillo and his team with Padres E Hijos En Acción
Community Support	Thursday, July 13th	9-10am	1 hr	Luis hosted Latino Children and Family Council monthly program Integracion Familiar with Teresa Tellez.
Community Support, Environment	Friday, July 14	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, July 14	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, July 14th	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	Monday Jul 17, 2023	9am-11am	2 hours	Armando Carrillo hosted The Latino Council monthly radio show, hosted by Dr. Patricia Tellez-Giron and Shiva Bidar-Silaf.
Community Support	Tuesday Jul 18, 2023	9am-10am	1 hour	Interview with the Johnson Financial Group Latino Team to offer programs and services for mortgage.



Community Support	Wednesday Jul 19, 2023	9am-10am	1 hour	Lupita Montoto hosted Madison Opera in The Park artists and organizers.
Education	Thursday July 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, July 21th	12pm-1pm	1 hour	Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners.
Economy	Tuesday, July 25th	10am-11am	1 hour	WI Latino Chamber of Commerce with information for businesses and entrepreneurs of new services and programs, grants, and seminars.
Economy	Wednesday, June 26th	9am-10am	1 hour	UW Credit Union monthly radio program with financial advice and services for their members.
Community Support	Thursday, July 27th	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.



Community Support	Friday July 28th	9am-10am	1 hour	Baltazar de Anda-Santana hosted their monthly radio program and interviewed Latino Academy collaborators.
Public Safety	Friday, July 28th	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	Wednesday, August 2nd	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.
Education	Thursday August 3rd	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, August 4th	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, August 7th	9am-11am	2 hours	Luis Montoto hosted Dr. Patricia-Tellez Giron and Shiva Bidar for their monthly program Nuestra Salud with UW



				Health & Quartz in collaboration with Agrace Hospice Care.
Community Support	Tuesday, August 8th	9am-10am	1 hour	Luis Montoto Interviewed Hector Portillo and staff from Padres e Hijos en Acción.
Community Support	Wednesday August 9th	9am-10am	1 hour	Luis hosted MG&E Viviendo con Energia monthly program with financial support and safety tips and education on how to save energy and money on the power bill.
Community Support	Thursday, August 10th	9-11am	2 hrs	Luis hosted Latino Children and Family Council monthly program Integracion Familiar with Teresa Tellez.
Education	Friday, August 11th	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.
Economy	Friday, August 11th	10am-11am	1 hour	Lupita hosted their monthly radio program and interviewed Latino Academy collaborators.
Public Safety	Friday, August 11th	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, August 15	9a-10:30a	1.5 hr	Lupita hosted Roots 4 Change program to talk about Farm to Family program that provides food to Farm families and doulas services and opportunities for educational programs and services for moms and newborns.
Community Support	Friday August 18	8am-8:30am	30min	Luis and Lupita interview Cristina Williams, Sun Prairie Chamber of Commerce, President about the Sun Prairie Sweet Corn Fest.
Community Support	Friday August 18	9am-10:00am	1 hour	Lupita Montoto hosted UNIDOS radio show with Unidos support specialist that provided Domestic Violence awareness and provided services for victims.
Public Safety	Friday, August 18	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 August 22	9am-10am	1 hours	Luis and Lupita Montoto hosted Jason Knutson Atty at Habush Habush & Rottier to talk about workers rights and legal advice for the community.
Education	Monday, August 28th	9am-10am	1 hour	Lupita Hosted Rainbow Project to talk about their services and Annual Celebration Rhumba 4 Rainbow.



Community Support	Tuesday August 29th	8am-9am	30 Min	Luis Montoto interviewed UW Athletics to talk about the different sports programs that UW Madison offers.
Economy	Wednesday, August 30	9am-10am	1 hour	Lupita Montoto Interviewed UW Credit Union staff and provided financial advice and information about their services.
Community Support	Thursday, August 31st	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.
Community Support	Thursday August 31st	10am-11am	1 hour	Lupita Montoto hosted Safe Communities, Cheryl Wittke Executive Director to talk about International Overdose Awareness and Prevention month, and offered support and services in the community.
Economy	Friday, September 1st	9am-10am	1 hour	Lupita hosted their monthly radio program and interviewed Latino Academy collaborators and Executive Director Baltazar De Anda Santana .



Public Safety	Friday, September 1st	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	Wednesday, September 6	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	Tuesday, September 12th	9am-10am	1 hour	Luis Montoto Interviewed Hector Portillo and staff from Padres e Hijos en Acción
Education	Friday, September 8th	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.
Legal Advice	Friday, September 8th	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, September 11th	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	Thursday, September 14th	9am-10am	1 hrs	Luis hosted Latino Children and Family Council monthly program Integracion Familiar with Teresa Tellez.
Community Support	Tuesday, September 12th	10am-11am	1 hour	Luis and Lupita Montoto hosted the UW Waisman Center, to talk about the first Latino Resource Fair for Families and Children with disabilities.
Economy	Wednesday September 13th	9am-10am	1 hour	Lupita Montoto interviewed the Johnson Financial Group team to talk about the Mortgage services along with JFG services and products, requirements and benefits.
Community Services	Wednesday September 13th	10am-11am	1 hour	Lupita Montoto hosted the Rosen Nissan Latino team to talk about the different programs available to buy a car and promoted Viva Mexico Festival Car Caravan.
Community Support	Tuesday, September 13th	5pm-7pm	2 hours	Luis and Lupita Montoto participated at the first Latino Resource Fair for Families and Children with disabilities organized by the UW Waisman Center, at the Leopold Elementary School.
Community Support	Friday, September 15th	9am-10am	1 hour	Lupita Montoto Interview Consul Claudia Franco, Ambassador of the Mexican Consulate in Milwaukee, to



				talk about the Mexican Independence Day Festivities and their participation at the Viva Mexico Festival.
Education	Tuesday September 19	9am-10am	1 hour	Armanco Carrillo hosted Middleton Cross Plains Positivamente radio program to talk about the new security code and families services.
Community Support	Wednesday September 20	9am-10am	1 hour	Lupita Montoto interviewed the Janesville Nissan Latino Team, to talk about the services and programs to buy new or used vehicles.
Community Support	Wednesday September 20	10am-11am	1 hour	Luis and Lupita hosted Madison Gas and Electric team and Forward Madison, to talk about the upcoming event Dia de Futbol at the Breese Stevens Field Sept 30, 2023.
Community Support	Thursday, September 21st	8am-8:30am	30 min	Luis Montoto interviewed Brian from Music in the Mills, to promote the upcoming event Sept 23, 2023.
Education	Thursday September 21st	9am-11am	2 hours	Luis Montoto hosted an Interview with Madison Metropolitan School District staff with their monthly program Que Pasa en Nuestras Escuelas.



Community Support	Friday September 22	9am-10am	1 hour	Luis and Lupita hosted Madison Gas and Electric team and Forward Madison, to talk about the upcoming event Dia de Futbol at the Breese Stevens Field Sept 30, 2023.
Public Safety	Friday, September 22	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 September 26	9am-10am	1 hour	Luis and Lupita interview Rhonda, Executive Director River Food Pantry, Chef Steve LaPean from Stark Weather Brewing co., and Pat, radio host from Magic98, to talk about the Sips and Slices event to fundraise funds for the River Food Pantry.
Economy	Tuesday, September 26	10am-11am	1 hour	Lupita Montoto hosted Jorge Antezana, Executive Director and Team at the WI Latino Chamber of Commerce with information for businesses and entrepreneurs of new services and programs, grants, and seminars.



Economy	Wednesday, September 27	9am-10am	1 hour	Lupita Montoto interviewed UW Credit Union staff and provided financial advice and information about their services.
Community Support	Wednesday September 27	4pm-5pm	1 hour	Lupita Montoto, Gloria Castillo from MG&E and Jovan Chavez from Forward Madison, interviewed Carlos Salcido, Soccer Player and Mexico National Team medallist. Carlos is the guest for Dia de Futbol 2023 at Breese Stevens, hosted by MG&E.
Public Health, Community Support	Thursday September 28	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
Public Safety	Friday, September 29	12pm-1pm	1 hour	Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners.
Community Event	Saturday September 30	12pm-3pm	3 hours	Luis and Lupita broadcasted live from the Dia de Futbol event, hosted by MG&E at the Breese Stevens Field.



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