



WMGN-FM

WJJO-FM

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WHIT-FM & AM

WRIS-FM

WLMV-FM & AM

Issues & Programs List

4th Quarter 2023 (Oct-Dec)

Prepared January 10, 2024

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: 4th Quarter (October, November, December)

Year: 2023

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Community Support	Wednesday, October 4th	9am-10am	1 hour	Luis Montoto Interview Centro Hispano of Dane County Executive Director Karen Menendez Coller and her team.
Community Support, Environment	Friday, October 6th	9am-10am	1 hour	Lupita hosted The Latino Academy of Workforce Development Liderazgo Program with EcoWisconsin Latino and talked about conservation and recycling.
Public Safety	Friday, October 6th	12pm-1pm	1 hour	Armando Carrillo En Vivo Interview with Arellano & Phebus Program providing legal advice
Community Support	Tuesday, October 10th	9am-10am	1 hour	Luis Montoto Interview Hector Portillo and his team with Padres E Hijos En Acción
Community Support	Wednesday, October 11th	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	Wednesday October 11th	9-10am	1 hr	Lupita hosted Members First Credit Union monthly program, financial education was shared with the listeners.

Community Support	Thursday, October 12th	9-10am	1 hr	Luis hosted Latino Children and Family Council monthly program Integracion Familiar with Teresa Tellez.
Education	Friday, October 13th	9am-10am	1 hour	Special program with Ponte Las Pilas and Madison College about college opportunities and special programs for students of all ages.
Community Support	Friday, October 13th	10am-11am	1 hour	Special program with Monica Gonzalez, from Bank of Sun Prairie to educate our listeners on the process to purchase a mortgage.
Community Support	Friday, October 13th	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 October 2nd	9am-11am	2 hours	Armando Carrillo hosted The Latino Health Council monthly radio show, hosted by Dr. Patricia Tellez-Giron and Shiva Bidar-Silaf.
Community Support	Tuesday October 3rd	9am-10am	1 hour	Lupita Montoto interviewed Pianist Greg Selenske from Madison Symphony Orchestra to promote Greg and Sus Amigos, show at the Overture Center.
Community Support	Monday October 16th	11:30am-2:00pm	3.5 hours	La Movida Team hosted the 13th Annual Hispanic Heritage Luncheon at the Monona Terrace. 300 Community Members attended to celebrate the Latino Community Achievements and Contributions. Congressman Mark Pocan was the guest speaker.
Community Support	Tuesday October 17th	9am-10:30am	1.5 hours	Lupita hosted Roots 4 Change program to talk about Farm to Family program that provides food to Farm families and doula services and opportunities for educational programs and services for moms and newborns.

Community Support	Wednesday October 18th	7am-6pm	11 hours	Radiothon American Family Children Hospital Radiothon.
Education	Thursday October 19th	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 October 20th	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.
Community Support	Friday October 20th	10:00am-11am	1 hour	Lupita Montoto hosted the Consulado Mexicano interview.
Public Safety	Friday, October 20th	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, October 31th	9am-10am	1 hour	Luis Montoto hosted the Bank of Sun Prairie financial specialists,
Economy	Tuesday, October 31th	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, October 25th	9am-10am	1 hour	UW Credit Union monthly radio program with financial advice and services for their members.

Community Support	Wednesday October 25th	10:00am-11am	1 hour	Luis Montoto hosted Madison Opera artists.
Community Support	Thursday, October 26th	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 October 26th	10:00am-11am	1 hour	Lupita Montoto hosted the Catholic Multicultural Center, Promoting the CMC Radiothon.
Public Safety	Friday, October 27th	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	Friday November 3rd	10:00am-11am	1 hour	Lupita Montoto hosted the Catholic Multicultural Center, Promoting the CMC Radiothon.
Public Safety	Friday, November 3rd	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, November 6th	9am-11am	2 hours	Luis Montoto hosted Dr. Patricia-Tellez Giron and Shiva Bidar for their monthly program Nuestra Salud with UW Health & Quartz.

Community Support	Wednesday, November 8th	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, November 9th	9-10am	1 hrs	Luis hosted Latino Children and Family Council monthly program Integracion Familiar with Teresa Tellez.
Education	Friday, November 10th	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, November 10th	10am-11am	1 hour	Lupita hosted their monthly radio program and interviewed Latino Academy collaborators.
Public Safety	Friday, November 10th	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, November 14th	9am-10am	1 hour	Luis Montoto Interviewed Hector Portillo and staff from Padres e Hijos en Acción.
Community Support	Tuesday, November 14th	10am-11am	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.

Public Health	Monday, November 3th	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	Wednesday, November 15th	9am-10am	1 hour	Luis Montoto Interviewed St.Vincent de Paul staff to promote the services they provide to people in need and their job opportunities.
Education	Thursday November 16th	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 November 17th	9am-10:00am	1 hour	Lupita Montoto hosted Catholic Multicultural Center staff to promote the upcoming Radiothon.
Public Safety	Friday, November 17th	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 November 21st	9am-10am	1 hours	Luis and Lupita Montoto hosted the Consulado Mexicano staff.
Community Support	Wednesday November 22nd	9am-10am	1 hour	Luis Montoto hosted the Consulado Colombiano staff.

Community Support	Monday November 27th	4pm-5pm	60 Min	Armando Carrillo hosted Amigos en Azul and Madison Police Department officials to talk about the safety campaign in Dane County.
Community Support	Tuesday November 28th	9am-10am	1 hours	Luis and Lupita Montoto hosted Danielle from Gunderson Funeral Homes to talk about how to prepare for the difficult moments of losing a family member and also, creating a plan that will leave your loved ones worried free.
Economy	Tuesday, November 28th	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, November 29th	9am-10am	1 hour	Lupita Montoto interviewed UW Credit Union staff and provided financial advice and information about their services.
Community Support	Wednesday November 29th	10am-11am	1 hour	Lupita Montoto interviewed Madison Symphony artists promoting the upcoming show at the Overture Center.
Community Support	Thursday, November 30th	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 November 30th	4pm-5pm	60 Min	Lupita Montoto hosted Amigos en Azul and Madison Police Department officials to talk about the safety campaign in Dane County.
Community Support	Friday December 1st	9am-10am	60 Min	Armando Carrillo hosted the Catholic Multicultural Center to promote their services and the upcoming Radiothon.
Public Safety	Friday, December 1st	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, December 4th	9am-11am	2 hours	Luis Montoto hosted Dr. Patricia-Tellez Giron and Shiva Bidar for their monthly program Nuestra Salud with UW Health & Quartz.
Community Support	Wednesday December 6th	8am-8:30am	30 minutes	Luis Montoto interviewed Children's Theater artists for the upcoming show at the CTM.
Community Support	Wednesday, December 6th	9am-10am	1 hour	Lupita 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	Wednesday December 6th	10am-11am	60 Min	Lupita Montoto hosted the Catholic Multicultural Center to promote their services and the upcoming Radiothon.
Education	Friday, December 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, December 8th	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	Friday December 8th	1pm-7pm	6 hours	Luis and Lupitta Montoto broadcast live from the Catholic Multicultural Center to host the 10th CMC Radiothon and raised funds to continue the services that the Center provides to the Community. Many guests and members of the Community joined the fundraising efforts and reached a goal of \$27, 000 with the support of sponsors and listeners.
Community Support	Tuesday, December 12th	9am-10am	1 hour	Luis Montoto Interviewed Hector Portillo and staff from Padres e Hijos en Acción.
Community Support	Tuesday, December 12th	10am-10:30am	1/2 hour	Lupita Montoto interviewed Consul Karina Blas from the Mexican Consulate of Milwaukee and talked about the upcoming holiday season and how to be prepared when traveling to Mexico during the holidays.
Community Support	Tuesday, December 12th	11am-12am	1 hour	Luis and Lupita Montoto attended the Safe Communities Media Press Conference alongside the different Police Officers from Dane County to launch a Safety Campaign “Drive Sober or you will be pulled over” during the holidays.

Community Support	Wednesday, December 13th	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	Wednesday Wednesday 13th	9-10am	1 hr	Lupita hosted Members First Credit Union monthly program, financial education was shared with the listeners.
Community Support	Thursday, December 14th	4pm-5pm	1 hour	Lupita Montoto hosted Safe Communities radio show and interviewed the different Police Officers from Dane County to talk about the Safety Campaign “Drive Sober or you will be pulled over” during the holidays and make the listeners aware of this initiative and ask them to drive carefully.
Community Support	Friday December 15th	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.
Economy	Friday, December 15th	10am-11am	1 hour	Lupita hosted their monthly radio program and interviewed Latino Academy collaborators.
Public Safety	Friday, December 15th	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, December 18th	10am-10:30am	1/2 hour	Lupita Montoto interviewed Consul Cassandra Castorena from the Mexican Consulate of Milwaukee and talked about the upcoming holiday season and how to be prepared when traveling to Mexico during the holidays.
Community Support	Tuesday, December 18th	4pmm-5pm	1 hour	Lupita Montoto interviewed Chief Alfonso Morales from Fitchburg Police Department, to talk about a Safety Campaign during the Holidays and make our listener aware of several crimes happening during the season on the malls, car stolen and house robbery.
Community Support	Tuesday, December 19th	9am-10:30am4	1.5 hours	Lupita Montoto hosted Roots 4 Change Co-Op members to do their montly radio program. R4C did a summary of all their achievements during 2023 and gave ideas on how to start the new years and make achievable resolutions.
Economy	Tuesday, December 19th	11am-12pm	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.
Education	Thursday December 21st	9am-11am	2 hours	Armando Carrillo hosted an Interview with Madison Metropolitan School District staff with their monthly program Que Pasa en Nuestras Escuelas.

Public Safety	Friday, December 22nd	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, December 27th	9am-10am	1 hour	Lupita Montoto Interviewed UW Credit Union staff and provided financial advice and information about their services.
Community Support	Thursday, December 28th	9am-10am	1 hrs	Luis and Lupita hosted Latino Children and Family Council monthly program Integracion Familiar with Teresa Tellez-Giron and Fermamdo Cano from the Latino Family Council.
Public Safety	Friday, December 29th	12pm-1pm	1 hour	Armando Carrillo hosted En Vivo con Victor Arellano from Arellano & Phebus Law Firm, providing legal advice to our listeners.

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