



WMGN-FM

WJJO-FM

WWQM-FM

WOZN-FM & AM

WJQM-FM

WHIT-FM & AM

WRIS-FM

WLMV-FM & AM

### **Issues & Programs List**

1st Quarter 2023 (January-March)

Prepared April 10<sup>th</sup>, 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: 1st Quarter (Jan, Feb, Mar)**

**Year: 2023**

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Public Health	Monday, Jan 16	9am-11am	2 hours	Luis Montoto Nuestra Salud interview with UW Health & Quartz (Agrace Hospice Sponsor)
Community Support	Wednesday, Jan 4	9am-10am	1 hour	Luis Montoto Interview with Centro Hispano of Dane County
Public Safety	Friday, Jan 6	12pm-1pm	1 hour	Armando Carrillo Interview with Arellano & Phebus Program
Charity, Community Support	Tuesday, Jan 10	9am-10am	1 hour	Luis Montoto Interview Hector Portillo and his team with Padres E Hijos En Acción
Community Support,	Friday, Jan 13	10-11am	1 hour	Armando hosted The Latino Academy of Workforce Development for an interview about upcoming opportunities.



Public Health				
Education	Friday, Jan 13	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, Jan 13	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 Jan 19	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, Jan 20	12pp-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, Jan 19	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, Jan 31	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, Jan 26	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, Jan 27	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, Feb 1	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, Feb 3	9am-10am	1 hour	Baltazar de Anda-Santana hosted their monthly radio program and Interview Latino Academy collaborators.
Public Safety	Friday, Feb 3	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, Feb 6	9am-11am	2 hours	Luis Montoto hosted Dr. Patricia-Tellez Giron and Shiva Bidar for their monthly program Nuestra Salud with UW Health & Quartz
Public Safety, Public Health	Tuesday, Feb 7	9am-10am	1 hour	Hector Portillo hosted their monthly radio program with his guests and staff from Padres E Hijos En Acción. To provide information and resources to families and children with special needs.
Economy	Wednesday, Feb 9	9a-10a	1 hour	Luis Montoto hosted Eric Lopez, from DreamBank with guests Temo Xopin and Alejandro Riano and promoted their upcoming Spanish programs.
Public Health	Thursday, Feb 9	9am - 10am	1 hour	Latino Health Council chair Teresa Tellez-Giron hosted the monthly show Integracion Familiar with resources and programs for latino families.
Education	Friday, Feb 10	9am-10am	1 hour	Madison College monthly radio program Ponte las Pilas to promote their different new courses and programs for the spring semester.
Education	Friday Feb 10	4-5p	1 hour	Armando Carrillo interviewed Jenny Perez Soto from Life Science Communications at UW Madison about Dane County Consortium opportunities.



Public Safety	Friday, Feb 10	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, Feb 13	9am-10am	1 hour	Luis Montoto hosted Javier Neiro from Capella Real Estate
Economy, Community Support	Tuesday, Feb 14	9am-10am	1 hour	Luis Montoto Interviewed Hector Portello and staff from Padres e Hijos en Accion
Economy	Wednesday, Feb 15	9am-10am	1 hour	Luis Montoto interviewed Paula and Ana from Members First Credit Union on financial education
Education	Thursday Feb 16	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, Feb 17	9am-10am	1 hour	Luis Montoto hosted UNIDOS staff for their monthly radio program about Domestic Violence and support groups for teenagers and members of the LGBTQ+ community.
Public Safety	Friday, Feb 17	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	Tuesday, Feb 21	10am-11am	1 hour	Luis Montoto interviewed Roots 4 Change on their psychology program for women and kids
Public Safety	Friday, Feb 24	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, Feb 22	9am-10am	1 hour	Luis Montoto Interviewed UW Credit Union staff and provided financial advice and information about their services.
Public Health	Thursday, Feb 23	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, Feb 28	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, March 3	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, March 3	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, March 6	9am-11am	2 hours	Dr. Patricia Tellez-Giron and Shiva Bidar, hosted Nuestra Salud monthly radio program and interviewed members of the Latino Health Council, and UW Health & Quartz.
Community Support	Wednesday, March 7	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, Mar 9, 2023	9am - 10am	1 hour	Teresa Tellez-Giron hosted Latino Children and Family Council monthly program Integracion Familiar to talk about abuse and negligent situations with the LGBTQ+ Community and provided resources and services available in the community.



Education	Friday, March 10	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, March 10	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 March 13	5-6p	1 hour	Armando hosted The Latino Academy of Workforce Development for an interview about upcoming opportunities.
Public Safety, Public Health	Tuesday, March 14	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, March 15	9-10a	1 hour	Luis hosted MG&E Viviendo con Engergia show about winter storms and help to pay your electric bill



Education	Thursday March 16	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, March 17	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, March 28	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, March 29	9am-10am	1 hour	Luis Montoto Interviewed UW Credit Union staff to talk about their services and provide financial advice.
Public Safety	Friday, March 31	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, Mar 30, 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



Education, Community Support, Economy	3/21-3/31	9-10a, 10-11a/10	1 hour	La Movida celebrates Women’s History Month with daily interviews with influential women in the Madison area sponsored by UW-Madison. Organizations represented include: Department of Planning and Community & Economic Development, DAMA inc, Affordable Dental Care, Park Bank, Supporting Families Together Association, Alvarado Real Estate, Latino Academy of Workforce Development, Inc., City of Madison, UNIDOS, State Farm, Big Brothers Big Sisters of Dane County, MG&E, Amigos en Azul, Latino Health Council, City of Fitchburg, North/Eastside Senior Coalition, Centro Hispano, REAP Food Group, Latino Children and Family Council, Padres e Hijos en Acción, & Luna’s Grocery Store
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