

To: The Federal Communications Commission- - MB Docket No. 04-233  
Fr: Jon Schweitzer  
Sr. VP/GM  
WTMJ/WKTI Radio, Milwaukee WI  
Re: Localism efforts

The contents of this letter reflect our stations' commitment to our local audiences. We believe it is not necessary to monitor or regulate radio station's localism efforts because, as you will see below, we exceed any standard of performance in this area. Thank you for your attention to this matter.

### Local News

How much do we invest in local news?

- We have seven full-time and three part-time employees who work exclusively in our news department. Additionally, we have numerous other employees who contribute to presenting our news product on the air, including our traffic reporter, and our morning- and afternoon-drive hosts.
- We make a monetary investment in order to supplement our own resources with the newsgathering resources of WTMJ-TV. (We maintain our editorial independence, however.)
- WKTI will likely be the only FM station in the market that will carry election coverage all day and night on November 2<sup>nd</sup>.

How many newscasts do we air each week?

- WTMJ maintains a local news presence 24 hours a day, every day of the year.
- Not accounting for extended coverage situations (e.g., breaking news or severe weather), the station devotes 36.5 hours each week to news programs: "Wisconsin's Morning News," "The Green House," and "Wisconsin's Weekend Morning News" (which airs Saturday and Sunday mornings).
- Additionally, not accounting for occasional sports play-by-play-related preemptions, WTMJ airs 220 newscasts each week: 165 Monday – Friday; 29 each Saturday; and 26 each Sunday.
- WKTI airs two live Newscasts each hour from 5:30am to 8:00am Monday through Friday.

What percentage of daily programming is devoted to news?

- Monday – Friday: WTMJ devotes 38 percent of its daily programming to news, not accounting for either extended coverage situations or sports play-by-play-related newscast preemptions.
- Saturday: WTMJ devotes 21 percent of its daily programming to news, not accounting for either extended coverage situations or sports play-by-play-related newscast preemptions.
- Sunday: WTMJ devotes 19 percent of its daily programming to news, not accounting for either extended coverage situations or sports play-by-play-related newscast preemptions.

### Local Public Affairs

Here is a brief description of all daily or weekly programs devoted to local public affairs, local politics, community issues, etc:

- Midday with Charlie Sykes, 8:30am – 12:00pm, Monday – Friday. Call-in/interview/newsmaker discussion program.
- The Jeff Wagner Show, 12:00pm – 2:00pm, Monday – Friday; and 12:00pm – 4:00pm Saturday. Call-in/interview/newsmaker discussion program.
- The Mark Reardon Show, 8:00pm – 12:00am, Monday – Friday. Call-in/interview/newsmaker discussion program.
- The Wes Minter Show, 9:00am – 1:00pm, Sunday. Call-in program.
- A one hour program which airs weekly on WKTI discussing local community issues with News Director Gene Mueller and WTMJ-TV anchor Mike Jacobs.

These regularly scheduled public affairs segments are included in our regular programming:

- "The Military Update," 5:00pm – 5:10pm, Monday – Friday (during "The Green House). Daily update on local service members serving in Iraq, Afghanistan and at other US Armed Forces outposts throughout the world.

### Local Programming Policies

- WTMJ and WKTl make programming decisions based on the following: Our longstanding desire to be not just a radio station but a citizen of our community; our expertise in the industry; and feedback from community leaders and members of our audience.

Do we meet with community leaders (ascertainment)?

- Yes. Quarterly. The input we receive from this process is factored into our programming decisions.

Do we regularly conduct polling or research to determine what to program?

- Yes. Our annual perceptual research allows us to factor audience concerns into our programming decisions.

How do we handle letters, emails, phone calls, etc., that contain programming suggestions or feedback?

- We respond to each communication we receive from an identifiable member of the audience. Any common trend that we identify in these communications is then factored into our programming decisions.

### Community-Responsive Programming

Programs, campaigns or PSA support given to specific segments of the community.

- During the past year, the Newsradio 620 WTMJ News Department has done extensive reporting on a public corruption crisis that has enveloped Wisconsin, at the state and local levels. Also, in an investigative report that aired in December 2003, WTMJ's news staff exposed a local judge who violated the rules of judicial conduct by representing his son in court on criminal charges, then lied about it when first confronted by one of the station's reporters.
- Government fiscal crises. WTMJ reporters spent considerable time exploring the issue. They explained how state and local governments found themselves in a budget crunch. And they helped listeners understand a property tax freeze that was passed by the state legislature, only to be vetoed by the governor – a veto that was upheld during a rancorous debate in the Wisconsin legislature.
- The cost of health care and health insurance has had a significant impact on WTMJ's listeners. The station's news staff did extensive reporting on the reasons for cost increases and possible solutions.
- Fighting crime has been a major issue for southeastern Wisconsin and the WTMJ News Department has done considerable reporting on the issue. Also, in August 2004, the WTMJ News Department aired a series of reports examining and explaining a controversial Milwaukee Police Department policy to stop automatically responding to burglar alarms.
- After a volunteer firefighter was involved in a drunken-driving hit-and-run accident that killed a teenager, a WTMJ News investigative report revealed a quirk in Wisconsin law that essentially rewarded drunken drivers for leaving the scenes of fatal accidents they caused. Drunken drivers who fled were subject to shorter prison sentences than those who remained at the scene. Thanks to WTMJ's report, the loophole was closed.
- 2004 has seen the start of the largest highway reconstruction project in Wisconsin history, the four-year, \$800 million Marquette Interchange (through which 75 percent of Wisconsin traffic passes each day) renovation in downtown Milwaukee. Because of the resulting traffic problems, in October, the WTMJ News Department aired a series of reports explaining the project and offering alternative means to get to and from work or school.
- In addition to exploring many of the issues listed above, in 2004 WTMJ's public affairs program hosts have devoted hours of air time discussing dominating local issues such as the economy, employment, education, the environment and Indian gaming.
- WKTl schedules a daily, live call or visit @ 8:30am to help promote a local Public Service/Community event for a Charity or private fundraiser. In the past listeners stricken with cancer or victims of catastrophic accidents have been helped by these touching on-air conversations.

## Political Programming

Candidate debates, forums or other access to (non-paid) air time for candidates for public office.

- February 17<sup>th</sup> Wisconsin presidential primary:
  - \* February 1, interview with Democratic presidential candidate Howard Dean
  - \* February 15, aired live a 90-minute debate featuring the five major candidates for the Democratic presidential nomination: John Kerry, John Edwards, Howard Dean, Dennis Kucinich and Al Sharpton.
  - \* February 16, interviews with Democratic presidential candidates John Kerry and John Edwards.
- April 6<sup>th</sup> Milwaukee mayoral election (first open mayoral election in 16 years):
  - \* February 19 (two days following primary), aired the first debate between finalists Marvin Pratt and Tom Barrett. The one-hour debate was sponsored by WTMJ.
  - \* March 1 – April 5, WTMJ News Department airs “In Their Own Words,” a six-part Monday-morning series in which candidates Marvin Pratt and Tom Barrett are each afforded the opportunity to speak to voters – unedited and unfiltered – about the major issues facing the city of Milwaukee.
- September 14<sup>th</sup> Wisconsin primary election:
  - \* July 14, State Senate Race. Live interview with Rep. Glen Grothman, announcing his candidacy against State Senate Majority Leader Mary Panzer.
  - \* July 21, interview with State Senate Majority Leader Mary Panzer.
  - \* July 27, interview with State Senate Mary Panzer.
  - \* August 4, interview with Rep. Glen Grothman.
  - \* August 9, US Senate Race. Interview with candidate Russ Darrow.
  - \* August 10, US Senate Race. Interview with candidate Tim Michels.
  - \* August 11, US Senate Race. Interview with candidate Bob Welch.
  - \* August 24, Milwaukee Congressional Race. Interview with candidate Jerry Boyle.
  - \* August 25, Milwaukee Congressional Race. Interview with candidate Corey Hoze.
  - \* August 26, US Senate Race, aired live one-hour debate sponsored by WTMJ.
  - \* September 7 – 13, State Senate Race. WTMJ News Department airs “In Their Own Words,” a six-part series in which candidates Glenn Grothman and Mary Panzer are each afforded the opportunity to speak to voters – unedited and unfiltered – about the major issues facing the state of Wisconsin.
  - \* September 15, State Senate Race. Interview with primary winner Glen Grothman.
  - \* September 15, US Senate Race. Interview with primary winner Tim Michaels.
  - \* September 15, Milwaukee Congressional Race. Interview with primary winner Gwen Moore.
- November 2<sup>nd</sup> presidential election:
  - \* July 14, Pres. Bush visits Waukesha, WI. WTMJ carries speech live.
  - \* July 28, WTMJ airs live Sen. John Kerry’s Democratic National Convention acceptance speech.
  - \* August 2, Sen. John Kerry visits Milwaukee, WI. WTMJ carries speech live.
  - \* September 2, WTMJ airs live Pres. Bush’s Republican National Convention acceptance speech.
  - \* September 3, Pres. Bush visits West Allis, WI. WTMJ carries speech live.
  - \* September 14, Sen. John Kerry visits Milwaukee, WI. WTMJ carries speech live.
  - \* September 24, Pres. Bush visits Racine, WI. WTMJ carries speech live.
  - \* September 30, WTMJ airs first presidential debate from Florida.
  - \* October 5, WTMJ airs live vice presidential debate from Cleveland.
  - \* October 8, WTMJ airs live second presidential debate from St. Louis.
  - \* October 13, WTMJ airs third presidential debate from Tempe, AZ.
  - \* October 15, Sen. John Kerry visits Milwaukee, WI. WTMJ carries speech live.
- November 2<sup>nd</sup> US Senate election:
  - \* October 4 – November 1. WTMJ News Department airs “In Their Own Words,” a six-part Monday-morning series in which candidates Russ Feingold and Tim Michels are each afforded the opportunity to speak to voters – unedited and unfiltered – about the major issues facing the state of Wisconsin and the United States.

Programming analyzing ballot issues and political races

- Midday with Charlie Sykes, 8:30am – 12:00pm, Monday – Friday. Call-in/interview/newsmaker discussion program.
- The Jeff Wagner Show, 12:00pm – 2:00pm, Monday – Friday; and 12:00pm – 4:00pm Saturday. Call-in/interview/newsmaker discussion program.
- The Mark Reardon Show, 8:00pm – 12:00am, Monday – Friday. Call-in/interview/newsmaker discussion program.

- The Wes Minter Show, 9:00am – 1:00pm, Sunday. Call-in program.

### Emergency Programming

Live coverage of local emergencies, including weather, traffic, crime or other similar events.

- WTMJ provides coverage of local emergencies, severe weather, traffic problems, breaking crime news and other similar events whenever they occur, 24 hours a day, every day of the year. We have six full-time and three part-time employees who work exclusively in our news department. Additionally, we have numerous other employees who contribute to presenting our news product in the air, including our traffic reporter, and some of our hosts. Each is on call around the clock, should they be needed to provide coverage of emergencies. We also have a staff of meteorologists, four full-time and one part-time, who are on call around the clock, should they be needed to provide coverage of weather emergencies.

Here is the station's investment in ENG, weather equipment, and other tools used to provide local coverage.

- State-of-the-art studio, state-of-the-art newsroom and state-of-the-art weather center, complete with forecasting and weather diagnostic equipment.

Do we participate in Amber Alerts?

- Yes. We broadcast any Amber Alert that is issued for state-wide distribution or for distribution in our primary counties of responsibility, as determined by the Wisconsin Amber Alert Committee: Dodge, Fond du Lac, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington and Waukesha.
- In addition to broadcasting these Amber Alerts, we provide extensive additional news coverage related to each.
- A WTMJ employee, Gary Timm, serves as a member of the Wisconsin Amber Alert Committee.

Do we participate in EAS?

- Yes. We broadcast EAS for tornado warnings and flash flood warnings issued by the National Weather Service for any of the 11 counties in southeastern Wisconsin: Dodge, Fond du Lac, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington and Waukesha.
- We broadcast EAS for any Amber Alert issued state-wide or for the 11 counties in southeastern Wisconsin: Dodge, Fond du Lac, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington and Waukesha.
- We are the primary southeastern Wisconsin EAS station. More than two dozen other radio stations in our region must monitor us around the clock for EAS notifications.
- A WTMJ employee, Gary Timm, is the EAS coordinator for the state of Wisconsin.

### Participation in Community Activities

Here are some examples how the station supports local charity initiatives:

- Since January 2003, WTMJ has provided well more than \$250,000 in air time, promotional support and other related assistance (i.e., donating personalities' time) to the following charitable events in our community:
  - \* Teddy Bear Patrol. Collects Teddy Bears that police, fire and emergency medical services distributed to traumatized children at crime, fire and accident scenes.
  - \* Making Strides Against Breast Cancer Walk. Raises awareness, and donations, for breast cancer research.
  - \* Lombardi Golf Classic. Raises funds for the Vince Lombardi Cancer Clinic.
  - \* Hike for Hunger. Raises money and food donations for America's Second Harvest of Wisconsin, which feeds the disadvantaged.
  - \* Green House Nuggets. Each year, the station produces a CD featuring highlights of its afternoon news program, "The Green House." The CD is sold to the public, with proceeds benefiting St. Mary's Hospice Foundation of Milwaukee.
  - \* MACC Fund Auction. The station simulcasts the annual MACC-a-Thon, a live on-air auction. Proceeds go to Midwest Athletes against Childhood Cancer.
  - \* In Our Name. This effort gave people in southeastern Wisconsin a way to send their moral support to local service men and women fighting in Iraq.
  - \* Operation Welcome Home. This event, held at the Milwaukee County Zoo, offered support to local service men and women returning home from the war in Iraq.
  - \* March of Dimes. WTMJ is a founder, and continuing supporter, of the Achievement In Radio (AIR) Awards, raising money and awareness of the March of Dimes' efforts.
  - \* Operation School Supply. Provided a vehicle for people to donate school supplies to disadvantaged children throughout southeastern Wisconsin who otherwise wouldn't have them.

Station personnel are on the boards of such groups, or serve as volunteers.

Here's a partial list:

- \* Jon Schweitzer, Senior Vice President and General Manager  
Executive Board Member, Achievement in Radio Awards, March of Dimes  
Board of Directors, Wisconsin Broadcasters Association
  
- \* Dan Shelley, News Director and Assistant Program Director  
Chairman-elect, Radio-Television News Directors Association  
-- among other things, provides development for journalists of color in Milwaukee,  
throughout the nation and in more than 40 countries around the world  
Trustee, Radio and Television News Directors Foundation  
-- provides scholarships, fellowships and continuing education for journalists  
of color in Milwaukee, throughout the nation and in more than 40 countries around  
the world
  
- \* Phil Cianciola, Talk Show Host  
Fundraiser, St. Mary's Hospice Foundation
  
- \* Jonathan Green, Talk Show Host  
Auctioneer and emcee of fundraisers for charity auctions  
Parade Contributor for the Milwaukee Veterans Day Parade
  
- \* Keith Harmon, Sales Representative  
Committee Chairperson, Iron Horse District - Milw. Co. Council of the Boy Scouts of America  
Marketing Board Member, Children's Learning Center for 32 Degree Masons  
Marketing Board Member, Wisconsin Masonic Journal
  
- \* Rob Hart, News Reporter  
Volunteer, Salvation Army
  
- \* Tom Hecker, Sales Representative  
Volunteer, Cudahy, WI Recreation Department  
Volunteer, Cudahy, WI Public Schools
  
- \* John Jagler, News Reporter  
Volunteer, Special Olympics of Wisconsin
  
- \* Bill Michaels, Talk Show Host  
Spokesman, Blood Drives for Blood Center of Wisconsin  
Honorary Board Member, Vince Lombardi Charities and Cancer Clinic  
Board Member, Make-A-Wish Foundation of Southeastern Wisconsin  
Volunteer/Celebrity, The Big Unit's Run/Walk to German Fest  
-- benefiting The March of Dimes  
Honorary Board Member, Ronald McDonald House  
Honorary Board Member, Michael King's Celebrity Trap Shoot  
-- benefiting Midwest Athletes Against Childhood Cancer  
Founder, The Big Unit's Care Network Web Page  
-- raises awareness about local charities
  
- \* Stephanie Rice, Promotions & Programming Assistant  
Outreach Education Department Volunteer, Planned Parenthood of WI.
  
- \* Jay Sorgi, On-Air Sports  
President, Hoops with Hope  
-- a non-profit organization creating basketball retreat camps for inner-city children  
Volunteer, Casa Maria Homeless Shelter
  
- \* Jeff Wagner, Talk Show Host

Chairman, Milwaukee County Boy Scouts School Night

Founder, The Jeff Wagner Scoutreach Fund

-- donates honoraria from speaking engagements to help low-income boys participate in  
scouting in Milwaukee County

Chairperson, Making Strides Against Breast Cancer Walk