

## Quarterly Issues Programs List

Townsquare Media Rochester  
Stations: KWWK, KDCZ, KROC-FM, KYBA  
October 1st, 2023 through December 31st, 2023

### SECTION I. Issues

**A) Public Health** – The Minnesota Department of Health (MDH) works to protect, maintain, and improve the health of all Minnesotans through disease prevention, health promotion, and assurance of a safe and healthy environment. MDH collaborates with communities, individuals, and partners to address public health challenges and advance health equity across the state.

**B) Economy** – The U.S. Census Bureau released a report that shows that median incomes when adjusted for inflation have declined in Minnesota the last 5 years.

**C) Cannabis Education and Regulation** – On May 30th, Minnesota Governor Tim Walz signed a bill making recreational marijuana legal in the state. The new law took effect on August 1<sup>st</sup>.

**D) Public Education** – The Minnesota Department of Education released statewide test results for 2023 that show more than half of students are struggling.

**E) Wildlife Health and Conservation** – Chronic Wasting Disease (CWD) is a fatal, neurological illness that kills deer and elk.

### SECTION II – RESPONSIVE PROGRAMS

**MINNESOTA MATTERS**, hosted by Tasha Redel, Bill Werner, Mark Dorenkamp and Mike Grim is a weekly locally produced public affairs program that discusses matters of importance to Minnesotans. Minnesota Matters runs every Sunday morning on KROC-FM, KWWK, KDCZ, and KYBA from 6:00 a.m. and 6:30 a.m.

#### **October 6th, 2023 – Issues Discussed: Economy, Public Health, Mental Health**

The show begins with a focus on the childcare industry in Minnesota. Federal funding to boost childcare provider wages is ending across the nation, leading to challenges in hiring and retaining workers. However, Minnesota stands out due to a \$330 million investment in the state's childcare industry. Senate Majority Leader Kerry Deeds discusses the multifaceted approach taken, including the creation of the Great Start Compensation program to uplift childcare workers and increased funding in various bills to stabilize and build the childcare system.

The hosts also discuss veteran suicide prevention and awareness, timely as October 7th is designated as Minnesota Veteran Suicide Prevention and Awareness Day. Christy Stipes, a suicide prevention coordinator with the Minnesota Department of Veterans Affairs, joined to discuss the disturbing trend of veteran suicides. Resources available to veterans are highlighted, emphasizing the need for veterans to utilize their earned benefits for comprehensive support.

#### **October 13th, 2023 – Issues Discussed: Public Health, Mental Health**

The hosts address bullying prevention month and talk to Julie Hertzog, the director of Pacers National Bullying Prevention Center. They discuss the importance of raising awareness about bullying and the

upcoming Unity Day on October 18, where people are encouraged to wear orange to stand against bullying.

### **October 20th, 2023 – Issues Discussed: Cannabis Education and Regulation, Public Health, Mental Health**

The hosts discuss a proposed cannabis manufacturing and cultivation facility in Grand Rapids. Brent Palm interviews John Hadoop, the lead investment partner in the project, discussing its potential economic impact and technological aspects. The discussion delves into job creation, workforce recruitment, and the high-tech nature of the cannabis industry.

A Minnesota Council of Nonprofits report is also discussed during this program: It revealed insights into the current state of the nonprofit sector in the state. Kari Onstad, associate director of the Minnesota Council of Nonprofits, joined to share information on workforce trends, charitable giving, and pay parity within the nonprofit sector.

### **October 27th, 2023 - – Issues Discussed: Public Health, Wildlife Health and Conservation**

A new collaboration between the University of Minnesota and three native communities designed to stop the spread of chronic wasting disease (CWD) on and near tribal lands is discussed.

The episode also features a segment on health insurance during open enrollment time, with guests Brian Eck (UCARE) and Joe Fering (Fering Financial) discussing Medicare supplement plans and their differences from Medicare Advantage plans.

### **November 3rd, 2023 – Issues Discussed: Economy, Public Health, Wildlife Health and Conservation**

DNR Commissioner Sarah Stroman joined the program to talk about the significance of the season for hunters, the economic impact on the state, and emphasizes the importance of safety measures, particularly for those using elevated tree stands.

### **November 10th, 2023 – Issues Discussed: Public Education**

This program recaps the results of the mid-term elections: Voters went to the polls in a number of communities across Minnesota to vote for Mayor, City Council school board and to decide on school districts requests for bond issues and operating levies. Greg Abbott with the Minnesota School Boards Association says about 2/3 of them were approved.

### **November 17<sup>th</sup>, 2023 Issues Discussed: Economy, Public Education, Public Health, Traffic Safety**

The episode begins with an overview of the Minnesota Chamber of Commerce's annual Business Benchmark Report, emphasizing concerns about the state's economic performance compared to the national average. Beth Cardoon, the Vice President of Tax and Fiscal Policy, joined the program to discuss job growth and GDP numbers. The discussion touches on the state's strength in innovation but raises concerns about its 45th ranking in tech job growth, exploring potential solutions like workforce training and improving the business climate.

The hosts talk about a decline in 3rd and 8th-grade reading and math test scores, possibly influenced by teacher shortages and the impact of COVID-19.

Mike Hansen, director of the State Office of Traffic Safety, joins to discuss the "Toward 0 Deaths" conference, where professionals discussed strategies to improve traffic safety in Minnesota. Mike Hansen highlighted progress, setbacks, and the importance of collective efforts to reduce traffic fatalities.

**November 22<sup>nd</sup>, 2023 Issues Discussed: Public Health, Economy, Food Insecurity**

This program features an interview with Dr. Mary Jo Kreitzer about mindful eating habits during the holiday season. Kreitzer offered tips for staying mindful in various situations, including holiday events and grocery shopping.

The hosts talk about the Salvation Army's Red Kettle campaign, and Dan Furry from the organization shares that there's an increased demand for Salvation Army services. According to Furry, many Minnesotans are facing financial difficulties due to rising inflation and food expenses. He urges people to contribute to the red kettle campaign, emphasizing that the funds collected provide essential relief to those who are struggling financially in the state.

**December 1<sup>st</sup>, 2023: Issues Discussed: Cannabis Education and Regulation, Wildlife Health and Conservation**

In this episode the hosts discuss the Department of Natural Resources' efforts to combat chronic wasting disease in wild deer. Eric Hildebrand of the Minnesota DNR joins to talk about the issue.

The hosts also talk about the proposed designs for a new state flag and seal, featuring insights from Anita Gall, vice-chair of the State Emblems Redesign Commission.

Another segment introduces David Rock, Office of Medical Cannabis Research manager, who announces the inclusion of dry herb vaporization as a new delivery method in Minnesota's medical cannabis program