

**KQYB, SPRING GROVE, MN
2023 ISSUES PROGRAMMING Q2
PUBLIC SERVICE ANNOUNCEMENTS Q2**

Issue Category	Broadcast Dates	Time	Length	Amount	Description - PSA
Public Health/Wellness	4/17/2023	8:05am	3 min	1	Winona Health
	4/24/2023	7:30am	4 min	1	Steppin' out in Pink
	5/18/2023	7:30am	2 min	1	Alzheimer Association
	6/13/2023	9:30am	3 min	1	Veterans Services
	6/26/2023	7:30am	2 min	1	Gundersen Foundation
	4/1-4/30/2023	12A-12P	:30	19	BGC
	5/15 – 6/8/2023	12A-12P	:30	50	Red Cross Blood Drive

Issue Category	Broadcast Dates	Time	Length	Amount	Description - PSA
Community Organizations/Needs	4/26/2023	7:45am	4 min	1	YMCA
	4/27/2023	8:15am	3 min	1	Rusty Rides Run
	5/2/2023	8:30am	4 min	1	Veteran's Bonanza
	5/8/2023	7:45am	2 min	1	Mississippi River Cleanup
	5/9/2023	9:30am	3 min	1	Veterans Services
	5/16/2023	9:30am	2 min	1	Veterans Services
	5/23/2023	9:32am	3 min	1	Veterans Services
	6/23/2023	7:30am	4 min	1	Eckelberg Scholarship
	5/1-5/30/2023	12A-12P	:30	40	Kiwanis Flag Projecty
	5/25-6/18/2023	12A-12P	:30	45	Juneteenth
	6/1-6/28/2023	12P-12A	:30	44	New Horizons Shelter
5/1 – 5/31/2023	12A-12P	:30	140	Holmen All Abilities Park	

Issue Category	Broadcast Dates	Time	Length	Amount	Description - PSA
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Business/Local Economy	5/23/2023	7:15am	4 min	1	ORA Trails/Treehouse
	6/1/2023	8:45am	3 min	1	Moon Tunes
	6/5/2023	8:45am	5 min	1	Art Spire
	6/16/2023	7:30am	4 min	1	Alice in Dairyland
	6/16/2023	9:27am	3 min	1	Riverfest
	6/21/2023	9:30am	3 min	1	Cheers and Beers
	5/20 – 6/8/2023	12A-12P	:30	75	Art Spire
	5/15-6/30/2023	12A-12P	:30	89	Great River Sound
	4/30-5/10/2023	12A-12P	:30	48	La Crosse Marathon
	5/23-6/30/2023	12A-12P	:30	79	Moon Tunes

2023 NEWS ISSUES Q2 – KQYB

News stories are approximately thirty seconds long and air on WQYB between the hours of 6:00-9:00am

Health:

4/5 Most people have stopped wearing masks, and few places require them to be worn. Now, one of the last places you still must wear a mask says it will no longer require them. Mayo Clinic says based on lower levels of Covid-19; masks will no longer be required for most people. High-risk immunocompromised patients will still be asked to wear a mask while visiting Mayo. The policy change starts on Monday.

4/11 Some encouraging news for French Island residents who have had to use bottled water instead of private wells for their water supplies in the last two years. Campbell town supervisor Lee Donahue tells the La Crosse County Board that recent testing on the island shows deeper sources of groundwater that do not appear to contain PFAS chemicals: PFAS from firefighting foam used for decades at the La Crosse Airport have been blamed for polluting many existing wells on French Island. Donahue hopes that experts will be able to drill deeper wells around Campbell, so the town could tap into that potential water source.

4/20 Gundersen Health System has followed Mayo's lead and will stop making masks mandatory at its facilities. Gundersen says the mask mandate is ending because of lower levels of Covid-19. They say those who come to the hospital with a fever or respiratory issues should still wear a mask on hospital grounds.

5/9 When it comes to health care, is Wisconsin missing out on the parade? Robert Kraig of the group Citizen Action was speaking about medical costs in La Crosse, as a school band was marching nearby on Tuesday. Kraig hopes that Governor Tony Evers can prevail over Republican lawmakers who have been voting against accepting federal money through Badger care. Kraig says Wisconsin is one of 10 states not taking Medicaid money from Washington.

5/10 Minnesota is on the verge of banning non-essential uses of “forever chemicals.” And lawmakers say they are naming the legislation after a woman who spent the last months of her life campaigning for restrictions that will be some of the toughest in the country. Legislators, environmentalists, and family members paid tribute Tuesday to Amara Strande. She died two days shy of her 21st birthday last month from a rare form of liver cancer. She grew up in a St. Paul suburb where groundwater is contaminated by PFAS and believed the chemicals were part of what caused her cancer, which was diagnosed when she was 15.

Meanwhile, in Wisconsin, Republicans, who control the state Legislature, have stripped PFAS standards out of Democratic Gov. Tony Evers’ version of the budget.

Republican Sen. Howard Marklein, co-chair of the state’s budget writing committee, said last week, that lawmakers have not addressed PFAS in their version of the budget yet.

5/22 The Town of Campbell is getting a financial boost from the county board, in its efforts to find a public water source that's not polluted by PFAS chemicals. County supervisors voted last week to provide half-a-million dollars to the town, as it does more research into new water supplies. Hundreds of Campbell residents have had to use bottled water for two years, because of elevated levels of PFAS in their well water. The chemicals were traced to firefighting foam used at the La Crosse Airport for decades. The town already has drilled a test well deeper than the underground level where they have been getting water.

6/13 The town of Campbell wants to be heard in Madison on water quality issues, especially on concerns over PFAS pollution. Representatives from French Island have been attending legislative hearings on possible grants to communities finding hazardous chemicals in their drinking water. Supervisor Lee Donahue tells the town board that smaller towns like Campbell could be at a disadvantage in asking for state money, if one certain bill passes: Hundreds of families in Campbell have used bottled water for two years because of PFAS levels in well water. Donahue plans to speak at an Assembly hearing on the issue later this week.

Business/Economy:

4/26 A longtime La Crosse bank is about to close its doors. Wells Fargo, located downtown at 5th and King, will close its doors permanently on July 26. A letter was recently sent to customers informing them of the closing. The bank has been a fixture downtown for decades, operating as Wells Fargo since 1998 when it merged with Norwest Bank. The bank was initially founded as the First National Bank in 1876. It became a Norwest branch in 1983. The letter tells customers the closing will not affect their accounts, and that customers can continue to use the Onalaska branch of Wells Fargo. The future of the downtown building is not clear.

5/1 With the weather warming up, you'll be seeing more outdoor dining in downtown La Crosse soon. On Monday, the city board of public works approved two permits for sidewalk cafes for this season. City planning director Andrea Trane says there's an effort to make it easier for business owners to set up those cafe areas: Trane says the trend of sidewalk dining in La Crosse, which began during the COVID pandemic, has grown in popularity.

5/5 If it's the first Friday in May, you can find La Crosse's Cameron Park filled with vendors and shoppers. Tonight, marks the opening of the Farmer's Market for this season. Departing market manager Maddie Makinster (muh-KIN-ster), who's moving to Milwaukee, says there may be fewer offerings than usual on the first night: The Cameron Park market runs Fridays only this year, from 4 p.m. to dusk.

5/8 Many families around the area depend upon childcare providers to watch their young children while the parents are at work. Staffers with La Crosse area childcare programs got together on Monday to seek public

support to keep those programs in business. The event was called 'A Day Without Child Care.' Sherry Picha (PEEK-uh), a co-owner of Sprout Childcare in La Crosse, says the economy would be hurt if childcare wasn't available to many people: Assembly Rep Jill Billings met with those childcare staffers, to support better funding and higher wages for people employed in childcare around Wisconsin.

5/14 Schedule reductions at the La Crosse airport have led to lower passenger numbers in recent months, but the numbers are rising again as the travel season approaches. The monthly passenger total has been under 5000 every month since October, but the 49-hundred riders reported in March is the highest total during that period. The last month with over 6000 passengers counted at La Crosse was March of 2022. For the first three months of 2023, the La Crosse Airport has counted about 13-thousand passengers on scheduled flights. That's down from nearly 18 thousand during the same period in '22.

5/16 Bills for Xcel Energy customers could be going up again soon. Xcel Energy has filed a request with the state's Public Service Commission seeking a rate increase. If approved, the cost of electricity for Xcel customers would go up 4.8%, while natural gas rates would rise by 5.3%. For the average customer, that would mean a monthly increase of \$9.50 for electricity and \$4.50 more a month for gas.

5/26 The cost of filling up your gas tank for the holiday weekend has gone up in the La Crosse area. The Gas Buddy website says pump prices in Wisconsin average 3.57 a gallon, which is up 10 cents from a week ago. Averages for Minnesota and Iowa are several cents lower. However, the average in Wisconsin is down about 80 cents from last Memorial Day. Prices in and around La Crosse range from 3.34 per gallon to about 3.59.

6/4 Passengers flying in and out of the La Crosse Airport now have one less airline option available. Sunday was the last day for Delta Air Lines service through La Crosse. Delta announced earlier this year that the two daily flights between La Crosse and Minneapolis would be discontinued after June 4th. The airline cited staffing shortages in the industry as the main reason for ending service to La Crosse. L-S-E still offers American Airlines flights every day between here and Chicago.

6/11 The La Crosse airport has been down to service from just one major airline for a week now since Delta's last flight out of the city. The situation will probably stay that way for a while, according to airport director Ian Turner, because airlines aren't looking to make many big changes for now: American offers flights twice a day at the La Crosse airport, and Turner says they expect to add a third flight to Chicago next month. Meanwhile, he says they're talking with smaller carriers to offer regular flights to resort areas like Las Vegas and Orlando.

Education:

4/3 The cost for students from Wisconsin to attend UW-La Crosse next year could increase by about \$400, following a tuition increase just approved by the board of regents. The undergraduate tuition for in-state students is expected to rise 5 per cent, from the current \$7600 to almost \$8000 for 2023-24. Tuition and fees at La Crosse would be among the highest in the system, outside of Madison and Milwaukee. The legislature had frozen tuition since 2013, before giving the power to set tuition back to the Regents.

4/4 The Trane Company is putting two of its main office buildings up for sale. According to a posting on the city of La Crosse web page, the Trane headquarters building near Pammel Creek Road is listed, along with a smaller building nearby on Ward Avenue. The listing says potential buyers can make an offer, but the assessed value of the two buildings is listed at close to \$9 million. The headquarters building was proposed last year as the potential site for a new high school that would combine both Central and Logan, but a \$194 million referendum to convert the office building to a school was turned down by voters.

4/5 The most open seats on the La Crosse School Board to be filled since the 1990s was decided Tuesday. The four open seats on the board will be filled by election winners Deb Suchla, Scott Neumeister, Trevor Sprague

and Jeff Jackson. The results are unofficial at this point, but all precincts have been reported. There were 56,451 votes cast in the race with none of the candidates getting more than 16 percent. The top six running were separated by 3.97 percentage points — 2,241 votes. The Top 3 will have full, three-year terms, while Jackson will have a one-year term, filling a vacancy left by former school board member, Rob Abrham, who who resigned. Eight candidates ran in the race. None of the candidates received over 16 percent of the vote. Sprague and Jackson had the backings of the La Crosse Education Association — easier known as the teachers' union — and the La Crosse County Democratic Party. Suchla and Neumeister were endorsed by a political action committee (PAC) called the 1776 Project, which claims to go after school districts that teach things like Critical Race Theory. Both Neumeister and Suchla denied wanting the endorsement from the group, though fliers and text messages went out to potential voters in the district stating its endorsement of the two. Suchla had the most votes, with Neumeister coming in second, followed by Sprague and Jackson.

4/5 Voters overwhelmingly pass La Crosse Schools six-year, \$60-million operating budget referendum. The La Crosse School District can breathe a bit of a sigh of relief, after voters passed an operating budget referendum Tuesday. A year after voting down, by nearly 70 percent, a ctal referendum to build a new high school, voters passed the six-year, \$60-million operating referendum with 64.52 percent of the vote. Total votes cast on the question was 18,988 with 12,251 voting for and 6,737 voting against. Four new school board members were also elected.

4/9 A call for help is going out to graduates of UW-La Crosse. to support the completion of a new science center on the campus. The Prairie Springs project is in limbo, along with many other building projects planned by Wisconsin state leaders. UWL marketing director Brad Quarberg is urging La Crosse alumni around Wisconsin to tell their local legislators about the science center: Last month, the state building commission failed to pass a \$2 billion capital budget that includes the proposed second building for Prairie Springs. The legislature will make the final decision on the project.

4/19 There's a new campaign to get the Prairie Springs Science Center at UWL completed. The campus alumni association is asking graduates of the La Crosse campus who still live in Wisconsin to lobby the legislature to approve a second building for the project. During a Zoom program on Wednesday, current UWL Chancellor Joe Gow argued for replacement of the current Cowley Science Hall...partly, because the building is 60 years old, and videos prove that it leaks: The state building commission has turned down funding for new UW system buildings for the last five years, including Prairie Springs.

4/24 The La Crosse school board starts another year of business, with nearly half of the members attending their first meetings since being elected this month: The four winners of the April 4th race were sworn in on Monday. They are Scott Neumeister, Trevor Sprague, Jeff Jackson, and, returning after a few years away from the board, Deb Suchla. The board unanimously elected Annie Baumann as its new president, succeeding Juan Jimenez, who will serve as treasurer this year.

5/8 The future of a La Crosse school that's closing soon will be the subject of public debate tonight. A workshop is planned at Lincoln Middle School, starting at 6 p.m. The school district has decided to close Lincoln this summer, leaving Longfellow and Logan as the two public middle schools in the district. Options for re-using the century-old school have been discussed, such as converting it to housing.

5/10 A century-old school in La Crosse could be converted to housing in the future, or maybe a grocery store. Several new ideas for Lincoln Middle School were tossed around among people attending a planning session Wednesday night at Lincoln. From the ISG company, planner Will Kratt posed some questions that neighborhood residents could debate: The school board recently voted to close Lincoln this coming August, after a referendum for a new high school was defeated by La Crosse voters.

5/23 More ideas are being proposed for the future use of Lincoln Middle School in La Crosse. The school is about to be closed after a century of operation, and housing and businesses are among the frequently suggested ideas for that building. ISG planner Jack Zabrowski made public comments during an on-line meeting on Tuesday: A small number of citizens also went to the Hogan building on Tuesday afternoon to discuss ideas for using Lincoln.

5/25 A La Crosse school named after a U.S. president could be named a historic site in the city. The nomination of Lincoln Middle School as a historic landmark has gotten a positive vote from La Crosse's Heritage Preservation Commission. A public hearing on the proposal is expected next month. Chris Woodard of the city council told the commission that he would like to see Lincoln remain as an important piece of the Washburn neighborhood: Lincoln is closing at the end of the school year. It was just included on this year's list of the Most Endangered Buildings in La Crosse.

6/1 Lincoln Middle School in La Crosse is about to end its long existence as a public-school building, but new uses may be developed soon. Members of the city Heritage Preservation Commission have placed Lincoln on their newest list of La Crosse's most endangered buildings. Mackenzie Mindel chairs the commission: Mindel says giving Lincoln status as a historic landmark would give it some protection against demolition by any future developer. Commission members say preserving the old brick school would be less costly than trying to put up a new building of the same design and materials.

6/2 Plans to complete the new Prairie Springs science center at UW-La Crosse are still on hold, after the legislature's budget committee turned down \$182 million for the project. This is the third time that money for Prairie Springs has been voted down since Democrat Tony Evers became governor. The Republican-run committee approved spending for about 60 per cent of the UW system projects and state funding plans included in the Evers budget. Lawmakers did approve \$231 million to demolish a science building on the Eau Claire campus and build a new facility in its place. The first building of La Crosse's new science center opened five years ago. The second building is supposed to replace the Cowley science building, which opened in the 1960's.

Homelessness:

5/18 Many neighbors of some La Crosse parks are fed up with homeless people filling those parks, and they want the city to do something about it. Several speakers attended the La Crosse Park board meeting on Thursday, talking about encounters they've had with unsheltered people living in parks, and worrying about the garbage and drug use they're seeing on public property. They told board members that they don't feel safe, and they worry that businesses might leave downtown La Crosse if the homelessness problem gets worse.

5/19 La Crosse homeowners are asking City Hall to do something about homeless people continuing to move into local parks. Speakers called on the city park board last night to find places to shelter the people camping at parks, whether that means buying a hotel or finding other housing for them. The winter campground at Houska Park was cleared out a few weeks ago, forcing some people to move to Cameron, Burns, and Goose Green Parks. Park director Jay Odegaard says the problem is not confined to just a couple of parks: A city police lieutenant says the number of campers shifting to parks rises at the start of spring, when the downtown warming center closes for the season.

6/6 In the Coulee Region, homelessness is not just a problem for one city like La Crosse to handle on its own. County government is also looking into ways of reducing the numbers of people living unsheltered. Leaders of La Crosse city and county government met in the city council chambers on Tuesday to discuss mutual plans for offering services. Jason Witt of La Crosse County human services says the city and county are working on a unified approach. The homeless services coordinator for La Crosse, Brian Sampson, says the people who live outdoors and in parks generally don't like being in that situation: Sampson says about 288 local residents can be considered unsheltered, without permanent housing. About 80 of those people live in parks and ramps.

6/8 While the La Crosse city council could change rules with camping in parks tonight, one group is strongly opposed to the decision. The proposal up for debate by the council would make it illegal to set up a campsite where signs say do not. Coulee Tenants United is opposed to what it calls “criminalizing poverty.” It posted the “La Crosse City Council is voting on criminalizing our unhoused neighbors from using city parks for basic survival activities.” The group asks neighbors to come to the meeting or email the city council to oppose the legislation it says, “criminalizes poverty and fails to provide substantive support for the systemic issues of housing unaffordability.” Back in 2020, homeless staying in Cameron Park often complained of police kicking them in the middle of the night, handing them \$124 fine and forcing them to leave.

6/8 La Crosse's city council will wait a month before deciding on whether to change rules regulating camping in city parks. By a 9-to-2 vote, the council has referred action on amended camping regulations until its July meeting. Police Chief Shawn Kudron told the council that they're hoping people will voluntarily comply with requests to avoid camping: The new proposal had been fast-tracked, without the usual committee hearing process. Council members said they want another month to speak with their neighbors about letting the homeless stay in city parks.

6/16 In the past, La Crosse Mayor Mitch Reynolds has taken responsibility to be the focal point of the homeless situation in La Crosse. And, with a recent meeting last week, more onuses will be on the city, and perhaps the county, as they announced a partnership in taking a leadership role to address those who have no place to live. But on La Crosse Talk PM this week, Reynolds alluded that, perhaps the focus shouldn't simply be what the city is or isn't doing to help people get off the streets and out of living in parks. Over the past month, homelessness has been addressed in at least four city meetings, including the Parks Board. The city closed Houska park last fall as a campground, where homeless could congregate. Now, with no one place for them to go, the public outcry has grown louder, as they are no longer out of sight, out of mind at a park near the city's water treatment plant ... and scattered throughout parks and parking ramps and alleys through the city.

6/20 Republicans in La Crosse County are publicizing what appears to be an effort to prevent homeless people or others from camping in city parks. On its Facebook page, the La Crosse County Republican Party shows a picture of a flyer with the headline ‘Save Our Parks!’ The flyer shows no affiliation to any group and mentions a city council plan for homeless encampments at a park that doesn't appear to exist. At this point, there is nothing on any city council agenda to establish encampments. Meanwhile, La Crosse City Council member Barb Janssen was on La Crosse Talk PM on Monday and said the council is actually discussing the opposite. Last week, the council tried amending camping rules in parks to allow for better enforcement but was pushed back to next month. The camping amendment is on the Judiciary and Administration Committee's agenda for July 5. It defines camping and campsites and adds verbiage that it's illegal to camp after 11 p.m. whether there's a sign there or not.

Community Needs:

4/12 An all-abilities park is being proposed in Holmen, but it may have to go through the regular county budget deliberations first. The county board executive committee has voted to delay approval of a special park for the Remington Hills neighborhood, because the funding request hasn't gone through normal channels yet. County board chair Monica Kruse heard comments on the funding during the committee meeting on Wednesday: Backers of the playground project are asking for a \$50,000 grant from the county's general fund, without waiting for the annual budget review.

5/2 Area flooding has forced La Crosse to postpone its annual River Clean-up for a few weeks. The 30th annual cleanup of waterways in the area had been scheduled for Mother's Day weekend, but high-water levels led organizers to move the event to June 2nd and 3rd. Leaders of the cleanup expect hundreds of people to pick up garbage along rivers in the region. Spokesman Russ Wilson says they waited as long as possible to determine whether the flood waters would be low enough by May 13th before deciding to re-schedule the event.

5/12 A food drive tomorrow is of the most importance for the La Crosse region only food bank. The letter carrier's food drive is what the Hunger Task Force of La Crosse relies on in donations to get through until Christmas. And with rising food prices, the food bank is struggling to keep up with people's needs. A few years ago, when the postal food drive didn't happen, the La Crosse community rallied with what was called Food Drive Fridays ... raising \$250,000 and 70,000 pounds of food for the Hunger Task Force during the pandemic. We joked with executive director Shelly Fortner on La Crosse Talk PM that tomorrow's food drive is too easy. Just dropping nonperishables into a bag and setting by your mailbox. What people really enjoy is getting out, handing donations to volunteers, like Food Drive Fridays. Fortner acknowledged as much, but said if that's what you want to do, then, do it that way. The Hunger Task Force is a food bank that serves 120 meal sites,

5/19 For 27 years, Big Bikes for Little Tikes is bringing together two groups that you don't often think would be a thing ... that burley, leather clad motorcyclists and a child in need. As Puck from 95.7 the Rock ... who's been with Big Bikes for Little Tikes since the beginning ... explained, that's kind of their thing and tomorrow's charity ride through the Coulee Region is no different. This year's ride is for West Salem Elementary student Emerson Smalls. She's 9 years old and has a rare genetic disorder that affects her vision, hearing and mobility. Big Bikes is raising money to help get Emerson and her family a medical bed that insurance won't cover.

6/1 Over three decades they've been cleaning up the wetlands of the Coulee Region. That effort continues tomorrow and Saturday with the group River Clean Up La Crosse. Chris O'Hearn, on the River Clean Up Committee, says volunteers are still needed ... volunteers with boats, canoes or kayaks are helpful. The group, for over 30 years, has pulled over 750,000 pounds of trash out of La Crosse area wetlands. The effort begins in Trempealeau tomorrow at 8 a.m. and then in four locations Saturday morning.