

**KQYB, SPRING GROVE, MN
2023 ISSUES PROGRAMMING Q1
PUBLIC SERVICE ANNOUNCEMENTS Q1**

Issue Category	Broadcast Dates	Time	Length	Amount	Description - PSA
Public Health/Wellness	2/15/2023	8:05am	3 min	1	Special Olympics
	3/13/2023	7:30am	4 min	1	Hunger Task Force
	2/1-3/15/2023	12A-12P	:30	63	Salvation Army
	3/1 – 3/31/2023	12A-12P	:30	50	Chariots 4 Hope

Issue Category	Broadcast Dates	Time	Length	Amount	Description - PSA
Community Organizations/Needs	1/24/2023	7:45am	4 min	1	United Way
	3/1/2023	8:15am	3 min	1	Eckleberg Foundation
	3/1/2023	8:30am	4 min	1	Badgerland Scouts
	3/14/2023	7:45am	2 min	1	La Crosse Jaycees
	3/1-3/31/2023	12A-12P	:30	45	Suits for Success
	2/20-3/31/2023	12A-12P	:30	100	Humane Society
	1/1-2/28/2023	12P-12A	:30	54	United Way

Issue Category	Broadcast Dates	Time	Length	Amount	Description - PSA
Business/Local Economy	2/6/2023	7:15am	4 min	1	Winter Roots
	2/17/2023	8:45am	3 min	1	La Crosse Center
	3/9/2023	8:45am	5 min	1	IrishFest
	3/21/2023	7:30am	4 min	1	Rockonsin
	2/1 – 3/31/2023	12A-12P	:30	30	Art Dash
	3/1-3/31/2023	12A-12P	:30	44	Rockonsin
	2/1 – 2/20/2023	12A-12P	:30	48	FFA Week

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

Health:

1/11 A spring referendum on legal abortion in Wisconsin is being recommended by a La Crosse County committee. On Wednesday, the county's executive committee approved a proposed advisory question, asking whether the legislature should repeal a ban on abortions, dating back to the 1840's. The old law went into effect last June, after the Supreme Court overturned the Roe vs. Wade ruling allowing abortions. Committee chair Monica Kruse says every woman on the La Crosse County Board is sponsoring the referendum plan, which goes to the full board for a vote next week.

1/24 The new year in La Crosse has started with an unusually high number of fatal overdoses. Nine people have died from drug use, with fentanyl believed to have caused many of those deaths. La Crosse police, local doctors, and others are urging the public to be careful about drug use, because some drugs may have been tainted with substances that make them more dangerous, or that block the use of the antidote NARCAN.

1/30 The city of La Crosse plans to continue its investigation of groundwater contamination by PFAS chemicals at the city airport. The board of public works has endorsed a request for \$50,000 to fund the remediation work planned for 2023. The plans include more sampling of groundwater at or near the airport. Hundreds of families on French Island have been using bottled water for two years, because their wells are contaminated with chemicals from firefighting foam used for decades at the airport.

1/31 Washington is getting ready to declare an end to the COVID emergency in the U.S., three years after the pandemic struck. In Wisconsin, the number of new cases each day is in the hundreds, compared to thousands a day just a year ago. Bridget Cardinali (CAR-duh-nelly) is the access to care manager for La Crosse County, and she says the county is on the low end of the COVID scale: Cardinali says La Crosse is above average compared to other Wisconsin counties in the percentage of people who have gotten the latest COVID booster shot.

3/7 The downtown business district of La Crosse has a new medical clinic, now open for business. On Tuesday, the Viaro Health facility had a ribbon cutting at its clinic, about a block up 3rd Street from Gundersen's downtown location. Libby Weber, the CEO of the Weber Group, describes what patients can find at Viaro Care: Weber says the downtown clinic has been in the planning stage for the last couple of years.

Education:

1/24 One of La Crosse's three middle schools will close at the end of this school year. The school board voted on Monday to shut down Lincoln Middle School, near downtown. The 6-to-2 decision comes two months after district voters said 'no' to a referendum calling for Central and Logan High Schools to be merged into one large school. The school system has been looking at ways to handle rising costs and the need to maintain older buildings, as school enrollment drops around La Crosse.

1/25 The La Crosse School Board voted on Monday night to permanently close Lincoln Middle School, citing declining enrollment and budget deficits. The idea to close Lincoln is nothing new — the option has been discussed off and on for almost 25 years, La Crosse School District superintendent, Dr. Aaron Engel, told La Crosse Talk PM yesterday. The district's initial long-range facility plans, proposed over two years ago, included the closure of Lincoln. Multiple factors played a role in the vote to close the middle school near downtown La Crosse. Engel noted the other two middle schools in town are located on the north and south ends and align well with the two high schools. Closing Lincoln will save the district \$1.5 million the first year and \$1.8 million a

year after that, Engel said, noting that doesn't take into account operational costs or maintenance. Engel said next year's budget deficit will be \$5 million and that will grow to \$10 million in the next six years. On the show, Engel also discussed the school board passing a \$60 million, six-year operation referendum that's headed to the April ballot.

1/27 Closing Lincoln Middle School wasn't the only big decision the La Crosse School Board made at its meeting on Monday. The board also voted to authorize a nonrecurring operational referendum for the April ballot. If approved, the referendum would provide \$60 million in funds over 6 years. La Crosse School District superintendent, Dr. Aaron Engel, told La Crosse Talk PM that the new referendum will help relieve some of the district's budget deficits. The \$60 million would go toward building maintenance, funding for programs, as well as daily expenses and bills.

2/7 Year-round schooling is coming to an end at one La Crosse elementary school. Hamilton will revert to a traditional school calendar next fall, after a decade of stretching the class year into the summer. A task force in the school district recently studied the Hamilton schedule, and student achievement there, and found some positive effects such as shorter vacation breaks and increased time for instruction. But the district also found that two-thirds of the students living in the Hamilton district are now going to different schools instead. Northside Elementary in La Crosse will continue as a year-round school. Its program has been in effect for just three years.

2/17 Public schools in La Crosse are at a crossroads, according to one local organization. The recent referendum on a new La Crosse high school, and the decision to close a middle school, have led to disagreements between the school district and many taxpayers. A community forum on March 1st will discuss ways the schools and the public can work better together: That's Lee Rasch from the Leader Ethics group in La Crosse. The March forum will be held at the Lunda Center on the Western Tech campus and can also be viewed online.

2/21 The La Crosse school district is already preparing for the next election, in April. On that ballot, the district will ask for a six-year increase and extension of the operational referendum. Six informational sessions for the public are planned before the April voting. The first meeting will be Wednesday night at Longfellow Middle School, beginning at 6 p.m. Future sessions will be held about once a week, some at school buildings, and some virtual.

2/28 The La Crosse School District is just over a month away from its next referendum. The district will ask voters on April 4th to approve \$60 million in spending for the next six years. That's about one-third the size of the high school building referendum turned down by voter's last fall. Superintendent Aaron Engel believes taxpayers will be more open to spending a lower amount of money on overall school needs: Engel led a virtual meeting about the referendum Tuesday night. The next information session will be in person on March 9th, at Logan Middle School.

2/28 The second half of a major construction project for UW-La Crosse remains on the wish list of Governor Tony Evers. The governor is proposing a capital budget of almost \$4 billion, including \$182 million to do the second phase of the Prairie Springs Science Center on the La Crosse campus. Last month, State Senator Brad Pfaff called for continued support to complete the new science facility to replace the existing Cowley Hall: The first Prairie Springs Building opened five years ago. The Evers budget also includes more than \$200 million for a new science building at UW-Eau Claire.

3/5 The chancellor of UW-La Crosse is optimistic that state leaders will support the need for another new science building on his campus. Joe Gow took Governor Tony Evers on a tour through current science facilities last week. Gow says the existing Cowley Science Hall is overdue for a replacement: The governor has included a second Prairie Springs science building, which could cost \$180 million, in his new UW system budget.

3/8 Less than a month before a funding referendum goes to the voters, the La Crosse School District is continuing a series of informational meetings about the bond issue. The district wants to extend the operational referendum that passed in 2018 for another six years. The issue is on the April 4th ballot, along with the La Crosse school board race. Tonight's session for voters begins at 6:30 p.m. at Logan Middle School, and there will be three more meetings after that one before the election.

3/13 Taxpayers living in the La Crosse School District are being asked to spend \$60 million over six years to pay for a variety of school needs. The money would be raised through a referendum on the April ballot. Dr. Aaron Engel, the La Crosse superintendent, says that new funding could cover a wide range of expenses: The school district has three more public information sessions about the referendum before election day on April 4th. The next meeting is this Wednesday night at 6 o'clock, at Emerson Elementary near UW-La Crosse.

3/15 Three people have been arrested in La Crosse on charges of making terrorist threats near a school. Around noon on Wednesday, a black vehicle drove past the playground at Blessed Sacrament Elementary School, and people in the car reportedly were yelling threats at the students. Officers were sent to the building to investigate, while students and staff stayed inside the school. An investigator stopped the car, and three male suspects, aged 18 and 19, were taken into custody.

3/17 One of the many budget debates this year in Madison could be about school lunch. Governor Tony Evers wants the state to pay for school meal programs, while Republicans worry about the cost of feeding all the kids in every district. Mike Gasper runs the nutrition program in the Holmen School District and spoke with Evers about lunch when the governor recently visited Holmen High. Gasper says kids took advantage of free lunch programs during the COVID outbreak: While many people don't think government should pay for school meals, Gasper says students don't have to pay for their own desks or books.

3/22 A second new science building for UW-La Crosse is on the table again on Thursday, when the state building commission considers a university system budget. Members of the commission have deadlocked twice before on capital budgets that include the Prairie Springs project in La Crosse, and it's expected there will be another tie vote today. A subcommittee voted 2-2 on the budget yesterday, after UW vice-president Alex Roe spoke in favor of Prairie Springs and other items in the plan: Governor Tony Evers toured the UWL campus this month to promote construction of the second science building. The first part of Prairie Springs opened five years ago.

3/23 For the third time, the Wisconsin Building Commission has put a large construction project at UW-La Crosse on hold with a tie vote. The second half of the Prairie Springs science center is part of the governor's capital budget, which has been halted by Republican members of the commission all three times since Tony Evers became governor.

That's La Crosse Democratic Rep Jill Billings, who serves on the building commission. Billings says it's 'disappointing' that partisan differences have prevented Prairie Springs and other state projects from moving forward.

Homelessness:

1/15 La Crosse's coldest weather so far this winter occurred in the days leading up to Christmas. The city responded to the bad weather by using the Southside community center as an emergency shelter, and the building housed many people over the holiday period, according to city park director Jay Odegaard: Christmas Day fell on a Sunday last month, and Odegaard says 80 meals were served at the community center on that Sunday. Mayor Mitch Reynolds told the city council last week that the emergency shelter may have saved lives during the holiday.

1/23 La Crosse's two hospitals will help City Hall pay for temporary winter shelters. A news release from the city says both Mayo and Gunderson have committed money to the cost of operating emergency shelters during cold winter weather. The Southside Neighborhood Center, a short distance from Gunderson, was used as an overflow shelter for five nights in December, leading up to Christmas. Donations from the public for the shelter program can be sent to the La Crosse Community Foundation.

1/27 The threat of more cold weather in the next week has led to plans to use the south side neighborhood center again as a community shelter. The city will open the building on 6th Street as a daytime shelter starting this Sunday, and continuing through Thursday, February 2nd. Shelter hours will be from 8 a.m. to 7 p.m. each of those days, but overnight shelter is not planned at this time. The building was used as a place to stay overnight for several days around Christmas. Mayor Mitch Reynolds says the Salvation Army and Catholic Charities have asked the city to help provide daytime shelter from the weather, which is expected to include sub-zero temperatures for much of next week.

1/29 Emergency shelter hours have begun for this week at the Southside Neighborhood Center in La Crosse, because of the cold weather that has arrived in the area. Sunday was the first day of scheduled shelter hours between 8 a.m. and 7 p.m., which are slated to last through this Thursday. Mayor Mitch Reynolds detailed the shelter plans for reporters at City Hall: The city is not planning to have the community center open for nighttime shelter this week, leaving that service to the Salvation Army and Catholic Charities.

3/2 The city of La Crosse may use some leftover federal money to pay for the cleanup of Houska Park. A city council committee has approved the spending of about \$100,000 remaining in federal ARPA funds to pay costs related to helping unsheltered residents. Jim Flottmeyer of the city park department says much of that money may be needed to rehabilitate Houska, which has been used for many months as a camp for the homeless: People living at Houska have been given notice that they're supposed to vacate the park by March 15th.

3/14 On February 15th, the city of La Crosse gave homeless people at Houska Park a one-month notice to leave the grounds. Today is that deadline. A number of tents and other personal belongings remain in Houska. Mayor Mitch Reynolds says many of the people who had been in the park through the winter have now found other places to stay; The mayor tells WIZM that if city workers have to remove items from Houska today, that property will be held in storage for 90 days for people to claim what's theirs.

3/15 La Crosse's Houska Park has been cleared out, after many months of being used as a camping area for homeless people. Heavy equipment was used to move garbage out of the park on Wednesday, with a pile of junk left on the street running past the park entrance. The city plans to replace the top level of soil at the park, and plant new grass and other vegetation. City leaders chose March 15th as the day that campers had to leave Houska, and the people who stayed there were given a one-month notice to vacate the land.

Business/Economy:

1/5 Supporters of the Harry J. Olson Senior Center gathered at La Crosse City Hall Thursday night, to keep the organization alive. Members of the center's board and other citizens touted the positive impact that the institution has on senior residents of the area. The city has made attempts to evict the Olson Center from its building, because the lease expired in 2020. There's a proposal for the city to sell the building to the Olson organization for one dollar. The city finance committee voted to advance the plan to the full council meeting next week without a recommendation.

1/11 Will a senior center in La Crosse get to be the owner of its own building? That dispute could be decided tonight by the La Crosse city council. A plan to transfer the Harry J. Olson building on North Street to the management of the Olson Center is up for a vote on the council agenda. If the city agrees to sell the building for

a dollar, Olson Center director Erin Goggin says the organization would be in control of its financial matters: City Hall has made attempts to vacate the Olson building, arguing that the senior center's lease expired in 2020.

1/16 Passenger numbers at the La Crosse Airport often go down in December, despite holiday travel, and that trend continued last month. The local airport saw 37-hundred people taking commercial flights in December, down less than 200 from the November total. But it was still the smallest monthly total in nearly two years. The airport had 63-thousand commercial passengers for the entire year, which was a 20 per cent drop from 2021. Airline staffing shortages during the year reduced the number of regular flights in and out of La Crosse.

1/16 Gas prices in La Crosse are hovering around the 3.20 per gallon mark this week. The Gas Buddy website says 3.19 is the lowest price in the county, reported at several stations. The local average a week ago was 3.17, and that reflected an increase of 30 cents in a month, as reported by Triple-A. La Crosse prices are also above the current statewide average of 3.13 a gallon. The cheapest gas in Wisconsin right now is 2.87, in the Kenosha area.

1/23 Piggy's restaurant has recently re-opened their soup and salad lunch buffet for the first time since the pandemic. Owner and chef Chris Roderique told Bizcast Greater La Crosse that the main reason for waiting to re-open for lunch was the decline in people working downtown which was their main lunch clientele. Roderique also spoke on the challenges restaurants have faced since the pandemic, saying that the menu at Piggy's is always changing due to supply chain issues.

1/24 Prices for gas around La Crosse County have gone up about 10 cents in the past week. The Triple-A posts \$3.28 a gallon as the lowest price in the county, at Rockland. That compares to the statewide average of \$3.20 per gallon. The Wisconsin average was about 50 cents lower around Christmas.

2/8 (SENIOR CENTER) The Harry J Olson Senior Center on the north side of La Crosse will soon officially own the building its been operating out of for decades. Mayor Mitch Reynolds confirmed Monday on WIZM's La Crosse Talk PM the senior center board had agreed to the offer from the city to buy the building for \$1. The decision came after the city council voted on an amended resolution to sell the building tied to certain conditions. The senior center had been operating out of the building without a lease since 2020. In related news, at this month's council meeting, on Thursday, it will vote on hiring an inclusive coordinator within the parks department ... a position that would help seniors in the community get engaged in recreational programs. Listen to the entire interview with the mayor at WIZM News Dot Com.

2/14 A north La Crosse community center for seniors will soon be owned by a committee of center members. The Harry J. Olson Senior Center and city leaders are closing a deal for the city to sell the building to the center for one dollar. Center director Erin Goggin tells WIZM's La Crosse Talk says the organization will work on fixing the building while trying to avoid money problems: The Olson Center had been threatened with eviction by the city for years, until an agreement was reached. Goggin says one new activity at the center will be Wednesday for Lunch, happening the third Wednesday of each month, starting this week.

2/22 We could learn more today about the progress on a development project planned at the old K-Mart site at State Road and Losey in La Crosse. The city redevelopment authority is scheduled to hear a report on the Copper Rocks development, announced over a year ago. Three Sixty Development says it wants to replace the vacant K-Mart, which closed six years ago, with residential space and other buildings. The company had said it was hoping to get something built on the lot last fall, or else they would have to wait until this spring to start construction.

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was hoping to get something built on the lot last fall, or else they would have to wait until this spring to start construction.

3/6 You could say one of the biggest industries in the La Crosse area is the Army base near Sparta. Fort McCoy reports that its economic impact went up \$600 million in fiscal 2022, compared to the previous year. The latest fiscal impact was \$2.5 billion. Fort McCoy had 13-hundred civilian employees during the fiscal year, along with 586 military workers and over 500 contract employees. More than \$40 million in military construction on the base also helped the area's economy.

3/10 A \$12 million housing project near Copeland Avenue gets a green light from the La Crosse city council. The Driftless Apartments will be built on long-vacant land where large Mobil Oil tanks used to stand. The 120 units will be the first official development in the River Point District. City staffers have been working with a Minnesota developer on the project for about two years.

Community Needs:

1/26 A new project in the Coulee Region is aimed at helping a war-torn country through a long winter. La Crosse area volunteer Sue Schultz has started what she calls 'Warm Hands and Paws for Ukraine.' Schultz says seeing news reports about the fighting in Ukraine, and the families living there, got her attention: The project will collect hand and foot warmers for people in Ukraine, and pet food for their dogs and cats. Donated items can be taken to Kwik Trip stores in the area.

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2/24 Six months have passed since the city of La Crosse broke ground on a playground improvement project for Kids Coulee at Myrick Park. The park department has already started Phase 1 of development, to make repairs to the wooden playground area that's almost 30 years old. Now, the park staff is getting ready to launch Phase 2, which would include new features such as a zip-line and slides built into the ground. The plans for Kids Coulee have been reviewed by the city's heritage preservation commission, to be sure that the construction does not detract from the historic nature of Myrick Park.

3/16 The La Crosse Junior Chamber International chapter has been a staple in the community since 1935. But now the Jaycees are at risk of shutting down their chapter. The organization has gone from around 200 members to only 18, which is below the number required to remain an organization. The JCIs are open to anyone between the ages of 18-41. If you are outside of that age range, you can still volunteer with the group but won't be able to vote or sit on the board. If you are interested in becoming a JCI member, you can check out the organization at <https://lacrossejaycees.org/>