



WKBT-DT 8.1 La Crosse, Wisconsin

Quarterly Issues and Programs List

July 1, 2023, to September 30, 2023

In accordance with Section 73.3526(a) (9) of Federal Communications Commission Rules, WKBT-DT 8.1 has determined the following as the most significant problems and needs of the community for the **third quarter of 2023**. There is no particular order of importance regarding this list. On the following pages we identify programming providing the station's most significant treatment of these community issues. This list was determined by contact with community leaders, and with input from viewers in the various communities we serve.

Special Note: All program times are listed as scheduled. Actual airtime may have deviated because of unforeseen scheduling circumstances. Newscasts indicated in this report are 30 minutes in length, with the exception of the 10 PM News which is 35 minutes in length.

1. Community
2. Crime
3. Economy
4. Education
5. Environment
6. Government
7. Health & Safety

The list below reflects some of the programming broadcast in this quarter that shows how WKBT responded to and treated those issues. This list does not include all the issues responded to by the station or all the ways the station responded to those issues.

1. Community

Responsive Programming (Including date and time aired)

Category	First Aired	Show	Story Slug	Story Summary
Community	7/7/2023	6:00 PM	Habitat New Services	Michael Germaine shows us a handful of new services being offered by Habitat for Humanity.
Community	7/18/2023	5:00 PM	Bike Share Expansion	Michael Germaine shows us the effort by a local Bike Share program to help older residents become more active.
Community	7/19/2023	6:00 PM	Harry J. Olson Hotdog Lunch	Michael Germaine takes us to the Harry J Olson Senior center where members are celebrating their success keeping the center open.
Community	8/1/2023	6:00 PM	National Night Out	Each year neighbors and emergency personnel enjoy a night of fun and connection.
Community	8/3/2023	10:00 PM	Casperg Coulee Bridge Folo	Jeremy Wall takes us to a special meeting in the town of Holland where state officials and neighbors gather to find solutions for a faulty bridge that is separating the town.
Community	8/8/2023	5:00 PM	Old Style Returns	Michael Germaine is live with the news that Old Style Beer will once again be brewed here in La Crosse.
Community	8/11/2023	6:00 PM	Irish Fest	The eighteenth year of Irish Fest kicks off in La Crosse this weekend. Michael Germaine takes us there, live.
Community	8/29/2023	5:00 PM	LST Arrival	Jeremy Wall takes us to Riverside Park where the historic LST-325 Korean War Ship will be on display through Labor Day weekend.
Community	9/1/2023	6:00 PM	Eyepiece LST-325	Chief Photographer Chuck Oedsma gives viewers a photo essay on the historic Korean War Ship LST-325 which is docked in La Crosse through Labor Day weekend.
Community	9/9/2023	10:00 PM	Miss Oktoberfest Crowned	With La Crosse's largest outdoor festival set to kick off in a few weeks, we learn who the newly crowned Miss Oktoberfest will be.
Community	9/28/2023	6:00 PM	Oktoberfest Kicks Off	Michael Germaine is live at the parade grounds as Oktoberfest 2023 kicks off.
Community	9/30/2023	10:00 AM	Maple Leaf Parade	The WKBT News 8 Now team provides live coverage of the 2023 Maple Leaf Parade.

2. Crime

Responsive Programming (Including date and time aired)

Category	First Aired	Show	Story Slug	Story Summary
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Crime	7/5/2023	10:00 PM	Thrifty Pickins New Location	A locally owned thrift store that specializes in items for people with disabilities moves to a new location because of crime in their neighborhood
Crime	7/28/2023	10:00 PM	CIR Bodycam Review	Michael Germaine hears from a use-of-force expert who breaks down the body camera video from a fatal encounter between law enforcement and a driver.
Crime	8/4/2023	10:00 PM	Rile Arraignment	A sixteen-year-old charged as an adult in the homicide of a 4-year-old girl is officially arraigned in La Crosse County Court.
Crime	8/9/2023	6:00 PM	Lily Peters Homicide Folo	The fifteen-year-old charged with the murder of 10-year-old Lily Peters is in court asking the judge to consider sending his case back to the juvenile system
Crime	8/16/2023	5:00 PM	Kamitri Riles Hearing	Sixteen-year-old Kamitir Riles - who is charged as an adult in the homicide of his 4-year-old niece - is in court asking for his case to be sent back to the juvenile system.
Crime	9/22/2023	10:00 PM	Gun Violence Prevention	Jeremy Wall talks to local law makers following the White House creation of the first ever federal office on gun violence prevention

3. Economy

Responsive Programming (Including date and time aired)

Category	First Aired	Show	Story Slug	Story Summary
Economy	8/15/2023	6:00 PM	Cradles-to-Crayons Closing	With ARPA funds set to retire this year, the town of Cashton's only daycare says it will be closing its doors. Michael Germaine reports.
Economy	9/6/2023	6:00 PM	Winona Coloring Book	Winona, Minnesota is getting help recruiting tourists via an old-fashioned children's coloring book that depicts the city's features. Michael Germaine reports.
Economy	9/18/2023	5:00 PM	The Parenting Place	Gundersen, VARC, and The Parenting Place create new partnership to invest in kids and families and support local workforce and community needs.
Economy	9/19/2023	6:00 PM	Childcare Legislation	Michael Germaine reports as Senator Pfaff holds a press conference along with childcare providers to discuss childcare and the legislature's special session

4. Education

Responsive Programming (Including date and time aired)

Category	First Aired	Show	Story Slug	Story Summary
Education	7/6/2023	10:00 PM	Back to School Fair	Jeremy Wall takes us to the first of many back-to-school fairs offering free immunizations, vision exams, school supplies, haircuts and more.
Education	7/10/2023	6:00 PM	Northern Lights	Michael Germaine takes us to the UWL Planetarium to show us where the best viewing

				locations are for a rare glimpse at the Northern Lights later this week.
Education	7/24/2023	6:00 PM	Holland Bridge/School Busses	Michael Germaine takes us to the town of Holland where residents are working alongside officials to build a turnaround for school busses because of a bridge outage.
Education	8/10/2023	6:00 PM	Lincoln Middle School Sale	After much back-and-forth between the School District of La Crosse and community members, the 100-year-old Lincoln Middle School building is now up for sale.
Education	8/20/2023	10:00 PM	Onalaska School Construction	As area schools head back next week, we look at a renovation project at Onalaska Middle School that will have students and construction workers working side-by-side.
Education	8/21/2023	10:00 PM	Viroqua Greenhouse	As area schools head back this week, we look at a greenhouse being built by Viroqua students that will grow food for school cafeterias.
Education	8/22/2023	10:00 PM	Melrose new Superintendent	As area schools head back this week, we meet Melrose-Mindoro school district's new Superintendent and hear about her plans for the district.
Education	8/23/2023	10:00 PM	B2S Fall Creek	As area schools head back this week, we meet new Fall Creek Superintendent Brad Ceranski and hear about his plans for the district.
Education	8/25/2023	6:00 PM	Stuff-the-Bus	As area schools head back this week, we partner with the YMCA to raise donations for students without the Back-to-School essential supplies.
Education	8/26/2023	10:00 PM	Stuff-the-Bus Donations	Jeremy Wall introduces us to the families helped by donations received during the Stuff-the-Bus drive.
Education	8/28/2023	6:00 AM	Brookwood Back-to-School	Michael Germaine is live in the Norwalk-Ontario-Wilton school district where a very special teacher is welcoming students back to class.
Education	8/30/2023	10:00 PM	Eau Claire Bus Driver Shortage	As the Eau Claire school district returns to school, they find themselves facing a shortage of bus drivers. Jeremy Wall reports.
Education	8/31/2023	10:00 PM	La Crosse Back-to-School	As La Crosse schools prepare to head back to class, students and parents from the former Lincoln Middle School are learning their new places at Logan and Longfellow.
Education	9/12/2023	10:00 PM	UW Eau Claire Enrollment	While some schools within the UW system, Like UW Richland, have seen declining enrollment, UW Eau Claire is bursting at the seams. Jeremy Wall reports.
Education	9/13/2023	5:00 PM	Onalaska Groundbreaking	Crews broke ground on new bond-approved renovations for Onalaska Middle School.

5. Environment

Responsive Programming (Including date and time aired)

Category	First Aired	Show	Story Slug	Story Summary
Environment	7/27/2023	6:00 PM	Electric Busses	Michael Germaine introduces us to the first MTU electric busses designed to lower emissions.
Environment	8/7/2023	10:00 PM	Necedah Contaminated Water	Jeremy Wall introduces us to a Vietnam Veteran who is left using bottled water for all household necessities after his home well was contaminated by a neighbor.
Environment	8/17/2023	6:00 PM	Campbell PFAS	As the town of Campbell works to get clean water to residents following PFAS contamination in their well, we hear about new senate legislation that could hurt their efforts.
Environment	9/8/2023	6:00 PM	Van Orden Campbell PFAS	As residents in the town of Campbell continue surviving on bottled water due to PFAS contamination, US Congressman Derrick van Orden gives an update on federal funding.
Environment	9/21/2023	10:00 PM	Wisconsin Waters	Jeremy Wall reports as the Sustainability Institute hosts a roundtable discussion exploring the environmental impact of a healthy water system in the Mississippi River basin.

6. Government

Responsive Programming (Including date and time aired)

Category	First Aired	Show	Story Slug	Story Summary
Government	7/13/2023	10:00 PM	Homeless Vote	Jeremy Wall takes us to La Crosse City Council where Council Members are set to vote on an ordinance banning homeless camping in city parks.
Government	7/14/2023	10:00 PM	Holeman Referendum	Jeremy Wall takes us to the Village of Holman where a recently passed referendum has led to the hire of new police officers and firefighters.
Government	7/20/2023	6:00 PM	Lt Gov in Winona	Michael Germaine travels to Winona, MN where Lt. Governor Peggy Flanagan is touting investments made by the state to bolster childcare resources.
Government	7/31/2023	6:00 PM	Homeless Camping Enforcement	Two weeks since La Crosse Mayor Mitch Reynolds signed the city's new Homeless Camping ordinance, there seems to be little enforcement. Michael Germaine reports.
Government	9/26/2023	6:00 PM	Public Facilities Award	Michael Germaine shows us the improvements that will follow the award of a \$20M Community Development Block Grant (CDBG) for public facilities in the Village of La Farge

7. Health & Safety

Responsive Programming (Including date and time aired)

Category	First Aired	Show	Story Slug	Story Summary
Health & Safety	7/3/2023	6:00 PM	Water Safety	Independence Day is a popular yet dangerous holiday for boaters. Michael Germaine shows us the efforts local law enforcement officers will be making to keep the water safe this holiday.
Health & Safety	7/12/2023	6:00 PM	Tri-County Hospital Preview	Michael Germaine gives us a look inside the new Tri-County Hospital set to open this summer in Jackson County.
Health & Safety	7/17/2023	6:00 PM	Holland Bridge Out	Michael Germaine takes us to the town of Holland, WI where a failed bridge has residents worried how emergency responders will reach them in a hurry.
Health & Safety	7/21/2023	5:00 PM	Doctor Training	Michael Germaine shows us a unique training experience in La Crosse designed to steer doctors toward rural medicine practices.
Health & Safety	7/25/2023	5:00 PM	Heat Wave	Michael Germaine speaks with health officials and shares the best ways to keep cool during the summer heat wave.
Health & Safety	7/26/2023	6:00 PM	Playground Temps	Michael Germaine shows us the alarming temperatures of playground equipment surfaces during this summer heat wave.
Health & Safety	8/2/2023	5:00 PM	NARCAN Presser	The city of Fall Creek is providing police officers with the life-saving drug NARCAN to help in the fight against opioid overdose.
Health & Safety	8/24/2023	10:00 PM	Heat Warning	As temperatures reach 100 degrees this week, Jeremy Wall gives us warnings from health officials on keeping safe outside.
Health & Safety	9/7/2023	5:00 PM	Overcoming Breast Cancer	As La Crosse's largest Breast Cancer fundraiser gets underway, Michael Germaine features a survivor who went from patient to health care provider.
Health & Safety	9/11/2023	6:00 PM	Cigarette Ban	This month the sale of menthol flavored cigarettes was supposed to end, but a delay has resulted in them still being on shelves. Michael Germaine talks with health experts.
Health & Safety	9/16/2023	6:00 PM	Walk to End Alzheimer's	The Alzheimer's Association is inviting La Crosse area residents to join the fight to end Alzheimer's by participating in the Walk to End Alzheimer's® in La Crosse
Health & Safety	9/20/2023	6:00 PM	Ovarian Cancer Research	In the heart of Ovarian Cancer awareness month, Michael Germaine speaks with health providers to highlight the cancer research being conducted here in La Crosse.
Health & Safety	9/25/2023	6:00 PM	Insulin cap legislation	Sen. Pfaff held a press conference to introduce legislation capping the price of insulin. Michael Germaine reports.
Health & Safety	9/27/2023	5:00 PM	Oktoberfest Safety	Oktoberfest representatives and La Crosse Police Department share the importance of

				safety and safety tips with parade goers. Jeremy Wall Reports.
Health & Safety	9/29/2023	6:00 PM	EMS Ride along	Michael Germaine rides along with Gundersen EMS to see how they're preparing for Oktoberfest.