

WKBT-DT 8.2 La Crosse, Wisconsin

**Quarterly Issues and Programs List**

July 1, 2006 through September 30, 2006

In accordance with Section 73.3526(a) (9) of Federal Communications Commission Rules, WKBT-DT 8.2 has determined the following as the most significant problems and needs of the community for the third quarter of 2006. 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: In the following report, certain items are listed with indeterminate duration times. These include segments of magazine-type shows. It is not possible to determine exact times in these instances. In the case of public service campaigns, each spot is given strong support during the campaign dates, with numerous on-air exposures.

1. Economy
2. Education
3. Health
4. Environment
5. Crime
6. Government

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**Quarterly Issues and Programs List**

July 1, 2006 through September 30, 2006

**1. Economy**

One of the biggest concerns of our viewers continues to be the economy. Announcements of job cuts by major companies continue to be reported, along with some lower-than-expected earnings reports. Added to the concern is news about accounting problems at several major companies. Evidence of economic troubles has been seen here in the La Crosse area, where major lay-offs have occurred in certain industries. The job drain overseas continues to wipe out well-paid jobs in several different economic sectors. The war in Iraq continues to contribute to concern over the economy. The tremendous costs involved in military operations and the rebuilding of Iraq are expected to be a large drain on the economic health of the country. High gas prices are having a negative effect on the economy and people's discretionary spending.

The rising costs associated with health care are affecting all Americans, particularly those on limited incomes or retired.

Large state and local budget deficits are adding to the concern over how to pay for essential services and properly fund new and existing projects without raising taxes.

An important area of economic concern continues to be agriculture. Some farm prices have risen for farmers, but expenses continue to increase. An economic crunch has forced many family farms out of business. The disappearance of the family farm is felt throughout the community, with many small town businesses threatened.

Adding to the economic woes of small towns is the growing tendency of people to shop at core retail areas in larger cities. The appearance of "superstore" operations in some area cities is having an impact on other local businesses. Sometimes this is helpful by attracting more shoppers to a community. But many businesses suffer from the increased competition.

The tax situation is another important concern of people in our viewing area. The heavy reliance on property taxes is a burden--particularly on older people who may be living on restricted incomes. Although several attempts have been made to reduce property taxes by relying on other means of taxation, the tax bill is still very high for people with limited means.

**Responsive Programming (Including date, time and duration)**

July 5/9pm News/:30

"NewsChannel 8" story reporting that higher gasoline prices may be contributing to a decrease in deadly highway crashes in Wisconsin, with drivers slowing down and driving fewer miles.

July 5/9pm News/:30

"NewsChannel 8" story reporting that the old Wal-Mart store in Onalaska is being demolished to allow for the construction of smaller buildings on the site.

July 14/9pm News/:40

"NewsChannel 8" story reporting that high gas prices may be causing an increase in ridership for the La Crosse MTU bus system.

July 21/9pm News/1:07

"NewsChannel 8" story reporting that area bankers say they're noticing that as interest rates continue to rise, so do the number of foreclosures.

August 3/9pm News/:46

“NewsChannel 8” story reporting that there are about ten percent more single family homes on the market in the La Crosse area than there were at this same time last year, meaning more of an advantage for buyers.

August 7/9pm News/:32

“NewsChannel 8” story reporting that Xcel Energy is requesting a rate hike from the Wisconsin Public Service Commission.

August 8/9pm News/1:52

“NewsChannel 8” story reporting on how the closing of an Alaskan pipe line for repairs will affect gas prices at the pump.

August 8/9pm News/:40

“NewsChannel 8” story reporting that Wisconsin Senator Herb Kohl made a stop in Holmen to listen to farmer’s concerns about high gas prices.

August 16/9pm News/1:20

“NewsChannel 8” story about the growing popularity of hybrid automobiles.

September 5/9pm News/:45

“My News @ 9” story reporting that while gas prices have been dropping diesel prices haven’t gone down, and that has farmers concerned as harvest season approaches.

September 6/9pm News/:50

“My News @ 9” story reporting that UW-La Crosse’s career services office and financial aid office teamed up to hold a job fair featuring part time employment opportunities for students.

September 6/9pm News/:50

“My News @ 9” story reporting that Mr. D’s Restaurant, a La Crosse landmark, has closed early because of a lack of supplies. The restaurant is slated to be demolished to make room for an expanded West Avenue, and will be rebuilt by next spring.

September 6/9pm News/1:44

“My News @ 9” story reporting on how food advertisers are marketing their products to children.

September 6/9pm News/2:00

“My News @ 9” interview with Sara Murkowski of Gunderson Lutheran Medical Center about the practice of food marketing to children.

September 18/9pm News/:40

“My News @ 9” story reporting that gas prices are dropping as the summer driving season comes to an end.

September 19/9pm News/:40

“My News @ 9” story reporting that the number of traffic deaths in Wisconsin is down this year, with State Patrol officers attributing the decline to the high cost of gas, which keeps people from spending as much time on the road.

September 20/9pm News/1:15

“My News @ 9” story reporting that officials with the Downtown Mainstreet organization say that La Crosse’s downtown is growing, despite the many empty buildings in the area.

September 21/9pm News/:30

“My News @ 9” story reporting that even though the housing market is slowing down across the country, the trend hasn’t been as bad in the La Crosse area.

September 21/9pm News/:30

“My News @ 9” story reporting on how the fall color season generates tourist dollars for Wisconsin.

September 28/9pm News/:30

“My News @ 9” story reporting that City Brewing Company of La Crosse has finalized the purchase of Latrobe Brewery in Pennsylvania.

## 2. Education

Education is a prime concern of many people. On one hand, they want the best possible education for our young people, but at the same time are concerned about the costs. Education is one of the highest priced items on the local tax bill, and declining state aid is contributing to worries over how to pay the bill for today's schools. This cost concern is evident when school districts go to the voters with referendums for building or remodeling projects. Many times the proposals are defeated, or pass by a very small vote margin.

Wisconsin and Minnesota are both facing budget deficits that are having an impact on education funding in the two states. Local school districts are examining ways to cut expenses without lowering the quality of the educational services they offer. Several area districts have seen teacher and support staff lay-offs.

### Responsive Programming (Including date, time and duration)

July 1-September 30/PSA/:30

"Girl Scouts of America" PSA promoting math education for girls.

July 1-September 30/PSA/:30

"National Parent-Teacher Association" PSA urging people to get involved with their local schools.

July 3/9pm News/1:40

"NewsChannel 8" story reporting that Debra Jaskiewicz, a teacher at Coulee Montessori School, has been named the recipient of this month's NewsChannel 8 Top Notch Teacher award.

July 6/9pm News/:40

"NewsChannel 8" story reporting that Rick Artman, Viterbo University's new president, says some of his goals are to increase enrollment, improve athletic programs and provide more opportunities for students to study abroad.

July 6/9pm News/:30

"NewsChannel 8" story reporting that the new water system at State Road Elementary School in La Crosse should be up and running by the start of the new school year.

July 11/9pm News/:32

"NewsChannel 8" story reporting that about one hundred youngsters are participating in the Young Scholar's Program at UW-La Crosse, where they can do and see things they may not normally get to do during the school year.

July 18/9pm News/:40

"NewsChannel 8" story reporting on the first year in office for Winona State University President Judith Ramaley.

July 20/9pm News/:40

"NewsChannel 8" story reporting on improvements being made to Holmen Middle School.

August 3/Noon News/5:00

"Contact" interview with Sarah Scott, Barnes & Noble community relations director, discussing summer reading programs.

August 3/9pm News/:40

"NewsChannel 8" story reporting that the library and cafeteria at Viterbo University are receiving a one million dollar makeover.

August 4/9pm News/1:15

“NewsChannel 8” story reporting that officials of the Coulee Catholic School System say closing two schools and reducing the number of employees has enabled the system to operate without a deficit.

August 7/9pm News/2:10

“NewsChannel 8” story reporting that Luke Merchlewitz, a first-grade teacher in Winona, has been named recipient of this month’s NewsChannel 8 Top Notch Teacher award.

August 8/9pm News/:50

“NewsChannel 8” story reporting that middle and high school students from throughout Wisconsin are taking part in school emergency response team training at Volk Field in Camp Douglas.

August 14/9pm News/1:24

“NewsChannel 8” story reporting that most of the La Crosse teacher positions are filled as the new school year approaches.

August 15/9pm News/:47

“NewsChannel 8” story reporting that the Holmen School Board is considering the purchase of land north of Holmen for use as a new school site in future years.

August 15/9pm News/:46

“NewsChannel 8” story reporting that Wisconsin Governor Jim Doyle is giving thousands of dollars in state grant money to Wisconsin’s technical colleges to help train manufacturing employees.

August 16/9pm News/:32

“NewsChannel 8” story reporting that A-C-T results show Wisconsin students performed very well.

August 17/9pm News/:55

“NewsChannel 8” story reporting that Wisconsin is not getting a passing grade from the federal government when it comes to meeting teacher quality rules.

August 18/9pm News/:40

“NewsChannel 8” story reporting that UW-La Crosse is being recognized as one of the best universities in the Midwest by U.S. News & World Report.

September 5/9pm News/:45

“My News @ 9” story reporting that La Crosse County schools will receive three million dollars this year in additional state aid.

September 5/9pm News/1:20

“My News @ 9” story reporting on the first day of school at several area locations, including UW-La Crosse.

September 5/9pm News/1:49

“My News @ 9” story reporting on how some teachers are spending their own money to get classroom supplies not being provided because of funding cuts.

September 12/9pm News/3:00

“My News @ 9” report about a program in Onalaska that’s helping teens get a good start on the new school year.

September 12/9pm News/:35

“My News @ 9” story reporting that UW-La Crosse is moving forward with plans for a tuition increase.

September 19/9pm News/:33

“My News @ 9” story reporting that Sparta High School held an assembly where students could use a simulator to learn the effects of driving while drunk.

September 19/9pm News/1:37

“My News @ 9” story reporting on methods schools are using to keep students from cheating.

September 19/9pm News/1:31

“My News @ 9” story reporting that Holmen Middle School has launched a new program aimed at reducing the amount of stress for teens.

September 20/9pm News/:45

“My News @ 9” story reporting that local businesses and organizations participated in a student event in Onalaska called Careers On Wheels, focusing on jobs that use special vehicles.

September 20/9pm News/:45

“My News @ 9” story reporting that A-C-T scores in the La Crosse School District have been dropping for several years, and school officials are trying to raise the bar in the classroom.

September 21/9pm News/:30

“My News @ 9” story reporting that sixth, seventh and eighth grade students at Logan Middle School in La Crosse used both their English and art classes to observe International Day for Peace.

September 22/9pm News/:30

“My News @ 9” story reporting that the La Crosse School Board will hold a coffee meeting to talk with residents about whatever they feel is important to their children’s education.

September 22/9pm News/:32

“My News @ 9” story reporting on the newcomer program in the La Crosse School District that helps Hmong refugees prepare for life in the United States.

September 22/9pm News/1:15

“My News @ 9” story reporting on why teenagers should do more reading for fun, and how parents can encourage them to do it.

September 22/9pm News/3:30

“My News @ 9” interview with Linda Jerome of the La Crosse Public Library, discussing how parents can encourage their children to read for fun.

September 26/9pm News/1:39

“My News @ 9” story reporting that committees like PTA groups, booster clubs and alumni associations are raising private dollars to help public education.

September 28/9pm News/1:00

“My News @ 9” story reporting that the recent deadly school shooting in Colorado and a threat earlier in the week in Holmen, is raising concerns about school safety in our area.

### 3. Health

Health and safety concerns are an important priority for many people in the communities we serve. Here in the La Crosse area residents have access to two top medical centers, in addition to Mayo Clinic in nearby Rochester, Minnesota. The question is not one of quality of care, but the expense involved in seeking medical treatment. Many people go without health insurance, either because it's not available to them or the cost is prohibitively high. State programs have been instituted in order to make sure children have access to health care, particularly in the wake of Wisconsin's W-2 welfare reform program. Some people with limited incomes can access Wisconsin's BadgerCare prescription plan. But this program needs periodic funding approval from the State Legislature, and is now only funded until 2007.

The high cost of prescription drugs has many older people concerned over how they can afford their medication. Now that the federal government has included a prescription drug plan in Medicare, people are concerned that the plan is inadequate, and might produce unwelcome changes in the entire Medicare program. There is considerable confusion surrounding the new Medicare prescription plan, with many older people not signing up because of the complexity of the sign-up procedure and the many variations of the plan. People are worried about the overall government health program and how it will affect them in years to come.

There is always a tremendous amount of interest in medical breakthroughs. People want to learn more about new ways of treating and preventing health problems. One of the special features aired by NewsChannel 8 is devoted to informing the public about these new medical breakthroughs.

#### Responsive Programming (Including date, time and duration)

July 1-September 30/PSA/:30

"Alzheimer's Association" PSA focusing on the work of the group in support of educational and research efforts to combat Alzheimer's disease.

July 1-September 30/PSA/:30

"American Dental Association" PSA focusing on proper youth dental care.

July 1-September 30/PSA/:30

"American Hearing Association" PSA focusing on help available for the hearing impaired.

July 1-September 30/PSA/:30

"Centers For Disease Control" PSA warning about improper use of antibiotics.

July 1-September 30/PSA/:30

"Diabetes Educators" PSA drawing attention to the widespread health problem of diabetes.

July 1-September 30/PSA/:30 & :15

"Environmental Protection Agency" PSA's informing the public about environmental issues regarding asthma.

July 1-September 30/PSA/:30

"Help Hospitalized Veterans" PSA urging people to get involved in helping veterans on the road to recovery.

July 1-September 30/PSA/:30

"La Crosse Rotary Club" PSA encouraging organ donation.

July 1-September 30/PSA/:30, :15 & :10

"Leukemia and Lymphoma Society" PSA about the organization's work in fighting cancer.

July 1-September 30/PSA/:30

“National Glaucoma Research” PSA informing people that glaucoma can rob them of their sight.

July 1-September 30/PSA/:30

“National Institute of Mental Health” PSA focusing on suicide prevention.

July 1-September 30/PSA/:30

“President’s Council on Fitness and Sports” PSA promoting youth fitness and exercise.

July 1-September 30/PSA/:30

“U.S. Department of Health” PSA fighting childhood obesity.

July 1-September 30/PSA/:30

“U.S. Department of Health” PSA combating underage drinking.

July 1-September 30/PSA/:30

“WIC Infant and Child Nutrition” PSA presenting information on help available to insure proper nutrition for young people.

July 1-September 30/PSA/:30 & :15

“Wisconsin Cancer Control Program” PSA designed to help lower cancer rates in the state.

July 5/9pm News/:46

“NewsChannel 8” story reporting on a new survey that shows more Wisconsin residents than ever are in favor of a statewide smoking ban in public buildings.

July 6/Noon News/:5:00

“Contact” interview with Nikki Leis of the American Red Cross discussing the upcoming Red Cross Community Blood Drive in the area.

July 6/9pm News/:2:07

“NewsChannel 8” story reporting that Wisconsin Governor Jim Doyle has introduced a plan that could help state residents who do not have health insurance with their major medical costs.

July 10/9pm News/:1:29

“NewsChannel 8” story reporting that the Red Cross blood supply in our area is low but stable, with summer vacations being blamed for lower donations.

July 14/9pm News/:45

“NewsChannel 8” story reporting that La Crosse area hospitals have been seeing an increasing number of cases of heat-related illnesses during the recent hot weather.

July 17/9pm News/:45

“NewsChannel 8” story reporting that crews at Tri-State Ambulance say they’ve had more calls than normal because of the hot weather.

July 18/9pm News/:1:22

“NewsChannel 8” story reporting that Dr. Jeff Lawrence, a Vernon County physician, is being featured in the latest U.S. News & World Report for being a small town doctor who could be practicing in a major market.

July 19/9pm News/:40

“NewsChannel 8” story reporting that a 70-year-old West Salem man is believed to have the first-ever case of West Nile virus in La Crosse County.

July 21/9pm News/1:24

“NewsChannel 8” story reporting that local health officials would like area taverns to introduce smokefree nights as part of a new approach to battle smoking.

July 26/9pm News/:50

“NewsChannel 8” story featuring guidelines on how to help youngsters stay cool and hydrated during hot summer weather.

July 28/Noon News/5:00

“Contact” interview with diabetes expert Dr. Daniel Short and Karolyn Collins, community and preventative care services representative, discussing Gundersen Lutheran Medical Center’s Getting Older, Living Better program.

August 1/9pm News/1:20

“NewsChannel 8” story reporting on Wisconsin’s new child booster seat law.

August 2/9pm News/:53

“NewsChannel 8” story reporting that Wisconsin officials are asking the federal government for enough anti-flu medicine to treat nearly one-and-a-half million people.

August 4/9pm News/:40

“NewsChannel 8” story reporting that a new meningitis vaccine is being recommended for youngsters age eleven and older.

August 4/9pm News/:47

“NewsChannel 8” story reporting that Franciscan Skemp’s new Onalaska Clinic will open in about one month.

August 4/9pm News/1:33

“NewsChannel 8” story profiling a woman who successfully battled breast cancer.

August 7/9pm News/1:20

“NewsChannel 8” story reporting on the dangers posed to children by the improper use of shopping carts.

August 9/9pm News/1:54

“NewsChannel 8” story reporting that Consumer Reports is giving Franciscan Skemp’s subacute care center high marks in an evaluation of nursing homes across the country.

August 10/Noon News/5:00

“Contact” interview with Ann Wonderling of the Family Vision Center discussing National Children’s Vision and Learning Month.

August 11/9pm News/:45

“NewsChannel 8” story reporting that the Franciscan Skemp Clinic in West Salem will be closing in September, and moving to the new Franciscan Skemp Clinic in Onalaska.

August 11/9pm News/:50

“NewsChannel 8” story reporting that Gundersen Lutheran Medical Center in La Grosse conducted a special program aimed at teaching older adults about diabetes and how can treat the disease.

August 14/9pm News/:45

“NewsChannel 8” story reporting on Gundersen Lutheran Medical Center’s Kids Care College, which provides year-round support for issues related to childhood health.

August 16/9pm News/:45

“NewsChannel 8” story reporting that August is one of the peak months for West Nile virus in Wisconsin, however no human cases have yet been found.

September 5/9pm News/1:40

“My News @ 9” story about the importance of exercise and physical fitness for children with disabilities.

September 6/9pm News/:45

“My News @ 9” story reporting that the new Onalaska Franciscan Skemp Clinic will offer fertility services when it opens.

September 7/9pm News/1:40

“My News @ 9” story about the importance of guarding against overexertion and dehydration among student athletes.

September 7/9pm News/2:00

“My News @ 9” interview with Kirsten La Mere of the sports medicine department at Gundersen Lutheran Medical Center discussing the topic of overexertion and dehydration among student athletes.

September 8/9pm News/1:36

“My News @ 9” story reporting that text messaging has an alarming effect on a teenage driver’s performance behind the wheel.

September 8/9pm News/2:00

“My News @ 9” interview with Officer Drew Gavrilos of the La Crosse Police Department discussing distractions faced by teenage drivers.

September 11/9pm News/1:38

“My News @ 9” story reporting on whether today’s teenagers are engaging in more health risk behaviors than previous generations.

September 11/9pm News/2:00

“My News @ 9” interview with Franciscan Skemp social worker Phil Neilsen discussing health risk behaviors of today’s teenagers.

September 12/9pm News/1:34

“My News @ 9” story reporting that today’s teenagers are going in the wrong direction when it comes to behaviors related to physical activity, weight and nutrition.

September 12/ 9pm News/2:00

“My News @ 9” interview with Emily Jantz of Gundersen Lutheran Medical Center about the problem of inactivity and obesity among teenagers.

September 13/9pm News/:53

“My News @ 9” story profiling a Bangor family who’s twentythree month old son has cystic fibrosis.

September 14/9pm News/1:39

“My News @ 9” story reporting that a federal advisory committee to the C-D-C is recommending children get a second dose of chickenpox vaccine for more protection against the virus.

September 14/9pm News/2:00

“My News @ 9” interview with Dr. C.J. Menegh of Franciscan Skemp Healthcare about the proposed chickenpox vaccine recommendations.

September 18/9pm News/:40

"My News @ 9" story reporting that two more states have reported cases of e.coli linked to bagged spinach.

September 18/9pm News/:40

"My News @ 9" story reporting that the La Crosse School District has revamped its menu to help students make healthy food choices.

September 19/9pm News/:45

"My News @ 9" story reporting that some stores are still selling fresh spinach, even in light of the recent e coli outbreak, but only if it comes from local growers.

September 21/9pm News/1:40

"My News @ 9" story reporting that data from the National Institute of Child Health and Human Development shows parents who are there for their babies during times of distress have better attachments with their children in the future.

September 21/9pm News/2:00

"My News @ 9" interview with RN Meggan Baudack of Gundersen Lutheran Medical Center, discussing bonding with babies during times of distress.

September 21/10:30pm/30 min. pgm.

"Connect With Kids" program dealing with childhood depression.

September 22/9pm News/:40

"My News @ 9" story reporting that Wisconsin officials unveiled a new license plate at Logistics Health in La Crosse, with proceeds benefiting the Wisconsin Women's Health Foundation in support of women's health.

September 25/9pm News/1:24

"My News @ 9" story about how to choose the walking shoe that's right for losing weight and getting great exercise.

September 25/9pm News/1:30

"My News @ 9" story reporting that a recent survey indicates more than forty percent of youngsters said they felt overscheduled and over stressed.

September 25/9pm News/2:30

"My News @ 9" interview with Bonnie Stubbendick of the Family and Children's Center, discussing the importance of parents and young people finding more free time to relieve stress.

September 26/9pm News/1:34

"My News @ 9" story reporting that snack foods are being sold in smaller portions, but that may not mean the snack is healthy.

September 26/9pm News/2:30

"My News @ 9" interview with registered dietitian Ruth Vach from Franciscan Skemp Healthcare, discussing healthier alternatives to the popular snack packs currently being sold.

September 29/9pm News/1:38

"My News @ 9" story about how to protect children from accidental poisoning.

September 29/9pm News/2:10

"My News @ 9" interview with Dr. Ben Wedro, an emergency room physician at Gundersen Lutheran Medical Center in La Crosse, discussing accidental poisonings in the home.

#### 4. Environment

Environmental concerns are on the minds of many people in our viewing area. There is an increasing awareness of the role nature plays in our lives, and the importance of being good stewards of our natural resources and wildlife. Some of the problems being addressed include air and water pollution, waste disposal, agricultural pollution, destruction of wildlife habitat, and many other environmental matters. More attention is being given to the many different items that affect the quality of our lives. People are beginning to realize that environmental problems must be solved if we are to maintain the lifestyles we enjoy in this country.

The Wisconsin Department of Natural Resources is continuing its extensive campaign to fight chronic wasting disease in the state's whitetail deer herd. The agency has conducted a massive deer eradication and testing program in affected counties that they hope will keep the disease from expanding. Chronic wasting disease could have a drastic impact on Wisconsin's deer hunting economy.

The increasing energy shortage in some parts of the country could have an impact on the environment. More power plants will likely have to be constructed, increasing the chances of adversely affecting the environment. Energy conservation measures could bring some solution to this problem. New federal air quality standards might mean that coal-fired power plants in Wisconsin could face expensive upgrades or replacement.

With La Crosse's location on the Mississippi River there is quite a bit of concern about the environmental state of the river and surrounding areas. There is often a conflict between commercial and recreational users of the river.

Agricultural runoff is one of the top environmental concerns in our area. Farmers are spending increasing amounts of money to ensure that ground water and waterways are protected from pollution.

#### Responsive Programming (Including date, time and duration)

July 1-September 30/PSA/:30 & :15

"Ducks Unlimited" PSA promoting good conservation and wetland management practices.

July 1-September 30/PSA/:30

"Earth Share" PSA promoting good environmental practices.

July 1-September 30/PSA/:30

"Environmental Protection Agency" PSA promoting energy conservation in the construction of new homes.

July 1-September 30/PSA/:30, :15 & :10

"National Arbor Day Foundation" PSA's encouraging young people to become involved in conservation and tree planting.

July 1-September 30/PSA/:30

"World Wildlife Fund" PSA promoting the conservation of wildlife species.

July 5/9pm News/:45

"NewsChannel 8" story reporting that the Wisconsin DNR is asking boaters to clean their boats carefully to stop the spread of zebra mussels.

July 11/9pm News/1:10

"NewsChannel 8" story reporting that federal officials have released their final plan for the Upper Mississippi River Wildlife Refuge.

July 12/9pm News/:45

“NewsChannel 8” story reporting that the Wisconsin DNR is seeking more input on a proposed special deer hunt to reduce the size of the herd at Goose Island Park south of La Crosse.

July 17/9pm News/1:10

“NewsChannel 8” story reporting that both Xcel Energy and Dairyland Power Cooperative say they are hitting records when it comes to energy consumption as temperatures continue in the nineties.

July 18/9pm News/1:36

“NewsChannel 8” story reporting that lack of rain in the area has prompted the Village of West Salem to issue a water advisory.

July 20/9pm News/:30

“NewsChannel 8” story reporting that storms left trees and power lines down in parts of southern Wisconsin.

July 20/9pm News/1:05

“NewsChannel 8” story reporting that recent rains came at the perfect time for La Crosse area farmers who had been experiencing statewide emergency drought conditions.

July 21/9pm News/:47

“NewsChannel 8” story reporting that the U.S. Senate has approved a bill that would increase the size of locks and dams south of Wisconsin, which officials say will cut down on shipping costs and time.

July 24/9pm News/1:00

“NewsChannel 8” story reporting that the Wisconsin DNR has discovered that La Crosse County actually owns a thin strip of land along the shoreline of Lake Neshonoc, and the agency would like that area to remain open to the public.

July 25/9pm News/:40

“NewsChannel 8” story reporting that UW-La Crosse has constructed an addition to its heating plant that will cut down on air pollution.

July 25/9pm News/1:00

“NewsChannel 8” story reporting that the La Crosse County Hazardous Materials Program will now start accepting electronic waste.

July 28/9pm News/:55

“NewsChannel 8” story about the importance of watering your trees during hot, dry summer weather.

July 31/9pm News/:50

“NewsChannel 8” story reporting that peregrine falcons are making a comeback in Wisconsin. For the second straight year the falcons have successfully hatched their young at more than twenty nests throughout the state.

July 31/9pm News/1:00

“NewsChannel 8” story reporting that the Village of West Salem has fallen behind state standards for recycling, meaning the village could lose its waste management grant.

July 31/9pm News/:50

“NewsChannel 8” story reporting that La Crosse County’s hazardous materials site will now accept electronic waste for recycling.

August 2/9pm News/1:15

“NewsChannel 8” story reporting that our hot and dry summer weather is causing problems for area rivers and lakes, causing a large number of fish to die from lack of oxygen.

August 3/9pm News/40

“NewsChannel 8” story reporting on plans to transform Myrick Park Zoo into an environment that will showcase animals native to Wisconsin.

August 7/9pm News/55

“NewsChannel 8” story reporting that an environmental group is calling for better testing of the water at our nation’s beaches.

August 10/9pm News/47

“NewsChannel 8” story reporting that this summer’s hot, dry weather has some farmers in the Midwest experiencing shortages of hay and silage.

August 15/9pm News/55

“NewsChannel 8” story reporting that lack of rain is making it difficult for the Kane Street Community Garden, which will probably have fewer vegetables to give to area families.

August 18/9pm News/1:22

“NewsChannel 8” story reporting on rebuilding efforts by the Village of Viola, one year after a devastating tornado hit the community.

September 11/9pm News/1:25

“My News @ 9” story reporting on what can be done to combat the annual invasion of box elder bugs, Asian beetles and bees.

September 18/9pm News/45

“My News @ 9” story reporting that eighteen counties in West Central Wisconsin will test five hundred deer each this fall for chronic wasting disease.

September 19/9pm News/30

“My News @ 9” story reporting that October and November are usually the peak months for car/deer crashes in Wisconsin.

September 22/9pm News/30

“My News @ 9” story reporting that Wisconsin Governor Jim Doyle has asked the federal government to declare Monroe County a disaster area after severe storms last month destroyed more than thirteen thousand acres of crops.

## 5. Crime

Viewers consistently indicate a strong concern about crime. Even though some crime statistics are down, many people have the impression that more crime is occurring. Residents of rural areas report they are seeing more drug-related and property crimes. Several high-profile crimes, including murder, have taken place throughout our area. The rapid introduction of methamphetamine and other new drugs into the La Crosse and Western Wisconsin area is causing considerable concern among law enforcement agencies.

Wisconsin's new truth-in-sentencing law has taken effect. Communities and law enforcement agencies are anxious to see what the result of this new law will be as it relates to prison and jail costs. La Crosse County is already considering an addition to its newly constructed law enforcement center because of an increased demand for jail space. Many law enforcement and court officials are investigating a possible increased use of probation and supervision as an alternative to jail and prison for nonviolent offenders.

### Responsive Programming (Including date, time and duration)

July 1-September 30/PSA/:30

"Amber Alert" PSA explaining the emergency system employed when a child is missing or has been abducted.

July 1-September 30/PSA/:60

"Crimestoppers" PSA focusing public attention on the most-wanted fugitives in the La Crosse area.

July 1-September 30/PSA/:30

"Missing Children's Network" PSA about work being done to disseminate information about missing children.

July 1-September 30/PSA/:30

"National Crime Prevention Council" PSA designed to help people prevent identity theft.

July 1-September 30/PSA/:15

"Vernon County Crimestoppers" PSA focusing on that county's efforts to identify and locate wanted criminals.

July 5/9pm News/1:37

"NewsChannel 8" story reporting that a statewide drug trafficking investigation has led to more than twenty arrests in our area.

July 6/9pm News/:32

"NewsChannel 8" story reporting on changes in the visitation policy at the La Crosse County Jail.

July 7/9pm News/:47

"NewsChannel 8" story with tips on how to help prevent identity theft when you're on vacation this summer.

July 10/9pm News/2:06

"NewsChannel 8" story reporting that two fugitives featured on America's Most Wanted have been captured and are being held in the Monroe County Jail.

July 13/9pm News/:30

"NewsChannel 8" story reporting that the two wanted men who were captured in our area made court appearances in Monroe County.

July 19/9pm News/1:12

“NewsChannel 8” story reporting on the court appearance of an Iowa man who crashed his van into the Franciscan Skemp Clinic lobby and then had a standoff with police.

July 20/9pm News/2:30

“NewsChannel 8” story reporting that one of the teens accused in the robbery and beating death of a La Crosse man pleaded guilty to his part in the crime.

July 26/9pm News/:58

“NewsChannel 8” story reporting that police say more people are driving off without paying for their gas as prices continue to climb.

August 2/9pm News/:45

“NewsChannel 8” story reporting that La Crosse police have arrested two men who they say pushed another man over a balcony railing.

August 2/9pm News/:35

“NewsChannel 8” story reporting on the sentencing of a La Crosse man charged with stealing tens of thousands of dollars worth of medical equipment from Gundersen Lutheran Medical Center.

August 3/9pm News/:30

“NewsChannel 8” story reporting that a La Crosse woman has been sentenced to three years in prison for delivering cocaine to her 14-year-old daughter.

August 3/9pm News/1:00

“NewsChannel 8” story reporting that a downtown La Crosse nightclub will be temporarily closed for violating the city’s underage drinking laws.

August 9/9pm News/:46

“NewsChannel 8” story reporting that the La Crosse Police Department and New Horizons Shelter have received a state grant to help them investigate stalking cases and provide services for victims.

August 11/9pm News/1:40

“NewsChannel 8” story reporting that a confidential informant for the La Crosse Police Department is dead, and investigators believe a convicted drug dealer is to blame.

August 11/9pm News/:30

“NewsChannel 8” story reporting that a 22-year-old Tomah man is in jail following an overnight stabbing incident.

August 11/9pm News/:40

“NewsChannel 8” story reporting that a Winona woman will go to trial for allegedly driving drunk and seriously injuring two Winona State University coaches in a car crash.

August 14/9pm News/:32

“NewsChannel 8” story reporting that the man accused of killing a confidential informant for the La Crosse Police Department is back in Indiana where he will face murder charges.

August 14/9pm News/:46

“NewsChannel 8” story reporting that the La Crosse Police Department is conducting a special campaign to crack down on drivers who run red lights.

August 14/9pm News/:25

“NewsChannel 8” story reporting that a Tomah man made his first court appearance for allegedly stabbing a man ten times.

August 15/9pm News/1:20

"NewsChannel 8" story reporting that a woman is in custody in Crawford County for allegedly shooting her boyfriend to death.

August 16/9pm News/:30

"NewsChannel 8" story reporting that a 42-year-old woman accused of killing her boyfriend faces first degree murder charges in Crawford County.

August 17/9pm News/:30

"NewsChannel 8" story reporting that a Monroe County woman faces several felony charges after allegedly stealing thousands of dollars from her employer.

August 17/9pm News/:35

"NewsChannel 8" story reporting that a La Crosse County man faces serious drug charges for allegedly stealing morphine from an assisted living facility.

August 18/9pm News/:40

"NewsChannel 8" story reporting that a Monroe County Sheriff's deputy has been arrested for misconduct in office after being accused of stealing money from a person during a traffic stop.

September 7/9pm News/:30

"My News @ 9" story reporting that the man who crashed his van through the front doors at Franciscan Skemp Clinic has been found competent to stand trial.

September 7/9pm News/:30

"My News @ 9" story reporting that the man convicted of kidnapping and murdering University of North Dakota student Dru Sjodin could now face the death penalty.

September 7/9pm News/:47

"My News @ 9" story reporting that the man who admitted killing a pregnant Winona woman and raping and killing a 10-year-old girl will serve three concurrent life sentences and an extra three years for setting their apartment on fire in an attempt to cover up the crimes.

September 8/9pm News/:30

"My News @ 9" story reporting that Murphy Oil has been found guilty of gas price gouging in Tomah and Prairie du Chien following Hurricane Katrina.

September 8/9pm News/:30

"My News @ 9" story reporting that a La Crosse woman has pleaded guilty in federal court to embezzling nearly forty thousand dollars while she was head vault teller at a La Crosse bank.

September 8/9pm News/:40

"My News @ 9" story reporting that the man accused of attacking a La Crosse police officer with a screwdriver has pleaded no contest to the charge of first degree attempted homicide, and was then found by the court to be not guilty of reason of insanity.

September 14/9pm News/2:00

"My News @ 9" story reporting that a La Crosse man was arrested after a five-hour standoff with police.

September 14/9pm News/:35

"My News @ 9" story reporting that a Monroe County man is facing serious drug charges after more than one hundred marijuana plants were discovered in his basement.

September 20/9pm News/1:40

"My News @ 9" story about the problem of teen shoplifting.

September 20/9pm News/2:15

"My News @ 9" interview with Jerry Tabbert of the Family and Children's Center discussing teen shoplifting and how parents can help prevent it.

September 22/9pm News/:40

"My News @ 9" story reporting that La Crosse and Onalaska police joined forces to make two major drug arrests.

September 22/9pm News/:30

"My News @ 9" story reporting that the man convicted of killing a North Dakota college student has been sentenced to death.

September 25/9pm News/1:10

"My News @ 9" story reporting that a child who allegedly made a threat against Holmen Middle School has been placed on administrative leave.

September 25/9pm News/:40

"My News @ 9" story reporting that La Crosse police arrested a teenage boy during an intracity football game between Central and Aquinas High Schools, after he allegedly broke the jaw of a twelve-year-old student.

September 25/9pm News/:40

"My News @ 9" story reporting that the La Crosse Police Department is getting tough on underage drinking, assigning officers to hot spots like popular bars, keg parties and the university area.

September 26/9pm News/:35

"My News @ 9" story reporting that the trial of a Genoa woman accused of killing her daughter more than thirty-five years ago has been delayed in California.

September 26/9pm News/1:05

"My News @ 9" story reporting that Winona police are reopening their investigation into the murder of a Winona woman twenty years ago.

September 29/9pm News/1:30

"My News @ 9" story reporting that a student entered the school and fatally shot the principal of Weston High School in Cazenovia.

## 6. Government

Government is a category that includes many different concerns, ranging from national politics to local government. It encompasses a broad area of interest on the part of local residents as to what their representatives are doing with their tax dollars.

Primary interest has been focused on the war against Iraq and its aftermath. Many people are frustrated with the continuing terrorist resistance in Iraq, and wonder when the time will come when American troops can return home.

Many state and local governmental units are having severe budget problems, even though many indicators show the economy improving. On the local scene, much of the interest centers on the cost of local government and how those costs are funded. Property taxes continue to be a major point of discussion, particularly among older residents on fixed incomes.

### Responsive Programming (Including date, time and duration)

July 17/9pm News/:48

"NewsChannel 8" story reporting that the U.S. Senate is set to debate a bill that would lift President Bush's ban on stem cell research.

July 21/9pm News/:35

"NewsChannel 8" story reporting that a ban on hunting in county parks has been lifted by the La Crosse County Board, allowing the Wisconsin DNR to proceed with possible plans for a special deer hunt in Goose Island Park to thin out the deer herd.

August 8/9pm News/1:18

"NewsChannel 8" story reporting that La Crosse County officials are examining a possible spring referendum to ask taxpayers for more money to do road work.

August 15/9pm News/:55

"NewsChannel 8" story reporting that Mark Green, Republican candidate for Wisconsin Governor, made a stop in La Crosse to talk about his education plan that would free up money to hire more teachers in the state.

September 5/9pm News/1:10

"My News @ 9" story previewing the upcoming primary election.

September 6/9pm News/:50

"My News @ 9" story about the new statewide formal voter registration process that will be required in upcoming elections.

September 7/9pm News/:40

"My News @ 9" story reporting that Wisconsin Governor Jim Doyle has proposed that child care costs of up to six thousand dollars would be tax deductible.

September 8/9pm News/:33

"My News @ 9" story reporting that Wisconsin Governor Jim Doyle says the state has made enormous progress in making residents safer from terrorist attacks.

September 11/9pm News/1:02

"My News @ 9" story previewing Wisconsin's primary election and the state's new voter registration rules.

September 12/9pm News/2:50

"My News @ 9" interview with political analyst Joe Heim about the primary elections around the nation.

September 13/9pm News/:47

“My News @ 9” story reporting that the La Crosse Area Builders Association is raising questions about a fee being charged by the Village of Holmen when a newhome is built.

September 13/9pm News/:50

“My News @ 9” story reporting on the poor turnout in the La Crosse area for the primary election.

September 14/9pm News/:30

“My News @ 9” story reporting that La Crosse County Sheriff Mike Weissenberger has given his support to sheriff candidate Steve Helgeson, saying he is the most qualified for the job.

September 14/9pm News/:25

“My News @ 9” story reporting that Elliott Levine, a La Crosse County public defender, has announced his candidacy to become La Crosse County’s newest judge.

September 19/9pm News/:32

“My News @ 9” story reporting that defense attorney John Brinckman has announced his candidacy for the La Crosse County Circuit Court judge position.

September 21/9pm News/1:40

“My News @ 9” story reporting that Onalaska’s police chief could face criminal charges because of a continuing dispute with his officers.

September 21/9pm News/:35

“My News @ 9” story reporting that attorney Kara Burgos has announced her candidacy for La Crosse County Circuit Court judge.

September 26/9pm News/:25

“My News @ 9” story reporting that Wisconsin Governor Jim Doyle is calling on Congress to follow the state’s lead and raise the federal minimum wage.