

WKBT-DT 8.2 La Crosse, Wisconsin

Quarterly Issues and Programs List

January 1, 2007 through March 31, 2007

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 first quarter of 2007. 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 may be listed with indeterminate duration times where it is not possible to ascertain exact timings. 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

Quarterly Issues and Programs List

January 1, 2007 through March 31, 2007

1. Economy

One of the biggest concerns of our viewers continues to be the economy. 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 contributing to 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 a negative 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)

January 8/9pm News/:50

"My News @ 9" story reporting that La Crosse city officials are planning a new tourist center along the Black River that would include a wildlife viewing platform and a pull-off for vehicles.

January 10/9pm News/:40

"My News @ 9" story reporting that the Minnesota Apple Growers Association is holding its annual education and trade show this week at the La Crosse Center.

January 11/9pm News/1:31

"My News @ 9" story reporting that a growing number of studies suggest that frequent business trips are damaging relationships between parents and children.

January 11/9pm News/2:30

"My News @ 9" interview with Dr. Kip Zirkel of the Family and Children's Center, discussing the topic of frequent parental absences on business trips.

January 15/9pm News/:30

"My NewsChannel 8 @ 9" story reporting that the area's first big snowfall of the season is an economic benefit for many businesses that rely on winter weather.

January 15/9pm News/:35

"My NewsChannel 8 @ 9" story reporting that gas prices are dipping below two dollars a gallon in some parts of Wisconsin.

January 16/9pm News/1:34

“My NewsChannel 8 @ 9” story reporting that the warmer temperatures this winter are adding up to plummeting prices for crude oil.

January 17/9pm News/:50

“My NewsChannel 8 @ 9” story reporting that the farm bill expires this September, and that could mean some changes for farmers. Millions of federal dollars are pumped into La Crosse County each year to subsidize farmers, as a way to help them out in rough marketsituations.

January 18/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that freezing temperatures in California could mean higher grocery bills for produce items.

January 18/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that high gas prices have forced some delivery companies to raise prices to cover their increased costs.

January 19/9pm News/:30

“My NewsChannel 8 @ 9” story reporting that gas prices are down four percent so far this year, and experts expect prices to fall even further.

January 22/9pm News/:45

“My NewsChannel 8 @ 9” story reporting on the progress being made in renovating the Doerflinger Building in downtown La Crosse.

January 24/9pm News/:50

“My NewsChannel 8 @ 9” story reporting on a Winona company that’s been making products for the NFL since the 1960’s, and is second only to Reebok in Super Bowl merchandise sales.

January 29/9pm News/1:21

“My NewsChannel 8 @ 9” story reporting that construction of a new ethanol plant in Sparta could begin soon, bringing new jobs to Western Wisconsin.

February 1/9pm News/1:00

“My NewsChannel 8 @ 9” story reporting that officials with American Standard, which owns Trane Company in La Crosse, say they are splitting their company into three businesses, and focusing manufacturing efforts on the air conditioning segment.

February 1/9pm News/:50

“My NewsChannel 8 @ 9” story reporting that Xcel Energy will refund millions of dollars to its electric customers because of lower than expected fuel costs.

February 1/9pm News/:30

“My NewsChannel 8 @ 9” story reporting that Wisconsin farm groups are expressing concern about proposed cuts in the federal price support program for dairy farmers.

February 5/9pm News/1:15

“My NewsChannel 8 @ 9” story about ways to lower your winter heating bills by caulking the cracks around windows and doors.

February 7/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that union workers at Chart Industries in La Crosse have reached an agreement with the company over a new contract.

February 12/9pm News/:37

“My NewsChannel 8 @ 9” story reporting that gasoline prices went up last week for the second week in a row.

February 19/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that the final public hearing is being held tonight on whether or not a new ethanol plant will be constructed at the edge of Sparta.

February 19/9pm News/1:28

“My NewsChannel 8 @ 9” story reporting that home insurance premiums are increasing, and coverage is shrinking, according to Consumer Reports.

February 20/9pm News/1:40

“My NewsChannel 8 @ 9” story reporting on how to teach youngsters about personal finance.

February 20/9pm News/2:30

“My NewsChannel 8 @ 9” interview with Mike Klauke of Klauke Investments, discussing how to teach your children to develop good saving and spending skills.

February 23/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that farmers from across the nation are in La Crosse to attend the 18th annual Upper Midwest Organic Farming Conference at the La Crosse Center.

February 26/9pm News/1:34

“My NewsChannel 8 @ 9” story reporting that larger size grocery items may not necessarily be a better buy than smaller sizes.

February 28/9pm News/:30

“My NewsChannel 8 @ 9” story reporting that higher oil prices are once again pushing up the price of gasoline.

March 2/9pm News/1:11

“My NewsChannel 8 @ 9” story about a web site that makes it easy to find the cheapest gasoline.

March 5/9pm News/1:38

“My NewsChannel 8 @ 9” story reporting that organic food sales are booming, including organic baby food. Consumer Reports has concluded that buying organic food for a baby is worth the extra money.

March 9/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that Chrysler is recalling nearly half-a-million vehicles after reports of fires in a couple of its SUV's.

March 12/9pm News/1:28

“My NewsChannel 8 @ 9” story reporting the results of Consumer Reports' testing of tax preparation software.

March 13/9pm News/1:40

“My NewsChannel 8 @ 9” story reporting on a new UCLA survey that shows teens have become obsessed with money.

March 14/9pm News/1:00

“My NewsChannel 8 @ 9” story reporting on the reasons behind the increase in gasoline prices at the pump.

March 20/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that the building season could be off to a slow start this year.

March 26/9pm News/1:27

"My NewsChannel 8 @ 9" story reporting that downtown La Crosse continues to improve, with several historic buildings being renovated into state of the art business places.

March 26/9pm News/1:30

"My NewsChannel 8 @ 9" story reporting that gasoline prices continue to rise across the country.

March 26/9pm News/1:44

"My NewsChannel 8 @ 9" story reporting on the problem of compulsive shopping among both men and women.

March 30/9pm News/1:27

"My NewsChannel 8 @ 9" story reporting that gasprices are continuing to rise across the nation.

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)

January 1-March 31/PSA/:30, :15

"Library of Congress" PSA encouraging parents to help open their child's mind through reading.

January 2/9pm News/1:40

"My News @ 9" story reporting that bullying can extend beyond the school or the bus and show up in the form of online harassment.

January 2/9pm News/2:30

"My News @ 9" interview with Logan Middle School Principal Troy Harcey, discussing youngsters and the Internet, focusing on cyber-bullying.

January 3/9pm News/1:42

"My News @ 9" story reporting that some grandparents are taking charge of their grandchildren's education by home schooling them.

January 4/9pm News/1:37

"My News @ 9" story reporting that the number of students injured in school bus accidents is rising, and there is growing concern over whether school buses should have seatbelts.

January 5/9pm News/:30

"My News @ 9" story reporting that Holmen High School's graduation ceremonies will be moved to the La Crosse Center in order to deal with the large size of the graduating class.

January 5/9pm News/:40

"My News @ 9" story reporting that students at Aquinas High School are learning CPR so they can possibly help save a life, and to teach family members how to do the same.

January 5/9pm News/:47

"My News @ 9" story reporting that the La Crosse School District is now accepting applications for four-year-old preschool for next fall.

January 8/9pm News/45

"My News @ 9" story reporting that Summit Elementary School in La Crosse is conducting a weeklong bully prevention program to teach students what bullying is, and what to do if they are bullied.

January 8/9pm News/1:39

"My News @ 9" story reporting that dining together as families can help prevent children from using drugs, and help them get better grades in school.

January 9/9pm News/1:39

"My News @ 9" story reporting that computer technology is helping youngsters with disabilities communicate better at home and at school.

January 9/9pm News/2:30

"My News @ 9" interview with Vicki Monk, speech and language pathologist at Gundersen Lutheran Medical Center, discussing the communication needs of children with disabilities.

January 9/9pm News/1:38

"My News @ 9" story reporting that many students who struggle with reading might be having vision problems.

January 10/9pm News/3:35

"My News @ 9" story reporting that a national magazine has recognized UW-La Crosse as a best value among 500 public four-year colleges and universities.

January 16/9pm News/2:08

"My NewsChannel 8 @ 9" story reporting that colleges and universities are getting choosier about the type of student they're admitting, as more young people are applying for admission

January 17/9pm News/4:47

"My NewsChannel 8 @ 9" story reporting that Milwaukee public schools will completely ban cell phones at the start of the next semester.

January 17/9pm News/4:45

"My NewsChannel 8 @ 9" story reporting that the Three Rivers Bus Service is offering a new transportation option for some students not currently receiving bus service in the La Crosse School District.

January 17/9pm News/1:50

"My NewsChannel 8 @ 9" story reporting on whether a teacher's gender could have an impact on how well children do in school.

January 18/9pm News/1:38

"My NewsChannel 8 @ 9" story reporting that a new study shows music lessons are good for a child's mental development.

January 18/9pm News/2:30

"My NewsChannel 8 @ 9" interview with Leslie Bakkum, music teacher at Eagle Bluff Elementary School, discussing the value of music programs in an educational environment.

January 18/9pm News/3:35

"My NewsChannel 8 @ 9" story reporting that a federal grant is giving La Crosse's three colleges more resources to combat sexual violence.

January 19/1pm News/5:00

"Contact" interview with Sue Peterson of the La Crosse School District, discussing school involvement.

January 22/9pm News/5:55

"My NewsChannel 8 @ 9" story reporting that students at Coulee Region Christian School are participating in an alternative educational experience that gives them a chance to do things that would not typically be part of their school day.

January 23/9pm News/1:58

"My NewsChannel 8 @ 9" story profiling IQ Academies, one of the online charter high schools in Wisconsin.

January 24/9pm News/1:38

"My NewsChannel 8 @ 9" story reporting that as children get older, some start to lose interest in reading. But many teachers and librarians say a type of book known as graphic novels are more popular than ever with adolescents.

January 24/9pm News/2:30

"My NewsChannel 8 @ 9" interview with Linda Jerome of the La Crosse Public Library, discussing the library's youth services.

January 25/9pm News/:32

"My NewsChannel 8 @ 9" story reporting that Wisconsin lawmakers are considering a bill that would require schools to teach about the history of the Hmong people.

January 25/9pm News/:30

"My NewsChannel 8 @ 9" story reporting that the University of Minnesota is threatening to end a long standing tuition reciprocity agreement between Wisconsin and Minnesota, unless students from Wisconsin pay more.

January 29/9pm News/:45

"My NewsChannel 8 @ 9" story reporting that the Three Rivers Bus Company is now offering bus service to students who live within two miles of school and don't qualify for free service.

January 29/9pm News/:40

"My NewsChannel 8 @ 9" story reporting that University of Wisconsin System campuses hosted public hearings around the state to discuss proposed changes to their admission policies.

January 30/9pm News/1:50

"My NewsChannel 8 @ 9" story reporting that fifth grade students at Saint Stan's Middle School in Winona have taken on a project to help raise money for different charities.

February 1/9pm News/:35

"My NewsChannel 8 @ 9" story reporting that culinary management and food production specialist students are operating an actual restaurant at Western Technical College to give them the opportunity to experience all the aspects of running a restaurant.

February 2/9pm News/1:39

"My NewsChannel 8 @ 9" story reporting on how to boost your toddler's language development and vocabulary.

February 5/9pm News/1:41

"My NewsChannel 8 @ 9" story reporting that some teachers are incorporating blogs into their daily assignments for students.

February 5/9pm News/2:30

"My NewsChannel 8 @ 9" interview with Becky Reeh, a Holmen High School library assistant, discussing the use of blogs in education.

February 6/9pm News/1:25

"My NewsChannel 8 @ 9" story reporting that a statewide open enrollment program is starting to cause some problems for smaller school districts in our area.

February 6/9pm News/:45

"My NewsChannel 8 @ 9" story reporting that students in West Salem are learning lessons about respect and empathy beyond what is normally taught in the classroom.

February 6/9pm News/1:50

“My NewsChannel 8 @ 9” story reporting on how the La Crosse School District is managing to keep current on technology issues in light of state budget cuts.

February 9/9pm News/:55

“My NewsChannel 8 @ 9” story reporting that UW System regents voted unanimously to adopt a policy that requires school officials to consider race and income when deciding which students to admit.

February 9/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that the Tomah School District has wrapped up the first phase in its process of selecting a new school mascot.

February 12/9pm News/:50

“My NewsChannel 8 @ 9” story reporting on the two ballot referendums facing voters in the Bangor School District.

February 13/9pm News/:45

“My NewsChannel 8 @9” story reporting that the No Child Left Behind Commission has issued 75 recommendations meant to guide Congress in updating the law.

February 13/9pm News/2:35

“My NewsChannel 8 @ 9” story reporting that UW-La Crosse instructors are looking for ways to use modern technology to better educate students.

February 15/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that city officials are teaming up to identify safe routes for children to follow to and from school.

February 16/9pm News/1:35

“My NewsChannel 8 @ 9” story reporting that experts say there is a second period of brain growth for youngsters when learning is easier.

February 16/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that more than 1,200 teachers attended sessions and listened to speakers at the annual Western Wisconsin Education Conference at the La Crosse Center.

February 16/9pm News/:45

“My NewsChannel 8 @ 9” story reporting on the remodeling project underway at the La Crosse Public Library.

February 19/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that the La Crosse School District is playing host to a group of teachers from Louisiana, who will be learning how education works in the local district.

February 19/9pm News/1:39

“My NewsChannel 8 @ 9” story reporting that experts say many parents are too embarrassed to teach their children about sex, but that not talking to them could mean serious consequences in the future.

February 20/9pm News/1:44

“My NewsChannel 8 @ 9” story reporting that many schools are limiting when students can use phones and other electronic devices.

February 22/9pm News/:30

“My NewsChannel 8 @ 9” story reporting that the deadline for Wisconsin’s annual open school enrollment option is approaching.

February 22/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that the Badger Baby Bus made a stop in Holmen to provide resources for parents on how they can improve the brain development of their child.

February 27/9pm News/:50

“My NewsChannel 8 @ 9” story reporting that students at Holmen’s Viking Elementary School got a visit from Wisconsin’s First Lady, Jessica Doyle, who awarded the school a prize in a statewide geography game.

February 28/9pm News/1:39

“My NewsChannel 8 @ 9” story reporting that bullying of children can take place on the playground, the school bus and now even on the computer.

March 1/9pm News/1:10

“My NewsChannel 8 @ 9” story reporting that an agent of the Wisconsin Department of Criminal Justice gave a special presentation to parents at Logan Middle School on the dark side of the Internet.

March 1/10:30pm/60 min. pgm.

“Connect With Kids” program entitled Caught in the Web, educating parents about the dangers of the Internet and how to help keep their youngsters safe when using it.

March 5/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that a special program at UW-La Crosse is helping educate students on how to have a safe spring break experience.

March 6/9pm News/1:56

“My NewsChannel 8 @ 9” story about a unique program in the La Crosse School District that teaches the Mandarin Chinese language.

March 7/9pm News/1:35

“My NewsChannel 8 @ 9” story reporting that children’s book clubs are growing in popularity.

March 7/9pm News/2:30

“My NewsChannel 8 @ 9” interview with Ken Riley, a teacher at Eagle Bluff Elementary School in Onalaska, discussing youngsters and book clubs.

March 8/9pm News/:55

“My NewsChannel 8 @ 9” story reporting that the tuition reciprocity agreement between Wisconsin and Minnesota will continue, at least for now.

March 13/9pm News/2:11

“My NewsChannel 8 @ 9” story examining Montessori education.

March 19/9pm News/1:39

“My NewsChannel 8 @ 9” story reporting on the problem of bullying that faces some students when they attend school.

March 20/9pm News/1:44

“My NewsChannel 8 @ 9” story featuring tips on teaching youngsters to avoid on-line scams.

March 20/9pm News/:47

“My NewsChannel 8 @ 9” story reporting that school districts in Wisconsin will be required to come up with a plan to teach students about bullying, and also develop a way to deal with behavioral problems.

March 22/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that Wisconsin Lieutenant Governor Barbara Lawton visited La Crosse to announce plans for a youth apprenticeship program that would pair high school juniors and seniors with local businesses to give students a chance to try out various careers.

March 26/9pm News/1:20

“My NewsChannel 8 @ 9” story reporting on the inauguration planned by Viterbo University for its new president Rick Artman.

March 27/9pm News/:32

“My NewsChannel 8 @ 9” story reporting that students in the La Crescent-Hokah School District participated in a special educational expo event to learn about the human body.

March 28/9pm News/:48

“My NewsChannel 8 @ 9” story reporting that middle and high school students from around the La Crosse area shared their history projects during National History Day.

March 28/9pm News/1:39

“My NewsChannel 8 @ 9” story reporting on how parents can help their children who procrastinate on doing their homework.

March 30/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that Wisconsin lawmakers are proposing a bill that would require all public schools in the state to teach students about Hispanic culture.

March 30/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that Rick Artman was installed as the eighth president of Viterbo University in La Crosse.

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 permission from the federal government to operate in place of the Medicare drug program. This federal approval is apparently going to be rescinded.

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 an overwhelming number of plans to choose from. 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.

Responsive Programming (Including date, time and duration)

January 1-March 31/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.

January 1-March 31/PSA/:30

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

January 1-March 31/PSA/:30

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

January 1-March 31/PSA/:30

"American Red Cross" PSA informing people about the work of the Red Cross.

January 1-March 31/PSA/:30

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

January 1-March 31/PSA/:30 & :15

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

January 1-March 31/PSA/:30

"Environmental Protection Agency" PSA stressing the importance of radon detection in the home.

January 1-March 31/PSA/:30

"La Crosse Rotary Club" PSA encouraging organ donation.

January 1-March 31/PSA/:30, :15 & :10

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

January 1-March 31/PSA/:30, :15

"March of Dimes" PSA focusing on the prevention of premature births.

January 1-March 31/PSA/:30

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

January 1-March 31/PSA/:30

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

January 1-March 31/PSA/:30, :15

“National Multiple Sclerosis Society” PSA providing information on this disease.

January 1-March 31/PSA/:30

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

January 2/9pm News/:45

“My News @ 9” story reporting that the entire Franciscan Skemp Healthcare campus has gone smokefree.

January 4/9pm News/:46

“My News @ 9” story reporting on the dedication of a new pediatric playroom at Gundersen Lutheran Medical Center in La Crosse.

January 5/9pm News/1:36

“My News @ 9” story reporting that many child car seats on the market failed rigorous testing by Consumer Reports magazine.

January 5/9pm News/:50

“My News @ 9” story about how to protect your family from the danger of carbon monoxide poisoning.

January 5/9pm News/1:24

“My News @ 9” story about how to tell if your child is sick enough to see a doctor.

January 8/9pm News/:30

“My News @ 9” story reporting that the government has cleared a new version of a nasal spray flu vaccine.

January 9/9pm News/:50

“My News @ 9” story reporting that Wisconsin is getting low marks from the American Lung Association when it comes to tobacco control.

January 10/9pm News/1:41

“My News @ 9” story reporting that some experts believe seeing famous actors and actresses smoke in movies could be causing teens to light up.

January 11/9pm News/:44

“My News @ 9” story reporting that the Centers for Disease Control is warning parents not to give over-the-counter cold remedies to children under two without consulting a doctor.

January 12/1pm News/5:00

“Contact” interview with Julie Chapiewsky of the American Red Cross, discussing the importance of the upcoming community blood drive.

January 12/9pm News/1:34

“My News @ 9” story reporting on a treatment that can help youngsters suffering from stomach flu feel better in a shorter amount of time.

February 1/9pm News/2:30

"My NewsChannel 8 @ 9" interview with Marlis O'Brien, asthma coordinator with Franciscan Skemp Healthcare in La Crosse, discussing rapid or irregular breathing in children.

February 2/9pm News/:35

"My NewsChannel 8 @ 9" story reporting that more than thirty dentists throughout the La Crosse area provided free dental care to low income children through a special volunteer program.

February 6/9pm News/1:40

"My NewsChannel 8 @ 9" story reporting that some youngsters are abusing over-the-counter cough medicine.

February 7/9pm News/1:45

"My NewsChannel 8 @ 9" story reporting on a medical condition where people have trouble digesting wheat, barley and even some oats.

February 7/9pm News/2:29

"My NewsChannel 8 @ 9" interview with Dr. Stephanie Maves of Franciscan Skemp Healthcare in La Crosse, discussing the preceding topic.

February 8/9pm News/:45

"My NewsChannel 8 @ 9" story reporting that the FDA has approved the over-the-counter sale of a prescription weight loss drug for the first time ever.

February 8/9pm News/:50

"My NewsChannel 8 @ 9" story reporting on a program at Gunderson Lutheran Medical Center in La Crosse that aims to help parents learn how to soothe and calm their babies.

February 8/9pm News/1:29

"My NewsChannel 8 @ 9" story reporting on whether being short should be considered a medically treatable illness.

February 9/9pm News/1:36

"My NewsChannel 8 @ 9" story reporting that stomach ach and vomiting in children can sometimes mean something more serious than stomach flu.

February 12/9pm News/:55

"My NewsChannel 8 @ 9" story reporting that at least two children have died in Minnesota after getting the flu, and health workers now believe the flu is to blame for a Milwaukee child's death.

February 12/9pm News/1:10

"My NewsChannel 8 @ 9" story reporting that Franciscan Skemp Healthcare in La Crosse is holding a phone information hotline session all evening to answer people's questions about heart disease.

February 12/9pm News/1:41

"My NewsChannel 8 @ 9" story reporting on things parents can do to help ease their child's anxiety when they have to visit a doctor.

February 13/9pm News/1:22

"My NewsChannel 8 @ 9" story reporting that doctors say the number of children with kidney stones is growing dramatically.

February 13/9pm News/1:25

“My NewsChannel 8 @ 9” story reporting that grabbing a nap during the day may actually cut down on the risk of heart disease.

February 14/9pm News/1:18

“My NewsChannel 8 @ 9” story reporting that doctors say they are seeing more cases of endometriosis in teenage girls.

February 14/9pm News/2:30

“My NewsChannel 8 @ 9” interview with Dr. Cathy Ryan of Gundersen Lutheran Medical Center in La Crosse about the health problem of endometriosis in teenage girls.

February 15/9pm News/1:33

“My NewsChannel 8 @ 9” story reporting on a nationwide peanut butter recall because of possible salmonella contamination.

February 15/9pm News/1:40

“My NewsChannel 8 @ 9” story reporting that experts have determined babies can often learn much more than their parents imagine during a period of massive brain growth occurring between birth and age four.

February 16/9pm News/:36

“My NewsChannel 8 @ 9” story reporting that Wisconsin health officials say mid-February is the peak of the flu season, but it’s not too late to get children vaccinated against the virus.

February 19/9pm News/1:10

“My NewsChannel 8 @ 9” story reporting that alcohol problems continue to plague the La Crosse community, with police reporting seven different serious incidents happening over the weekend.

February 21/9pm News/:25

“My NewsChannel 8 @ 9” story reporting that health officials are confirming Wisconsin’s first flu death this year.

February 21/9pm News/:50

“My NewsChannel 8 @ 9” story reporting that a new nurse-managed walk-in clinic has opened in Onalaska that will offer a variety of services to patients at lower cost.

February 21/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that Franciscan Skemp Healthcare in La Crosse is one of five healthcare systems in the country participating in a study on how to improve care for the elderly.

February 22/9pm News/:35

“My NewsChannel 8 @ 9” story reporting that a bill that would require all Minnesota girls to receive cervical cancer vaccine by age twelve appears to be losing steam in the legislature.

February 23/9pm News/1:39

“My NewsChannel 8 @ 9” story reporting that if appendicitis in children is caught early it can be treated quickly, but if it’s left untreated too long youngsters can be facing a longer road to recovery.

February 23/9pm News/2:47

“My NewsChannel 8 @ 9” interview with Dr. Ben Wedrow, emergency physician at Gundersen Lutheran Medical Center in La Crosse, about the diagnosing and treatment of appendicitis.

February 26/9pm News/:45

“My NewsChannel 8 @ 9” story reporting on how to avoid injuries when shoveling snow.

February 27/9pm News/1:38

“My NewsChannel 8 @ 9” story reporting that experts are taking a closer look at the effects alcohol has on the teenage brain.

February 27/9pm News/2:30

“My NewsChannel 8 @ 9” interview with Dr. Jennifer Kleven of Gundersen Lutheran Medical Center in La Crosse, discussing the effects of drinking on the teenage brain.

February 27/9pm News/2:01

“My NewsChannel 8 @ 9” story featuring tips on losing weight.

March 1/9pm News/3:37

“My NewsChannel 8 @ 9” story about the strength and inspiration of an Onalaska boy who is attempting to survive cancer.

March 2/9pm News/1:26

“My NewsChannel 8 @ 9” story reporting on febrile seizures in children.

March 2/9pm News/2:26

“My NewsChannel 8 @ 9” interview with Dr. Ben Wedro of Gundersen Lutheran Medical Center in La Crosse, discussing febrile seizures in children.

March 2/9pm News/1:29

“My NewsChannel 8 @ 9” story reporting that a group of pediatricians is warning that common over-the-counter cold medicines don't work for children, and could be potentially dangerous.

March 5/9pm News/1:41

“My NewsChannel 8 @ 9” story reporting on new research that explains why talking on a cell phone while driving is dangerous.

March 6/9pm News/1:31

“My NewsChannel 8 @ 9” story reporting that the nation's surgeon general is calling on communities throughout the country to focus on alcohol issues, especially underage drinking.

March 6/9pm News/1:32

“My NewsChannel 8 @ 9” story reporting that new technology is enabling parents to help reduce teenage auto crash deaths by keeping an eye on where their youngsters drive, how fast they drive and when they get to their destination.

March 8/9pm News/1:36

“My NewsChannel 8 @ 9” story reporting that a laser treatment is helping children with certain types of birthmarks.

March 8/9pm News/2:30

“My NewsChannel 8 @ 9” interview with plastic surgeon Dr. Terry Dejarlais, discussing the treatment of large birthmarks.

March 8/9pm News/4:45

“My NewsChannel 8 @ 9” story reporting on the Wisconsin Healthcare Reform Campaign, consisting of up to thirty statewide organizations that want to see lawmakers come up with a comprehensive health care plan for the state's residents.

March 9/9pm News/1:32

“My NewsChannel 8 @ 9” story reporting that ear piercing in infants carries a risk of serious infection.

March 12/9pm News/1:41

“My NewsChannel 8 @ 9” story reporting that a new study from Columbia University shows the rate of teen pregnancy in America is going down.

March 14/9pm News/1:46

“My NewsChannel 8 @ 9” story reporting on materialistic teenagers and examining the link between wealth and depression.

March 16/9pm News/1:25

“My NewsChannel 8 @ 9” story reporting that a new study suggests some changes could be made in CPR procedure that would be more effective.

March 20/9pm News/1:31

“My NewsChannel 8 @ 9” story reporting that researchers say Alzheimer’s disease is on the rise, and likely will get worse.

March 20/9pm News/:55

“My NewsChannel 8 @ 9” story reporting that the La Crosse Fire Department is recommending anyone with an automated external defibrillator obtain an upgrade to the device that reflects changes to CPR guidelines.

March 21/9pm News/1:15

“My NewsChannel 8 @ 9” story reporting that being too clean might not be good for your child’s health.

March 22/9pm News/:48

“My NewsChannel 8 @ 9” story reporting on the debate in Holmen over whether to add fluoride to the village water supply.

March 23/9pm News/1:37

“My NewsChannel 8 @ 9” story reporting that young children are particularly susceptible to severe finger injuries.

March 29/9pm News/1:42

“My NewsChannel 8 @ 9” story reporting on research that showed toddlers who ate the most fat were skinnier than youngsters who ate less fat, the difference being in the type of fat they ate.

March 29/9pm News/2:32

“My NewsChannel 8 @ 9” interview with Ruth Vach, Franciscan Skemp dietitian, about good fat and bad fat in our diets.

March 30/9pm News/1:26

“My NewsChannel 8 @ 9” story reporting that thousands of children are rushed to emergency rooms each year, choking from something stuck in their throats.

March 30/9pm News/2:45

“My NewsChannel 8 @ 9” interview with Dr. Ben Wedro of Gundersen Lutheran Medical Center, discussing what parents need to know about choking emergencies.

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)

January 1-March 31/PSA/:30 & :15

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

January 1-March 31/PSA/:30

"Earth Share" PSA promoting good environmental practices.

January 1-March 31/PSA/:30

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

January 1-March 31/PSA/:30, :15 & :10

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

January 2/9pm News/:30

"My News @ 9" story reporting that La Crosse city crews will begin to pick up of old Christmas trees for recycling into wood chips.

January 5/9pm News/1:39

"My News @ 9" story reporting that spring-like temperatures in January are setting records all over the country.

January 8/9pm News/1:28

"My News @ 9" story reporting on ways to protect trees and shrubs from snow damage.

January 10/9pm News/1:10

"My News @ 9" story reporting that the La Crosse County Health Department is making radon testers available to county residents at a reduced cost of five dollars.

January 15/9pm News/1:23

"My NewsChannel 8 @ 9" story featuring tips for gardeners on getting ready for the upcoming spring planting season.

January 15/9pm News/30

"My NewsChannel 8 @ 9" story reporting that even though the area has experienced its first big snowfall of the season, snowmobile trails in La Crosse County will not be open until they have at least six inches of snow on them.

January 17/9pm News/50

"My NewsChannel 8 @ 9" story reporting on what desirable humidity levels should be in your home during the winter.

January 22/9pm News/1:41

"My NewsChannel 8 @ 9" story reporting on how to protect trees from coming under attack by emerald ash borers.

January 22/9pm News/30

"My NewsChannel 8 @ 9" story reporting that La Crosse County snowmobile trails are now open following recent snowfall in the area.

January 24/9pm News/35

"My NewsChannel 8 @ 9" story reporting that La Crosse County snowmobile trails are set to close because dirt is showing up on the trails in many of the open areas.

January 24/9pm News/1:45

"My NewsChannel 8 @ 9" story reporting on the use of road salt on area highways, and how we can protect our vehicles from it.

February 1/9pm News/40

"My NewsChannel 8 @ 9" story featuring tips on how to combat the bitterly cold weather currently being experienced in the area.

February 5/9pm News/1:18

"My NewsChannel 8 @ 9" story reporting on how the dangerously cold weather we've been experiencing is affecting schools and businesses.

February 5/9pm News/1:31

"My NewsChannel 8 @ 9" story reporting on ways to give your trees preventative care before spring arrives.

February 6/9pm News/45

"My NewsChannel 8 @ 9" story reporting on the Salvation Army's shelter program for homeless people trying to endure the recent bitter cold weather.

February 8/9pm News/47

"My NewsChannel 8 @ 9" story reporting on things that be done to combat cabin fever during the long winter months.

February 12/9pm News/1:38

"My NewsChannel 8 @ 9" story focusing on landscape planning for the upcoming season, and how to make a garden look nice for what remains of the winter.

February 23/9pm News/1:00

"My NewsChannel 8 @ 9" story reporting on weather and road conditions as a major winter storm approaches the Upper Midwest.

February 23/9pm News/1:38

"My NewsChannel 8 @ 9" story reporting that La Crosse firefighters conducted a day of ice rescue training at Riverside Park.

February 26/9pm News/2:14

"My NewsChannel 8 @ 9" story reporting on the record-breaking snowfall over the past weekend in the La Crosse area.

February 26/9pm News/:43

"My NewsChannel 8 @ 9" story reporting on what effect this weekend's heavy snow could have on the spring flooding situation.

February 26/9pm News/1:28

"My NewsChannel 8 @ 9" story reporting on how to protect trees and shrubs from heavy snow damage.

February 27/9pm News/1:23

"My NewsChannel 8 @ 9" story reporting on cleanup efforts in the wake of last weekend's recordbreaking snowfall. The story included information on the ticketing and towing of snow bound vehicles.

February 28/9pm News/1:48

"My NewsChannel 8 @ 9" story reporting that emergency crews are preparing for another large winter storm that's expected to hit our area.

February 28/9pm News/:55

"My NewsChannel 8 @ 9" story reporting on the importance of keeping mailboxes clear of snow to insure continued mail delivery.

March 1/9pm News/4:00

"My NewsChannel 8 @ 9" story reporting on a strong winter storm that's producing a wide variety of weather conditions across the nation, including snow and blizzard conditions in the Midwest and tornadoes in the south that caused several deaths.

March 2/9pm News/:45

"My NewsChannel 8 @ 9" story reporting that snowplow drivers have been working almost nonstop, clearing the roads after each new snowfall in the area.

March 2/9pm News/1:25

"My NewsChannel 8 @ 9" story reporting on the difficulties encountered by emergency response teams when road conditions are snow covered and slippery.

March 5/9pm News/1:37

"My NewsChannel 8 @ 9" story reporting that now's the time to start getting seedlings ready for the start of the spring gardening season.

March 12/9pm News/1:11

"My NewsChannel 8 @ 9" story reporting that residents of Oncida, New York, were evacuated after several freight train cars carrying propane exploded.

March 12/9pm News/:30

“My NewsChannel 8 @ 9” story reporting that recent warm temperatures could lead to some minor flooding in our region.

March 12/9pm News/:55

“My NewsChannel 8 @ 9” story reporting that melting snow and ice, along with changes in temperature, can cause damage to roads, which is why weight restrictions are now in effect in many areas.

March 12/9pm News/1:33

“My NewsChannel 8 @ 9” story reporting on how to select the best flowers and vegetables for garden planting.

March 12/9pm News/:50

“My NewsChannel 8 @ 9” story reporting that supporters of La Crosse’s new eco-park say construction could start this fall, with plans in place to transform Myrick Park Zoo into habitats that are more natural for animals in North America.

March 13/9pm News/:15

“My NewsChannel 8 @ 9” story reporting that the Genoa National Fish Hatchery is being recognized nationally for its leadership.

March 13/9pm News/:37

“My NewsChannel 8 @ 9” story reporting that experts at the Upper Midwest Environmental Services Center in La Crosse helped get approval from the FDA for the first waterborne drug for fish diseases in nearly twenty years.

March 14/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that the warmer weather we’ve been experiencing is melting a lot of ice on area waterways, making conditions treacherous for ice fishermen.

March 14/9pm News/:40

“My NewsChannel 8 @9” story reporting that flood warnings are out for many of the smaller rivers in our area.

March 19/9pm News/1:25

“My NewsChannel 8 @ 9” story reporting on the popularity of container gardening.

March 21/9pm News/:55

“My NewsChannel 8 @ 9” story reporting that health officials say more than 150 homes in La Crosse County were tested for radon, and 44 percent were found to have higher-than-recommended radon levels.

March 21/9pm News/:30

“My NewsChannel 8 @ 9” story reporting that the Wisconsin DNR says the number of people killed in snowmobile crashes in the state was down dramatically this winter compared to a year ago.

March 21/9pm News/:35

“My NewsChannel 8 @ 9” story reporting that the Wisconsin DNR wants to create thirty-three earn-a-buck zones this fall where hunters have to kill a doe before they can take a buck.

March 22/9pm News/1:00

“My NewsChannel 8 @ 9” story reporting that some residents on La Crosse’s north side say a nearby industrial park is creating loud and disruptive noise.

March 26/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that with warmer weather arriving in our area, allergies will be on the increase.

March 27/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that health officials say tick activity will be on the increase with our recent warmer weather.

March 28/9pm News/:30

“My NewsChannel 8 @ 9” story reporting that the Wisconsin DNR says deer hunters in more parts of Wisconsin will have to shoot a doe before they shoot a buck this fall, as part of the effort to control deer population.

March 28/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that Roger Gordon, the assistant manager of the Genoa National Fish Hatchery, has been honored for his efforts to help save endangered mussels of the Upper Mississippi River from extinction.

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)

January 1-March 31/PSA/:60

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

January 1-March 31/PSA/:30

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

January 1-March 31/PSA/:30

"National Crime Prevention Council" PSA designed to educate viewers about telemarketing fraud.

January 3/9pm News/1:00

"My News @ 9" story reporting that the La Crosse Police Department will be adding an automated reporting system to all of its squad cars within the next couple of weeks.

January 3/9pm News/1:33

"My News @ 9" story reporting that a student was killed, apparently by another student, at a high school in Tacoma, Washington.

January 4/9pm News/1:46

"My News @ 9" story reporting that a task force made up of members of several local police departments is cracking down on Internet crimes in our area, including child pornography.

January 9/9pm News/1:41

"My News @ 9" story reporting that police are searching for a missing Prairie du Chien woman who was last seen three weeks ago.

January 10/9pm News/:32

"My News @ 9" story reporting that a La Crosse man accused of sexually assaulting three girls over the course of two years could be headed to trial.

January 12/9pm News/:46

"My News @ 9" story reporting that extra precautions were taken at Sparta High School after a bomb threat was found inside the school.

January 12/9pm News/:40

"My News @ 9" story reporting on the court appearance of three teenagers accused of stealing a car and driving it off a bluff near Hixon Forest.

January 15/9pm News/:35

"My NewsChannel 8 @ 9" story reporting that authorities have arrested a man in connection with a cattle theft in Monroe County.

January 16/9pm News/:47

"My NewsChannel 8 @ 9" story reporting that two men in Portage County are in custody for allegedly selling steroids.

January 16/9pm News/:50

"My NewsChannel 8 @ 9" story reporting that a Wisconsin man faces murder charges for what authorities believe is a racially-motivated killing of a hunter near Green Bay.

January 17/9pm News/1:05

"My NewsChannel 8 @ 9" story reporting that an Oshkosh couple face criminal charges after they grounded their daughter to a locked room for nearly two years.

January 17/9pm News/:55

"My NewsChannel 8 @ 9" story reporting that authorities in Janesville say they've arrested a man for killing a woman and her two teenage children at their mobile home last week.

January 19/9pm News/:45

"My NewsChannel 8 @ 9" story reporting that Wisconsin has a shortage of district attorneys, and it's causing a backlog of cases in some courtrooms across the state, including La Crosse County.

January 19/9pm News/:40

"My NewsChannel 8 @ 9" story reporting that thieves have stolen the personal information of customers who shop at T-J Maxx and its affiliated stores.

January 22/9pm News/2:15

"My NewsChannel 8 @ 9" story reporting that an Onalaska man is in custody for the murder of a UW-Stevens Point college student whose body was found Sunday morning outside a La Crosse church.

January 22/9pm News/1:42

"My NewsChannel 8 @ 9" story reporting on how to protect your child from identity theft.

January 23/9pm News/2:20

"My NewsChannel 8 @ 9" story reporting that bond has been set at one million dollars cash for the Onalaska man accused of killing a 23-year-old woman and leaving her body near a La Crosse church. The story included background information on the suspect and his arrest.

January 23/9pm News/:30

"My NewsChannel 8 @ 9" story reporting that police continue to search for answers in the case of a missing Prairie du Chien woman.

January 30/9pm News/2:20

"My NewsChannel 8 @ 9" story reporting that the man charged with killing a UW-Stevens Point student in La Crosse has entered a not guilty plea to the charges against him.

January 30/9pm News/:47

"My NewsChannel 8 @ 9" story reporting that a Winona pastor is charged with having sexual contact with a member of his congregation.

January 30/9pm News/:40

"My NewsChannel 8 @ 9" story reporting that Dane County officials visited La Crosse to learn more about La Crosse County's electronic monitoring program for criminal offenders.

January 31/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that a Winona Sunday school teacher is accused of inappropriately touching a 15-year-old assistant teacher.

February 6/9pm News/:46

“My NewsChannel 8 @ 9” story reporting that a La Crosse County man faces a felony charge for allegedly abusing his infant daughter.

February 8/9pm News/:30

“My NewsChannel 8 @ 9” story reporting that a federal judge has formally sentenced Alfonso Rodriguez, Jr. to death for the killing of college student Dru Sjodin.

February 9/9pm News/1:15

“My NewsChannel 8 @ 9” story reporting that La Crosse police have arrested several people who are allegedly connected to at least twenty different burglaries around the city.

February 9/9pm News/:30

“My NewsChannel 8 @ 9” story reporting that an anonymous tip led to the arrest of an armed robbery suspect in West Salem.

February 9/9pm News/1:15

“My NewsChannel 8 @ 9” story reporting that one of the men charged in the deadly beating of a La Crosse man two years ago has been sentenced to thirty years in prison.

February 13/9pm News/1:35

“My NewsChannel 8 @ 9” story reporting that a Minneapolis murder suspect has been arrested in La Crosse.

February 13/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that bogus one hundred dollar bills have been showing up at several La Crosse area businesses.

February 16/9pm News/1:30

“My NewsChannel 8 @ 9” story reporting that homes have been evacuated in a south La Crosse neighborhood after police found explosives in a home in the area.

February 20/9pm News :45

“My NewsChannel 8 @ 9” story reporting on the court appearance of a La Crosse man accused of having numerous weapons and explosives in his home.

February 21/9pm News/:50

“My NewsChannel 8 @ 9” story reporting that La Crescent police are looking for an armed suspect following a shooting at an apartment complex.

March 1/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that a La Crosse man convicted of throwing a live electrical wire into his wife’s bath has been denied a new trial.

March 5/9pm News/:50

“My NewsChannel 8 @ 9” story reporting that crimes in Wisconsin may be going unsolved because of a backlog at the state crime lab.

March 6/9pm News/1:25

"My NewsChannel 8 @ 9" story reporting that a jury has found Vice President Dick Cheney's former chief of staff, Lewis 'Scooter' Libby, guilty on four of five counts in the CIA leak trial.

March 7/9pm News/1:30

"My NewsChannel 8 @ 9" story reporting that a La Crosse woman faces a possible forty years in prison for allegedly having sex with a 17-year-old boy living at the group home where she worked.

March 9/9pm News/1:51

"My NewsChannel 8 @ 9" story reporting that Caledonia police are seeking two men who attempted to abduct a 10-year-old boy.

March 12/9pm News/:35

"My NewsChannel 8 @ 9" story reporting that police in Caledonia, Minnesota, are still looking for two men who attempted to abduct a 10-year-old boy.

March 12/9pm News/1:05

"My NewsChannel 8 @ 9" story reporting that authorities in Juneau County are investigating the deaths of two people whose bodies were found in a car on the side of a road.

March 13/9pm News/1:29

"My NewsChannel 8 @ 9" story reporting on a double murder investigation in Juneau County.

March 13/9pm News/:30

"My NewsChannel 8 @ 9" story reporting that a La Crosse man has been sentenced to almost five years in prison for his role in a meth-making operation.

March 14/9pm News/:40

"My NewsChannel 8 @ 9" story reporting information on the victims of a double homicide in Juneau County.

March 21/9pm News/:40

"My NewsChannel 8 @ 9" story reporting that a rash of bomb threats in the Holmen School District has prompted administrators to offer a thousand dollar reward for a tip that leads to the person or persons behind the threats.

March 23/9pm News/1:30

"My NewsChannel 8 @ 9" story reporting that La Crosse Police have three suspects in custody after an apparent gang fight in La Crosse.

March 23/9pm News/:50

"My NewsChannel 8 @ 9" story reporting that the La Crosse Police Department has completed a round of alcohol compliance checks, and indicated many businesses sold alcohol to minors.

March 26/9pm News/:45

"My NewsChannel 8 @ 9" story reporting on a court appearance by the Onalaska man charged with killing a UW-Stevens Point college student in La Crosse.

March 26/9pm News/:40

"My NewsChannel 8 @ 9" story reporting that a La Crosse man charged with tying up his ex-girlfriend with duct tape and then attempting to strangle her, has been sentenced to four years in prison.

March 27/9pm News/1:05

"My NewsChannel 8 @ 9" story reporting that La Crosse police are warning people to be aware of a man who's been impersonating a city police officer.

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. Interest in the war in Iraq was evidenced by the extremely high interest in the November elections, where Democrats took control of both the House of Representatives and Senate.

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)

January 1-March 31/PSA/:30, :10

"U.S. General Services Administration" PSA telling viewers how they can obtain official government publications.

January 2/9pm News/1:30

"My News @ 9" story reporting that Wisconsin Governor Jim Doyle visited La Crosse and three other Wisconsin cities to celebrate the inauguration for his second term, which officially takes place tomorrow in Madison.

January 3/9pm News/:40

"My News @ 9" story reporting on the inauguration of Governor James Doyle for his second term in office.

January 3/9pm News/:30

"My News @ 9" story reporting that Representative Mike Huebsch of West Salem was sworn in as the new speaker of the Wisconsin State Assembly.

January 3/9pm News/:45

"My News @ 9" story reporting that La Crosse Mayor Mark Johnsrud says the growth of the city was the big story of 2006.

January 3/9pm News/:55

"My News @ 9" story reporting that La Crosse's Alcohol Oversight Committee continues to discuss the possibility of hiring an alcohol policy coordinator.

January 4/9pm News/:45

"My News @ 9" story reporting that Congressman Ron Kind says Iraq, healthcare, education and the federal budget are issues he's hoping lawmakers in the new Congress will tackle

January 4/9pm News/:40

"My News @ 9" story reporting that La Crosse city officials met to discuss a long term plan for homes and businesses in the city's flood plain.

January 5/9pm News/1:31

"My News @ 9" story reporting that the Onalaska Police and Fire Commission has decided against firing an Onalaska police officer who had been charged with disrespecting superior officers and for lying on administrative claims.

January 8/9pm News/1:50

"My News @ 9" story reporting that officials in La Crosse are proposing a new city ordinance to help fight the city's binge drinking problem.

January 8/9pm News/:50

"My News @ 9" story reporting that Judge Dale Passell and Judge Michael Mulroy have taken over the duties of running La Crosse County's OWI drunk driving court now that Judge Perlich has retired.

January 8/9pm News/:30

"My News @ 9" story reporting that the U.S. has reportedly launched a strike against several suspected members of Al-Qaida in Somalia.

January 8/9pm News/1:16

"My News @ 9" story reporting that President Bush's plan to change his Iraq policy is already receiving criticism from lawmakers.

January 9/9pm News/:38

"My News @ 9" story reporting that President Bush's plan to increase troop levels in Iraq is expected to start by the end of the month.

January 9/9pm News/:30

"My News @ 9" story reporting that another front on the war on terror could be opening in Somalia, with U.S. air strikes targeting Al-Qaida leaders.

January 9/9pm News/:47

"My News @ 9" story reporting that a proposal to create a public intoxication ordinance in La Crosse is getting mixed reviews.

January 10/9pm News/:43

"My News @ 9" story reporting on President Bush's plan for committing additional troops to the Iraq war.

January 10/9pm News/1:06

"My News @ 9" story reporting that there's still no confirmation from U.S. officials that a top Al-Qaeda suspect has been killed by a U.S. air strike in Somalia.

January 10/9pm News/:35

"My News @ 9" story reporting that a state senator will reintroduce legislation this session that would call for tougher fines for telemarketers who violate Wisconsin's no call list.

January 11/9pm News/1:00

"My News @ 9" story reporting that President Bush has spent the day pitching his new plan for Iraq. The story included information on how this plan might affect Wisconsin and Minnesota National Guard units.

January 12/9pm News/:33

"My News @ 9" story reporting that the Pentagon has lifted the limit on how long the National Guard and reservists can be required to serve on active duty, meaning Wisconsin units that have met the previous limit could be called up again.

January 12/9pm News/:40

"My News @ 9" story reporting that the Monroe County Sheriff's Department is making another push to get a new jail.

January 16/9pm News/:48

"My NewsChannel 8 @ 9" story reporting that two U.S. senators are proposing a bill they hope will strengthen Amtrak rail service.

“My NewsChannel 8 @ 9” story reporting that comedian and author Al Franken has made an official announcement that he is running for the U.S. Senate in Minnesota.

February 14/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that Wisconsin Governor Jim Doyle made a stop in La Crosse to discuss his new two-year budget plan for the state.

February 15/9pm News/:45

“My NewsChannel 8 @ 9” story reporting that the La Crosse County judicial system will get a makeover after the April elections, when three of the positions could be filled by new judges.

February 15/9pm News/:35

“My NewsChannel 8 @ 9” story reporting that La Crosse County judicial candidate Scott Horne has received endorsements from a number of community leaders.

February 16/9pm News/:31

“My NewsChannel 8 @ 9” story reporting that the House of Representatives wrapped up its debate on the Iraq war, and it looks like war critics are poised to win passage of the bill.

February 19/9pm News/:05

“My NewsChannel 8 @ 9” story reporting that the La Crosse City Council will consider an ordinance next month that would fine people for being obnoxiously drunk in public.

February 19/9pm News/:10

“My NewsChannel 8 @ 9” story previewing the local races in the spring primary election being held tomorrow.

February 19/9pm News/:47

“My NewsChannel 8 @ 9” story reporting that Wisconsin Governor Jim Doyle is once again calling for universal health care in Wisconsin.

February 20/9pm News/:50

“My NewsChannel 8 @ 9” story reporting that members of La Crosse’s Alcohol Oversight Committee met to discuss the proposed public intoxication ordinance and other alcohol-related issues.

February 21/9pm News/:00

“My NewsChannel 8 @ 9” story reporting that Monroe County will pay more than \$13 million to settle a lawsuit over conditions in its jail.

February 21/9pm News/:25

“My NewsChannel 8 @ 9” story reporting that Wisconsin’s do-not-call list could soon be expanded to include cell phones and increased penalties for violators.

February 22/9pm News/:30

“My NewsChannel 8 @ 9” story reporting that a new law in Minnesota will require utilities to use renewable energy sources to generate a quarter of the state’s electricity by the year 2025.

February 27/9pm News/:20

“My NewsChannel 8 @ 9” story reporting that residents of Onalaska had an opportunity to voice their opinions on that city’s proposed workplace smoking ban. The La Crosse County Tavern League has registered its opposition to the ordinance.

March 5/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that wounded soldiers, family members and top military officials testified at a Congressional hearing about the poor living conditions at Walter Reed Army Medical Center.

March 5/9pm News/1:05

"My NewsChannel 8 @ 9" story reporting that residents of the Holmen area will vote on a referendum on the April ballot that asks for money to buy a new building for the village's library.

March 6/9pm News/40

"My NewsChannel 8 @ 9" story reporting that Democrats in the Wisconsin State Senate are introducing a bill that would force hospitals to supply emergency contraception to rape victims.

March 9/9pm News/55

"My NewsChannel 8 @ 9" story reporting that some residents of Rockland are upset over DOT plans to expand the I-90 rest area near that community.

March 12/9pm News/47

"My NewsChannel 8 @ 9" story reporting that Washington County Judge Annette Zeigler was in La Crosse to promote her candidacy for the Wisconsin Supreme Court.

March 12/9pm News/50

"My NewsChannel 8 @ 9" story reporting that recent heavy snowfalls in the area have created snow removal overtime budget problems for the City of La Crosse.

March 13/9pm News/35

"My NewsChannel 8 @ 9" story reporting that the Wisconsin State Assembly and Senate have passed a bill that would allow the Justice Department to hire 31 new DNA analysts in an effort to cure a backlog at Wisconsin's State Crime Lab.

March 13/9pm News/1:38

"My NewsChannel 8 @ 9" story reporting that Attorney General Alberto Gonzales addressed his critics regarding the controversial firing of eight U.S. Attorneys.

March 16/9pm News/1:17

"My NewsChannel 8 @ 9" story reporting that commanders in Iraq are asking for even more troops to restore order in that country.

March 16/9pm News/35

"My NewsChannel 8 @ 9" story reporting that the U.S. State Department says it is overwhelmed by demand for passports because of tougher immigration rules.

March 19/9pm News/55

"My NewsChannel 8 @ 9" story reporting that the City of Sparta is facing a legal challenge over its plan to allow the construction of an ethanol plant in the city.

March 21/9pm News/1:32

"My NewsChannel 8 @ 9" story reporting that Democrats on Capitol Hill are pushing ahead to force top White House staffers to testify on the record and under oath about the controversial firing of eight federal prosecutors.

March 21/9pm News/45

"My NewsChannel 8 @ 9" story reporting that a Wisconsin public interest group, Citizen Action of Wisconsin, believes President Bush's budget plan fails to address the needs of low and middle income state residents.

March 22/9pm News/1:38

"My NewsChannel 8 @ 9" story reporting that a Senate committee in Washington heard first hand that the reconstruction effort in Iraq is not going as planned, and it's costing U.S. taxpayers big money.

March 22/9pm News/:40

“My NewsChannel 8 @ 9” story reporting that the Downtown Rotary Club of La Crosse held a judicial candidate forum featuring all six candidates for the three contested La Crosse County judge seats.

March 23/9pm News/1:18

“My NewsChannel 8 @ 9” story reporting that the House passed a controversial war spending bill that sets a deadline for U.S. troops to be out of Iraq.

March 27/9pm News/:55

“My NewsChannel 8 @ 9” story reporting that the Wisconsin State Ethics Board is investigating La Crosse Republican State Senator Dan Kapanke to learn whether Kapanke has a conflict of interest with his ownership of the La Crosse Loggers baseball team.

March 29/9pm News/:50

“My NewsChannel 8 @ 9” story reporting that Wisconsin State Senator Dan Kapanke is speaking out against a proposed one percent tax increase on state hospitals that’s included in Governor Doyle’s budget plan.

March 30/9pm News/1:15

“My NewsChannel 8 @ 9” story reporting on the final days of campaigning in the judicial contests in La Crosse County.