



# WKBT-DT 8.1 La Crosse, Wisconsin

## Quarterly Issues and Programs List

January 1, 2024, to March 31, 2024

In accordance with Section 73.3526(a) (9) of Federal Communications Commission Rules, WKBT-DT 8.1 has determined the following as the most significant problems and needs of the community for the **first quarter of 2024**. There is no particular order of importance regarding this list. On the following pages we identify programming providing the station's most significant treatment of these community issues. This list was determined by contact with community leaders, and with input from viewers in the various communities we serve.

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

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

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

## **1. Community**

### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
Community	1/1/2024	6:00 PM	Rotary Lights Removed	As the 2023 Holiday season closes, reporter Allyson Fergot reveals the final number of donations received as workers dismantle La Crosse's favorite holiday light display.
Community	1/9/2024	5:00 PM	Plowing Efforts	With several inches of snow hitting the area, reporter Jeremy Wall takes us inside the cab with the plow drivers charged with keeping the roads clear.
Community	1/11/2024	5:00 PM	Postal Workers	With subzero temperatures on the horizon, reporter Michael Germaine takes us along with the men and women dedicated to working outdoors.
Community	1/25/2024	5:00 PM	102-year-old Birthday	Michael Germaine introduces us to Onalaska's Bob Everitt, who is celebrating his 102nd birthday at the Brookdale Assisted Living Center, complete with cake, music and stories.
Community	2/10/2024	10:00 PM	Lunar New Year	Feb 10th begins the Year of the Dragon. Shaquille Davis visits the La Crosse Area Chinese Association to show how they're celebrating.
Community	2/17/2024	10:00 PM	Enduring Families Project	Shaquille Davis shows us the unique way the La Crosse Area Heritage Center is educating residents on important figures in La Crosse's Black History.
Community	2/22/2024	10:00 PM	Ice Festival	Jeremy Wall takes us to Winona, Minnesota where the city's first ice-climbing festival is off to a wet start after warmer-than-usual temperatures have enveloped the area for weeks.
Community	2/23/2024	10:00 PM	CRHS Influx	The Coulee Region Humane Society is making an urgent plea to foster families after receiving a large influx of stray dogs. Jeremy Wall has the details.
Community	3/1/2024	10:00 PM	Little Falls Fire Aftermath	Jeremy Wall introduces us to a family whose home was destroyed by fire and share with us the struggle the family is now facing.
Community	3/18/2024	6:00 PM	De Soto Water Taxi	Jeremy Wall takes us to De Soto, Wisconsin where the Iowa DOT is funding a temporary water taxi to help bridge the gap between states while the main bridge across the Mississippi is out.
Community	3/20/2024	10:00 PM	Ruby's Pantry	Jeremy Wall shows us a new effort led by a local church to combat hunger in the region.

Community	3/27/2024	10:00 PM	All Abilities Playground	Jeremy Wall shows us the effort underway to construct a new, all-abilities playground in Onalaska.
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## **2. Crime**

### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
Crime	1/5/2024	10:00 PM	Car Burglaries on the Rise	Vehicle burglaries are climbing in La Crosse. Reporter Jeremy Wall share info from police on why it's happening and how we can protect ourselves.
Crime	3/11/2024	6:00 PM	Shawn Hock Trial	As the trial against a Sparta man accused of killing his girlfriend in 2022 gets underway, the suspect pleads guilty. Jeremy Wall reports.
Crime	3/19/2024	5:00 PM	Adam Fravel Hearing	Jeremy Wall is live in Winona, MN where the man accused in the death of Madeline Kingsbury is back in court for an omnibus hearing.
Crime	1/19/2024	6:00 PM	Homicide follow	Michael Germaine speaks with witnesses and neighbors after a man is charged with homicide last night in La Crosse.

## **3. Economy**

### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
Economy	1/2/2024	6:00 PM	Valley View Mall Plan	Plans to demolish and replace an abandoned storefront at La Crosse's Valley View Mall make their way before the city's planning commission. Allyson Fergot is live with the plans.
Economy	2/13/2024	5:00 PM	Cocoa Prices	Just in time for Valentine's Day, cocoa prices are on the rise. Allyson Fergot talks with local confectioners about the squeeze it's placing on Valentine's Day shoppers.

## **4. Education**

### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
Education	3/15/2024	5:00 PM	Letter Presentation	Michael Germaine introduces us to an 87-year-old woman who's receiving a Letter in Agriculture from her Alma Mater high school nearly seventy years after she dropped out to work the family farm.
Education	2/18/2024	10:00 PM	Reflections of Ebony	In Honor of Black History Month, the University of Wisconsin at La Crosse's Black Student Unity is

				hosting an event to recognize the impacts black students and faculty have made on campus.
Education	1/6/2024	10:00 PM	Show Choir Competition	Shaquille Davis takes us to Holmen, Wisconsin where High School Show Choirs from several states across the region are converging for a night of competition.
Education	1/29/2024	5:00 PM	Luther High School New Addition	Thanks to donations, Luther High School is opening a new lab dedicated to education in trade careers like robotics, welding and advanced woodworking. Jeremy Wall takes us inside.
Education	1/31/2024	6:00 PM	Kindness Challenge	This week schools across the country participate in the 'Kindness Challenge' to teach kids the value of simple acts of kindness. Jeremy Wall takes us to Manz Elementary in Eau Claire.
Education	2/1/2024	5:00 PM	Western Tech Basketball	Michael Germaine is live at Western Technical College with info and reactions after administrators announced they are suspending men's and women's basketball program.
Education	2/3/2024	10:00 PM	School Protest	Shaquille Davis takes us to Stoddard, Wisconsin where school faculty are rallying behind a principal they say was placed on leave unfairly.
Education	2/6/2024	6:00 PM	FAC Latest	Rather than follow the Facility Advisory Committee's recommendation to consolidate schools, the La Crosse School Board is sending the measure to voters. Allyson Fergot explains.
Education	2/8/2024	5:00 PM	Sprout Child Care grant	ARPA funds are allowing Sprout child care to expand its capacity at a time when access to child care is critical. Allyson Fergot shows us the impact.
Education	2/20/2024	5:00 PM	De Soto Superintendent Retires	The De Soto area Schools Superintendent announces her retirement weeks after protests and controversy surrounding the dismissal of a popular elementary school principal. Jeremy Wall reports.
Education	2/27/2024	6:00 PM	UW Direct Admission	A new law means that Wisconsin students in the top 5% of their class will be automatically admitted into UW-Madison. Allyson Fergot breaks down the ups and downs of the new rule.
Education	3/21/2024	10:00 PM	Electric Busses	Michael Germaine takes us to Mondovi, Wisconsin where five new electric school busses will be hitting the road in the coming week.
Education	3/26/2024	10:00 PM	Sparta Referendum	Jeremy Wall breaks down the Sparta Area School District's plan for a 1.5 million dollar referendum after their last referendum attempt failed at the ballot box.
Education	3/28/2024	10:00 PM	UW Price Hike	As the Universities of Wisconsin prepare for a tuition hike next year, Jeremy Wall introduces us to students already struggling with school finances.

## **5. Environment**

Responsive Programming (Including date and time aired)

Category	First Aired	Show	Story Slug	Story Summary
Environment	2/28/2024	5:00 PM	Maple Tapping	Warmer-than-usual winter temperatures have resulted in an early maple syrup tapping season. Allyson Fergot explains the impact on producers and the syrup itself.
Environment	1/24/2024	10:00 PM	Gundersen Micro Grid	Gundersen Healthcare announced a new partnership with Xcel Energy to transform its Onalaska campus to 100% resilient and renewable energy using microgrid technology. Jeremy Wall Reports.
Environment	2/12/2024	5:00 PM	DNR Grant	The Department of Natural Resources is awarding up to \$65,000 to assess a 'Brownfield' property in Juneau County that has resulted in residents living on bottled water. Jeremy Wall reports,
Environment	3/4/2024	5:00 PM	Burn Bans	Despite the recent rains, many burn bans will remain in effect in the area. Jeremy wall talks with fire officials about why the bans are still necessary.

## **6. Government**

### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
Government	1/3/2024	6:00 PM	MN State Flag Reaction	The State of Minnesota recently unveiled its new state flag. Allyson Fergot gets reaction from residents who love it and hate it.
Government	1/16/2024	5:00 PM	Camping Ban	La Crosse's downtown bus station has been added to the list of places homeless are forbidden to camp overnight. Jeremy Wall has the details.
Government	1/18/2024	5:00 PM	Mental Health Grants	La Crosse Police and Human Services departments tell News 8 reporter Allyson Fergot how they'll use grant funds to better serve those with mental health challenges.
Government	2/19/2024	6:00 PM	Legislative Maps	Wisconsin Evers signs into law new legislative maps he drew himself after the state supreme court tossed the current maps because of accused Republican Gerrymandering. Jeremy Wall Reports.
Government	2/21/2024	5:00 PM	County Salt Savings	Allyson Fergot shows us the savings La Crosse county is expecting after an unusually mild winter left few roads to salt.
Government	3/5/2024	6:00 PM	Super Tuesday	Despite Minnesota's relatively low delegate count, voters showed up at the polls for Super Tuesday to decide which presidential candidates will be on the ballot in November.
Government	2/9/2024	5:00 PM	\$15 Million for Emergency Providers	Chippewa Valley legislators announced \$15 million in unused funds available for emergency providers in the wake of the HSHS

				hospital closures. Jeremy Wall talks to legislators.
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## **7. Health & Safety**

### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
Health & Safety	1/4/2023	5:00 PM	Respiratory Illness	As respiratory illnesses increase across the state, reporter Michael Germaine shares info from Gundersen Health experts on the steps you can take to stay healthy in the new year.
Health & Safety	1/8/2024	6:00 PM	Homeless Shelters	With the season's first hard freeze expected in the coming days, reporter Jeremy Wall shows us the efforts local shelters are making to prepare for the influx.
Health & Safety	1/10/2024	10:00 PM	Health	A La Crosse start-up has begun canning THC-infused Flavored Beverages. Reporter Allyson Fergot explains the legalities.
Health & Safety	1/12/2024	5:00 PM	Frostbite	With subzero temperatures on the horizon, reporter Michael Germaine shows us the dangers of frostbite and explains how to safeguard against injury.
Health & Safety	1/15/2024	6:00 PM	Pets vs. Cold WX	Jeremy Wall shares guidance from local vets on pet safety during the cold blast.
Health & Safety	1/17/2024	6:00 PM	Sidewalk Accessibility	Several days after a major snowfall and many downtown sidewalks have still not been cleared, not only a hazard for folks with accessibility challenges, but also a violation. Jeremy Wall reports.
Health & Safety	1/22/2024	5:00 PM	Blood Shortage	Freezing temperatures have stymied a number of local blood drives, resulting in a significant shortage for hospitals. Jeremy Wall reports on the effort underway to increase donations.
Health & Safety	1/23/2024	6:00 PM	HSHS Closure Update	Allyson Fergot reports live from Eau Claire following the announcement that HSHS will close two hospitals and multiple clinics in western Wisconsin in the coming months.
Health & Safety	1/26/2024	6:00 PM	HSHS Protests	Micheal Germaine is live in Eau Claire as protests begin following HSHS announcement to close several hospitals and clinics in Western Wisconsin.
Health & Safety	1/30/2024	10:00 PM	1-year-old brain tumor	Jeremy Wall introduces us to a 1-year-old fighting a brain tumor and tells us the surprising way it was discovered following a nagging cough.
Health & Safety	2/2/2024	6:00 PM	Oakleaf bids for HSHS	Michael Germaine has the details following Oak Leaf Medical Association's announcement they are bidding to purchase struggling HSHS hospitals in Eau Claire and Chippewa Falls.

Health & Safety	2/4/2024	10:00 PM	Onalaska Tailgate	Shaquille Davis takes us to the 8th annual Coulee Region Tailgate in which High School athletes raise funds for those with disabilities.
Health & Safety	2/5/2024	5:00 PM	HSHS Tech College Impact	The HSHS Hospital closures in Eau Claire are impacting Chippewa Valley Technical College students who hope to find employment in the medical field after graduating. Jeremy Wall Reports.
Health & Safety	2/7/2024	6:00 PM	HSHS Job Fair	Following the announcement that HSHS is closing two hospitals in Eau Claire, the Wisconsin Department of Workforce Development hosted a job fair for impacted workers. Jeremy Wall Reports.
Health & Safety	2/14/2024	6:00 PM	Aquinas Mental Health	Allyson Fergot takes us to Aquinas High School where administrators are launching a new initiative to prioritize student's and faculty mental health.
Health & Safety	2/15/2024	10:00 PM	Islands of Brilliance	Jeremy Wall shows us a new program at the La Crosse Library in which a Milwaukee-based nonprofit teaches creative skills to children and young adults on the autism spectrum.
Health & Safety	2/16/2024	10:00 PM	Anti-Vaping Grant	The Great Rivers United Way received an \$81,288 grant to reduce the growing vape epidemic impacting middle schoolers and high schoolers. Jeremy Wall shows us how the money will be used.
Health & Safety	2/26/2024	6:00 PM	Bridge Closure	Officials in Iowa have closed the HWY 82 bridge between Lansing, Iowa and De Soto, Wisconsin for structural repairs. Jeremy Wall explains the difficult circumstance for drivers.
Health & Safety	2/29/2024	5:00 PM	New PFAS Legislation	Michael Germaine takes us to the town of Campbell where Senator Brad Pfaff is introducing new legislation aimed at combatting PFAS contamination in the town's wells.
Health & Safety	3/6/2024	6:00 PM	Oak Leaf Update	Six weeks since HSHS announced the closure of two hospitals in the Chippewa Valley, we get an update from the private health network working to keep hospital beds in the area open.
Health & Safety	3/7/2024	6:00 PM	New Service Dog	Michael Germaine introduces us to 'Adult & Teen Challenge of Western Wisconsin's' newest program, featuring a Service Animal, made possible by a grant from the La Crosse Community Foundation.
Health & Safety	3/8/2024	5:00 PM	Clark County Fatal	Jeremy Wall reports live from the scene of a crash in Clark County that claimed the lives of nine people and left only a two-year-old survivor.

Health & Safety	3/12/2024	6:00 PM	HSHS Update	Allyson Fergot has reaction from government officials following news that two major hospitals in the area will close nearly a month sooner than expected.
Health & Safety	3/13/2024	5:00 PM	Mayo Clinic Hospital	As construction of the new Mayo Clinic hospital in La Crosse nears completion, Michael Germain takes us inside for an update on the project and a look at when the first patients could be seen.
Health & Safety	3/14/2024	6:00 PM	HSHS Presser	Allyson Fergot is in Eau Claire where government officials address the public following news that two major hospitals in the area will close nearly a month sooner than expected.
Health & Safety	3/22/2024	6:00 PM	HSHS Honor Walk	Michael Germaine is live in Chippewa Falls as St. Joseph's and Sacred Heart hospitals close their doors permanently. Staff exiting the building are treated to an 'Honor Walk' by locals.
Health & Safety	3/25/2024	5:00 PM	New Winona Fire Location	The city of Winona, MN hopes to build a new central fire station from state funds. Jeremy Wall shows us the two locations city officials favor best.
Health & Safety	3/29/2024	6:00 PM	Goodview Fire	Jeremy Wall is live in Goodview, MN where a fire destroys an apartment building, leaving many without homes.