

KQYB

## 2020 ISSUES PROGRAMMING Q4

### PUBLIC SERVICE ANNOUNCEMENTS

| Issue Category  | Broadcast Dates | Time      | Length | Amount                | Description- PSA   |
|-----------------|-----------------|-----------|--------|-----------------------|--|
| Community Needs | Oct- Dec 2020   | 12A – 12A | :30    | 56<br>150<br>40<br>35 | Chilifest for Change – Dare and Great programs<br>Viterbo University Coupon Book Fundraiser Campaign<br><br>Decorah Holiday Lights<br><br>Youth Symphony<br><br>Rounds for Rescues – Coulee Region Humane Society                    |
| Economy         | Oct- Dec 2020   | 12A- 12A  | :30    | 46<br>115             | Northside Business Association campaign to Get on Living Safely and promote the local economy during a pandemic<br><br>Around River City – Eat, Drink & Shop Local Campaign to support the local economy, during this health crisis. |
| Politics        | Oct – Dec 2020  | 12A – 12A | :30    | 90                    | Vote   |

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2020 ISSUES PROGRAMMING Q4

PUBLIC SERVICE INTERVIEWS

| Description of issue  | Program Segment                             | Date/ Time                              | Description of Program Interviews   |
|-----------------------|---|---|---|
| <p><b>Economy</b></p> | <p>Phil Costigan in the Morning</p>         | <p>10/12/20<br/>7:40A</p>               | <p>Julia Nunez, Alice in Dairyland – promotes agriculture and the economy</p>   |
|                       |   | <p>11/18/20<br/>7:40A</p>               | <p>Julia Nunez, Alice in Dairyland – promotes agriculture and the economy</p>   |
|                       |   | <p>12/03/20<br/>7:10A<br/>3 minutes</p> | <p>Nick Rouch from the North Side Business Association promotes the Get on Living Safely campaign to boost the local economy safely during the pandemic.</p>  |
| <p><b>Economy</b></p> | <p>The Mid-West Farm Report<br/>5A – 6A</p> | <p>10/7/2020<br/>8 minutes</p>          | <p>Interview with Jeff and Mariann Metz talking about how the pandemic and social issues have impacted demand for their on-farm creamery and dairy store.</p> |
|                       |   | <p>10/8/2020<br/>8 minutes</p>          | <p>Interview with 94th Assembly District candidate Kevin Hoyer talking farm policy and the economy.</p>   |
|                       |   | <p>10/12/2020<br/>8 minutes</p>         | <p>A discussion of farm policy during Amy Klobuchar's visit to a dairy farm near Stoddard to promote the Biden-Harris campaign.</p>                           |
|                       |   | <p>10/13/2020<br/>8 minutes</p>         | <p>Interview with Nodji Van Wychen of Wetherby Cranberry company discussing the demand for cranberries in 2020.</p>   |
|                       |   | <p>10/19/2020<br/>8 minutes</p>         | <p>A discussion of farm policy with Brad Pfaff who was a candidate for the 32nd Senate District Seat.</p>   |
|                       |   | <p>10/26/2020<br/>8 minutes</p>         | <p>An interview with Casey Lamensky with the Wisconsin DNR discussing a landfill study that examines waste sites and recycling needs in the community.</p>    |
|                       |   | <p>10/29/2020<br/>8 minutes</p>         | <p>Interview with Cuyler Elmore from Teamsters 120 about their event to give away food from the Farmers to Families Food Box program.</p>                     |
|                       |   | <p>11/5/2020<br/>8 minutes</p>          | <p>Interview with Heather Quackenboss from UW-Extension talking about how to safely cut up deer meat at home since processors were backed up.</p>             |

|                               |   |  |  |
|-------------------------------|---|--|--|
| <p><b>Economy</b></p>         | <p>The Mid-West Farm Report<br/>5A – 6A</p> | <p>11/6/2020<br/>8 minutes</p> <p>11/10/2020<br/>8 minutes</p> <p>11/18/2020<br/>8 minutes</p> <p>11/23/2020<br/>8 minutes</p> <p>11/24/2020<br/>8 minutes</p> <p>12/2/2020<br/>8 minutes</p> <p>12/4/2020<br/>8 minutes</p> | <p>Interview with Tanner Happe from 4-Sisters Restaurant in La Crosse to discuss their new outdoor dining options and how their business was impacted by the pandemic.</p> <p><b>Interview with Onalaska City Attorney Amanda Jackson about the installation of two Free Little Food Pantries.</b></p> <p>Interview with Ryan George from MacFarlane Pheasants talking about how the pandemic impacted their business and demand for pheasant meat for Thanksgiving.</p> <p>Interview with Holly Schmitt from Iowa 4-H Council about the statewide 4-H food Drive.</p> <p>Interview with Brett Olson from FEAST! Discussing the importance of shopping locally and their virtual event created to help small businesses.</p> <p>Interview with Samantha Hall from HorseSense discussing how the pandemic lost their nonprofit \$50,000 and a fundraiser they are using to help keep operations moving.</p> <p>Interview with 73rd Alice in Dairyland Julia Nunes talking about the importance of shopping locally during the holiday season.</p> |
| <p><b>Community Needs</b></p> | <p>Phil Costigan in the Morning</p>         | <p>10/5/20<br/>9:30A<br/>3 min</p> <p>10/7/20<br/>9:30A<br/>3 minutes</p> <p>11/16/20<br/>9:30A<br/>3 minutes</p> <p>12/08/20<br/>7:10A<br/>3 minutes</p>  | <p>Oktoberfest, Eric Lowenhagen</p> <p>Abby Heilmann Park and Rec<br/>La Crosse Jaycees Toys for Tots Annual Toy Drive – Lyndsey Langer</p> <p>Lindsey Lee – Toys for Toys fundraiser</p> <p>Holmen High School Student Addison Hughes promotes Lockdown Lodge (online store) to raise funds for a fellow student battling cancer.</p>   |

## KQYB 2020 ISSUES PROGRAMMING Q4

### 2020 NEWS ISSUES

News stories are approximately thirty seconds long and air on KQYB between the hours of 5:30AM and 9:00AM

Date/ Description

#### 1) Health/Coronavirus

10/1 The return to in person learning in the La Crosse school district has been pushed back again. The district had hoped to bring students back into the classroom on October 5, but that was pushed back to October 11. Now, with local coronavirus cases remaining high, the district has postponed the return to in person learning until October 18.

10/1 Over 100 students at La Crescent-Hokah School District are quarantining after a possible COVID-19 exposure from a staff member. There are 118 students, exactly, now virtual learning full time for the next two weeks in grades 5-12. None of the students tested positive for COVID-19. The learning model from grades 5-12 was a hybrid one, where students were placed in two groups — one virtual learning, the other learning in the classroom, before rotating.

10/2 More COVID-19 records set in Wisconsin. A single-day high 2,887 cases were reported Thursday, a near-record 109 hospitalizations and 21 more deaths due to the virus. The death toll follows a single-day high 27 deaths Wednesday, which also had the second-most hospitalizations at 91 — which is the third-most, after Thursday's tally. The total number of people hospitalized fell by 14 overnight, with 669 patients hospitalized Thursday. But those in the ICU with the virus hit an all-time high of 208, as hospitals across the state are reaching capacity. In La Crosse County, the hospitalization total grew by six to 88. Cases grew in La Crosse County by 75 to 3,205 totals, according to state data. The seven-day case average dipped to 39 on the county dashboard.

10/5 Another 37 cases of COVID-19 in La Crosse County. The total, according to the state, is now 3,336. Statewide, Wisconsin added 1,696 cases, 56 hospitalizations and four deaths. The state has now been under 2,000 cases two consecutive days. The seven-day average in Wisconsin is still 2,396.

10/6 La Crosse County Health Department director Jen Rombalski has tested positive for COVID-19. The health department stated Rombalski was exposed by another in her home, who had also tested positive. That person was exposed attending "in-person education." Rombalski is recuperating at home. No other staff members at the department were exposed, as a majority of them are working from home.

10/7 For the second consecutive day, yesterday ... the Coulee COVID-19 Collaborative website shows another person has died from the virus. It's the fifth death in the past 12 days and seventh La Crosse County resident to die, overall. The dashboard also showed another, at least, four hospitalizations in the past 24 hours yesterday. The site does not indicate "new" hospitalizations so that number could be more. County cases rose by 37, according to the state. The seven-day average is now 39. At its peak on September 18, it was 127.

10/7 26 new cases in La Crosse County today. 38 is the average the past seven days. Statewide, Wisconsin had 2,319 cases ... a record 141 new hospitalizations today and 16 more deaths. The 141 hospitalizations break the October 1st record which was 109. 93 people a day are being hospitalized in the state the past week.

10/8 Wisconsin's new mandate limiting public indoor gatherings goes into effect at 8 a.m. today.

Building capacities must be limited to 25%, which includes businesses, stores or facilities where the public is allowed, as well as ticketed events. The order excludes outdoor spaces, private residence, unless it's an event open to the public, office spaces, manufacturing plants and places only accessible by employees. Other exclusions include schools, health care, child care and public infrastructure operations. The order will remain in effect for two incubation cycles of COVID-19 (2 weeks per cycle), ending on November 6, 2020.

10/8 Wisconsin sets a daily record with over 3,000 COVID-19 cases, as La Crosse County numbers remain troubling. The county had another 42 cases, the day after it suffered its third death in as many days. The county now has 3,441 total cases and eight total deaths — six of those in the past two weeks.

10/12 Three La Crosse County residents have died since Friday due to COVID-19. The Coulee COVID-19 Collaborative dashboard showed 10 deaths on Friday. Monday, it shows 13. It's the eighth death in the past seven days of county residents and 10th since Sept. 25. No other information was available. Hospitalizations in the county rose by three to 103 total, since Friday, as well.

10/13 The City of La Crosse is giving away free masks Saturday. City staff say they meet CDC recommendations to help slow the spread of COVID-19. The event will be set up as a drive-thru pickup at the Myrick Park Main shelter. The event goes from 8 to 1. Masks are limited to five per household. We'll share more information at WIZM news dot com.

10/14 A 14th death from COVID-19 in La Crosse County yesterday, while the state of Wisconsin re-set the single-day high for hospitalizations and added near-highs in cases and deaths. It's the ninth death in the past 10 days of a county resident, and 12th death in the past three weeks. No word on that person's age, though every other death has been residents 60 and over.

10/16 The state of Wisconsin neared in on 4,000 COVID-19 cases in a day yesterday, while La Crosse County has its highest single-day total since Oct. 1. The county added 52 cases Thursday, according to state data, bringing the total to 3,605. Total hospitalizations of county residents increased by three to 110 since Wednesday, and an increase of 10 so far this week.

10/16 Four COVID-19 deaths in the past two days in La Crosse County, as the health department announced a restriction on public indoor gatherings. Total deaths are now 18 of county residents, according to the Coulee COVID-19 Collaborative website. This is the 13th death in the past 11 days.

La Crosse County Health director Jen Rombalski noted during a briefing today that a majority of the county deaths are people in long-term care facilities. "There is a direct linkage between case increases to about two to four weeks later seeing increased hospitalizations and deaths," Rombalski said, as the department announced a restriction of public indoor gatherings to 25%.

Hospitalizations of county residents also increased by five over the past 24 hours to 115 total. And, the county added another 61 cases, bringing the total to 3,718. La Crosse is averaging 31 cases the past week.

10/20 A 19th death of a La Crosse County resident due to COVID-19 on Monday. This was the fifth death in the past five days, and 14th death in the past 15 days. In a briefing last week, the La Crosse County Health Department said most of those deaths were from senior-living facilities. Case wise, expect an influx of COVID-19 cases statewide for the next few days because the Wisconsin Electronic Disease Surveillance (WEDSS) system underwent routine maintenance and enhancements over the weekend, which paused reporting. In La Crosse County, cases are at an average of 34 a day over the past week, according to the Coulee COVID-19 Collaborative dashboard. It also shows the county up 59 cases Monday.

10/23 A 20th death of a La Crosse County resident due to COVID-19 showed up on the collaborative dashboard Friday. It's the 10th death in the past two weeks and 15th this month. The county, Friday, also added 23 cases —

the first time this week under 25 cases. Statewide, the backlog from updating the COVID-19 system, is still creating incredible highs in Wisconsin with 4,378 cases, 183 hospitalizations and 42 deaths.

10/26 There will be a free National Guard COVID-19 testing site from 10 a.m. – 6 p.m. today at the Health and Human Services parking lot, downtown. There are six more area testing sites through October. A list of those can be found at WIZM News dot com.

10/27 La Crosse County reported its 21st death of a resident due to COVID-19 yesterday, while the state of Wisconsin hit a 200,000 plateau for cases. La Crosse has now had seven deaths in the past 11 days. All 21 are people 60 years or older. There were six more La Crosse residents hospitalized over the weekend. Case wise, the county added 20 more yesterday and is averaging 43 a day the past week.

10/28 For the first time during the pandemic, the state of Wisconsin reported over 5,000 new cases of COVID-19. Yesterday, the state set single-day highs with 5,262 cases ... 64 deaths and 220 hospitalizations. During a public briefing yesterday DHS Secretary Andrea Palm said made a plea to the public. That action isn't anything people haven't heard already ... stay home, wear masks, proper hygiene, only interact with those in your household. In La Crosse County, another 84 cases and an average that is now 45.6 a day the past week. The Coulee COVID-19 Collaborative will hold a public briefing at 1 p.m. today and can be viewed at WIZM News dot com.

10/28 Record high numbers of COVID cases and deaths in Wisconsin are 'frustrating' to one La Crosse doctor who's taking part in trials for COVID remedies. Dr. Joe Poterucha (pot-uh-ROO-kuh) is commenting on the plea from Governor Evers to avoid contact with large numbers of people:

Poterucha says both Mayo and Gundersen in La Crosse have been opening more beds lately, seeing the highest number of hospitalized COVID cases since the pandemic began. More than 52-hundred new cases in Wisconsin were reported just on Tuesday.

10/29 Another 69 cases of COVID-19 in La Crosse County. The county is averaging 49 cases a day the past week with a positivity rate of 20.6%. Two more county residents were also hospitalized in the past 24 hours.

10/29 For the first time in just over a month, La Crosse County records over 100 cases of COVID-19. According to state data, La Crosse added another 110 cases, bringing the total to 4,366. The county is averaging 57.9 cases a day the past week, with a 23.3 percent positivity testing rate. Statewide, Wisconsin added 4,870 cases, 193 more were hospitalized and 51 more have died.

10/30 Another La Crosse County resident has died of COVID-19, as the county reports over 100 cases for the second consecutive day. The death is the 21st, as La Crosse added 107 cases today. Another resident was also hospitalized in the past 24 hours, bringing the total to 141. Meanwhile, Wisconsin has reported 5,096 cases, the second time over 5,000, along with another 142 hospitalized and 24 deaths.

11/4 Another two deaths in La Crosse County resident due to COVID-19. The county has 25 deaths overall, 20 of them since Oct. 1. La Crosse added another 152 positive cases today, according to the Coulee CoVID-19 Collaborative dashboard. It's now averaging 89 cases a day the past week, with a 29.1% positivity rate among those tested.

11/5 Another two deaths of La Crosse County residents due to COVID-19 reported yesterday, as the county had its second-highest number of new cases and is back on the New York Times list where cases are rising the fastest. Residents of the county who have died from the virus are now at 25 overall — 20 of them since Oct. 1, according to the Coulee COVID-19 Collaborative dashboard. Hospitalizations of county residents increased by two over the

past 24 hours to 149 totals, while metrics for La Crosse County hospitals remain in the yellow after Wednesday's update.

11/5 La Crosse's increasing levels of COVID are causing concern at Mayo and Gundersen. The heads of both hospitals have put out a joint statement asking the community to avoid actions that could cause further spread of the virus. The county reported over 100 new cases a day on Tuesday and Wednesday, and the hospitals say higher levels could lead to shortages of medical staff and hospital beds in La Crosse. The hospital directors say La Crosse was able to flatten the curve early in the pandemic, and 'we can do it again.'

11/6 The Trump Administration is helping universities set up surge COVID-19 testing sites--- including at UW-La Crosse's Cartwright Center. The new sites offer temporary federal support to areas that have seen a recent spike in cases. Chancellor Joe Gow says numbers are going down on campus. Yesterday--- there were six positive cases--- whereas the community total was 125. Chancellor Gow says the surge site does not accept walk-ins. People can sign up for a time slot online. The site is free and can offer results in about 15 minutes.

11/9 After 217 cases of COVID-19 in La Crosse County on Saturday, there were 78 yesterday ... the first time in six days the county was under 100. La Crosse went five consecutive days with over 100 cases ... which hasn't happened since mid-September, a few weeks after college students returned to town. The county has averaged 123 cases a day the past week ... a week in which four La Crosse residents died from the virus.

11/10 Mayo is going back to a 'no visitor' policy at La Crosse area hospitals, after the latest COVID surge in the region. The new rules take effect Wednesday morning at the hospitals, and Monday at outpatient clinics. Some exceptions will be made, such as in the emergency departments and for end-of-life care. The restrictions will affect Mayo facilities in a wide area including Arcadia, Tomah, Prairie du Chien, and Caledonia. The no-patient policy was in place for several weeks during the spring, and ended June 1st.

11/11 For the second time in a week and third time ever, La Crosse County has added more than 200 cases of COVID-19. There were 207 cases Wednesday, bringing the total to 5,833, according to the state. Over the past week, the county has added a record 925 cases. In Wisconsin ... the second-highest daily totals in cases at 7,048 and deaths at 62 — Tuesday had the highest ever in those categories — while adding a third-most hospitalizations at 277.

11/12 Dire numbers continue to plague the the area when it comes to COVID-19.

La Crosse County suffered its 28th death from the virus, reported yesterday-- the 23rd since October 1st. County hospitals went from adding 7.1 patients a day per 100,000 one week ago ... to now, 19.6 a day. And, over the past week, 24 county residents have been admitted for COVID-19. La Crosse added 207 cases yesterday and is now averaging 132 cases a day the past week, as the positivity rate for those tested for the virus over that time span is 33.7%

11/12 La Crosse's mayor is joining the governor and other Wisconsin leaders in urging people to stay healthy. Mayor Tim Kabat is worried about the current spike in COVID-19 cases, and how it's putting a strain on health care: Kabat tells WIZM's La Crosse Talk that the city is trying to obtain more money to help fund contact tracing, and other procedures aimed at controlling the virus.

11/12 Another 185 COVID-19 cases in La Crosse County today. La Crosse is now averaging 140 cases per day the past week. County residents hospitalized increased by four over the past 24 hours to 178 total. There have been 18 residents hospitalized in the past week. Statewide, another daily record for cases with 7,497. There were also near records with 264 more hospitalized and 58 deaths.

11/13 An infection specialist at Gundersen in La Crosse predicts a 'dark and difficult winter' if the coronavirus continues to spread rapidly through the region. Dr. Todd Kowalski says judging by the high hospitalization rates now, the pandemic and the demand for medical care are going to get worse in the coming weeks. And that will lead to shortages in medical workers: Like others, Kowalski advises against traditional family gatherings during the holidays. But he also sees hope in reports of vaccines being developed.

11/16 Deaths in La Crosse County due to COVID-19 continue at a high rate. Saturday, two more county residents were reported to have died from the virus. That's the seventh in the past two weeks, and 25th death since October 1st. In total, 40 La Crosse County residents have died of the virus. Meanwhile, La Crosse added another 59 cases and is now averaging 117 a day the past week.

11/18 As more and more people contract COVID-19, hospitals in La Crosse County are filling up. Floors are having to be converted to COVID, simply because of how, as Mayo Doctor Kevin Fitzgerald put it ... For those who do end up in the hospital, it's not just a quick in and out. The Coulee COVID-19 Collaborative between Mayo, Gundersen and the La Crosse County Health Department will be holding a public briefing at 3:15 p.m. today. Watch on WIZM news dot com.

11/18 Wisconsin keeps setting new daily records for COVID cases, so the state's mask mandate is not ending this week, as planned. Governor Tony Evers has extended the order to wear masks indoors for two more months, into mid-January. Health Services secretary Andrea Palm says hospitals in some parts of the state are running out of intensive care units: The total of new cases reported in Wisconsin on Wednesday was 79-hundred-89. Palm says that compares to the daily average of 28-hundred just a month ago.

11/23 La Crosse County suffered its 33rd death due to COVID-19, while Vernon County reported its 11th and 12th deaths today. For La Crosse, it's the ninth death this month from the virus, and 28th since Oct. 1. There were 13 more county residents hospitalized over the weekend, bringing that total to 224, according to the Coulee COVID-19 Collaborative dashboard. The county also added 61 cases, according to the state, bringing that total to 7,401.

11/25 Another grim milestone was set yesterday when it comes to COVID-19. The state of Wisconsin hit triple digits in deaths for the first time ever. The state reported 104 deaths ... but it did come after there were zero deaths reported Sunday and six on Monday. Monroe County did report two deaths yesterday, as well, bringing the total there to 13. In La Crosse, 99 new cases and 14 more county residents hospitalized. There have been 91 total hospitalized now this month from La Crosse County.

11/30 Another 105 cases of COVID-19 yesterday, putting La Crosse County over 8,000 total. La Crosse is now averaging 95.9 cases a day the past week. The positivity rate for those tested was 34.6% over that time. The county's total positivity rate is 16.5%.

12/3 Another 122 case of COVID-19 reported in La Crosse County yesterday, bringing the average over the past week to 85.3 a day ... with a 30% positivity rate. There were also another six county residents hospitalized, bringing that total since Nov. 1 to 158. The Coulee COVID-19 Collaborative metrics were updated Wednesday-- as they are each week-- and every metric but one remains in the red.

12/4 191 cases ... four deaths ... that was the report out of La Crosse County yesterday due to COVID-19. La Crosse has suffered nine deaths in the past 11 days. It is averaging 97 cases a day the past week. Over that time, 36.1% of those tested have been positive.



12/7 The 42nd death from COVID-19 in La Crosse County. The person was aged 50-59 years, making them the first county resident under 60 to have died from the virus. It's the fourth death in the past five days and 10th death in the past two weeks.

12/8 Another death due to COVID-19 in La Crosse County. It's the 43rd overall and fifth death in the past week. Two others from the county were also hospitalized, bringing that total to 275-- the 22nd in December.

## 2) Politics/Election:

10/1 Mayor Tim Kabat and La Crosse Regional Airport Director Ian Turner confirmed this afternoon that President Donald Trump's rally scheduled for Saturday is cancelled. Kabat will be on La Crosse Talk PM after 5:07 p.m. Thursday to talk about the change. Trump's MAGA rally in Green Bay is also cancelled. Both La Crosse and Green Bay have been identified as a "red zone" for community spread of COVID-19 by the White House Coronavirus Task Force.

10/2 A cancelled presidential trip to La Crosse ... really seems moot, at this point. Just before midnight, President Donald Trump tweeted he and Melania had tested positive for COVID-19. That ended a whirlwind of a day, where Mayor Tim Kabat had come on La Crosse Talk PM discussing how a city contract with Colgan Air Service at the La Crosse Airport more or less cancelled Trump's MAGA rally there Saturday. Kabat said Dan Kapanke then inquired about hosting the rally at the city's Copeland Park. That, too, however, would have required a special event contract, the city would have denied-- like all other city events-- based on the community spread of COVID-19.

10/12 The debate season is upon us ... locally. The first of five local races take place at 12:45 p.m. and can be streamed live. UW-La Crosse Political Science professor will serve as the moderator for today's debate between Democratic incumbent Jill Billings and Republican challenger Jerome Gundersen.

While a panel of local journalists will ask the questions ... Chergosky may chime in. (WIZM's Brad Williams will be among that panel.) Billings has held the 95th state Assembly since a special election in 2011. Both she and Gundersen have served on the La Crosse County board in the past. The next debate will be Wednesday between Democratic incumbent Steve Doyle Independent candidate Leroy Brown And Republican Kevin Hoyer.

10/12 The coronavirus could have an influence on how you vote in the next election, even down to races for the legislature. The two candidates for Wisconsin's 95th District Assembly race are concerned about small businesses getting beyond the pandemic. Incumbent Democrat Jill Billings supports special funding for businesses that were shut down a long time. Republican challenger Jerome Gundersen argues that businesses are hurting because Democratic Governor Tony Evers shut them down, illegally. Gundersen says stores and restaurants could stay open under different rules.

Gundersen and Billings debated on-line Monday afternoon. Candidates in other Assembly races will do the same thing later this week.

10/15 The second debate this week for a Wisconsin Assembly seat hit on everything from fixing the roads to amplifying minority voices to, of course, COVID-19. Democratic incumbent Steve Doyle, who has represented the 94th Assembly District since 2011, debated with Republican challenger Kevin Hoyer and Independent LeRoy Brown for an hour yesterday at times the debate got somewhat heated — without interruptions to one-another's answers — on some issues, such as road funding and past La Crosse County Board policies, between Doyle and Hoyer. But candidates did not stray much from answering the questions asked by local media panelists. On that issue of partisan gridlock, after Doyle and Hoyer answered — somewhat attacking one-another — Brown may have had the best line of the debate. Tomorrow is the final Assembly debate. It begins at 9:30 a.m. on WIZM News dot com, featuring the 96th Assembly race between Republican incumbent Loren Oldenburg and Democratic challenger Josefina Jaynes.

10/26 After a scheduled La Crosse visit for this month was cancelled two days before the event, President Donald Trump is set to speak in West Salem this afternoon. It will be Trump's first public rally in La Crosse County since taking office. He spoke at the La Crosse Center during the primary season in 2016, saying Wisconsin could insure him the nomination: Wisconsin Republicans wound up voting for Ted Cruz the day after the Trump rally. But many in the La Crosse audience were pleased to see the future president, including Jeff: Trump becomes the fifth sitting president in a row to visit La Crosse County.

10/27 As President Donald Trump prepares for a rally in West Salem this afternoon--- Democrats voiced opposition to the president's visit. 95th Assembly District Representative Jill Billings claims it is a health concern. Billings also criticized President Trump for not passing another coronavirus stimulus package.

10/27 President Trump was the main attraction at the La Crosse Fairgrounds Speedway on Tuesday, for a final-week campaign rally. But perhaps the second most popular person at the rally was the guy who invented "My Pillow." Minnesota businessman Mike Lindell told the West Salem audience that Republicans are the "common sense party," and he praised the Trump administration for a strong economy, before and after the onset of coronavirus: Lindell says Democratic governors in the Midwest, including the governors of Wisconsin and Minnesota, should "let us live," instead of placing restrictions on citizens.

11/3 The lines for voting may not be very long today for those casting a ballot. La Crosse County clerk Ginny Dankmeyer said expect those usual times to have some wait-- 7 a.m., noon ... 5 p.m.

But a lot of the votes have been cast already. Perhaps, surprisingly, Dankmeyer expected about the same turnout as the 2016 election ... maybe a bit of an uptick. For those headed to vote today, there has been some talk about poll observers. Dankmeyer said that's nothing out of the ordinary. She added that armed election observers are not allowed.

11/4 All four key races affecting La Crosse County went to the Democrats in Tuesday's election. The race with the most money behind it, Wisconsin's state 32nd District Senate seat went to Democrat Brad Pfaff. In the U.S. House, Wisconsin's longest tenured Congressman, Ron Kind, retains his seat in the 3rd District. In the state Assembly, Jill Billings retained her seat in the 95th District, and Steve Doyle remains in the 94th — both have been in office since 2011.

11/4 More than a dozen demonstrators marched from the riverfront to La Crosse City Hall on Wednesday, to celebrate 'the power of democracy.' They represented groups including Citizen Action of Wisconsin and S-E-I-U Healthcare, in promoting the right to vote, as shown by Tuesday's elections. Amy Dummer of Holmen belongs to the Fair Maps Wisconsin coalition, and she wants the state's new legislative districts to be less partisan than the ones drawn by Republicans a decade ago: Dummer pointed out that La Crosse County had an 88 per cent turnout in Tuesday's election, including a large number of absentee ballots.

11/11 Governor Tony Evers addressed Wisconsin yesterday evening, as the state hit record highs for COVID-19 cases, hospitalizations and deaths.

The Order is more of an advisory recommendation in helping try and slow the pandemic that's taking over hospitals throughout the state. Among other things, it advises people to limit travel, cancel gatherings and urges businesses to find ways to help employees work from home. The Republican-led Wisconsin state legislature hasn't passed a bill in seven months. Evers made it sound like that could change soon.

12/1 We don't know yet where he will be going--- but La Crosse Mayor Tim Kabat is giving up his office in April. After serving as mayor for eight years--- Kabat announced he is not seeking re-election. He said it was a personal decision made over the Thanksgiving holiday while spending time with family. Kabat says unlike most

cities in Wisconsin--- La Crosse does not have a city manager or administrator--- putting political and day-to-day duties on the mayor's desk. He was first elected in April of 2013.

12/11 Another candidate has filed papers to run for La Crosse mayor. Former La Crosse Talk PM host Mitch Reynolds filed papers today. Reynolds was the host of the afternoon show for a decade, as well as WIZM's news director. Reynolds may be on the show for a few minutes today. As of right now, just two candidates are officially registered to run for the seat that Tim Kabat will be leaving after two terms. City council president Martin Gaul and city council member Jessica Olson are in the running so far. Once a third candidate makes the list, there will officially be a primary in February, to cut down the number of candidates to two. Last time there was an open seat for mayor was when Kabat first ran in 2013. That year, there were 11 candidates.

### 3) Education:

10/2 The La Crosse School District hoped to bring students back by October 11--- but Superintendent Dr. Aaron Engel says that was pushed back to October 18. Dr. Engel says the school district is relying on the Harvard Global Health Institutes Model to help make those decisions. He says students learn best through in-person instruction--- and they hope to provide that as soon as it is safe to do so.

10/2 The La Crosse School District has until November to release its recommendation for the School Resource Office Program. The \$25,000 contract with the La Crosse Police Department is up in June---and the community is conflicted over whether or not police should be in schools. Earlier this week--- Mayor Tim Kabat said if he was a betting person--- he would bet the program will go away or significantly change. Superintendent Dr. Aaron Engel says they are not ready to throw out the program yet. Engel says the school district is investigating to make sure students have a positive learning environment. There is another community forum on the School Resource Office Program coming up Monday--- October 12.

10/8 The School District of La Crosse has delayed teaching in the classroom another week, due to COVID-19 metrics in the area. Teachers and students will have to virtual learn now through at least Oct. 25. Originally, the district wanted to open schools Oct. 5. That date has been pushed back three times now by a week, each time.

10/13 A final forum on the School Resource Officer program at the La Crosse School District last night was overwhelmingly against police in schools. Brianna Washington, a sophomore at Logan High and co-president for Black Student Leaders, was one of 17 people to speak during the virtual forum hosted by the district. Of those 17 ... 16 were against police in schools. La Crosse School Superintendent Aaron Engel will pass his recommendations on police in schools at next month's board meeting. The school board will likely vote then to end the \$250,000 program with the La Crosse Police Department.

10/15 After delaying in-person learning four times, due to COVID-19 cases in the county, the La Crosse School District is making some changes. The district yesterday said schools will open for 4th and 5th grade students Oct. 26. Virtual learning will, again, be extended through at least Nov. 1 for grades 6-12. The district says it's "committed to at least two weeks of in-person instruction once we start in-person instruction." Also, the district says folks should prepare for more information from principals and teachers in each of the schools over the next week. If conditions keep improving, which is expected, the middle school could move to hybrid learning Nov. 2. High school students would remain virtual until there are more improvements.

10/16 School is back in session for 4k-5th grade students at the La Crosse School District beginning Oct. 26. A week after that, the middle schoolers could be headed back to the classrooms. But some things will change, of course. Different entrances for the schools' 400 students, so there a bit more spread out. Plexiglass will protect workers who are in the same spot all day. Kids will wear masks.

Yes, kids will wear masks. La Crosse Schools superintendent, Dr. Aaron Engel said one of the advantages of delaying opening up the classrooms was they could talk to principals in the area, and across the state about some of the problems arising from schooling amid a pandemic.

10/21 After announcing last week that elementary students would be back in the classroom Monday, the School District of La Crosse has had to pull that decision back. The district announced today all students will continue virtual learning through at least November 8. This is the fifth time the district has pushed back re-opening classrooms since the decision in August to postpone opening through September. The district, in a statement said, "We know this decision will greatly disappoint some families. We know some families will feel immense relief. We are acutely aware of the struggles of some of our students to learn through virtual learning. We are aware of the financial difficulties virtual learning has placed on some of our families. We want to return to in-person learning too. ..."

10/28 Classes in the La Crosse School District are going to continue on-line only through the middle of November. The new date for reopening classes is now the week of November 15th, a week later than was recently announced. The district says COVID-19 numbers are getting worse, and all of the metrics watched by the La Crosse schools are in the red area. It's also reported that schools in Onalaska and West Salem will go back to virtual learning at the end of the week, after it brought younger students back to class on Monday.

11/4 For the seventh time since postponing bringing students back into schools, the La Crosse School District has delayed once again. This time, however, the delay isn't pushed back a week. It's being pushed back until January 18. The district posted if community spread is substantially reduced in the next two months, it will reconsider the mode of learning. All metrics the district uses to gauge COVID-19 were in the red today.

11/5 The La Crosse School District was hoping to have students back in classrooms just before Thanksgiving. But the growing threat from COVID-19 has forced a change of plans...again:  
Superintendent Aaron Engel tells La Crosse Talk PM that the continued delays are partly a failure of the state to provide aid to communities and families during the pandemic. January 18th, the start of second semester, is now the day when in-person classes could resume in La Crosse schools.

11/8 Distrust or fear of having police officers in La Crosse school buildings has led to expectations that the school resource officer program will be ended next year. That decision is up to the school board, but families have a chance this week to make their feelings on the issue known in an on-line survey. Superintendent Aaron Engel says if the district's decision is to end the SRO system, it won't disappear overnight: The survey will be available until about mid-week. The officers have been in La Crosse schools for almost 30 years.

11/11 In the same year that the 'Big Indian' statue was removed from La Crosse's riverfront, Central High School says its 'Red Raiders' nickname is now history. Discussion has started on a new name and logo for the school's teams. Central principal Troy McDonald says it's difficult for him, because he used to be a 'Red Raider': The former Indian mascot for Central was dropped by public demand about 30 years ago, but the school has kept the 'Red Raiders' name until now.

11/15 For months, we've been told that the La Crosse school board will get a report in November on whether to keep city police in school buildings. Tonight, is the night for that report from La Crosse superintendent Aaron Engel. Criticisms of the local School Resource Officers have followed nationwide demonstrations against police this year. Engel says reports of crimes in schools have gone down, during the time that SRO's have been inside La Crosse schools: A public survey about the police program was completed last week. The current contract between La Crosse police and the school district expires next year.

11/16 La Crosse's school superintendent calls for change in the S-R-O program which puts city police in school buildings. Aaron Engel says the system of school resource officers, which has operated almost 30 years, has led to fear among minority and disabled students: Members of the public have called for the SRO program to be ended completely. Engel wants the number of officers to be lowered from 5 to 3 by next July, with another officer dropped the following year.

12/7 The La Crosse school board still hasn't taken a final vote on whether to remove police officers from local school buildings. But there's pressure from the public to end the 27-year-old school resource officer program as soon as possible. Superintendent Aaron Engel tells the board that he still wants officers trained to work with students to serve the district, but not patrolling buildings every day: Engel says his goal is still to shrink the SRO program, but take the officers out of buildings by next summer. The board is expected to vote on the SRO contract two weeks from now.

#### 4) **Business/Economy:**

10/6 Wisconsin's tourist industry is getting nervous about the effect COVID-19 will have on them for months to come. Governor Tony Evers is ordering new limits on the size of indoor gatherings for the next month, as COVID cases continue to surge. Shawn Phetteplace (FETTY-place) with Wisconsin's Main Street Alliance is upset that President Trump has called off talks aimed at sending more stimulus money to small business: Phetteplace joined business owners on a Zoom conference yesterday, discussing the chance that many more bars and restaurants could close over the winter.

10/7 Wisconsin is one of the worst COVID-19 hot spots in the U.S. To try and quell the spread, Gov. Tony Evers' administration has ordered limiting public indoor gatherings to 25% capacity. It's an order that is bound to hurt some businesses. Scott Neumeister (New-Meister), owner of Neuie's (New-Ease) Vogue Bar and Grill on the north side of La Crosse, talked Tuesday about the rollercoaster that is COVID-19 on WIZM. Neumeister added that with more discipline early on by some businesses, maybe the state wouldn't have been in this position.

11/1 COVID-19 has put a strain on the medical profession, and on many businesses. In La Crosse, the pandemic has now led to the end of 'exploratory surgery'...at the Pizza Doctors restaurant downtown. Owner Larry McMahon announced the closing on the restaurant website and Facebook page. Friday was the last day in business for Pizza Doctors at 7th and King, which opened in 1986. The restaurant says it was unable to ride out the pandemic, and continue a business featuring a buffet attracting families. The 'exploratory surgery' at Pizza Doctors was a nightly feature where diners could sample many unusual varieties of pizza, including dessert styles of pizza. The restaurant has even featured on national cable TV cooking shows.

11/2 Gas prices are dropping throughout the U.S., including around Wisconsin. The Triple-A says lockdown policies in some countries because of COVID-19 has driven crude oil prices to their lowest level since June. In Wisconsin, the average price of gas is \$1.91, which is down 12 cents from a month ago, and about 50 cents lower than this time last year. Nick Jarmusz of Triple-A says the prices at the start of November haven't been this low in 16 years. An average pump price in La Crosse is at a dollar-88, a drop of 7 cents in a week and 19 cents from a month ago.

11/12 One area business is taking steps on its own to help slow the spread of COVID-19. Chances R in downtown La Crosse is voluntarily closing its doors for two weeks. The bar posted yesterday, "We cannot in good conscience stay open and put people at risk ... We are hoping that bars and restaurants choose to do the right thing and close, as well." Chances R added it understands how hard it might be to shut down, but if everyone could make that sacrifice, things could get back to normal. The bar said it will re-open November 27th.

12/4 Where are you doing your holiday shopping? A local campaign called "Get On Living Safely" is encouraging folks to choose community over convenience. Nick Roush with the Northside Business Association says current projections show local businesses that employ middle to low-income people in the county could lose \$190 million in revenue since the pandemic began in March. He says that's double the operating budget for the entire city of La Crosse. They are asking people who shop locally to take a picture of their purchases or selfies in the store--- and use the hashtag golsWI to help spread th word. The group is also giving away gift certificates from \$100 to \$1,600 dollars on its Facebook page. We'll share that information at WIZM news dot com.

## 5) Community Needs:

10/8 Buckle up for the Pettibone Haunted Mile! Because of the pandemic--- the La Crosse Parks and Rec Department partnered with the Onalaska Jaycees to offer the event. Parks and Rec Special Events Coordinator Abby Heilman says it takes the place of each organization's usual Halloween activities such as the Field of Screams and Onalaska Jaycees Haunted House. The event is strictly a drive thru at Pettibone Park. It's Saturday Oct 24th with a light scare from 5 to 7 and a heavy scare from 7 to 9. Those who can donate are encouraged to bring a non-perishable food item for local pantries.

10/16 Planting support for the community, the Hunger Task Force of La Crosse launched its "Seeds of Hope" campaign this week. The effort sponsors the Kane Street Community Garden. Shelly Fortner is the Executive Director of the Hunter Talk Force. She says last year--- nearly 30,000 pounds of produce were given away to food pantries--- meal sites--- and youth programs. those who want to help can make donations at Festival Foods.

10/19 The holiday season promises to be a bit different this year, because of COVID-19. For one thing, you might not hear as many tinkling bells at local stores...at Salvation Army kettles. Alex Riley of the La Crosse Salvation Army says they will try to have several red kettles posted at public sites: But Riley realizes that kettle donations may be down this year, and the number of bell-ringers might be lower, too. They're still signing people for kettle duty, though, at register2ring.com.

10/19 'Haunted houses' as entertainment for Halloween have been scared out of existence in many places this year, because of the real-life fear of COVID-19. For example, the Onalaska Jaycees Haunted House is off for this fall, but the Jaycees have teamed up with the La Crosse park department to provide some scares this weekend, at the Pettibone Haunted Mile. Organizer Mckenzie Wilson says there will be two levels of haunting during the one-night-only event, this Saturday the 24th: Wilson says people driving through Pettibone Park will make several stops in the park to watch scary scenes. They're asked to bring a food donation, and all the cars will get bags of candy at the end.

10/22 La Crosse's traditional community Thanksgiving dinner is on for this year, but not in the normal way. A planning committee for the dinner has decided that the holiday meals will be carry-out and delivery only, because of COVID-19, instead of the usual dining at the La Crosse Center. Volunteers for the dinner on November 26th will wear face masks, practice safe distancing, and have their temperature checked. The community dinner has been conducted in La Crosse since the early 1980's.

10/22 A pandemic won't stop La Crosse Rotarians from decorating Riverside Park with millions of Christmas lights, as usual this year. Workers have five weeks to set up everything in the park for the traditional day-after-Thanksgiving opening of Rotary Lights. Rotary spokesman Terry Bauer says equipment used to hang lights in the trees will also be used to put the final touches on the new Riverside bandshell: Live entertainment at the bandshell will be limited this Christmas season because of COVID-19. But Bauer hopes to resume the summer Moon Tunes concerts there next year. The entire Moon Tunes schedule for 2020 had to be cancelled, and rescheduled for 2021.

10/30 About 4000 people saw it last weekend. Many others waited for their chance, and long lines of cars filled several La Crosse streets as a result. The very first Haunted Mile at Pettibone Park on October 24th is considered a huge success by organizers, who are talking about ways to make it even better in the future. Abby Heilman worked on it for the La Crosse park department: Heilman says the visitors to Haunted Mile contributed over a thousand food items for local pantries. One potential improvement being discussed is to put on the event for more than just one night.

11/20 Like almost everything else during 2020, the traditional Christmas bell ringing for the Salvation Army may look a little different this year because of COVID-19. Christina Knudsen from the La Crosse Salvation Army office says special health precautions have been set up, to encourage volunteers to ring bells at the red kettles: Knudsen says you may be less inclined to drop money in a kettle if no one is there ringing a bell, but she encourages shoppers to make the donations anyway.

11/25 Thousands of Thanksgiving meals will be leaving the La Crosse Center tomorrow. The Community Thanksgiving Dinner is still happening after adapting to COVID-19. Those who wanted a delivery had to make those requests before Tuesday--- but there will be carryout from 11 to 2. Planning Committee chair Ruth McQuiston-Keil says they will ask people to open their trucks or unlock doors to let volunteers put the meals in the back. They are planning to serve 3,000. We have details for how to participate at [WIZM news dot com](http://WIZMnews.com).