

KQYB-FM**2020 PUBLIC ISSUES PROGRAMMING - FIRST QUARTER****KQYB-FM Public Service Interviews**

Description of issue	Program	Date	Description of Segment
1) Community Enrichment	Phil Costigan	02/06/20 9:30 AM 5 min	Big Brothers Big Sisters of the Seven Rivers Region – promote initiatives and fundraiser.
		02/11/20 7:10 3 min	Riverland Girls Scouts promote program for young women and cookie fundraiser
		02/06/20 9AM 3 min	St. Patrick’s Day Festivities – Mr. and Mrs O’Shaunessy.
		02/13/20 8:30A 3 min	Alice in Diaryland – agriculture – Abbigail Martin
		02/18/20 8:10 AM 3 min	Meghan from La Crosse Community Theater promotes the upcoming show, “Proof”
2) Public Health – Wellness/ Fitness	Phil Costigan	01/29/20 08:20 AM 4 min	Sarah Bratnober and Carol Abrahamzon from the Mississippi Valley Conservancy promote the Trail Trek Challenge. Conserve native habitats and farmlands in the Driftless Area
		03/03/20 9:30A 4 min	Kerri Gloede from Special Olympics of Wisconsin promotes upcoming Annual Polar Plunge Event.
		02/18/20 9:30A 4 min	

2) Public Health/ Fitness continued		03/12/20 9:30A 5 min	Minutes in Motion Organization - Shayna Schwartz
3) Community Needs	Phil Costigan	1/28/20 7:10AM 3 min	Executive director of Great Rivers United Way, Mary Kay Wolfe, and Matt Boschka, local business owner, to promote their annual campaign fundraiser
		02/19/20 9:30A 5 min	Mike Desmond from Mobile Meals Food Delivery program.
		03/16/20 9:30 AM 5 min	Mike Desmond from Mobile Meals
		03/06/20 8:30 AM	Nuttleman of the New Horizons Womens Shelter and Outreach program discusses their mission and fundraiser
		03/10/20 9:00 AM 3 min	Tom Watkins from the Hunger Task Force promotes their mission and the "Rockin' Out Hunger" fundraising event

KQYB Programming Issues - Public Service Announcements

All announcements aired between 01/01/20 and 03/31/20

Issue	Announcement	Length	Number
Public Health	Polar Plunge for Special Olympics	:30	50
Community Needs	Opportunity Homes, Inc. KQ98 Cares	:30	25
Public Health	Houston Area Cancer Support. KQ Cares	:30	25
Community Needs COVID	The Hunger Task Force - COVID	:30	25

2020 NEWS ISSUES Q1 – KQYB News stories are approximately thirty seconds long and air on KQYB between the hours of 5:30AM and 9:00AM

Health/Coronavirus:

1/5 Gundersen Health System nurses and doctors have been seeing cases of both Influenza A and B pop up the last few weeks, but Megan Meller with Gundersen says the La Crosse area is in better shape than other parts of the state. Meller says Influenza A is the more serious of the two and affects a wider range of people

1/10 Among tractors --- seed dealers --- and dairy equipment --- a hospital display may seem out of place. But Gundersen Health System says it is important to put health screening in front of farmers because they may prioritize work over personal health. Wellness Education Specialist Jessica Boland says at this year's Midwest Farm Show in La Crosse --- they offered skin cancer --- blood pressure --- and bone density screenings. For this first time this year --- they also had a representative from the behavioral health department to discuss mental health.

1/13

One of the busiest intersections in La Crosse will soon have a red drop box for used drug needles. The city board of public works has approved the installation of a metal box near City Well Number 22, at the corner of Losey and Mormon Coulee Road. Utility manager Bernie Lenz says that corner, near Walgreen's and Goodwill, has been identified as a 'hot spot' where a large number of needles has been found. Other drop box locations around the city include Jay Street, near the Market Square ramp, and the boat landing near the Clinton Street bridge.

1/13 The Wisconsin Department of Health Services has confirmed their first death from the flu, a 10-year-old child from Southeast Wisconsin. Jeanne Ayers, a state health officer says the flu shot isn't just for your own benefit. Influenza Surveillance Coordinator Tom Haupt says the flu has affected a younger population more than the older population, inconsistent from year's past.

1/20 Influenza B made a big jump in cases for Mayo Clinic Health System in January.

Updated numbers show 26 confirmed cases of the B strain up from 15 in December, and 22 hospitalizations, double of what there was the previous month. Meanwhile, Influenza A numbers were down slightly in both categories. The B strain generally impacts children more aggressively, and health officials say the trend is opposite of normal years where B won't develop until late in the flu season. Mayo says the flu shot is still available, and is the best way to avoid illness.

1/23 La Crosse County first responders were busy last weekend, dealing with eight reported drug overdoses, including two deaths. Chris Eberlein with Gundersen Health System says when dealing with substances like fentanyl and carfentanyl, those who assist don't take any chances. Eberlein admits it can be frustrating since a similar rash of overdoses seems to occur every six months.

1/26 The big power plant along Highway 35 in Genoa is closing for good. Dairyland Power plans to shut down the coal-fired station near the Genoa lock and dam by the end of next year. About 80 employees will be out of work as a result. The plant was built as a nuclear-powered facility in the 1960's, but Dairyland decided to close the reactor in 1987 and switch to coal to save money. Dairyland recently

announced plans to build a natural gas plant in Superior, and that project was mentioned as one reason for closing Genoa, along with age and inefficiency.

2/6 Wisconsin's State Health Department has confirmed there is one patient currently being isolated due to the coronavirus that originated in China. State Health Officer Jeanne Ayers added this bit of information at a press conference yesterday. Ayers maintains that the risk to the public remains low. The person is an adult female from Dane County

2/7 One person has been confirmed to be infected with Coronavirus who lives in Wisconsin, an adult woman from Dane County. She recently had visited China. La Crosse County Health Director Jen Rombalski says health officials are in the wait and see stage. Four other people are being investigated for the disease.

2/25 Though there have been only a few cases of coronavirus in Wisconsin, Gundersen Health System says they are ready in case the disease becomes more prevalent. Megan Meller is an infection preventionist with Gundersen. The CDC says they expect a spread in the country at some point

2/27 Scientists are quickly trying to develop a vaccine against the coronavirus, but the process could take weeks or months. That's according to Gundersen pediatrician Raj Naik (nyke), who tells WIZM's La Crosse Talk that vaccines usually require years of development:

Naik says the biggest concern about coronavirus is that it's a new illness, for which people have not developed an immunity. Several foreign countries have approved actions to limit travel or otherwise isolate people who might have the virus.

3/2 Coronavirus is restricting travel to some Asian countries, and now UW-La Crosse students have been affected. Chancellor Joe Gow explains. Gow says they've never had to prevent students from traveling due to threat of disease.

3/04 A "Women for Trump" event that was supposed to be held at Stoney Creek Inn in Onalaska has been canceled. Vice President Mike Pence and his wife were supposed to attend, but Pence will now go to Washington state, which has seen the most cases of coronavirus. The former Indiana governor is still slated to stop in St. Paul later Thursday

3/5 The Diocese of La Crosse is offering advice to Catholics and making some temporary changes, to fight the spread of the coronavirus. The church says members are not obliged to attend Mass if they are feeling sick. Priests and others who distribute communion during Mass are being urged to wash their hands or use anti-bacterial lotion to eliminate germs. They also urge churchgoers to exchange a sign of peace without actual physical contact.

3/9

La Crosse has no cases of coronavirus yet, but there are local people being watched closely for signs of the virus. A group of medical experts and public officials gathered this morning (Monday) for a media briefing on how La Crosse can prepare for the infection which has been blamed for deaths around the world. Bridget Pfaff (paff) with Gundersen in La Crosse gives an update on the lookout for the Covid 19 illness. One person in Madison has been diagnosed with Covid, but has recovered. Most common advice for avoiding infection: wash your hands.

3/10

The numbers of people diagnosed with coronavirus are increasing in the U.S. Fortunately, so is the number of people being tested for the virus, according to a Wisconsin health official. State secretary of health services Andrea Palm told reporters in La Crosse this week that more organizations are expected to test people with symptoms of the illness:

Palm says the state is trying to be as transparent as possible about the spread of coronavirus. Her department has been holding daily teleconferences with Wisconsin reporters to give out the latest news about the virus.

3/11 In the wake of the COVID 19 virus outbreak --- how do we protect health care workers taking care of those who are sick? Gundersen Health System held a special training for its staff covering everything from testing protocols to wearing protective gear.

That's Megan Meller. She's an Infection Control Practitioner. She says they are emphasizing staff sick protocol and encouraging anyone with a sore throat to go home.

3/11 Students at U-W-La Crosse could be out of the classroom for a month, because of the coronavirus. The university has announced a change in teaching plans, just before the mid-semester break. Chancellor Joe Gow announced the change at a Wednesday news conference:

No cases of covid-19 have been reported at U-W-L, or anywhere else in La Crosse County. Gow says on-line instruction may continue beyond March 27th, depending on what happens with the virus. A decision on when it's safe to bring students back to classrooms could be made by April 6th.

3/15 One visitor per patient, period. That's the new temporary policy at Mayo Clinic hospitals in La Crosse and elsewhere in southern Wisconsin, while the coronavirus is still a threat. Mayo says as of this week, each local patient will be asked to name a 'designated visitor' who can come to the hospital. Any other visitors will have to communicate on-line or by phone. Some exceptions could be made. Also, visitors will be screened at the entrance for most of the visiting hours at Mayo, now set for 6:30 a.m. to 9 p.m.

3/16 Governor Tony Evers has directed the Department of Health Services to ban all gatherings of 50 people or more. Evers said in a series of tweets Monday afternoon that services like grocery stores, food pantries, childcare centers, pharmacies, and hospitals will be exempt from this order. The governor acknowledges the impact the order could have on businesses and families, but added that keeping people healthy and safe has to be their highest priority. More information is expected at a briefing this afternoon.

3/16 Both Gundersen Health System and Mayo Clinic Health System have opened drive up testing sites of Coronavirus starting today. For both health systems, you are to call your primary care provider who will do a screening test over the phone looking for certain symptoms. Those approved will be sent to a site to receive the test like a drive-thru. Results are expected to take 24 to 48 hours. You will not be accepted at the site until you are approved. Symptoms of COVID-19 include fever, dry cough, tiredness or shortness of breath.

3/17 Wisconsin Gov. Tony Evers ordered a statewide ban on all gatherings of more than 10 people as of 5 p.m. Tuesday, and closed all bars and restaurants, except for delivery and pickup orders, in an attempt to limit the spread of the coronavirus pandemic.

Evers also extended the closure of all public and private K-12 schools indefinitely and called on the Legislature to waive a one-week waiting period to receive unemployment compensation insurance. Evers said he would be talking with legislative leaders on Wednesday about an aid package.

The news comes as the number of people who tested positive for COVID-19 increased more than 50% in one day, from 47 to 72. There was community spread of the virus in Milwaukee, Dane and Kenosha counties, said Department of Health Services Secretary Andrea Palm. The state health lab is now prioritizing who is tested because of a shortage in the supply of materials needed to complete the tests, said Dr. Westergaard, Wisconsin's chief medical officer for communicable diseases.

3/17

Public masses at Catholic churches in the La Crosse Diocese have been cancelled until further notice. Church members who wish to see a live or pre-recorded mass are asked to go to Facebook or the YouTube channel for the Diocese of La Crosse. Services are also aired weekends on TV stations throughout the diocese.

3/18 Along with Wisconsin and Minnesota bars and restaurants ordered to close to patrons, other area businesses are also changing store hours. Among those stores include Walmart, Sam's Club, Festival, Dick's Sporting Goods. It's an ever-growing list that can be found on the WIZM news website. Businesses are encouraged to email News At WIZM News Dot Com to be added to the list.

3/18

La Crosse County's first case of COVID-19 has been confirmed today (Wednesday). The information came through the state Electronic Disease Surveillance System. County health officials will have more information available late this morning, during a news conference at the county administrative center.

3/18 The La Crosse County Health Department announced Wednesday they have two confirmed cases of Coronavirus. The women are in their late 20s to 40s. One lives in a household of up to six individuals, and the other has a three-member household. The health department said members of those households are assumed positive, and they expect to receive other positive test results from the community quickly.

3/18 Two La Crosse area organizations are stepping up in a big way to help those whose income might have stopped due to businesses closing over the COVID-19 outbreak. La Crosse Area Community Foundation and Great Rivers United Way has set up a fund. Mary Kay Wolf with Great Rivers says they know the virus will have a great economic impact. Since the fund was created and announced Tuesday morning, more than 80 thousand dollars have been raised and it's growing.

3/19 The number of confirmed Covid-19 cases in La Crosse County rose to three last night. All three were reported since early Wednesday morning. The latest patient is a male around 30 years old, and reportedly is in a household with one of the two women already identified as cases.

3/19

Even your local fire department may be practicing 'social distancing.' La Crosse Fire Chief Ken Gilliam says by the end of this week, his department will set up temporary fire stations in the city to keep more firefighters separated from each other. Gilliam tells WIZM's La Crosse Talk that he wants to have as many

healthy firemen and responders available as possible. He doesn't want to be caught short of personnel if emergency calls from people exposed to coronavirus sharply increase.

3/19

The number of COVID-19 cases confirmed in La Crosse County has increased by 2, since the noon hour on Wednesday. The first 2 in the county were confirmed yesterday, and the 4th case was reported this morning. That newest case is a male in his upper 20's. All but one of the La Crosse County cases have been among people under 35.

3/19 Most of the concern with Coronavirus from health officials has been about the elderly population and those with underlying medical conditions. The four confirmed cases in La Crosse County are people that are relatively young. We've gotten lucky so far says County Health Director Jen Rombalski. Rombalski says they'll no longer update every confirmed case, but will once they know the disease has been spread from within the community.

Business/Economy:

1/23 The big power plant along Highway 35 in Genoa is closing for good. Dairyland Power plans to shut down the coal-fired station near the Genoa lock and dam by the end of next year. About 80 employees will be out of work as a result. The plant was built as a nuclear-powered facility in the 1960's, but Dairyland decided to close the reactor in 1987 and switch to coal to save money. Dairyland recently announced plans to build a natural gas plant in Superior, and that project was mentioned as one reason for closing Genoa, along with age and inefficiency.

1/27 Governor Tony Evers is hopeful that state government can make progress to help the Wisconsin economy in the next decade. Speaking to members of LADCO at their annual meeting in La Crosse, Evers said the state is in 'an excellent position' to start the 2020's in a 'good place,' if there's cooperation. The issues Evers promoted during a short speech at the Cargill Room included starting an office of Rural Prosperity, and passing bills which will help farmers stay in business.

2/26 This is one of the busiest weekends of the year at the La Crosse Center, as 3500 people attend the MOSES organic farming meeting which begins today. MOSES is traditionally considered one of the major annual events for the civic center, but we asked Center manager Art Fahey if it qualifies as the biggest. A large part of the \$42 million makeover of the center must wait until after MOSES ends on Saturday. Fahey says the next week will be spent clearing out the North Hall exhibition room before it's torn down and rebuilt over the next 12 months.

2/28 A special weekend for Mount La Crosse over the next two days. The skiing and snowboarding hill will celebrate 60 years in business. General Manager Darcie Breidel says they've balanced growth, and keeping in touch with their roots. Breidel says she often sees great grandparents who started skiing when the hill first opened now watching their great grandchildren learn.

3/2 An empty lot along George Street could finally see some new development shortly. In 2013, a housing and office complex was proposed for the former location of Trane Plant Number 6, but that project didn't happen. Now, the city plan commission is accepting a new development plan to be called the Star Center. The facility would offer physical activity programs, along with opportunities for disabled residents. Developers believe the Star Center could attract visitors from throughout the Upper Midwest.

3/3

The future of a La Crosse bowling alley could be determined in the next four months. A city committee is granting a developer 120 days to work out an arrangement with the planning department on replacing South Lanes with a Caribou Coffee outlet. The bowling alley and its pizza restaurant on Mormon Coulee Road have been for sale for more than a year. The building appeals board has been asked to consider how close the coffee shop could be located to Mormon Coulee, because the road is also part of Highways 14 and 35.

¾

First came Pizza Ranch. Now, another popular restaurant chain could be coming to the Valley View Mall area soon. A Minnesota company is planning to build a Chick-Fil-A restaurant off Highway 16, on the site of the old Fauver Hill School. The restaurant and other businesses would be located close to the Gundersen Renal Dialysis Center and the Stoney Creek Inn. An Onalaska city committee will review plans for the Chick-Fil-A building next week.

3/9 The \$42 million makeover of the La Crosse Center is well underway, with the ongoing demolition of the North Hall, and construction of a second ballroom on the west side of the building. The construction team gave members of the La Crosse Center Board a tour of areas such as the ballroom site. The ballroom is being built over a closed portion of Front Street. The east entrance to the center will be enlarged, to include a glassed-in lobby.

Education:

1/7 The La Crosse School District will be hosting two community input sessions next Tuesday evening to get input on what people want in a new superintendent. The district says the meetings will help them create a profile of who to look for in the application and interview process. Earlier this school year, Superintendent Randy Nelson announced his retirement after almost four decades in education. The meetings will take place for community members at 6PM in room 209 of the Hogan Administrative Center, and 7PM in the same room for parents of incoming or current students.

1/28 The La Crosse School District is looking at a major overhaul of Hamilton Elementary in the Powell-Poage-Hamilton neighborhood. The 6.3-million-dollar project will have four main components according to Superintendent Randy Nelson. Nelson says the district won't have to go to referendum due to outside funding sources.

1/30 The La Crosse School District continues to search for the right person to take over for Randy Nelson after the long-time superintendent retires at the end of the year. The firm, McPherson and Jacobson spoke with different types of stakeholders and developed a job description. 26 people applied for the job. The school board will now meet in closed session on February 13th to discuss the candidates and set semifinal interviews. The board hopes to make its decision by March.

3/1 The search for the replacement of La Crosse School District Superintendent Randy Nelson is down to three. The La Crosse School Board has announced finalists are Stacey Everson who is director of secondary education with the La Crosse District. Dr. Rainey Briggs who is director of elementary education at a school district in Middleton, WI. He also received a Master's degree at Viterbo. Dr. Aaron Engel, the current superintendent at G-E-T is also in the running. Interviews will be done this week, and then stakeholder groups will get the chance to meet the candidates and submit input.

3/9 The La Crosse School Board has agreed to a 6.3-million-dollar expansion of Hamilton Elementary School. The funding will come from the district, City of La Crosse, Gundersen Health System and Boys and Girls Club of Greater La Crosse. Superintendent Randy Nelson says more than just students will benefit. Plans include a new gymnasium, a new media center, and more class space.

3/15 Local schools are scrambling to plan following a mandated closure from Wisconsin governor Tony Evers of all schools from March 18th-April 3rd. The La Crosse School District and Onalaska districts will keep schools open today and tomorrow and La Crosse will wait until after their planned spring break to open back up. The Holmen district is keeping kids home starting today. Bagged meals are being offered starting today between 10-1PM at the Holmen High School, Holmen Middle School, and Sand Lake Elementary School. You won't exit your vehicle and someone will hand you the bag through your window. In a letter to parents, the Onalaska district said they are waiting for guidance from the state to determine the continuity of educational services during the closure.

3/17

U-W-La Crosse has decided to teach classes on-line only for the rest of the semester. The university is on spring break this week, and had been planning to do distance teaching at least until Easter in early April. Starting Wednesday, U-W-L employees will be telecommuting. The Murphy Library and the Recreational Eagle Center will be closed for the remainder of the semester, and buildings on campus will be locked, with employees able to get in with their university I-D cards. Students who have been living in the dorms are urged to move out, but exceptions could be made.

Community Needs:

1/02 The La Crosse Parking Utility department had an easier time getting people to pay their fines in December. They accepted clothes or non-perishable food items in lieu of paying the ticket. Police Officer Dustin Darling says the program helped several non-profits in the area. In total, \$1,130 of food and \$640 of clothing were donated for 46 parking tickets.

1/7 The partnership between Mayo Clinic Health System and the Boys and Girls Club of Greater La Crosse is growing. Mayo presented a \$75,000 check yesterday to the Boys and Girls Club as they continue to fundraise to put a center at Holmen. Paul Mueller is Mayo's regional vice president. Mueller says there is a need for those types of services in Holmen as the population has exploded in the recent years.

1/9

The La Crosse Salvation Army has reached its Red Kettle fund-raising goal for another year. This year's target was \$860,000. A Salvation Army spokesman says bell-ringing volunteers came close to last year's campaign total, despite having a shorter Christmas shopping season and fewer locations for kettles.

1/12 Mayo Clinic Health System presented a check to the Salvation Army of La Crosse County on Friday for help with psychiatric services. The 15 thousand dollars was raised on two match days during the red kettle campaign. Major Jeff Richardson with Salvation Army says the services are critical. Richardson says every person who comes into the shelter is screened, to see if mental health treatment would be valuable to them.

1/13 Lovers of the arts in the La Crosse area have exceeded the money-raising goal of a local arts umbrella group. The United Fund for the Arts and Humanities ended its 2019 campaign on New Year's

Eve. But executive director Mindy Stetzer says contributions which came in after the deadline pushed the total beyond the finish line. More than 90 per cent of the money raised by UFAH is distributed to 11 local non-profit groups, from performing organizations to the Mississippi Valley Archaeology Center. The Heider Center of West Salem is being added as a 12th group this year.

1/14 Within the next couple of years, a popular feature at La Crosse's Myrick Park is expected to be rebuilt. The Kids Coulee playground is high on the maintenance list for the city park and rec department. That 25-year-old play area has been earmarked for improvements for several years now, and park director Jay Odegaard says the work probably will happen sometime in 2021

1/16

Let's come up with a plan. That's what the La Crosse park director recommends, in the effort to keep the Green Island ice arena open. Jay Odegaard has suggested forming a committee of park board members, city council members, and Green Island users to find money for taking care of urgent needs at the arena. City leaders say La Crosse's only indoor ice rink will be eliminated in June, if new ice-making equipment and an arena manager cannot be found. Odegaard says it requires cooperation:

Young and old supporters of Green Island spoke for about an hour at Thursday's park board meeting, talking of how hockey and other sports programs using the ice rink help to keep kids active in the city.

1/28 An ambitious playground project at a south La Crosse park could be scaled back a bit, as construction continues. The first part of the Trane Park renovation has mostly been completed, with a new shelter being built. However, city park and rec director Jay Odegaard says the All-Abilities play area may not be developed to the grand scale depicted in early plans:

Odegaard said on WIZM's La Crosse Talk PM that a bid on the Trane playground construction could be awarded at the February city council meeting.

2/3 The battle over access to bluff trails continues at La Crosse City Hall. The city council chamber was packed again on Monday night, by supporters and opponents of access points which could help hikers and bikers use trails on Grandad Bluff. The city plan commission voted unanimously to rezone two lots on 29th Street South, which have been zoned as residential. Christine Clair lives near that site, and has led the opposition to the access points:

The commission narrowly turned down a motion to delay the zoning for 90 days, so more study could be done. The same issue will be discussed tonight (Tuesday) by the city council judiciary committee.

2/4 For the second straight night, La Crosse City Hall was the battleground for opposing views on how to use the bluffs. On Tuesday night, a city council committee approved rezoning for land near Grandad Bluff, which could be used for access to a proposed blufftop trail. People living near that land objected to changes which could lead to erosion and property damage. Faye Ellis was one speaker who asked the two sides to try working together:

Committee approval of the zoning came one night after the city plan commission also supported the rezoning. Supporters say the zoning change has no direct bearing on whether the trail project goes ahead or not.

2/16 A project to end Period Poverty now has nearly 17-hundred dollars to fund its efforts. A group of four Longfellow seventh-grade girls presented their idea to get dispensers and free feminine hygiene products for La Crosse areas schools at a citywide middle school SOUP held Friday. SOUP is a micro-

granting dinner that raises money to support these projects. Those who attend donate 5 dollars to get soup --- bread --- and a vote. Winning presenter Ella Madsen says one out of every 10 girls in the U.S. doesn't come to school because of a lack of feminine products. In addition to their winning money --- the group also secured sponsors for the program. The funds included money raised at the event as well as donations from the La Crosse Community Foundation, La Crosse Public Education Foundation, and Root Down Yoga.

2/16 A zoning change which could allow more public access to Grandad Bluff is now in place, after a La Crosse city council vote last week. A three-fourths majority of the council voted for the change, after members narrowly turned down efforts to delay a vote for a few weeks. Larry Sleznikow represents the bluffside neighborhood where the land is being rezoned, and he argued that there's no hurry for the change. Many homeowners in the 29th Street area have spoken against a new bluff trail plan, warning that it could lead to erosion and safety hazards.

2/18

Not everybody likes the idea of running into a Wisconsin river during the winter. But hundreds of people plan to do that in La Crosse on March 7th, during the annual Polar Plunge on Black River beach. Organizer Kerry Gloede says many participants make a big deal out of the cold-water dip to raise money for Special Olympics. Kerry says this year, a deejay will be on the beach to help plungers make a musical splash. Polar Plunge is returning to the Black River after many years at Pettibone Beach on the Mississippi. At Black River, the day's events will include a winter beach volleyball tournament.

3/9 It was a perfect weekend for a dip at Black River Beach. More than 400 people pre-registered for the Polar Plunge Saturday --- raising \$60,000 before the event even started. Polar Plunge Committee Member Kerry Gloede says the warm weather may have brought more participants the day of the event. Gloede says there are about 300 Special Olympics athletes in La Crosse and 1,700 in the region.