

Quarterly Issues and Program List

WLAX

1 Quarter 2024

Pursuant to the disclosure requirements in 47 C.F. R. 73.3526(11)(i), and during the quarter referenced above, this station provided information to its viewers regarding the following significant issues, including:

Government
Housing
Crime/Law Enforcement
History
Sports

Consumer Issues
Health/Healthcare
Community
Economy

Development
Children/Youth
Education
Cultural

Weather
Environment
Business
Transportation

Programs

Channel	Issue	Time	Date	Duration (Seconds)	Title of Program	Brief Narrative Description
33.1	Community	9 PM	1-2-23	115 Seconds	First News at Nine	La Crosse's Rotary Lights has once again come to an end, and according to Rotary Lights Officials, the 2023 season was yet another success. First News at Nine's Dasha Mentzel shares how the mild winter weather is helping with clean-up efforts.

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Channel	Issue	Time	Date	Duration (Seconds)	Title of Program	Brief Narrative Description
33.1	Housing	9 PM	1-3-23	100 Seconds	First News at Nine	A 22-million-dollar housing project was approved this week in La Crosse. First News at Nine's Dasha Mentzel explains how the project will help those with disabilities.
33.1	Business Development	9 PM	1-4-23	100 Seconds	First News at Nine	An abandoned store that is part of the Valley View Mall in La Crosse is getting closer to being demolished and replaced. First News at Nine's Dasha Mentzel explains why the city is choosing to make the move.
33.1	Children/Youth	9 PM	1-5-23	105 Seconds	First News at Nine	The La Crosse Community Theatre is working to reach out to more students in the La Crosse area. First News at Nine's Dasha Mentzel has more on how a collaboration has helped the theater's program.
33.1	Education	9 PM	1-6-24	105 Seconds	First News at Nine	High school students from all over the state were given the opportunity to brush up on their business skills. First News at Nine's Eleanor Bland shares how these students were given more opportunities than one during this judged competition.
33.1	Weather	9 PM	1-8-23	105 Seconds	First News at Nine	With the first major snowfall of the winter coming, it means that many will be preparing for the harsh conditions. First News at Nine's Dasha Mentzel visits a La Crosse hardware store to see how staff are preparing themselves and their customers for the snow.

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Channel	Issue	Time	Date	Duration (Seconds)	Title of Program	Brief Narrative Description
33.1	Housing	9 PM	1-9-23	120 Seconds	First News at Nine	The city and county of La Crosse are launching a new partnership in hopes of ending long-term homelessness in the community. First News at Nine's Dasha Mentzel has details on the collaborative plan.
33.1	Community	9 PM	1-11-24	120 Seconds	First News at Nine	A new program from two city of La Crosse departments is giving the community's youth a chance to help First Responders this winter. First News at Nine's Dasha Mentzel has the details.
33.1	Cultural	9 PM	1-13-23	90 Seconds	First News at Nine	A local non-profit held it's traditional Ukrainian Christmas dinner in hopes of raising money to provide relief to the people of Ukraine. As First News at Nine's Eleanor Bland also brings the stories of war-torn Ukraine to the Chippewa Valley.
33.1	Consumer Issues	9 PM	1-15-23	115 Seconds	First News at Nine	With temperatures around zero degrees, the last thing you want to deal with is a frozen pipe bursting which is why one local plumber are advising homeowners to make sure their pipes are warm and working properly. First News at Nine's Dasha Mentzel has more.
33.1	Housing	9 PM	1-16-23	115 Seconds	First News at Nine	January is National Radon Action Month and La Crosse Health Department is urging homeowners to test for radon. First News at Nine's Dasha Mentzel explains how you can make sure your home is safe.

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33.1	Education	9 PM	1-17-23	110 Seconds	First News at Nine	The interim Chancellor of UW La Crosse is ushering in a new era for the university as the spring semester begins. First News at Nine's Dashal Mentzel spoke with her today, and also shares what was said about the school's former chancellor, Joe Gow.
33.1	Crime	9 PM	1-19-24	70 Seconds	First News at Nine	A La Crosse man is charged after police found a person dead inside a home on Farnam Street. First News at Nine's Dashal Mentzel has more on the investigation.
33.1	Crime	9 PM	1-22-23	100 Seconds	First News at Nine	Bond is set for a La Crosse man facing charges stemming from a shooting death last week. First News at Nine's Dashal Mentzel was at the initial court appearance today, and has the latest.
33.1	Education	9 PM	1-23-23	65 Seconds	First News at Nine	A pair of Coulee Region colleges are creating new transfer pathways. First News at Nine's Dashal Mentzel explains how this will be beneficial for students.
33.1	Housing	9 PM	1-24-23	110 Seconds	First News at Nine	A former La Crosse middle school will soon serve a new purpose in the city following the sale of the building. First News at Nine's Dashal Mentzel explains what it will be used for in the future.
33.1	Education	9 PM	1-26-23	110 Seconds	First News at Nine	The Sparta Area School District is seeking an operational referendum to address budget shortfalls. First News at Nine's Dashal Mentzel explains the history behind this upcoming vote.

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33.1	Government	9 PM	1-31-23	95 Seconds	First News at Nine's	Governor Tony Evers says he's frustrated he wasn't given a heads up on the HSHS and Prevea closures announced last week. Evers making those comments during a visit to La Crosse today. First News at Nine's Dashal Mentzel spoke directly to the governor about the closures, as well as the ongoing discussion to find healthcare solutions.
33.1	Sports	9 PM	2-1-23	115 Seconds	First News at Nine	A La Crosse Technical College is suspending two of its sports programs after this school year. First News at Nine's Dashal Mentzel has more details on what went into this decision.
33.1	Environment	9 PM	2-6-23	100 Seconds	First News at Nine	A La Crosse distillery is aiming to improve the environment through a new product. First News at Nine's Dashal Mentzel explains how the distillery's tactics are helping local farms as well.
33.1	Health/Healthcare	9 PM	2-7-24	120 Seconds	First News at Nine	Governor Tony Ever's is appointing 25 members to his taskforce on healthcare workforce, and two of them are from La Crosse. First News at Nine's Dashal Mentzel spoke to those coulee region members on their goals as part of the task force.
33.1	Housing	9 PM	2-9-24	105 Seconds	First News at Nine	The La Crosse City Counsel has approved an ordinance that allows accessory dwelling units in the city. First News at Nine's Dashal Mentzel has more on why city officials are on board with this new type of housing.

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33.1	Health/Healthcare	9 PM	2-12-24	115 Seconds	First News at Nine	211 is a national call line that connects people in communities to thousands of programs and services and as First News at Nine's Dasha Mentzel shares, local health care workers are spreading the news of how it can help.
33.1	Health/Healthcare	9 PM	2-14-24	110 Seconds	First News at Nine	To combat the health care shortage in the state, a partnership has been formed. First News at Nine's Dasha Mentzel has more on how this partnership will help health care students get into the field.
33.1	Children/Youth	9 PM	2-15-23	120 Seconds	First News at Nine	A La Crosse school district is teaming up with a local behavioral health clinic to help their students and staff fight the battle of mental health. First News at Nine's Dasha Mentzel talked to both organizations who say they are glad to be focusing on this issue.
33.1	Health/Healthcare	9 PM	2-16-24	110 Seconds	First News at Nine	UW La Crosse is seeking healthy men and women for a research study on the function of red blood cells. First News at Nine's Dasha Mentzel has more on the purpose behind this study.
33.1	Education	9 PM	2-22-23	115 Seconds	First News at Nine	A music teacher in Trempealeau County wants his students to feel the same passion for playing music as he does. First News at Nine's Dasha Mentzel has more in this month's edition of our outstanding educator series.

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33.1	Law Enforcement	9 PM	2-26-24	105 Seconds	First News at Nine	The Wisconsin Association of Women Police are in La Crosse today and tomorrow for their annual police training conference. First News at Nine's Dasha Mentzel explains why this conference is important for women in law enforcement everywhere.
33.1	Education	9 PM	2-27-24	105 Seconds	First News at Nine	A university is looking to educate its students about life outside the classroom. First News at Nine's Dasha Mentzel explains just how UW La Crosse is helping its students understand the struggles of living in poverty.
33.1	Government	9 PM	2-29-24	125 Seconds	First News at Nine	Wisconsin lawmakers held a press conference today to discuss the ongoing PFAS situation affecting many people across the state. As First News at Nine's Dasha Mentzel shares Wisconsinites are tired of waiting and are hoping newly introduced legislation will help get rid of these toxic forever chemicals.
33.1	Economy	9 PM	3-1-24	105 Seconds	First News at Nine	An iconic river steamboat is ending operations effective immediately. First News at Nine's Dasha Mentzel explains the impact the loss of this boat has on La Crosse.
33.1	History	9 PM	3-4-24	140 Seconds	First News at Nine	Members of West Salem Historical Society are encouraging others in the area to dive into the town's history. First News at Nine's Dasha Mentzel visited West Salem today and takes a look at the history of the historical society.

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33.1	Health/Healthcare	9 PM	3-5-24	115 Seconds	First News at Nine	A walk-in resource center in the coulee region is hoping to expand its services. First News at Nine's Dashed Mentzel has more on how La Crosse's Reach Center has a couple more steps to go to reach its goal.
33.1	Community	9 PM	3-6-24	110 Seconds	First News at Nine	La Crosse organizations are working together to bring awareness about falling injuries by senior citizens. First News at Nine's Dashed Mentzel has more on a program that hopes to benefit many in the city.
33.1	Development	9 PM	3-7-24	110 Seconds	First News at Nine	The City of Onalaska is in the beginning stages of a long-term comprehensive plan First News at Nine's Dashed Mentzel was able to get city officials thoughts on what this plan will do for the city.
33.1	Environment	9 PM	3-11-23	110 Seconds	First News at Nine	A creek water quality project in Minnesota is getting a massive boost in the form of a grant from the state's DNR. First News at Nine's Dashed Mentzel has more on how the restoration of a section of the creek will help both nature and the public.
33.1	Health/Healthcare	9 PM	3-12-24	110 Seconds	First News at Nine	The Wisconsin DHS is reporting cases of norovirus, or the stomach flu, are on the rise across the state. First News at Nine's Dashed Mentzel speaks with experts about the best ways to stay healthy amid the increase.

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33.1	Health/Healthcare	9 PM	3-14-24	120 Seconds	First News at Nine	Gunderson Health System held an open house for its new simulation lab in La Crosse. First News at Nine's Dasha Mentzel was there and shares how this will help advance medical training in the area.
33.1	Housing	9 PM	3-15-24	110 Seconds	First News at Nine	A nonprofit organization is inviting women throughout the coulee region to support local families in need and as First News at Nine's Dasha Mentzel explains they're doing so by putting a roof over their heads.
33.1	Transportation	9 PM	3-18-24	105 Seconds	First News at Nine	UW La Crosse will be able to continue its plans for a new parking ramp after approval from the city council. First News at Nine's Dasha Mentzel explains how this new ramp will benefit both students and the community.
33.1	Development	9 PM	3-19-24	115 Seconds	First News at Nine	A power plant that had been in the village of Genoa for more than 50 years was torn down today. First News at Nine's Dasha Mentzel was there and tells us how Dairyland Power Cooperative plans to continue to look at clean energy in the future.
33.1	Education	9 PM	3-20-24	65 Seconds	First News at Nine	The School District of La Crosse Board is working on a referendum that will fix budgetary issues but may also lead to the closure of three elementary schools. First News at Nine's Dasha Mentzel has more on the board's plans for the district.

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33.1	Community	9 PM	3-22-24	100 Seconds	First News at Nine	Every kid should know how to ride a bike and thanks to the hard work of a gym teacher and a boost from a grant all wheels are aligned for students in La Crosse to learn to ride. First News at Nine's Dasha Mentzel was at Northside Elementary School today during gym class and shows us how riding a bike is helping students grow.
33.1	Weather	9 PM	3-24-24	90 Seconds	First News at Nine	It's officially spring although may not look or feel like it at the moment with the amount of snow coming in it's best to brush up a bit on how to stay safe on the roads. First News at Nine's Ellie Ulbricht explains that just because it's spring doesn't mean you should drive fast.

The station also aired the following public service announcements during the instant quarter:

Type of Issue	Duration (Seconds)	Title or Narrative
Minority Issues	30 Seconds	"Camouflage" Native Am.
Conservation	60 Seconds	"Save the Pangolins"
Health/Healthcare	30 Seconds	"Skydiving"
Health/Healthcare	30 Seconds	"Teach Love"
Minority Issues	30 Seconds	"Umbrella" :30b
Minority Issues	30 Seconds	"Vanilla" Native American
Community	15 Seconds	:15 AM CORP

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Type of Issue	Duration (Seconds)	Title or Narrative
Community	15 Seconds	:15 AM Corp CMNB6605221H
Health/Healthcare	15 Seconds	:15 End Addiction
Community	15 Seconds	:15 LB Protect Animals
Community	30 Seconds	:30 AM Corp CMNA6605221H
Government/National	30 Seconds	:30 DAV VMTC210130EH
Health/Healthcare	30 Seconds	:30 End Addiction
Community	30 Seconds	:30 La Crosse Library
Government Local	30 Seconds	:30 WISC Vets Aaron Jones
Community	60 Seconds	:60 LB Protect Animals
Community	15 Seconds	15 NAT'L Prevent Crime
Health/Healthcare	15 Seconds	15 Quit Smoking VCDC08550
Community	15 Seconds	15 SAMHSA B
Community	15 Seconds	15 TV General
Community	15 Seconds	15 TV News
Health/Healthcare	60 Seconds	20 YRS OF POSSIBLE 60
Community	30 Seconds	30 -SAMHSA D
Community	30 Seconds	30 NATL AG DAY PSA
Community	30 Seconds	30 NATL PREVENT CRIME
Government/National	60 Seconds	60 BETH WOUNDED WARRI
Government/National	60 Seconds	60 DONNA WOUNDED WARRI
Community	60 Seconds	60 Nat's Prevent Crime
Community	60 Seconds	60-SAMHSA C
Government/National	60 Seconds	60 USMC #1
Technology	30 Seconds	Adam Savage
Technology	60 Seconds	Adam Savage
Community	60 Seconds	Addiction is "Dark"
Community	60 Seconds	AHS-Kindness All Over :60
Health/Healthcare	60 Seconds	ALS Walk #3

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Type of Issue	Duration (Seconds)	Title or Narrative
Elderly	60 Seconds	Alzheimer's Foundation
Health/Healthcare	30 Seconds	Anything is 30
Health/Healthcare	30 Seconds	Avoid Diabetes Steps
Health/Healthcare	15 Seconds	Banfield Foundation
Community	60 Seconds	Banfield Foundation
Children/Youth	15 Seconds	Be More Active
Children/Youth	30 Seconds	Be More Active Kids
Children/Youth	60 Seconds	Be More Active Kids
Health/Healthcare	60 Seconds	Better Lives
Cultural	60 Seconds	Blue Campaign-EHT
Community	5 Seconds	Caring :05 ID
Community	30 Seconds	Change a Life 30
Community	60 Seconds	Coalition – Hire a Vet A
Community	60 Seconds	Coalition – Hire a Vet B
Community	60 Seconds	Coalition – Hire a Vet C
Community	5 Seconds	Compassion :05 ID
Health/Healthcare	60 Seconds	Develop. Disabled
Community	30 Seconds	Disaster Checklist: Water
Community	5 Seconds	Do Your Part :05 ID
Health/Healthcare	15 Seconds	Don
Children/Youth	30 Seconds	Dreams Take Flight
Health/Healthcare	30 Seconds	ECIGS are Dangerous
Environment	30 Seconds	Edward's Journey
Health/Healthcare	60 Seconds	Eliminate Type One
Community	30 Seconds	Encouragement :30
Health/Healthcare	60 Seconds	Essence of Life
Government	60 Seconds	FDA C
Government	60 Seconds	FDA D

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Type of Issue	Duration (Seconds)	Title or Narrative
Community	60 Seconds	Feeding America .org
Health/Healthcare	30 Seconds	Focus on the Fam Drinkin
Children/Youth	30 Seconds	Focus on the Fam Puppies
Community	30 Seconds	Focus on the Fam Stay Str
Community	60 Seconds	Focus on the Fam-Talk
Children/Youth	30 Seconds	Genius of Play Social
Children/Youth	30 Seconds	Genius of Play Cognitive
Children/Youth	60 Seconds	Genius of Play-Kids
Community	30 Seconds	Get Along :30
Community	30 Seconds	Get on Board
Health/Healthcare	30 Seconds	Getting Started 30
Environment	30 Seconds	Giraffes
Children/Youth	30 Seconds	Girl Scouts “Arts”
Children/Youth	60 Seconds	Girl Scouts “Broadcast”
Children/Youth	30 Seconds	Girl Scouts “Stem”
Children/Youth	15 Seconds	Girl Scouts :15
Children/Youth	60 Seconds	GOP Play Prescription
Children/Youth	15 Seconds	GOP Play Prescription :15
Children/Youth	30 Seconds	GOP Play Prescription :30
Children/Youth	30 Seconds	GOP: “POP Quiz” :30
Children/Youth	60 Seconds	GOP: “Dear Parents” :60
Children/Youth	30 Seconds	GOP: “Rocket Science”
Community	33 Seconds	GR United Way Get Connect
Community	30 Seconds	Great Rivers United Way
Community	30 Seconds	Guidedogs.org
Community	60 Seconds	Habitat B
Community	15 Seconds	Habitat C
Children/Youth	60 Seconds	Hailey 60

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Type of Issue	Duration (Seconds)	Title or Narrative
Government/Local	30 Seconds	Hazardous Waste Disposal
Health/Healthcare	30 Seconds	Help Premise Thrive
Education	60 Seconds	Help your Classroom
Community	15 Seconds	Help your Classroom :15
Education	30 Seconds	Help you Classroom :30
Community	5 Seconds	Helping Others :05 ID
Housing	15 Seconds	HFH "Empower" :15 A
Housing	15 Seconds	HFH "Empower" :15 B
Housing	60 Seconds	HFH "Empower" :60
Housing	30 Seconds	HFH "Empower" :30
Housing	60 Seconds	HUD Housing Discrimin.
Health/Healthcare	60 Seconds	I Love You 60
Children/Youth	15 Seconds	It Takes 2 Yrs 15
Children/Youth	60 Seconds	It Takes 2 Yrs 60
Health/Healthcare	30 Seconds	It's Possible 30
Children/Youth	60 Seconds	Jayden 60
Education	15 Seconds	Julia :15
Education	30 Seconds	Julia :30
Education	60 Seconds	Julia 1:00
Community	5 Seconds	Kindness :05 ID
Health/Healthcare	60 Seconds	Know Your Numbers
Community	60 Seconds	La Crescent Animal Rescue
Children/Youth	30 Seconds	La Crosse BBBS
Health/Healthcare	60 Seconds	Language of a Smile
Health/Healthcare	60 Seconds	Leuk. Lymph Soc WI
Health/Healthcare	15 Seconds	Leuk. Lymph Soc WI :15
Health/Healthcare	30 Seconds	Leuk. Lymph Soc WI :30
Safety	15 Seconds	Life Jacket Boat Safety

Quarterly Issues and Program List

Type of Issue	Duration (Seconds)	Title or Narrative
Children/Youth	30 Seconds	Local GF La Crosse
Community	30 Seconds	Local Shelters POTW
Employment	30 Seconds	Look Up
Community	30 Seconds	Make A Wish Foundation
Community	30 Seconds	Make the Connection
Community	60 Seconds	Make the Connection :60
Community	30 Seconds	Martha Steward 30
Children/Youth	30 Seconds	MCU “Finding Home”
Health/Healthcare	30 Seconds	Mental Health Support
Children/Youth	60 Seconds	Merriah 60
Education	60 Seconds	Montessori Schools PSA
Education	30 Seconds	Music is for Life :30
Housing	60 Seconds	My Dad is a Hero 60
Health/Healthcare	15 Seconds	NAB “Hope” :15
Minority Issues	30 Seconds	Native American Contribut
Health/Healthcare	15 Seconds	Needs 15
Health/Healthcare	60 Seconds	Needs 60
Cultural	30 Seconds	No Limits
Technology	60 Seconds	Nolan Bushnell-Atari
Elderly	30 Seconds	Ourstories.org
Elderly	30 Seconds	Ourstories.org B
Elderly	30 Seconds	Ourstories.org C
Children/Youth	30 Seconds	Parenting
Children/Youth	30 Seconds	Parenting Place B
Children/Youth	30 Seconds	Parenting Place Providers
Health/Healthcare	15 Seconds	Parkinson Foundation A
Health/Healthcare	30 Seconds	PC: MAKE THE CALL
Environment	30 Seconds	Penguin Wing Man

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Type of Issue	Duration (Seconds)	Title or Narrative
Cultural	60 Seconds	People of Action
Children/Youth	30 Seconds	Phony Posts
Environment	30 Seconds	Puppet Animals
National Security	30 Seconds	Quality Citizens
Health/Healthcare	30 Seconds	Quit Smoking :30
Education	60 Seconds	Reading is Fundamental
Health/Healthcare	30 Seconds	Remove the Risk 30
Community	60 Seconds	RIKU F CURE
Community	15 Seconds	SAMHSA A
Community	60 Seconds	SAMHSA F
Children/Youth	15 Seconds	Spirit Untamed :15
Children/Youth	30 Seconds	Spirit Untamed :30
Children/Youth	60 Seconds	Spirit Untamed :60
Community	15 Seconds	Support Your Local
Community	60 Seconds	Support Your Local
Health/Healthcare	15 Seconds	Susan
Health/Healthcare	67 Seconds	Susan G Komen A
Children/Youth	30 Seconds	Take Flight 30
Children/Youth	60 Seconds	Teens Who Volunteer
Community	30 Seconds	Thank You Veteran :30
Community	60 Seconds	Thank You Veteran :60
Health/Healthcare	30 Seconds	The Global Mercy
Cultural	60 Seconds	This Close
Health/Healthcare	30 Seconds	Treatment Works
Education	60 Seconds	Unit. Through Reading :60
Education	30 Seconds	United Through Reading
Education	15 Seconds	United Through Reading :15
Community	60 Seconds	USO – FT. McCoy

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Type of Issue	Duration (Seconds)	Title or Narrative
Government/National	30 Seconds	Vet Affairs #2
Government/National	60 Seconds	Vet Affairs #1
Government /National	30 Seconds	WBA First Amendment
Government/National	15 Seconds	We're with Bridget
Government/National	30 Seconds	We're with Bridget & Mike
Government/National	60 Seconds	We're with Them All
Conservation	30 Seconds	Wetlands 30
Conservation	60 Seconds	Wetlands 60
Environment	32 Seconds	White Board
Community	30 Seconds	Wonder :30
Children/Youth	60 Seconds	Your Life Your Choice LOL
Community	30 Seconds	You've Earned It