

**WKTY-AM, La Crosse WI  
2024 ISSUES PROGRAMMING Q1  
PUBLIC SERVICE ANNOUNCEMENTS Q1**

<b>Issue Category</b>	<b>Broadcast Dates</b>	<b>Time</b>	<b>Length</b>	<b>Amount</b>	<b>Description - PSA</b>
<b>Community Health and Wellness</b>	1/1-3/20/2024	12A-12P	:30	285	Boys and Girls Club
	1/1-2/28/2024	12A-12P	:30	119	Holmen Winter Sports
	1/1-3/20/2024	12A-12P	:30	127	CMN
	1/1-3/20/2024	12A-12P	:30	126	Habitat For Humanity
	2/1-3/10/2024	12A-12P	:30	86	Hunger Task Force
	1/1-3/1/2024	12A-12P	:30	123	New Horizons
	1/1-3/1/2024	12A-12P	:30	125	Salvation Army
	2/15-3/10/2024	12A-12P	:30	44	YMCA

<b>Issue Category</b>	<b>Broadcast Dates</b>	<b>Time</b>	<b>Length</b>	<b>Amount</b>	<b>Description - PSA</b>
<b>Tourism, Economy, Arts, and culture</b>	1/15-2/14/2024	12A-12P	:30	62	Winter Roots
	1/1-1/31/2024	12A-12P	:30	125	La Crosse Community Theater
	1/1-1/17/2024	12A-12P	:30	82	La Crosse Center
	1/15-3/15/2024	12A-12P	:30	79	Around River City
	3/1-3/17/2024	12A-12P	:30	85	NCAA Division Wrestling Championships

<b>Issue Category</b>	<b>Broadcast Dates</b>	<b>Time</b>	<b>Length</b>	<b>Amount</b>	<b>Description - PSA</b>
<b>Community Enrichment</b>	1/1-3/1/2024	12A-12P	:30	105	Girls Sports
	1/1-1/31/2024	12A-12P	:30	192	Westby Ski club
	2/1-2/28/2024	12A-12P	:30	190	CMN
	3/1-3/20/2024	12A-12P	:30	242	Gear Up
	1/1-3/20/2024	12A-12P	:30	164	Humane Society
	2/1-2/28/2024	12A-12P	:30	83	La Crosse Community Foundation
	2/1-2/28/2024	12A-12P	:30	44	

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## **WKTY NEWS ISSUES 2024 Q1**

News stories are approximately thirty seconds long and air on WKTY between the hours of 6:00-9:00am and 4:00-5:00pm.

### **Education:**

1/3 Joe Gow hasn't exactly been shy about discussing his pornographic past. The fired UW La Crosse chancellor has spoken out against the decision by the Board of Regents to fire him. He has claimed it is a violation of his First Amendment rights. He has done interviews with CNN and the Milwaukee Journal Sentinel, providing details of his decision to make pornographic videos with his wife Carmen. He even goes into details about buying their first video camera. But now Gow is clamming up. When we reached out to him yesterday, Gow told WIZM News that he is being advised by his attorney not to comment on the case any further. He has suggested he may seek legal action, but it is not clear if any lawsuits have been filed.

1/3 Only two certified candidates are running for three open seats on the La Crosse School Board this spring, meaning that at least one write-in candidate will be elected in April. The school district says only Tim Alberts and Adam Manka qualified for the April ballot. The three incumbent board members whose seats all expire this year chose not to seek re-election, and the district website says all write-ins will be counted from the balloting.

1/10 Just before Christmas, the La Crosse school district scheduled four meetings where building needs would be discussed, leading up to an expected vote on school closings in late February. The first of those meetings happened this week. The district says that Monday night's board meeting included several options for long-term building needs. The proposals include cutting the district budget without closing any schools, but other options involve closing or finding new uses for schools such as Hintgen, North Woods, Emerson, and Spence.

1/17 The search for a new chancellor at UW-La Crosse may last for a couple of months. At a campus program marking the start of the spring semester, it was announced on Wednesday that a five-person committee has been reviewing applications for the position. Interim chancellor Betsy Morgan is serving as a temporary successor to Joe Gow, who was fired by the board of regents in December after a porn video scandal. Morgan told faculty and staff

members that the controversy is starting to fade. Interviews will be conducted in February, and finalists for chancellor will be brought to campus before spring break.

1/21 The La Crosse School Board will continue its talks about future building needs during its meeting tonight. The board has scheduled discussions during the first four regular meetings of 2024, aimed at reaching a decision on whether to close certain buildings to save money. That decision is scheduled at the board's February 19th meeting. Tonight, the board could eliminate options which are not acceptable to the district and study the options that are left. Hintgen, Emerson, North Woods, and Spence have been discussed as schools most likely to face closing.

1/24 The La Crosse school district has sold Lincoln Middle School to a developer, for a housing project. The district says it has reached a sale agreement with Commonwealth Development Corporation of America, and the Wisconsin Partnership for Housing Development. The sale price is 2-point-2 million dollars, and the deal is expected to close in June of next year. Lincoln was closed last summer, as part of a building consolidation plan, leaving Logan and Longfellow as the two remaining middle schools in the La Crosse district.

1/25 The La Crosse School District, yesterday, announced the sale Lincoln Middle School to a developer that intends to convert the 100-year-old building into affordable housing. Superintendent, Dr. Aaron Engel, on La Crosse Talk PM yesterday, said that Commonwealth Development Corporation of America won't close the building until June of next year. The sale was for \$2.2 million dollars. Engel said that money could be used for a variety of, what he called, public-facing projects, like expanding Logan's track to eight lanes or a new performing arts center at Central, which was built in the 1960s.

2/2 Later this month, the La Crosse School Board is likely going to decide on potentially closing two elementary schools. The school board has been burdened with a lot of responsibility that's been in the public eye for the past couple of years ... perhaps beginning with a plan to consolidate Logan and Central high schools into one, \$174-million facility. When that fell through, the board voted to close Lincoln Middle School. So, when papers needed to be filed early last month to run for school board, and only two candidates did so, with three open seats, many were left wondering why there weren't more people running for the board. That included Superintendent, Dr. Aaron Engel. The write-in candidate in this election will become a member of the board — if they agree to that and meet the appropriate qualifiers. The winner of the last couple of write-in votes for the school board election would not have qualified. Engel said that winner was Donald Trump. Before that, he said the usual winner was Mickey Mouse. Neither live in the district, so they could not become board members.

2/6 For months now, the La Crosse school board has been working to identify which two schools to close in the wake of declining enrollment. Now they may let you and I decide. The La Crosse Board of Education is considering putting the question of school

consolidation up to voters in a referendum. The board hopes to decide on whether to go to referendum by February 19.

2/6 The La Crosse school district is likely to hold a referendum, aimed at combining two existing elementary schools at a brand-new building. School board president Annie Baumann says the new merger proposals came after a four-hour board meeting on Monday: Baumann says going to referendum, perhaps as early as November, means the district will not be closing any buildings at the end of the current school year. The board now has two options that could go on the ballot...bring Hintgen students to the Spence School site, or merge Spence and Emerson at the Hogan administrative building site. Board members might choose one of those referendum plans at their next meeting.

2/19 Referendum options will be up for debate by the La Crosse school board at its Monday night meeting. The board will study two potential plans that could be put on the fall ballot, as an alternative to closing any elementary schools. One option would combine Spence and Emerson schools, ideally at the Hogan Administrative Center site. while the other would move Hintgen students to Spence. In either case, the district has considered placing new buildings at either the Spence or Hogan property. A decision on closing schools had been anticipated this month, but the district recently said it would continue discussions for a few more weeks, to decide what a November referendum could include, with the aim of trying to avoid building closings. The Emerson-Spence option for combining existing schools in La Crosse gets approval from the city school board. On Monday, board members voted 7-to-2 to propose a referendum on whether to put Spence and Emerson students together at a building on the Hogan administration center site. Board member Scott Neumeister argued that Emerson, located close to UWL, has 'lived its useful life': Option number 1 could save the school system about \$6 million in deferred maintenance costs. The endorsement of a plan including Emerson means a second option, combining Spence and Hintgen, will be dropped.

2/27 The governor of Wisconsin returns to his roots, sort of, as he visits with kids and teachers at La Crosse's North Woods School. Tony Evers was a career educator long before becoming governor, and he met with a kindergarten class at the elementary school on Tuesday: The governor sat in with the class as teacher Kate Hooper read from papers that the kids wrote about themselves: The stop at North Woods by Evers was scheduled in connection with a 'citizen of the month' program honoring students there.

3/3 Three people who want to be the next full-time chancellor at UW-La Crosse will make their case on campus this week. The three finalists for chancellor will speak during separate forums at the Cleary Alumni Center, starting today. James Beeby from Keene State College in New Hampshire goes first this afternoon. Tomorrow, Christopher Olsen from Indiana State University will speak. The interim chancellor at La Crosse, Betsy Morgan, speaks on Wednesday. The chancellor search began in December when Joe Gow was fired from the post, after it was learned that he recently made pornographic videos.

3/3 Voters in the La Crosse school district could have more than one issue to decide, the next time there's a school referendum on the ballot. Board members want more time to consider adding to the proposed referendum for November, or possibly putting two questions on the ballot in the same election. Last month, the board voted to have a referendum on whether to combine Emerson and Spence schools in one building on the Hogan building property. Members want to have language for a referendum settled before the April election, because three current board members are retiring next month.

3/5 Candidate for chancellor at UW-La Crosse says he expects to be involved in community activity outside the campus if he's hired for the job. Christopher Olsen met with university staff and students on Tuesday, in the second forum this week for finalists applying for chancellor. Olsen works as a provost at Indiana State University and says he would like to be a representative of his school. Olsen spoke about collaboration and flexibility for the university: Interim UWL chancellor Betsy Morgan will be the last finalist interviewed when she speaks at the Cleary Center on Wednesday.

3/13 La Crosse will have a new chancellor this summer. Dr. James Beeby from Keene State College in New Hampshire has been hired by the UW Board of Regents, three months after the sudden dismissal of Joe Gow as chancellor. Beeby was one of three finalists for chancellor who spoke on the La Crosse campus last week. Interim chancellor Betsy Morgan was also among the finalists. Beeby, a native of Wales, is scheduled to take office in La Crosse on July 1st.

3/18 This is the last week for HSHS hospitals in the Chippewa Valley. Both Sacred Heart Hospital in Eau Claire and St. Joseph's Hospital in Chippewa Falls are set to close on Friday. HSHS announced back in January that it would be closing the hospitals because of rising costs and industry pressures. Eau Claire's other hospitals say they are ready to handle the influx of patients from HSHS. Some of those who work at HSHS have gotten jobs at other hospitals in the area. Sacred Heart and St. Joe's make up about a third of the hospital beds in the Chippewa Valley.

#### Business/Economy:

1/1 The plans for tearing down the old Macy's store at Valley View Mall and replacing it with new businesses come before La Crosse city officials at meetings this week. Both the city plan commission and the council judiciary committee have the project on the agenda for their January meetings tonight. The G-M-X development group from Illinois has proposed demolishing the Macy's portion of the mall, to make way for three restaurants and a car wash. One of the restaurants reportedly would be Raising Cane's, a chain which is not in La Crosse yet.

1/1 Within a few months, the old Macy's store at Valley View Mall could become the site of Raising Cane's and other restaurants. City committees are approving the plans to tear down the Macy's store space facing Highway 16 and replace it with more than one business. Plan commission member Elaine Yager hopes that the mall property won't be randomly split up for lots of different uses: The former Macy's is the second anchor space at Valley View facing demolition. The original Sears store at the mall was replaced by the Hy-Vee supermarket.

1/11 A request to demolish the former Macy's store at Valley View Mall has been approved by the La Crosse city council. On Thursday, the council passed a resolution for a conditional use permit, to let a developer replace the empty anchor store at the mall with restaurants and a car wash. A Raising Cane's franchise and a Panda Express are expected to be built on that site. The storefront was occupied by Dayton's when the mall opened over 40 years ago. Macy's left Valley View Mall in 2017.

#### Health:

1/25 Two hospitals and nearly 20 clinics will close within months in western Wisconsin, leaving residents and local officials worried about how the closures will impact local health care services. Hospital Sisters Health System and Prevea Health announced Monday that HSHS Sacred Heart Hospital in Eau Claire and HSHS St. Joseph's Hospital in Chippewa Falls will permanently close by April 21. All 19 Prevea Health clinics in western Wisconsin will also close their doors, with most of them set to close by April 21. Chippewa Falls resident Rick Flynn tells the La Crosse Tribune he worries the remaining hospitals in Eau Claire are going to be overwhelmed trying to absorb all the Chippewa Valley's emergency services and day-to-day medical needs.

1/29 St. Joe's Hospital in Chippewa Falls will be closing earlier than expected. Originally, they announced the hospital would close in April, but it is now scheduled to close on March 22nd. Hospital ownership HSHS announced earlier this month that all of their hospitals and clinics in the Chippewa Valley will be closing, prompting patients to find new doctors as of mid-March.

2/6 Governor Tony Evers recently announced he was forming a task force to improve employment in Wisconsin's healthcare industry. Now, Evers has chosen 25 people to serve on that task force. The group will be chaired by Lieutenant Governor Sara Rodriguez, who is a registered nurse. The La Crosse area will be represented on the task force by Gundersen Health System president Heather Schimmers...Laura Gould, who's a nursing assistant at Gundersen...and Dr. Tom Kernozek, who chairs the Department of Health Professions at UW-La Crosse.

2/7 Two La Crosse area lawmakers have introduced a new bill which could remove some restrictions on efforts to clean up PFAS pollution of groundwater. The bill backed by

Senator Brad Pfaff and Assembly Rep Jill Billings would let the DNR set standards for PFAS levels in groundwater, without violating existing state laws. A state conservation group says current state laws in Wisconsin would block protection against pollution from PFAS chemicals. The new bill reportedly would exempt PFAS standards from legislative barriers that were established in a 2017 law called the REINS Act.

2/29 This March will mark three years of bottled water deliveries to families on French Island, whose private wells have been polluted by PFAS chemicals. Two La Crosse lawmakers are saying, enough is enough, and they're backing new bills to ban many uses of PFAS. Senator Brad Pfaff and Representative Jill Billings went to the Campbell Town Hall on Thursday to talk about those bills. Pfaff says previous bills intended to reduce PFAS contamination have not been good enough: If passed, the bills would also allow Campbell families to keep getting that bottled water, to replace the tainted groundwater.

#### Community Needs:

1/3 This year's Red Kettle Campaign was a success. The Salvation Army's holiday fundraiser raised over \$300,000, more than either of the past two years. In the final week of the campaign, bell ringers raised \$98,000, a new weekly record.

3/1 Hundreds of area veterans from as far back as World War Two are on the waiting list to take a Freedom Honor Flight to Washington, D.C, to visit national monuments. About 200 of those vets will get to be on a flight this year. The two local honor flights in 2024 are scheduled for Saturday, May 4th and Saturday, September 21st. The oldest veterans on the waiting list generally get top priority for seats. Over the first 15 years of the program, more than 26-hundred vets from this area have taken the day trip from La Crosse to D-C and back.

3/14 This is the time of year, when a lot of runners come out of hibernation and start to shake things out and get back on that starting line. And for the rest of us, we, too, can toe the line and say we took part in a race — it's up to you, how you want to get from start to finish in this one. It's deemed the world's shortest race. Saturday is the 19th "running" of the St. Patty's Day .01k on Pearl Street in downtown La Crosse. It's a race everyone can handle ... where everyone gets that all important T-shirt ... and ... of course ... a free beer, as Bags from 95.7 The Rock described on La Crosse Talk PM this week. Proceeds go to the Hunger Task Force of La Crosse, which provides food for 118 pantries, meal sites and youth groups in the area. It's the only food bank between Madison and Rochester. On-site registration for the race begins at 3 p.m. on Saturday at Brothers Bar. Race is at 6. But to guarantee a t-shirt that solidifies you accomplished a race in 2024 — and let's be honest, this is the most accomplishable race in the history of mankind — the link to pre-register can be found at [Around River City dot com](http://AroundRiverCity.com).

3/20 Campaign season in La Crosse for a yearly honor, involving the performing arts. The 'wanna-be' conductor competition for the La Crosse Symphony Orchestra has started, with six candidates ready to collect donations in hopes of leading the musicians at a May concert. Eva (EVE-uh) Marie Restel (REST-ull), executive director of the La Crosse Symphony, says the conductor contest helps orchestra audiences become familiar with charity groups around town: Each vote on-line or by phone will cost at least 2 dollars. The candidates are raising money for causes ranging from a support organization for black residents in the community, to Alzheimer's disease and youth hockey.

#### Police reform/accountability:

1/24 The city council of the Minneapolis suburb where Daunte Wright was killed by police in a 2021 traffic stop has rejected a resolution that would have limited when officers can pull drivers over. The Star Tribune reports that the Brooklyn Center City Council rejected the measure Monday on a 3-2 vote. The proposed police reform policy would have prevented officers from stopping drivers solely for violations such as having inoperative windshield wipers, a cracked windshield, excessive window tinting, or broken or improperly used headlights. Wright, a Black man, was pulled over in Brooklyn Center for having expired license tags and a dangling air freshener. He was shot when an officer reaching for her Taser instead grabbed her gun.

2/5 La Crosse County is being asked to start a civilian committee to review law enforcement activity in the area. A special study panel has spent nearly two years working on the idea. Former county board chair Tara Johnson has served on that committee, and she thinks the group has made good progress in proposing a review board: The civilian board would have 5 to 7 members. The study group also recommends developing history studies for local law enforcement, related to how police interact with people of different races.

2/13 If La Crosse County starts its own civilian board to oversee law enforcement, that board may have to limit its activities to areas outside the city of La Crosse. Mayor Mitch Reynolds says a committee created by the county should not have oversight power in city of La Crosse police matters: Speaking on WIZM's La Crosse Talk, Mayor Reynolds says he would not allow the county to try asserting control over city government business. The county board could vote this Thursday on whether to form a citizen review board.

2/15 La Crosse County is moving ahead with a civilian review board, to look at law enforcement activity within the county. The county board approved the idea Thursday night on a close vote: The concept of a citizen panel to monitor local police work was proposed after two years of discussion by a special county committee. Supervisor Kim Cable says the review board would not have any power to overrule city or town governments: A recent local opinion poll showed about 70 per cent of the people surveyed opposed the creation of such a review board.



2/19 La Crosse County leaders have decided to form a review board to monitor law enforcement. Now, they must put people on that board. County board chair Monica Kruse is already hearing from area residents volunteering to serve on a civilian review panel: The board will operate for two years on a trial basis and would have 5 to 7 members. Kruse tells WIZM's La Crosse Talk that the review board would not cost the county any money, because the members would be volunteers.

3/12 A month has passed since the La Crosse County Board voted to start a civilian review board, to take comments from the public about police activity. The county judiciary committee is now discussing what that review board would do, and who might serve on it. Jane Klekamp, the county administrator, says the new board might be ready to start work as early as June: One recent opinion poll showed two-thirds of the people responding were against the idea of starting a county committee to monitor police work. The review board would be created for a two-year trial period.