

## Problems/Programs Report

October 2014 – December 2014

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WQPC airs locally produced news reports at 7am, 8:30am, 12:30pm and 5:00pm. A community affairs/interview program airs weekdays at 9am.

WPRE airs locally produced news reports at 7am, 8:30am, and 12pm. A community spotlight interview program airs at 10am.

Being an election year, numerous interviews with conducted with area candidates for office.

A number of significant local news stories were covered. Some of the highlights include:

- New Crossing Rivers Health Facility construction updates with CEO Bill Sexton, Board of Directors members, COO Sasha Dull, and various doctors. (October/November 2014)
- Continued coverage of the major construction project on Marquette Road that would install three controversial roundabouts along Prairie du Chien's most traveled road. Updates from city administration, the Wisconsin DOT, Chamber of Commerce, and the general contractor for the project were aired. (October/November 2014)
- We highlighted the impacts to local post offices in the light of budget cuts with the Postal Service. Changes in hours at the Wauzeka & Cassville post offices, along with altered routes were discussed with local postmasters. (October 2014)
- Peoples State Bank celebrated 100 years of business. We featured a series of reports and interviews highlighting the bank's history and impact on the area. (October 2014)
- The River Ridge School District will be having a referendum in an attempt to approve over \$10 million in spending to upgrade the school's facilities and create a one-site campus for K-12 education. We spoke with District Administrator Lee Pritzl as well as various school board members about the proposals. (October 2014)
- We broadcast live coverage of the election results on November 4<sup>th</sup> featuring interviews with candidates as the results came in, audio from campaign parties/speeches, etc. (November 2014)
- Local business owner Mike Valley of Valley Fish & Cheese is part of a reality cable TV series. We gave updates and interviewed Mike multiple times about the status of the show. (November 2014)
- With new rules in place for the gun deer season we aired a series of reports discussing the new deer advisory councils, deer management, and other topics. We also broadcast a 1-hour "before the hunt" call-in show with DNR conservation wardens as guests. (November 2014)
- Widely varying winter weather conditions have created very dangerous ice conditions. We aired a number of reports and interviews with area fishing experts and DNR representatives discussing ice safety. (December 2014)
- The Villa Louis Historic site in Prairie du Chien is planning a major renovation of its popular "duck pond" on the mansion lawn. We spoke with site director Susan Caya-

Slusser about the upcoming project and other topics related to the historic site.  
(December 2014)

In addition to the coverage of significant news stories and community issues, WQPC/WPRE continued to broadcast interviews with local and regional elected officials, including (but not limited to):

- Dave Hemmer, Prairie du Chien Mayor
- Aaron Kramer, Prairie du Chien Administrator
- Various Prairie du Chien city council and committee members
- Congressman Ron Kind
- State Senator Jennifer Shilling
- Senator Tammy Baldwin

Being an election year, numerous candidates for office were interviewed between July and November in 2014. They include:

- Ron Kind (Congress)
- Lee Nerison (Assembly)
- Pete Flesh (Assembly)

Other local community events, services, people were featured on our news and interview programming. Some of the highlights include:

- PdC Oktoberfest (October 2014)
- Community discussion about installing an overpass over railroad crossing. (October 2014)
- Updates on PdC Main Street group, replacing PDRI (October 2014)
- Halls of Terror Haunted House and other Halloween activity updates (October 2014)
- Breast Cancer Awareness, Pretty in Pink program at Crossing Rivers Health (October 2014)
- Updates in programming at Southwest Technical College with various staff and leaders. (November 2014)
- Area “Sew-a-thon” to produce pillows and other items for families in need. (November 2014)
- St. Feriolo Island X-Mas light display. (December 2014)
- Winter activities at Hoffman Hall (December 2014)
- Fire hazards at Christmas time with Fire Chief Harry Remz (December 2014)