



# WKBT-DT 8.1 La Crosse, Wisconsin

## Quarterly Issues and Programs List

July 1, 2022, to September 30, 2022

In accordance with Section 73.3526(a) (9) of Federal Communications Commission Rules, WKBT-DT 8.1 has determined the following as the most significant problems and needs of the community for the **third quarter of 2022**. There is no particular order of importance regarding this list. On the following pages we identify programming providing the station's most significant treatment of these community issues. This list was determined by contact with community leaders, and with input from viewers in the various communities we serve.

Special Note: All program times are listed as scheduled. Actual airtime may have deviated because of unforeseen scheduling circumstances. Newscasts indicated in this report are 30 minutes in length, with the exception of the 10 PM News which is 35 minutes in length.

1. Economy
2. Education
3. Health/Safety
4. Crime
5. Government
6. Community

The list below reflects some of the programming broadcast in this quarter that shows how WKBT responded to and treated those issues. This list does not include all the issues responded to by the station or all the ways the station responded to those issues.

## **1. Economy**

### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
Economy	7/19/2022	6:00 PM	Restaurant Worker Shortage	Area businesses struggle to hire, retain employees amid staffing shortages.
Economy	7/22/2022	5:00 PM	Childcare Model-Options for LaX County	The La Crosse County Board deferred action Thursday on spending \$700,000 of American Rescue Plan Act money for a neighborhood model for childcare in collaboration with the La Crosse School District. So what next?
Economy	7/25/2022	5:00 PM	Wine Day	Wine Industry Woes on the National Wine and Cheese Day. Spoke to a winery in Buffalo City
Economy	7/26/2022	5:00 PM	Health Insurance Costs Are to Go Up	What does Congress need to do? What do local insurance companies have to say about it? Prices are going to rise about 10% on average, based on initial data from states
Economy	7/28/2022	6:00 PM	Stylist Shortage	There is a shortage of stylists in area salons. Including the number of people going to school to become stylists.
Economy	7/29/2022	5:00 PM	Inflation Impact	Viterbo business professor says U.S. is in a recession
Economy	8/1/2022	6:00 PM	Coffee Shortage Due to Climate Change	Viroqua coffee company: Climate change reduces access to certain coffee flavors
Economy	8/8/2022	5:00 PM	Debt	Credit card debt has increased by 13%. Interest rates are high. What can people do to protect their money
Economy	8/23/2022	5:00 PM	Cost of School	Families to spend an average of \$864 on school supplies this year
Economy	8/24/2022	5:00 PM	Student Loan Relief	Biden-Harris Administration Announces Final Student Loan Pause Extension Through December 31 and Targeted Debt Cancellation to Smooth Transition to Repayment
Economy	8/25/2022	5:00 PM	Rural EMS Problems	Tomah and La Crosse deal with staffing and financial struggles.
Economy	8/30/2022	6:00 PM	Pharmacist Tech Shortage	Pharmacy technicians are the latest job field impacted by a nationwide job shortage.
Economy	9/8/2022	6:00 PM	Economy-Interest Rates	What will happen if the Fed continues to raise interest rates to fight inflation
Economy	9/12/2022	6:00 PM	Monitor Street-Affordable Housing Vote	La Crosse will vote on spending over 2.6 million dollars of ARP funds to purchase and update a building for affordable housing.

Economy	9/13/2022	5:00 PM	Inflation Update-Potential Railroad Strike	Consumer prices have surged in the last year. Inflation is about to get worse if the railroad goes on strike later this week.
Economy	9/14/2022	6:00 PM	County Nursing Home Expansion	Hillview Nursing Home set to expand due to ARPA funding.
Economy	9/15/2022	6:00 PM	Mortgage Rates Climb	On Thursday, the 30-year fixed mortgage rate increased to 6.02%. To lower the monthly mortgage payment, home buyers are having to make a larger down payment.
Economy	9/15/2022	5:00 PM	New Small Business Program	Coulecap's new incubator program is funded by a grant from the La Crosse Community Foundation. It's geared toward female, minority and veteran entrepreneurs.
Economy	9/19/2022	5:00 PM	High Cost of Diapers	As inflation soars, La Crosse's Parenting Place sees rise in diaper bank use
Economy	9/26/2022	6:00 PM	Energy Costs Going UP-Heat Getting Turned On	Energy bills expected to surge 23% this winter. What can people do to minimize the impact on their energy bills.
Economy	9/28/2022	6:00 PM	Hiring Mass Staff for New Businesses	An August report from the department of workforce development reveals that there are about 72 thousand 600 total jobs in La Crosse. But there are not enough people to fill them.
Economy	9/29/2022	6:00 PM	New Car Prices Up	New car prices up more than 50% since before the pandemic. Vehicle repairs are also more expensive these days because of higher labor and supply costs.
Economy	9/30/2022	5:00 PM	Oktoberfest Economic Impact	According to Explore La Crosse, Oktoberfest generates more than \$15 million worth of economic impact in the La Crosse area.

## **2. Education**

### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
Education	7/13/2022	5:00 PM	Back to School	New beginnings: Hamilton, Northside elementary schools open for first day of year-round school
Education	7/18/2022	10:00 PM	School Board Votes on Teacher Pay	The La Crosse School Board voted tonight to increase teacher wages by 2%, less than half of what teachers asked for.
Education	7/19/2022	5:00 PM	La Crosse School Referendum Moves Forward	La Crosse School Board votes to hold \$194.7 million referendum to consolidate schools
Education	8/1/2022	5:00 PM	La Crosse School Consolidation Update	La Crosse schools will move forward with consolidation regardless of referendum

Education	8/2/2022	5:00 PM	La Crosse School Board Responds	La Crosse School Board responds to the sudden resignation of Board Member, Rob Abraham and controversy over school consolidation
Education	8/3/2022	5:00 PM	La Crosse Schools Follow	Parents criticize La Crosse School Board and superintendent over consolidation
Education	8/10/2022	5:00 PM	LaX School Referendum Community Meeting	Parents voice concern at meeting to discuss proposed school consolidation
Education	8/11/2022	5:00 PM	Ashley Furniture Helps Schools via Festival	30 school districts in the Coulee Region volunteer at the event with the hope of bringing some money to their student run programs.
Education	8/16/2022	5:00 PM	School Lunch Program Ends	THE HOLMEN SCHOOL DISTRICT IS GOING TO PAY TO COVER THE COST OF REDUCED-PRICE MEALS FOR STUDENTS -- after the federal money is gone.
Education	8/17/2022	5:00 PM	Teacher Shortage	LA CROSSE DISTRICT'S GREATEST NEED RIGHT NOW IS FOR TEACHING ASSISTANTS AND OTHER SUPPORT ROLES
Education	8/25/2022	5:00 PM	Bus Driver Shortage	Arcadia school district has a staffing crisis for bus drivers.
Education	8/30/2022	5:00 PM	Kwik Trip Kids Learning Center	Kwik Trip opened a daycare center/learning facility for their employees' children.
Education	9/1/2022	5:00 PM	Reading Math Decline	National reading gap felt in La Crosse Schools: 75% of kids have fallen behind
Education	9/7/2022	5:00 PM	Absentee Plan	La Crosse County schools collaborate to reduce chronic absenteeism.
Education	9/14/2022	5:00 PM	School District Making It Difficult to Access School Board	In a public school system, the Superintendent answers to the school board. board members answer to taxpayers. but under the current policy--- the taxpayer will rarely-- if ever-- hear their board representative-- speak publicly with reporters.
Education	9/26/2022	5:00 PM	Speak Up Speak Out	AG Josh Kaul says Speak Up Speak Out helped schools manage student safety. What else did they learn from the annual report.
Education	9/27/2022	5:00 PM	LaX School Board Communication Issues-Pt 2	Two former school board members speak about communication policy original intent and how it's not working how it was intended. And current members aren't able to voice opposing opinions

### **3. Health/Safety**

#### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
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Health	7/15/2022	6:00 PM	988 Suicide & Crisis Lifeline	Transition to 988 Suicide & Crisis Lifeline Free and confidential behavioral healthcare and support available 24/7
Health	7/18/2022	5:00 PM	Elderly in the Heat	The elderly are very much at risk of falls amid extreme heat because of dehydration and other issues.
Health	7/18/2022	6:00 PM	Kid Vaccinations are Down	About 25 million children nationwide, including many in La Crosse County, are missing life-saving vaccines — the largest number ever, according to the World Health Organization.
Health	7/21/2022	5:00 PM	Doctor Shortage	U.S. could see a shortage of more than 120,000 doctors in the next 12 years-High Cost of Medical School=Less Doctors
Health	7/27/2022	5:00 PM	Obesity Growing	Nearly 42 percent of Americans are obese, according to according to a federal study taken between 2017 and 2020.
Health	8/5/2022	5:00 PM	Hot Jobs	Workers take precautions in preparation for Saturday's heat
Health	8/5/2022	5:00 PM	Memory Care-Family Involvement	Mayo Clinic helps patients with cognitive loss
Health	8/10/2022	6:00 PM	Value of Test Strips and Narcan	Wisconsin is set to get \$31 million this year to fight the opioid epidemic. Dr. Chris Eberlein said harm-reduction resources are invaluable.
Health	8/15/2022	5:00 PM	Stop the Bleed	La Crosse's School Nurses are learning how to handle life threatening injuries.
Health	8/17/2022	5:00 PM	Hearing Aid Changes	Soon hearing aids will be available online and in retail stores. But buying hearing aids without the help of a physician-- can cause more harm than good
Health	8/22/2022	5:00 PM	Fentanyl Testing	In La Crosse, fentanyl overdoses have led to 8 deaths. Test strips are just one part of a harm reduction strategy
Health	8/23/2022	5:00 PM	Move in Day at Rolling Hills Senior Center	After several design plans and legal battles, Residents of Sparta's Rolling Hills finally packed up their belongings today and moved into their new home – across the street.
Health	8/24/2022	5:00 PM	99-Year-Old Working Out	Senior Citizen still works out daily. Senior home makes it possible by installing special fitness equipment for the elderly.
Health	9/6/2022	5:00 PM	Suicide Awareness Week	Last year, La Crosse County set a record for WITH 26 suicide-related deaths
Health	9/7/2022	6:00 PM	Street Medicine Team	Local medics help the homeless in Houska Park with medical needs.
Health	9/8/2022	5:00 PM	Steppin Out in Pink Profile	A cancer survivor who's dedicated her life to making sure everyone gets tested for breast cancer. Steppin Out in Pink Walk is this weekend.
Health	9/9/2022	5:00 PM	College Mental Health	Suicide is the second leading cause of death amongst college students. Western Technical College Counselor talks about this and ways to help.

Health	9/16/2022	6:00 PM	Nurse Retention	There has been a nursing shortage for a while now. What is being done to keep them? They are being called upon to do even more than previous years.
Health	9/19/2022	6:00 PM	Navigating Addiction Recovery	Since 1989, the U.S. Substance Abuse and Mental Health Services Administration has considered the month of September to be national recovery month.
Health	9/21/2022	5:00 PM	Mayo/Fire Department Collaboration	Mayo Clinic Sports Medicine will be working in collaboration with the La Crosse Fire Department to help improve the health and overall fitness of our local firefighters
Health	9/22/2022	5:00 PM	Veteran Peer Support	The VA runs a series of support groups for veterans in need of mental health assistance and other types of help
Health	9/27/2022	5:00 PM	Rainbow Fentanyl	An emerging colorful fentanyl. Warning for parents that kids could get tricked into taking this dangerous drug.

#### 4. Crime

##### Responsive Programming (Including date and time aired)

Category	First Aired	Show	Story Slug	Story Summary
Crime	7/15/2022	5:00 PM	Jackson Greengrass Jailed	The search for Jackson Greengrass is over. He was arrested on Friday and appeared in court, along with two people charged with Harboring a Felon.
Crime	7/20/2022	5:00 PM	Cashton Paraprofessional/Teacher Faces Charges	A former Cashton Elementary School paraprofessional is under investigation and facing charges of making terroristic effects, according to a police report obtained by News 8 Now.
Crime	7/27/2022	6:00 PM	Monroe County Jailer Shortage Update	Sheriff Wes Revels and Jail Administrator and Capt. Stan Hendrickson say these shortages strained their department. Now, staff are seeing a light at the end of the tunnel.
Crime	8/2/2022	6:00 PM	Parking Ramp Security	Public works requesting more security cams in parking ramps due to crime.
Crime	8/3/2022	6:00 PM	Carlton Harris	Carlton Harris appeared in court Wednesday after being arrested for disorderly conduct and domestic violence charges which date back to 2019.
Crime	8/8/2022	6:00 PM	Low Bonds for Violent Crimes	Violent criminals get released on little to no bond. Smaller crimes sometimes have bonds that are too high. Does their need to be bond reform?
Crime	8/11/2022	5:00 PM	Public Defender Shortage	SINCE THE PANDEMIC---- THE CASELOAD OF THE STATE'S PUBLIC DEFENDERS-- HAS DOUBLED
Crime	8/18/2022	5:00 PM	Drive Sober	THE WISCONSIN STATE PATROL HAS UNVEILED ITS DRIVE SOBER OR GET PULLED OVER ENFORCEMENT CAMPAIGN THIS WEEK

Crime	8/24/2022	5:00 PM	Windows Being Smashed-Incidents on Increase	The La Crosse Police need your help in identifying the person(s) involved in damaging windows in the Northside and Central areas of the city. 40 Incidents
Crime	8/26/2022	5:00 PM	Illegal Dumping	The Wisconsin Department of Natural Resources is investigating a possible case of illegal dumping in the town of Shelby, adjacent to Pammel Creek.
Crime	8/29/2022	5:00 PM	Aspseter Homicide Trial	Trial begins for Sparta man who allegedly killed relative with an axe
Crime	8/30/2022	5:00 PM	Aspseter Homicide Trial	Day 2 of Aspseter Homicide Trial
Crime	8/31/2022	5:00 PM	Aspseter Homicide Trial	Day 3 of Aspseter Homicide Trial
Crime	9/1/2022	5:00 PM	Aspseter Homicide Trial	Day 4 of Aspseter Homicide Trial
Crime	9/7/2022	5:00 PM	SafeCam Expansion	The La Crosse City Vision Foundation has announced plans to add five more cameras to La Crosse's downtown -- the extra security cameras are needed.
Crime	9/13/2022	5:00 PM	More Traffic Deaths	The state of Wisconsin is on track to see an increase in traffic deaths for the fourth year in a row. Reckless Driving and Distracted Driving are a big reason for this increase.
Crime	9/19/2022	5:00 PM	Dangers of "Sharenting"	Local experts warn about the dangers of 'sharenting' - Sharenting is when parents post pictures and private information about their children on social media
Crime	9/20/2022	5:00 PM	Co-Responder Community Resource Unit	This is a "hybrid" community policing unit within the La Crosse Police Department that works closely with other community partners to address mental health crisis incidents.
Crime	9/22/2022	10:00 PM	Wrongly Convicted	Gary Tyler, who was wrongly convicted of first-degree murder at the age of 17 and spent 41 years in Louisiana State Penitentiary, better known as Angola.
Crime	9/27/2022	6:00 PM	Oktoberfest Safety	Emily talks to a student led group that patrols Riverside Park during Oktoberfest and the La Crosse Police Department talks about safety measures they take during Oktoberfest.

## **5. Government**

### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
Government	7/13/2022	6:00 PM	Election Integrity	Trusting the election process: La Crosse County Clerk takes part in a PSA. Also spoke to local political analyst, Joe Heim.

Government	7/14/2022	6:00 PM	Conversion Therapy	Conversion Therapy Ban goes back in front of City Council tonight.
Government	7/20/2022	6:00 PM	PFAS Lawsuit	Gov. Tony Evers alongside AG Josh Kaul announced a state lawsuit against several PFAS manufacturers Wednesday.
Government	7/25/2022	5:00 PM	Filling In Ballots	Last week, Wisconsin Republicans blocked clerks from filling in information on absentee ballot envelopes — except for the witness addresses.
Government	7/26/2022	6:00 PM	DNR Recommends All Water Systems Test	The Department of Natural Resources is asking all water systems to begin reporting detectable "forever chemical" contaminations in drinking water, under new federal guidelines with limits far lower than the state's standards. Will La Crosse start to test?
Government	7/27/2022	5:00 PM	Racist Symbol-County Board Reax	La Crosse County Sheriff fails to attend policing committee amid investigation into deputy's racist hand signal
Government	8/4/2022	5:00 PM	Campaign Finance	Candidates are spending more or more money on political campaigns.
Government	8/8/2022	5:00 PM	Important Voters	Two groups of voters will decide the sets up for grabs in WI. Women and Students.
Government	8/10/2022	5:00 PM	3rd District Surprises from Primary. What next?	An underdog rises: Rebecca Cooke's loss is a win for rural votes in Wisconsin
Government	8/15/2022	6:00 PM	Ft McCoy Simulated Mine Explosion	AT FORT MCCOY ON MONDAY--- ARMY RESERVISTS RAN THROUGH A NUMBER OF SIMULATIONS... FROM ONE INVOLVING A MOCK IED EXPLOSION AND SMALL ARMS FIRE
Government	8/19/2022	5:00 PM	PFAS Action Council	WISCONSIN'S PFAS ACTION COUNCIL--- WHICH INCLUDES NEARLY 20 STATE AGENCIES--- RELEASED ITS LATEST REPORT THIS WEEK
Government	8/29/2022	5:00 PM	Northside Businesses/Families Respond to School Ref	At a news conference Monday morning, Vicki Markussen announced that most of its members are not in favor of the district's \$194.7 million referendum.
Government	9/9/2022	5:00 PM	Local Professor Discusses the Impact of Queen Elizabeth	The Queen of England's passing comes amid a time of political uncertainty for Great Britain. UWL Professor Kenneth Shonk discusses her influence.
Government	9/16/2022	5:00 PM	3rd District Debate Update-Van Orden Out	Derrick Van Orden says he won't do any debates, including the UWL debate, unless they do "Town Halls".
Government	9/21/2022	6:00 PM	Voters Concern Over Vote Count	More than half of Wisconsin voters are very concerned about accurate vote counting in elections
Government	9/23/2022	5:00 PM	Political Polarization	Local nonprofit seeks to reduce America's political divide.



Government	9/26/2022	5:00 PM	WI is 4th Hardest Place to Vote in the Nation	A report found that WI has been ranked as 4th hardest place to vote in our country. What do area voters think about that?
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## **7. Community**

### **Responsive Programming (Including date and time aired)**

Category	First Aired	Show	Story Slug	Story Summary
Community	7/14/2022	5:00 PM	Sheriff Dept Posts Racist Picture	La Crosse County Sheriff's Dept posted a picture on social media. One of the officers is displaying a white supremacy hate symbol in the photo.
Community	7/19/2022	6:00 PM	Senior Center Struggles	City of La Crosse issued an eviction to the Harry J Olson Senior Center. Seniors in that area don't want it to close down.
Community	7/21/2022	6:00 PM	New Tenant-Landlord Resource Center	The center will provide free legal services to help tenants understand their leases as well as resolve any conflict with landlords — an issue members of the center say they see nearly every day.
Community	7/22/2022	5:00 PM	Air Show Stop	117 Airplanes stopping at Colgan in La Crosse on their way to the Oshkosh Air Show
Community	7/25/2022	6:00 PM	Fallen Trees. City's Fault?	Trees fell on a house during a storm this past weekend. They had requested to have the city remove them many times. Is this the City's fault?
Community	7/26/2022	5:00 PM	Soup Returns	La Crosse SOUP is a collaborative celebration, a public dinner, a platform for connection, and an opportunity to support creative people in La Crosse
Community	7/28/2022	12:00 PM	Homeless Point in Time Count	Couleecap has teams of people walking around the city early this morning to count the homeless people.
Community	7/29/2022	5:00 PM	Parents Beware	La Crosse Common Council member condemns local LGBTQ group for poster
Community	8/2/2022	5:00 PM	National Night Out	A community building campaign that promotes police – community partnerships.
Community	8/3/2022	5:00 PM	Little Hearts Project	With crochet needles, an Onalaska woman is doing all she can to lift up her community — one small gesture at a time
Community	8/4/2022	5:00 PM	Mobile Homeless Mission	The La Crosse Community Foundation has granted \$65,000 to WINN to help purchase and maintain a cargo van for its mobile mission to serve people who are homeless.
Community	8/12/2022	5:00 PM	Brown Booby Lands in La Crosse	For the first time in history, the Brown Booby landed in Wisconsin. The bird is most often found in tropical climates, including Mexico and the Caribbean

Community	8/12/2022	5:00 PM	Family Race Team to Retire	THE ECKELBERG FAMILY RACING FLEET HAS DRIVEN ON 653 RACE NIGHTS, THEY'VE WON 99 RACES AND HAVE RECEIVED 65 AWARDS FOR RACING. Now they are retiring.
Community	8/22/2022	5:00 PM	Kids Coulee to Renovate	THE CITY OF LA CROSSE IS WORKING WITH U-W-L AND A GROUP OF BUSINESSES TO RENOVATE THE PARK
Community	8/26/2022	12:00 PM	Stuff the Bus	New 8 Now, the Onalaska Walmart, Salvation Army and other groups are teaming to collect school supplies for local kids.
Community	8/30/2022	10:00 PM	Wilton Woes	Wilton Pool Shut Down Over Miscommunication, etc.
Community	8/31/2022	6:00 PM	A Home for Molly-Dog Adoption	Molly... she's a senior dog who has spent five months in the Monroe County dog shelter. A volunteer can finally adopt her after purchasing a home (she was in an apt.).
Community	9/2/2022	5:00 PM	Town of Onalaska Fire Protection	City of Onalaska's fire department to cover the entire town of Onalaska in 2023
Community	9/2/2022	5:00 PM	Apple Season	Van Lin Orchards has been a part of Richard Van Lin's Minnesota family for 60 years. His father planted the first apple tree on the farm in 1962.
Community	9/5/2022	5:00 PM	Dolly's Game	The story follows two sisters who played in America's first women's professional baseball league.
Community	9/5/2022	5:00 PM	Labor Day Festivities	This year's Laborfest was held in full... complete with a parade and a picnic for the community to join in.
Community	9/6/2022	6:00 PM	Veteran Profile-Freedom Honor Flight	Alice Holstein was the first woman to run a combat intelligence shop for the B-52 nuclear mission. On Saturday she will join the Freedom Honor Flight to Washington DC.
Community	9/12/2022	5:00 PM	Freedom Honor Flight 2022	Reporter Emily Haugen joined the Freedom Honor Flight and followed two female veterans as they visited the landmarks and memorials.
Community	9/13/2022	6:00 PM	Homeless Follow	Homeless tents are popping back up in Cameron Park. Houska Park is set to close soon. What will happen to Cameron Park and where will the homeless go?
Community	9/20/2022	6:00 PM	Eau Claire Sheriff's Funeral	Coverage of the ceremonies and funeral of Eau Claire Sheriff, Ron Cramer
Community	9/28/2022	5:00 PM	La Crosse Winter Sheltering Plan for Homeless	Mayor Reynolds says the city and a variety of local organizations have developed a multi-tiered winter emergency plan to house the homeless this winter.
Community	9/29/2022	10:00 PM	A Special Fester and a Special Friendship	Every year, Oktoberfest chooses a person with special needs to be the special fester. This year, it was Liam. Right by his side at the festival was his best friend, Parmeter.

