

**WKTY-AM, La Crosse WI
2023 ISSUES PROGRAMMING Q3
PUBLIC SERVICE ANNOUNCEMENTS Q3**

Issue Category	Broadcast Dates	Time	Length	Amount	Description - PSA
Community Health and Wellness	July 1-20, 2023	12A-12P	30 sec	75	Raise your Glass
	August 15-Sept. 30, 2023			69	CMN
	August 9-Sept. 8, 2023			96	Steppin out in Pink
	July 20-August 19, 2023			43	Taste of the Garden

Issue Category	Broadcast Dates	Time	Length	Amount	Description - PSA
Tourism, Economy, Arts, and culture	Sept 10-Sept. 26, 2023		30 sec.	46	Oktoberfest
	July 30-Aug 15, 2023			63	Rockin' the Prairie
	Aug. 18-Sept. 18, 2023			94	Applefest
	July 1-August 30, 2023			200	Great River Sound
	July 17-Aug 10, 2023			93	Irishfest
	July 1-August 30, 2023			218	Moon Tunes

Issue Category	Broadcast Dates	Time	Length	Amount	Description - PSA
Community Enrichment	July 1-Sept. 30, 2023		30 sec	434	WKTY Cares – Mini Donut, LaCrosse Lightning, Autism Foundation
	July 15-Aug. 8, 2023			84	Back2School
	Aug 10-Sept. 13, 2023			168	Rounds 4 Rescues
	Aug 1-Aug. 30, 2023			50	Wiscorp

WKTY NEWS ISSUES 2023 Q3

1) Health:

7/5 A new government study says nearly half the drinking water in the U.S. contains the 'forever chemicals' known as PFAS, that could cause cancer and other health problems. PFAS pollution has been at a high enough level on French Island that families there have been using bottled water for two years, instead of water from their own wells. Wisconsin Governor Tony Evers visited La Crosse County on Wednesday, and while speaking at a farm near Bangor, he referred to the French Island water dilemma. Evers wants companies that

produce PFAS to help solve the problem: The study by the U.S. Geological Survey studied water samples taken over a five-year period from homes, schools, and offices in hundreds of locations around America.

7/14 The town of Campbell is now filing millions of dollars in claims against the city of La Crosse over PFAS pollution in the groundwater. Attorneys representing hundreds of families on French Island are seeking \$42.4 million in compensation for diminished property value resulting from elevated levels of chemicals in private well water. The PFAS, traced to firefighting foam used for decades at the La Crosse Airport, has been found in more than 500 wells on the island. The claims also charge that city officials knew about the PFAS pollution as early as nine years ago but didn't tell Campbell town leaders. The city of La Crosse sued nearly two dozen chemical companies in 2021, alleging the companies knew PFAS were toxic since the 1960s. The case was transferred to federal court in South Carolina where it became part of a sweeping lawsuit against PFAS manufacturers involving thousands of plaintiffs, including state and local governments.

8/22 Here comes the heat. An excessive heat warning will take effect at 11 this morning for southeast Minnesota and southwest and west central Wisconsin. Heat index values could reach 110 between now and Thursday. Experts warn that heat related illnesses can happen in as little as 30 minutes. Children, pets and the elderly are particularly susceptible to the heat. Those working outdoors are being urged to take precautions like taking frequent breaks in shaded or air-conditioned environments.

2) **Business/Economy:**

7/17 Gas prices around the country are hovering around 3-50 a gallon, but a price drop is being seen in La Crosse this week. The Gas Buddy website posts a price of 3-24 at one La Crosse station, compared to 3-29 at others. That's down from about 3-37 a week ago, and it's a dollar lower than last summer, when a local record high of 4-74 a gallon was set.

7/24 There could be a comeback for a restaurant chain that used to be at Valley View Mall. Panda Express has plans to build an outlet in the mall parking lot, close to Highway 16. The restaurant would have two drive-up lanes, according to plans reviewed by a city committee. Panda Express formerly had a space inside the mall's food court, which now has just two vendors.

8/1 An increased demand for gas has contributed to the highest one-day increase in U.S. pump prices this year, according to the Triple-A. The national average price went up 4 cents to 3.64 a gallon on Tuesday. In La Crosse, several stations are selling gas for 3.59 per gallon, with some area sites posting a price of 3.49. The lowest gas price in Wisconsin is 3.14 per gallon at a station in Shiocton (shy-OCK-ton), near Appleton.

8/8 Old Style beer will be made in La Crosse again. Pabst Brewing has decided to move production of Old Style back to the City Brewing plant in La Crosse. Heileman brewed Old Style in La Crosse for about a century until 1999, when Pabst acquired the brand from Stroh. That's when the production of Old Style was relocated to Milwaukee. In recent years, the Old-Style design had been removed from the Giant Six Pack of beer vats along 3rd Street, but there are plans to repaint the cans.

9/5 Some excess city property in La Crosse could be opened up to private development soon. Two city committees have endorsed a plan to let developers build on two parcels on Kinney Coulee Road, near Valley View Mall. Last month, the city council declared that the parcels were surplus property, available for private uses. La Crosse city planner Andrea Trane told the city plan commission spoke of the demand for property to be developed in the community, and that got the attention of Mayor Mitch Reynolds:

The plan commission and the city council judiciary committee also approved a zoning change for property on River Run Road, where more than a dozen two-bedroom homes are being proposed.

9/8 A La Crosse staple is closing its doors soon, after four decades in business.

Fayze's announced yesterday on social media its restaurant and bakery on 4th and Pearl will close next month. The current owners said they've been running the family-owned business the past 16 years but too many variables are forcing them to call it quits on October 8th. In the post, Fayze's thanked staff and invited customers to stop in one last time.

3) Education:

7/6 The president of the UW System is speaking out against legislative cuts to the university system budget. Jay Rothman spoke to the Board of Regents during a session of their meeting Thursday on the UW-La Crosse campus. He argues that some of the state's surplus should be used to help fund the colleges: Republican leaders in the legislature are threatening large cuts in the system budget, to force the UW to abandon diversity programs.

7/11 UW-La Crosse could be on its way to another record-setting year for freshman enrollment. Chancellor Joe Gow told university regents who recently met on the campus that last fall, UW-L welcomed just over 23-hundred first-year students. With the start of fall classes still a few weeks away, Gow says the numbers are up from a year ago: Gow says the La Crosse campus has been rated by U.S. News magazine as the number 1 public university in Wisconsin, among schools with an enrollment under 25 thousand.

8/30 The chancellor of UW-La Crosse says this will be his last year at the university. Chancellor Joe Gow says he'll step down at the end of the new school year, which began this week. Gow has headed the La Crosse campus since 2007, and he says that's a 'very long time' to be the chancellor: One project Gow is pursuing away from campus life is helping his wife write a cookbook.

9/1 Summer vacation is done for many public-school students in the area. In La Crosse, Friday morning was the time for the bell to ring in the first day of class: Okay, so it's more of a school horn than a bell at Spence Elementary in La Crosse. New Spence principal Dana Eide (EYE-dee) was on hand to greet students and their parents: Eide comes to Spence after working in the Blair-Taylor schools. This fall, Hamilton School in La Crosse got back to a normal class schedule, after experimenting with year-round classes for a decade.

4) Homelessness:

7/4 A piece of 'unfinished business' concerning camping in La Crosse parks comes back to city council members this month. On Wednesday night, the council judiciary committee will discuss an amended ordinance, aimed at restricting camping on city property by homeless people. The proposed amendment would strike some language referring to posting signs that say, 'no camping.' The regulations against overnight camping were delayed for a month by the city council at its June meeting.

7/5 Plenty of people who work or live in downtown La Crosse are fed up with the city's homelessness problem. Business owners and others spoke to a council committee on Wednesday about losing customers or feeling afraid to go near parking ramps where some people have chosen to live. The judiciary committee narrowly voted for an amendment which could further define 'camping' and clarify restrictions on activity at parks. Mark Neumann of the city council says posting 'no camping' signs would not solve the problem: Although the committee voted 4-to-3 to pass an amendment on camping, it failed to recommend that the full council approve the plan at its July meeting.

7/9 The problem of how to handle homelessness in La Crosse returns to the city council floor this week. During their monthly meeting this Thursday night, council members will be asked to vote on where camping by unsheltered people could be prohibited in the city. Kevin Hundt spoke at the latest meeting of the council judiciary committee and said homeless people don't want to stay in parks if they don't have to: Other speakers also urged city leaders to find a place where the homeless campers can go.

7/14 Get off your 'you-know-what,' and do something. City council member Doug Happel had that advice for fellow members of the La Crosse common council yesterday, before it approved the latest version of a camping ban within city parks — generally directed toward homeless people. The amended rule -- because camping was already banned in parks — against overnight stays in parks ... or in parking ramps ... passed 11 to 2. Council members Tamra Dickinson and Chris Woodard were the two opposed. Woodard urged fellow council members to make a decision that would benefit the downtown area: The city parks and rec. director, Jay Odegaard, said the parks are supposed to close nightly at 11 p.m., but the city doesn't have the staff to enforce the rules to prevent people from camping out.

7/28 One La Crosse city park popular with the homeless will be closed next week for cleaning and maintenance. City Hall says Cameron Park will be closed starting Monday, and all the homeless living in the park will be forced to move. It is the second time La Crosse has closed the park for cleaning this summer. La Crosse recently updated an ordinance preventing people from camping in city parks or parking ramps, but about 25 homeless people were still camping there this morning.

7/31 A La Crosse city committee has banned camping at two more locations, to limit the properties where homeless people can gather downtown. The board of public works voted on Monday to prohibit camping on the City Hall block, and on land north of the Oktoberfest grounds. The vote comes hours after campers were moved out of Cameron Park, which has been fenced off for cleaning this week. Many of the personal possessions that were in the park have been moved to the other side of King Street for now.

8/4 A city council committee in La Crosse has endorsed plans to spend ARPA money to continue funding outreach to the homeless. The finance committee has approved the use of more than \$150,000 to fund the Independent Living Resources agency. Sara Eckland from the agency explains how the money would be used: The federal money would come from a city fund which had been set up for bridge housing a year ago, but the housing plan didn't happen. The full city council votes on the funding plan next week.

8/10 Until the city of La Crosse approves a different idea for assisting the homeless, City Hall will spend more money on outreach programs. An additional \$155,000 to pay outreach workers has been approved by the city council. Brian Sampson, La Crosse's homelessness coordinator, says the funding will keep the city's personal contacts with homeless people going for another year: The vote for more funding was 10-to-3. Barb Janssen of the city council still hopes that the county government and the community will help the city pay for outreach: Sampson says 114 people are living on the streets of La Crosse this week, and they need assistance in finding basic services.

9/11 Another area of downtown La Crosse is being declared off-limits for camping. The city board of public works has voted to ban camping at 100 Cass Street, which is the Courtyard by Marriott hotel. The Marriott management tells city leaders that guests and workers have been harassed by people who have been staying near the hotel and around the two downtown bridges. Mayor Mitch Reynolds says the city does not permit people to camp under bridges. The city's lease with the Marriott covering the Cass Street property runs for another 20 years.

9/11 A proposed multi-million-dollar renovation at La Crosse's Hillview nursing home is being put under the microscope by county board members. Some supervisors have doubts about parts of the project, such as bridge housing for the homeless or veterans. They feel that the cost of supplying temporary housing for just 10 people at a time would be too high. Supervisor Kim Cable, who works with the homeless, says this plan would be one part of a community solution: The Hillview project could cost around \$19 million. The county board

could vote next week to seek bids on the project, with approval of a final plan to come at a later meeting.

5) Community Needs:

8/3 If it's August in La Crosse, it's time for Irishfest. The 18th yearly festival celebrating Irish heritage begins on Friday, August 11th at the southside fest grounds. Irishfest runs three days, through Sunday the 13th. The event will feature Irish music, crafts, and food. Vice President Kathleen Ryan says much of the festival celebrates Irish culture and history: Moon Tunes at Riverside Park will have a program of Irish music next week, just before the start of Irishfest.

8/8 A yearly celebration is planned later this month to honor a young man who was killed while working at a La Crosse bar. The third annual Anthony's Day event happens on August 20th at Myrick Park in La Crosse. Activities there will raise money for the Anthony Fund, named after Anthony Fimple, who died in 2020. Jake Amundson (AH-mund-son) was a friend of Anthony's who's organizing the event that features music, food, and games. Anthony Fimple was shot and killed by a man he had just prevented from entering a 3rd Street tavern. The events for Anthony's Day will be held at The Nature Place in Myrick Park.

8/17 As kids are going back to school for another year, school and outdoor safety is a major concern for area parents. One city park in La Crosse has made a change in its playground, to replace surfaces that aren't as popular as they used to be. The playground at Crowley Park along Campbell Road is now covered with wood chips, instead of rubber mulch that took the place of blacktop years ago. A local group called SPACE campaigned for the new surface at Crowley. Mackenzie Mindel of the La Crosse city council says rubber options, including a substance called Pour-in-Place, are now out of favor: The city budgeted \$100,000 for replacement of the surface at Crowley playground, next to Emerson School.

8/30 A one-of-a-kind opportunity to tour a World War II-era navy ship begins today and goes through Monday at Riverside Park. The LST 325 was capable of holding 20 Sherman Tanks in its bowels to land on the beaches during the war. A couple of veterans were telling stories on La Crosse Talk PM last night, in the leadup to the tours beginning today. One of those was Rod Solem -- La Crosse Talk PM host Rick Solem's dad. He served on the Hancock Aircraft Carrier during Vietnam and talked his experience on that ship as the war was ending ...Veteran and ship director Ken Rupp was also on the show and talked about the LST's role during World War 2. You might see Ken and many other veterans over the weekend, if you tour the ship.

9/6 The Coulee Region Humane Society could use your help. And what better way to do that than by playing golf. Rounds for Rescues will happen on Saturday and there are still spots open. The proceeds from the golf outing at Fox Hollow will benefit the Humane Society. That's Coulee Region executive director Heather Drievold recently on Z93.

The tournament is next week on Friday. And there's a chance to win \$10,000 and \$25,000 prizes for a hole-in-one contest, along with a putting challenge with a chance at \$3,000. Sign up your four-some at [Around River City dot com](http://AroundRiverCity.com).

9/13 The grand marshal chosen for this year's Oktoberfest Maple Leaf Parade has decades of experience marching in the fest parades. Jeff Hankey is a member of the Alumni Band for the UWL Screaming Eagles, and he's also an Oktoberfest grenadier. But this year on September 30th, Hankey will be at the front of the big parade. It will be a departure from his usual duty, playing drums with the alumni band: Hankey was introduced at Logger Field on Wednesday as one of the 2023 parade marshals for the fest. The Torchlight marshal on September 28th will be Scott Hendrickson. Both men attended La Crosse Logan High School.

9/18 Memorial Day was back in May, and Veterans Day is a few weeks from now. La Crosse has added yet another observance to recognize area residents who served in wars, and either were held as prisoners or didn't come home. A POW-MIA Recognition Day ceremony happened Monday at Western Tech. It was held outdoors at a monument which was erected recently along 7th Street, and dedicated to businessman Don Weber, whose father was a POW in World War Two. Weber spoke at the ceremony, bringing letters that his father sent home before and after being taken prisoner: Western Tech says the campus monument is the only memorial in Wisconsin specifically dedicated to POW's and MIA's.