

NATIONAL MINORITY TV, INC.

WWRS-TV

QUARTERLY ISSUES/PROGRAMS LIST

APRIL, MAY, JUNE 2002

**NATIONAL MINORITY TELEVISION, INC.
QUARTERLY ISSUES/PROGRAMS LIST**

There follows a listing of some of the significant issues responded to by Station WWRS TV-52, Juneau, WI, along with the most significant programming treatment of those issues for the period April-June, 2002. The listing is by no means exhaustive. The order in which the issues appear does not reflect any priority or significance.

Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
Youth	F02024	4/08/02	10:30 AM	30:00	<p>Lisa Kneuppel is the Manager of Beaver Dam Humane Society. Host Patrick Lannoye discusses with her the youth volunteer opportunities available at the Humane Society. Volunteers must be at least 11 years old. They begin with an orientation which goes through the various things that need to be done. These include fund raisers, selling candy, carrying in supplies, grooming animals, socializing with the animals, dog walking, paperwork, cleaning and kennel work. Volunteers usually work one-half hour per week. This provides valuable life skills as some kids never had to do some of these chores. It can also help with future careers. Youth who need to do court mandated community service can do theirs at the Humane Society. Lisa also does programs for schools and youth organizations. She would like to see the pet therapy program expand at senior homes. Youth can do this if they have someone to transport them and the animal to the location.</p>

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Recreation	F02025	04/10/02	10:30 AM	30:00	Host Patrick Lannoye and Bill Volkert, DNR Wildlife Educator and Naturalist, discuss opportunities for recreation in the Horicon Marsh area. The marsh helps connect people to the land. There have been 270 different kinds of birds identified in the marsh. The Horicon Marsh is the largest freshwater cattail marsh in the country. People come to the marsh to study, from young school kids to adults studying advanced education. Boy Scouts also work on badge requirements there. There is a bird club, hiking trails, walking and driving trails. Opportunities exist for hunting, fishing, trapping, canoeing and boating. There are spring and fall weekend programs. The DNR offers indoor and outdoor demonstrations, workshops and they answer questions for visitors. There are several upcoming programs, including Bats, Rats and Habitats, a native American Indian exhibit, a bus tour of Indian mounds, a wildflower weekend, bird festival, local history weekend and a Pedal and Paddle weekend.

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Youth	F02026	04/15/02	10:30 AM	30:00	Host Patrick Lannoye and Joe Halfman discuss Joe's work as Ministry Co-ordinator of The Rock Youth Center. The Rock is part of Dodge County Ministries. Their vision is to communicate the life saving message of Jesus Christ to the youth in Dodge County. The Rock is located in Beaver Dam and provides many opportunities for youth. It is open six days per week. On two afternoons per week there is tutoring available and time to do homework. In spring they will have a computer lab. Wednesday evening

					is club night where youth topics are dealt with. Friday night is drop-in night for high school aged youth. Saturday night is for middle school kids. The activities can include games, music, skateboarding and socializing. The parents and staff have open communication. The staff encourages the kids to make positive choices. They have seen changes in kids. The Rock would like to expand to another city in Dodge County.

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Growth/Population	F02027	04/17/02	10:30 AM	30:00	Host Patrick Lannoye and the Director of Dodge County Planning and Development, David Carpenter, discuss current issues the Mr. Carpenter deals with. To encourage business expansion and new businesses in Dodge County, they offer low-interest loans in exchange for permanent jobs created. Infrastructure development loans are also available. His department may experience some cuts if the state cuts shared revenue, although some of the programs are federally funded. It is important to diversify the economic force and broaden the base of types of jobs available. Dodge County has many large wetland areas. There is still plenty of land for use if zoning regulations and utility systems permit. There is no large central city in the county, which is a problem. The department also works with smaller communities to keep up their infrastructure. Dodge county is attracting more commuters from Milwaukee and the suburbs than ever before. The department works to expand businesses to expand the industrial tax base, to keep basic retail services in communities, and to keep community profiles on the web for potential businesses. It is important to have a plan to work with communities and to agree on what the community should look like in the future.

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Recreation	F02028	04/22/02	10:30 AM	30:00	<p>Mike Kurutz, Director of Parks and Recreation for the city of Mayville, was interviewed by host Patrick Lannoye. He was here to discuss the TAG Center that is scheduled to open on August 5, 2002. It is a 46,000 square foot facility. It will have a fitness center, gymnasium, aquatic center, walking track and community rooms. The TAG Center is a eight million dollar center funded the Bachhuber Foundation. After it is completely finished the city will be responsible for operations of the center. Maintenance will be funded through user fees. This will be a place where families can enjoy various activities. This is helping communities to come together. People from all walks of life can come together in a fun environment. They have partnered with the YMCA to provide lifeguards and aquatic programs. Agnesian Healthcare will provide a certified personal trainer. It is hoped that this will provide affordable family activities year round.</p>

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Growth/Population	F02029	04/24/02	10:30 AM	30:00	Dottie Hoy, Manager of Main Street Mayville and host Patrick Lannoye talk about how the organization promotes Mayville. Main Street Mayville is a non-profit group. They focus on the downtown area, by encouraging people to keep up their downtown buildings. There are grants available to help them. Also, they have improved the streetscape and added benches and garbage cans. They work with other groups in Mayville to promote city pride and events that draw people downtown. Visitors come from Milwaukee, Madison and Chicago for Audubon Days in the fall. There is a Heritage Festival before Christmas and a Green Market in season. Main Street Mayville tries to encourage economic development by retention and recruiting. There are grants available for building façade and awning improvements and help with window displays if needed. Spring events include Marsh Melodies and the Festival of the Arts. There are two museums in town. Also upcoming events are the community wide rummage sale and Maxwell Street Day. Future goals are for more retail with a business plan.

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State/Local Government *Late Breaking News	F02030	04/29/02	10:30 AM	30:00	Bill Bedker, who is the Dodge County Assistant Attorney discusses the recent decision of the Supreme Court on "virtual child pornography" with host Patrick Lannoye. The Court had just recently determined that virtual child pornography violates free speech as it does no harm to actual children. Obscenity is not protected by free speech, so it possibly could now be pursued and prosecuted from that angle. Pornography that still uses actual children is still illegal, but it may be extremely difficult to determine what is real and what is virtual. The government's arguments against virtual pornography were not accepted by the Supreme Court.

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State/Local Government *Late Breaking News	F02031	05/01/02	10:30 AM	30:00	Host Patrick Lannoye and Kari Kinnard, executive director of M.A.D.D. (Mothers Against Drunk Drivers), converse about the state's legal blood alcohol limit for driving. We are losing federal highway dollars due to the legislature's refusal to lower the limit from .10 to .08. We have already lost 15-17 million dollars. If this is not enacted we stand to lose millions every year, in increasing amounts. A .08 blood alcohol level already critically impairs driving. Opponents consider this a blackmail technique by the federal government and feel angry and pressured by the federal government. They also say they want to find out how the repeat offenders law is working before enacting anything else. People need to be educated to make them think of the consequences of drunken driving. There is no current bill pending to enact the .08 limit. The most important aspect is the saving of lives. It is estimated that 24 lives could have been saved last year

					in Wisconsin if the .08 limit had been enacted.

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Youth	F02032	05/06/02	10:30 AM	30:00	Host Patrick Lannoye and Kathy Hetzel discuss youth and family issues. Ms. Hetzel is Dodge County UW Extension Family Living Educator. She works to strengthen families through relationship, financial and nutrition programs. The major issues she sees affecting families are lack of time and money. She seeks to help people make better choices to improve their families. She believes quality time is very important for pre-school and elementary children. Doing chores, playing and reading together are ways to nurture and build relationships. Single parents need a support system in the tasks of raising children. She encourages parents to keep a long-term view in mind when raising children. Parents should also set limits and be firm with them, and be consistent. Parents need to communicate with and keep track of their children, and get to know them. Ms. Hetzel also recommends also adding a little humor to your life.

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State/Local Government *Late Breaking News	F02033	05/08/02	10:30 AM	30:00	Host Patrick Lannoye and Tony Higgins discuss the Milwaukee school choice voucher program. Mr. Higgins is a consultant for the American Education Reform Council. He has also testified before Congress, has met with President Bush and meets with state legislators in Madison. He also appeared on a national television ad addressing the benefits of the program. The school choice program allows low income and minority students to attend private schools at the expense of the state. This gives students opportunities to attend finer schools. Parents become more involved with their children's education, and some are even going back to school themselves. The school choice program creates competition between schools which has resulted in public schools improving. Mr. Higgins believes that family needs should be addressed in order to improve the education process. The per pupil voucher cost is lower than sending a child to public school. The majority of the public schools may be forced to close if the voucher system is cut due to state budget cuts. Educating the children is an investment for the state and city. They will receive a return on it as the children will become an asset to the state and city.

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Apathy	F02034	05/13/02	10:30 AM	30:00	Host Patrick Lannoye and Bob Goetsch talk about Mr. Goetsch's work with the Elks Club in Beaver Dam. He is the Elks Americanism Chairperson. The Elks sponsor an essay contest for youth on why the flag is special. The state winner will be judged nationally. Mr. Goetsch believes that 9-11 has increased patriotism. The flag unifies the American people, since we have no royalty. There is also apathy over voting. People are more likely to vote when there are "hot button" topics. The number of people voting is about the same as it was fifty years ago. Campaign reform is a current topic. The definition of Americanism is love of country, love of flag and love of our way of life. In America there is freedom of speech where you can criticize leadership. You cannot do that every else in the world. There is also a right to recall a leader, which is not always permissible elsewhere.

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Growth/Population	F02035	05/15/02	10:30 AM	30:00	Host Patrick Lannoye and Fred Schwertfeger discuss development in the

					<p>city of Horicon. Mr. Schwertfeger is the Treasurer for Horicon Community Development Corporation. He is also the president of a local bank. The HCDC is a for-profit development corporation. It was founded in the 1950's. The purpose of HCDC is to develop Horicon in the areas of industry, retail and residential. They have help create a 50 acre industrial site. Also a TIF district and business improvement district have been developed. The latest is an 80 acre residential area west of town with single and multi-family units. He believes that since 9-11, people and businesses proceed with caution when making financial decisions. The HCDC is the point of first response for potential businesses. Mr. Schwertfeger feels that the HCDC really doesn't make a profit, they are there to serve the community and pay their bills. It is owned by the public and there is a 10 member board. When it was organized in the 1950's, that is how these groups were organized, as a for-profit group. It would probably not be done that way now. They are always looking for potential members. Horicon is located close to three major highways, which is advantageous for businesses. It also has disadvantages which include a lot of vehicle traffic in the downtown area. There is now more available housing. A hope is to develop a greater workforce. There is also a desire to finish the Horicon Marsh International Center. They are working with the state and other groups. Many visitors will be able to go there, to get the best look at the marsh, and to receive education. The HCDC is active in promoting tourism. The community bank tries to help small businesses with financing. The nature of downtown business has changed, with people willing to drive miles to shop. He would like to see local vibrant businesses in the community. Large discount stores can hurt the small businesses. But there is plenty of opportunity to provide services and products you can't receive at a large store. They need to find their niche. Mr. Schwertfeger feels everybody should visit Horicon as it is a great place to visit, to work, to raise a family and it has the Horicon Marsh.</p>

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Growth/Population	F02036	05/20/02	10:30 AM	30:00	<p>Bob Kaiser and host Patrick Lannoye discuss the current situation of area farmers. Mr. Kaiser is a UW Extension County Dairy Agent. He meets with farmers and industries that deal with agriculture. Farmers need to change to survive, through management style and timing techniques. Profit margins have narrowed so they need to be competitive and utilize new technology. Dodge County is among the top five counties in the state for dairy farming. There is an encroachment on non-agriculture use of land, which brings about urban pressures.</p> <p>Dave Neuendorf, UW Agricultural Extension Director/Community Development Agent took the second half of the program. He works with communities, local governments and with natural resource management. Farming is a big part of Dodge County both in economy and land use. Non-agricultural use of land is a big issue for communities. Of all the farmland sold in Dodge County in the last ten years, one-fourth of it was converted to non-farm use. Non-agricultural use of land requires a higher demand of services from communities. There is also a conflict between farmers and non-farmers. There is not a comprehensive plan in Dodge County on land use policy. It depends on the communities. There is a trend towards fewer but larger farms. Many small communities have been hurt economically as many people moving here tend to commute to larger cities and also shop at big box retailers. Mr. Neuendorf would like to see every village and community have a comprehensive plan under the Smart Growth Planning Process.</p>

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Recreation	F02037	05/25/02	12:00 PM	30:00	Bill Ehlenbeck, Dodge County Manager of Parks and Recreation, and host Patrick Lannoye talk over the recreation opportunities the county parks afford. There are three county park facilities. The Wild Goose State Bike Trail is operated by the county. Family gatherings, group picnics, weddings, hiking trails, playgrounds, horseshoes, volleyball and camping are some of the various activities that can be enjoyed at the parks. The parks are all beautiful and have unique features. They try to do upgrading of facilities as funding allows. They may have to consider implementing some new user fees if necessary.

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Youth	F02038	05/27/02	10:30 AM	30:00	Host Patrick Lannoye and Ruth Lindegarde, a 4-H leader, converse about youth projects in 4-H. The organization's goal is to promote positive youth development by building skills. Ruth was involved in "Youth Development Conversations" where youth and adults came together to determine what they would like to see happen. Some of the ideas that came out of this are: literature on mentoring youth (especially youth to youth),

					creating youth center activities run by youth, youth camps that deal with specific projects, strive to ensure that every youth has a positive, encouraging adult in their life, more county funding, more adult education to help youth and including youth in decision making in communities. She believes it is important for youth to be involved where they can be around good and positive role models.

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Apathy	F02039	06/01/02	12:00 PM	30:00	Heidi Remich and host Patrick Lannoye discuss how the lack of personal involvement affects area organizations. Heidi is President of the Dodge County Tourism Association. She is also involved with the Horicon Chamber of Commerce, the Horicon PTO, Marsh Days and Marsh Melodies Committees. The volunteer base has dwindled and leaders get frustrated by the lack of support. She likes being involved in the community and she believes that helps make the community stronger. It seem that 9-11 has awakened community spirit. Many organizations are looking for more people to be involved. Some people may not feel important enough to help, or that they can make a difference. But every person can make a difference, even kids. People need to find their niche. Every community has something that needs to be done. Many groups will do whatever they can to accommodate anyone who wants to help. New volunteers also help promote new ideas.

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Growth/Population	F02040	06/03/02	10:30 AM	30:00	Dan Miller, Membership Representative of The National Association of the Self-Employed and host Patrick Lannoye discuss concerns of a small business owner. The small business owner faces different issues than those in large businesses face. The small owner wears many hats, some all at one time. Economically they can usually purchase only a small amount of items at a time. To compete they must differentiate themselves by providing a service or product that fills a niche. Customers get more attention from a personal owner of a business. Many owners also support community activities. Small business owners have more flexibility as their own boss. There are currently 20 million entrepreneurs in the country. The country was founded on small business owners, mainly farmers. Small business owners add to the diversity of a community. Health insurance for small owners is at a crisis level. This can affect their ability to hire quality employees. Extreme dedication is required for anyone considering becoming a small business owner. They should take advantage of resources available to help them.

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Youth	F02041	06/08/02	12:00 PM	30:00	Jody Medford and Host Patrick Lannoye discuss her work as Director of

					The Watertown Family Center. The center helps to educate and support parents to do the best job they can do. They also help pre-school children become ready for school. There is a Care Call Line, an extensive resource library, workshops and parenting classes. Their main focus is for the age groups from 0-5. They do reach outside that age group to offer families more recreational activities. They offer events to educate and provide fun for families. A major family issue concern is in regards to single parent families. Single parents are encouraged to develop a network of support. Other family issues are parents having a united front, spousal relationships, fathers being involved and children needing consistency.

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State/Local Government	F02042	06/10/02	10:30 AM	30:00	Detective David Beal, City of Juneau Emergency Government Director and host Patrick Lannoye converse about Detective Beal's position. The Emergency Government Directors job is too coordinate and assist other department heads in times of disaster. Up until 9-11, weather was the main focus. Now terrorism is a top focus. The city had to look at it's security needs including water, sewer and electric. In the past years they have done mock drills, but it is hard to nail done what may transpire in the event of an emergency. The city needs to take seriously the threat of emergencies and plan for them. More state and federal monies need to be funneled to local communities to help them prepare. Detective Beal also recommended what people can do to prepare for attacks of nature. Juneau is in need of a public safety building where all the agencies are under one roof. Plans for this are on hold due to the possibility of budget cuts. The county emergency system also needs updating.

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Recreation	F02043	06/15/02	12:00 PM	30:00	Virginia Seaholm and host Patrick Lannoye discuss recreation opportunities in Dodge County. Ms. Seaholm is President of Friends of Dodge County Parks. She focused on the Wild Goose State Trail. The trail began through cooperation between the DNR, the state and fund raising groups. The trail started as an activity for families. It is motorized wheelchair accessible. Hiking, cross-country skiing, bird watching and bike riding can be enjoyed in a clean environment. Families and businesses have donated kiosks and benches. Organizations also use the trail. There is a parallel equestrian trail that runs approximately 10-12 miles. Ms. Seaholm asks that people respect the trail and each other. There is no charge to use it. ATV's and snowmobiles can use the trail as weather permits. They also encourage new members to join. She also mentioned the Horicon Ledge Park, Derge Park and Astico Park as having many wonderful characteristics for families to enjoy.

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Apathy	F02044	06/17/02	10:30 AM	30:00	Joann Stormer, Executive Director of the Wisconsin Rural Leadership

					<p>Program and Host Patrick Lannoye discuss leadership. The WRL Program brings in leaders from all different walks of life. It helps them to develop and expand their leadership skills in many different aspects. They believe leaders need to have a world view of issues. Anyone can be a leader by looking at their skills and addressing their weaknesses. People are encouraged to get involved in their communities, as everyone counts. People should identify their passion and find out where help is needed by talking to leaders. When people don't get involved, the same ones are always running programs. They get burned-out and the group fizzles out. Many times people see problems as being too huge and feel overwhelmed. But even one hour per week or month can make a difference.</p>

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Recreation	F02045	06/22/02	12:00 PM	30:00	<p>Host Patrick Lannoye and Katy Kraemer discuss her work as Director of the Columbus Community Learning Center. This was started with a federal grant to provide after school academic and recreational activities. Kids need something to do after school and this has proven positive for them. There is also a family gym night and enrichment programs for families. There are also adult education opportunities and recreational activities. Also offered are some community recreational and educational activities. They have been big event opportunities that drew families in. They hope to add new events that will be what is needed for the community.</p>

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Apathy	F02046	06/24/02	10:30 AM	30:00	Jo Anne Swyers and Patrick Lannoye discuss the importance of leadership. She is a participant in the WI Rural Leadership Program, President of PAVE (People Against a Violent Environment) and a police detective. The WRL Program is a well-rounded program helping leaders excel and enhance their critical skills. If there is a lack of leadership, nothing gets done. People can become involved without becoming a leader and they are still very important to an organization. The majority are hesitant to get involved as they think they won't make a difference. Many times they don't know how to take the first step to take to become involved. In every group there should be leadership in place to equip and train people. Faith plays a major role in her active community involvement. Everyone can make a difference even if it is small. She encourages people to open their eyes and look around, and to see what the needs are. She would like to see them call places in which they can volunteer and to be active in their communities.

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
Apathy	F02047	06/29/02	12:00 PM	30:00	Dr. Richard Parton, Director of The Chapel Group, and Host Patrick Lannoye discuss how the lack of commitment to God affects people. The Chapel Group is a pastoral counseling group that is biblically based. Dr. Parton feels people have a lack of knowing how to commit. They don't know how to experience God and churches aren't always helping. There is a standard of outward appearances that does not promote passion and drive in our churches. There is also a fallout of postmodernism that doesn't care about truth, but what is "true" for me. There also exists a lack of biblical wisdom and the solutions it has for everyday problems. The church needs to be sensitive to culture without compromising the Gospel. People also don't want to judge right from wrong. There has been a shift in the last decade of getting back to the fundamentals of the Word of God. The challenge for people is to hear the Holy Spirit in their heart and live the message in their lives by reflecting Christ.

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