

WWRS-TV, and WWRS-DT, MAYVILLE, WISCONSIN

LEADING COMMUNITY PROBLEMS/NEEDS/CONCERNS FOR

OCTOBER, NOVEMBER, DECEMBER 2004

**RESULTS OF ASCERTAINMENTS FROM CIVIC LEADERS AND FROM THE FOLLOWING WHENEVER POSSIBLE:
PRINTED MEDIA COMPRISING NEWSPAPERS, MAGAZINES AND PUBLICATIONS, TELEVISION AND RADIO**

EDUCATION/SCHOOLS

GROWTH/POPULATION

YOUTH

FAMILY ISSUES

HEALTH CARE

NATIONAL MINORITY TV, INC.

WWRS-TV AND WWRS-DT

QUARTERLY ISSUES/PROGRAM LIST

OCTOBER, NOVEMBER, DECEMBER 2004

**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, Mayville, WI, along with the most significant programming treatment of those issues for the period October-December, 2004. 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
Family Issues	PR 04-078	10/02/04	12:00 PM	14:00	Host Jackie Kahlhamer talks with Trish Powers at Gateway Community Church in Mayville. Trish is the Administrator of the HomeFront Support Group which seeks to help family members who have a loved one in active military service. The need was seen for this by Trish and the other group leaders to help these families through this difficult time. When a spouse is called to active duty the family's finances usually change, as well as other dynamics of family life. The group also wants to help the soldiers on duty by providing them with things that the military does not.

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Growth/Population	PR 04-078	10/02/04	12:00 PM (12:15 PM)	14:00	David Carpenter was interviewed by Host Daphene Van Hullum on the 2 nd half of the program. David is the Director of the Dodge County Economic Development Department. Budget constraints have caused the department to slow down. They have not had a full-time economic development person on board for several years. Most counties have someone in this position. They have to be more creative to find alternative sources of income. The county's Revolving Loan Program for businesses has many applicants. They discussed Smart Growth. The county is ahead of state schedule to meet the state regulation deadline date. Almost every municipality is showing residential growth, particularly the southeast portion of the county.

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Education/Schools	PR 04-070	10/11/04	10:30 AM	29:15	Host Jerry Sherstad and Shirley Rindfleisch discuss the importance of reading to pre-school children and how that helps them be prepared when they enter school. Shirley is Membership Chair for both the Rock River Reading Council and the WI State Reading Association. The goal of both these organizations is to develop a desire for life-long reading in all children. She was a teacher for 40 years. Parents are a child's first teacher. Literacy starts in the home. She gave many practical ways for a parent to help make their children more proficient in literacy, even before birth. Children who are read to are more successful in school. They have better attitudes towards school. Teachers can tell right away if a child has been read to.

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Growth/Population	PR 04-076	10/16/04	12:00 PM	29:15	Kathy Hetzel, the Family Living Educator for the Dodge County UW Extension Office and also Head of the Dodge County Multi-Cultural Coalition and Host Daphene Van Hullum discuss the growth of the Latino community in the county. A 5-county needs assessment was completed to help determine what the needs are of the Latino community and how we have responded to them. There are many barriers they face, especially language and literacy. This leads to difficulties with everyday lifestyles. They still face discrimination. Documentation is a challenge also, although this is a federal issue. There needs to be better access to healthcare. It has been determined there is a need for a central information/service center. Kathy offered ways that people can help Latinos out, to be simply put- be a good neighbor.

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Youth	PR 04-077	10/18/04	10:30 AM	29:15	Ramon Candelaria, the Executive Director of the Latino Community Center in Milwaukee and Host Daphene Van Hullum discuss the services offered to youth at the LCC, including environmental cleaning, organic gardening, technology, an after-school program that is in conjunction with Milwaukee Public Schools and others. LCC currently serves 275-300 youth per day. There is a need for the center as it is a way to keep kids off the streets and out of trouble. They have a street outreach from in the late evening hours to try to reach the kids that would normally not come to the center. LCC serves dinner every night. There needs to be collaboration between non-profits, government, churches and other organizations to help meet the needs of youth. Ramon is on the Mayor's Youth Council. Youth want to be trusted and to have people relate to them on their level. Mentoring youth is important. Ramon feels we need to love youth as we love ourselves. It is important to bring others into places where they can achieve.

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Youth	PR 04-081	10/23/04	12:00 PM	29:15	Host Jerry Sherstad and Sally Ladky talk about the importance of teaching youth about abstinence. Sally is the Program Director for the WI Abstinence Coalition. Their goal is to promote abstinence until marriage. Youth are receiving a dual message- that they can't control themselves and that they shouldn't control themselves. It is estimated that 1/2 of the youth population has an STD and some are not aware of it. Abstinence is the only, 100% safe form of birth and STD control. It is what is best for our kids. WAC reaches out through various forms of media to educate. Adults must also be educated. Youth are told by left-wing groups that sex is just a physical activity for them to engage in. WAC believes it is much more than that- it involves character development. When kids hear their message, they get it. They are looking for love, not sex. Media show sex without consequences- this is not real life.

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
Family Issues	PR 04-083	10/25/04	10:30 AM	14:00	Host JoAnne Swyers interviews Carolyn Walsh on location at Clothes 4 Kids, of which Carolyn is the Director of. Carolyn saw a need to help new mothers that do not have what they need for their babies. She started in her home and now has a building where families can come and receive clothing and other items when they are in need. She works with all the agencies in Dodge County and can help steer people towards those that can offer other types of help. Carolyn's philosophy is to treat everyone with dignity. Any family could fall into hardship whether they are they are single or both parent families.

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Youth	PR 04-083	10/25/04	10:30 AM (10:45 AM)	14:00	Host JoAnne Swyers interviewed Sally Schoenike for the 2 nd half of the show, at the 4-H office in Juneau. Sally is the 4-H Youth Development Agent. They are part of the Dodge County UW-Extension. 4-H helps kids to develop life skills such as communication, cooperation, decision making, etc. The 4-H pledge addresses the head, heart, hands and health. All 4 of these are used in their mission. Children can be involved in a variety of projects. 4-H emphasizes leadership development. Family is an integral part of the program. The development of values is important.

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Youth	PR 04-085	10/30/04	12:00 PM	14:00	Host Jackie Kahlhamer interviews Dodge County Chief Deputy Blaine Lauersdorf at the DC Sheriff's Department. Chief Deputy Lauersdorf is also the Acting Sheriff due to Sheriff Nehls serving in Afghanistan. CD Lauersdorf spoke on youth drug and alcohol abuse in the county and how law enforcement is working to deal with these. He spoke on what happens to youth when they are caught doing illegal activities. It can affect their future more than they realize. Several communities in the county are working together to correlate law enforcement agencies to deal with drug issues.

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Growth/Population	PR 04-085	10/30/04	12:00 PM (12:15 PM)	14:00	Catherine Porter, the Executive Director of the Juneau Community Development Authority and Host Jackie Kahlhamer talk on location at City Hall in Juneau about growth in the city. Juneau is growing both in the business and residential sectors. Catherine is part of the Smart Growth Plan development committee. They are working to fulfill the state law that requires this plan. They are actually ahead of state requirements at this time. Growth is good and wanted, but it must be managed.

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Education/Schools	PR 04-080	11/08/04	10:30 AM	14:00	Pastor Tim Bauer, of Bethany Lutheran Church in Hustisford, and Host Jackie Kahlhamer discuss the school which the church operates. The school does not charge tuition even to those who do not belong to the church. They want it to be available to anyone. The school has a mission to incorporate the message of the Gospel into every aspect of its daily affairs. Pastor Bauer believes this is very important and needed for children to know the difference between right and wrong and carry that into adulthood. The school offers a high quality education for their students to help them become productive citizens. He believes Bethany Lutheran provides what the public schools are unable to, in the way of teaching religious truth to the students.

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Family Issues	PR 04-080	11/08/04	10:30 AM (10:30 AM)	14:00	The 2 nd half of the show found Pastor Tim Bauer in his role as the Chaplain for the Dodge County Sheriff's Department. Host Jackie Kahlhamer asked him why a position such as this is needed in the sheriff's department. Chaplain Bauer said what he does allows the police to continue their work while he speaks to family members. He sees families in moments of intense pain and dealing with regrets. We can learn from this. He recommends we tell our family members that we love them and to live each day as if it were our last. Chaplain Bauer sees a problem with society trying to redefine what a family is. His belief is that the traditional, Biblical model of family is the standard we need to live by. This is what is best for a health society.

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Education/Schools	PR 04-086	11/13/04	11:00 AM	29:15	<p>Jeff McCartney and Host Jerry Sherstad talk about the Lomira School District, of which Mr. McCartney is the Superintendent/Administrator of. As many districts have, they have seen a declining enrollment. This affects state aid, which in turn affects the programs they offer. Lomira has excellent community support and a staff that cares about the students. The 3 main goals that Mr. McCartney is working on are: community involvement, differentiated learning and meeting building needs. The goal of community involvement uses technology to communicate with parents. The differentiated learning method shows teachers how to initiate a lesson that will teach students with all the different learning levels. Meeting building needs helps the staff to know their needs will be met. School budgets are a challenge now and this will continue into the future. He is not shying away from budget issues, but rather looking for viable options and solutions. They have had to introduce program fees for sports and some classes with expendable items.</p>

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Education/Schools	PR 04-088	11/13/04	12:00 PM	28:00	Host George Zach interviews Brother Bob Smith on location at Messmer Preparatory School in Milwaukee. Br. Smith is the President of both the Prep School and the High School. He is also Director of Faith & Formation Services for the 10 counties of the Milwaukee Archdiocese. Messmer Schools serve mostly low-income students and many come from single families. Most are African Americans. The goal of Messmer schools is to make good citizens. Br. Smith has what he calls non-negotiables. If a student becomes involved in gangs, drugs, has a rebellious attitude towards school authority, they are removed from the school. Parent-teacher conferences are mandatory. The graduation rate is 97%. It is important for students to feel care about and loved by the faculty and staff, who are very dedicated. Messmer was the first school to use vouchers. There is a waiting list for freshmen. Br. Smith said his goal is to see a school and city where people believe in God and are uninhibited in expressing it.

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Growth/Population	PR 04-086	11/15/04	10:30 AM	14:00	Host Daphene Van Hullum and Joe Giebel, the Assistant Code Administrator for the Dodge County Planning and Development Department talk about the proposed wind farms for the county. There is a very important need to find alternative energy sources. Two farms are expected to be built in the county. These have produced tremendous controversy. People know we need new sources of energy, but not in my backyard. There are aesthetic, safety, avian and noise issues that bother people. The positives of wind farms are that they provide a clean, renewable energy source that is environmentally friendly. The farms will be built in a way to minimize the negatives as much as possible. People are encouraged to come to the public hearings and let their voices be heard.

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Health Care	PR 04-086	11/15/04	10:30 AM (10:30 AM)	14:00	Host Jackie Kahlhamer interviews Catherine Kleiber at her home in Jefferson County. Catherine is the Jefferson County Farm Bureau Young Farmer Chair. She spoke about electrical pollution (or stray voltage) and the effect that has had on her health. She also spoke on how she was able to remedy the situation. She has gone from being virtually disabled to being fairly well recovered. Catherine has done extensive research on the subject and has a website with a lot of information. She believes it can be the cause of many illnesses.

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
Family Issues	PR 04-095	11/20/04	11:00 AM	14:00	Laura Denk, the Director of the Hartford Pregnancy Help Center and Host Daphene Van Hullum talk about the issues surrounding families and crisis pregnancies. When a woman experiences such a pregnancy, her family may either work through the challenges or turn away from her. The HPHC is there to support her as long as she needs it. Families are often caused to reexamine their relationships in light of a crisis pregnancy. The Center is open to working with families, but it must be at the women's request. Laura believes the decline of morals in society and teen pregnancies go hand in hand. Abstinence is not a popular subject in society, but is the only sure way to prevent a crisis pregnancy.

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Growth/Population	PR 04-095	11/20/04	11:00 AM (11:15 AM)	14:00	Host Daphene Van Hullum and Dottie Hoy, the Manager of MainStreet Mayville Inc. discuss the importance of a healthy downtown to a community. When people drive through a community, they often form their impression of it by what they see in the downtown. The MSM Inc Program offers support to business owners. Mayville is seeing steady housing growth. Being next to the Horicon Marsh often brings in tourists. MSM Inc. puts on events to bring people to the downtown.

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Youth	PR 04-084	11/20/04	12:00 PM	29:15	Steve Bauer, the District Attorney of Dodge County, and Host Daphene Van Hullum discuss the topic of youth and why it is important for them to avoid risky behaviors. As DA, Steve is responsible for prosecuting juvenile delinquency cases. He also deals a lot with children who are victims. There has been a large drop in the case numbers over the last year. This may be due to the fact of more juveniles being put into detention. Drugs are a big problem. Steve has seen an increase in child sexual assault cases. He believes this is due to the increased sexuality in our society. He wants to impress that youth should stay away from illegal activity and get involved in something positive. His goal is to hold kids accountable for their actions. He is involved in the Dodge County Government Day where youth come and have mock trials. There are also mentoring and job shadowing programs that can help them determine if they want to become involved in law enforcement. Steve spoke on warning signs parents should look for to see if their kids are into illegal activities. Parents need to hold their kids accountable and discipline them.

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Family Issues and Youth	PR 04-087	11/22/04	10:30 AM	28:00	Host George Zach and Pastor Jeffrey Pruitt talk on location at Faith Builders International, of which he is the Pastor of. Pastor Pruitt feels the most pressing issue of families is the absentee father, whether physically or emotionally. The church offers a marriage conference and the month of July is Family Month. He believes God wants to restore the family and that strong marriages equal strong families. The 2 nd half of the program focused on youth. Pastor Pruitt said youth are a sight and sound generation. The church offers activities to draw them in. He sees the top issues affecting them as depression and sexual immorality. The church is working with other community efforts in the city to help youth. FBI Church wants to develop leaders that will become good citizens.

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Health Care	PR 04-092	11/27/04	12:00 PM	14:00	Host Daphene Van Hullum and Mark Grams, the Veterans Service Officer for Dodge County discuss how the health care needs of veterans are being met. Not all veterans qualify, only those who have been MIA, have a Purple Heart or who have a service connected disability and are within certain income limits. Many veterans do not know what is available and thus it is important for them to call their county veterans office and find out if they qualify. The Veterans Administration does offer prescription drug coverage for those who qualify.

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Family Issues	PR 04-092	11/27/04	12:00 PM (12:15 PM)	14:00	David Katsma, the Pastor of Marshview Ministries in Horicon, and Host Daphene Van Hullum talk about family concerns. There is a lot abuse happening and this has devastating effects on families. Divorce affects the whole family and all the relationships around them. The notion that fathers are not a crucial part of a family is a fallacy that tears down on families. There are other factors undermining the family structure, including materialism. The consequences of all these are children that have no sense of how to stay committed, to walk out, rather than pull together. Pastor Katsma suggest that one find a community to support, give guidance and hold one up if someone finds themselves in very difficult family issues. Marshview Ministries offers several programs to help those dealing with serious issues.

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Education/Schools	PR 04-091	11/29/04	10:30 AM	29:15	Marvin Munyon, the Founder/President of WI Capitol Watch and Host Daphne Van Hullum, discuss homeschooling. Marvin was on a task force that wrote a law to define private and home schools. He was concerned about parent's rights. The goal was to protect the rights of parents to send their kids to an alternative to public schools. He spoke on the legal requirements parents need to fulfill to homeschool. There are many benefits to homeschooling, the most important is the bonding that occurs between parent and child. There are also many challenges. It takes a lot of discipline on the parent's part. The curriculum can be customized to a child's style of learning. Homeschooled children do very well on standardized tests. They do very well in college. They also do well socially.

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Health Care	PR 04-089	12/04/14	11:00 AM	29:15	Host Dinah Calhoun and Michael Jacob focus on the issue of BadgerCare. Michael is the Project Coordinator of Covering Kids & Families Wisconsin. CKFW brings together 55 organizations to share resources. BadgerCare is health insurance for uninsured children and their families. The primary goal of CKFW is to make people aware of what is available for them. BadgerCare is geared towards working families. There are 58,000 children without healthcare in the state. Probably half of them are eligible for BadgerCare. Michael spoke on the process of applying for it. They are trying to make it as accessible as possible for people.

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Health Care	PR 04-090	12/04/04	12:00 PM	28:00	Host Jackie Kahlhamer interviews Dr. Sharon Haase and Cheryll Thompson on location at Beaver Dam Community Hospital. Both Dr. Haase and Cheryll are delegates to the Citizen Congress for Health Reform. The Congress is working to deal with the need for health care reform on several different fronts. Cheryll is working on the childhood obesity issue. Dr. Haase is working on legislative reform. Both have pledged to continue the work of the Congress in their respective areas. They spoke about Community Health Utility Boards (CHUBS), a new concept that would make communities responsible for addressing health care. They would receive and pay out the monies. It is believed that Wisconsin can be a leader in health care reform.

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Family Issues	PR 04-094	12/06/04	10:30 AM	29:15	Pastor Jerry Brooks, of Oak Creek Assembly of God, and Host Jackie Kahlhamer talk on location at the church about family issues and the value OCAG places on them and why they do so. Pastor Brooks believes healthy families are essential to a healthy society. They spoke on the issue of children not having fathers in their lives. Men from the church have gotten involved in these children's lives and are modeling to them what a father is. Pastor Brooks believes there is hope for troubled marriages and he gave his reason for that. Modern lifestyles affect family living. The role of grandparents in a child's life is very important.

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There follows a listing of some of the significant issues responded to by Station WWRS TV-52, Mayville, WI, along with the most significant programming treatment of those issues for the period October-December, 2004. 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
Education/Schools	PR 04-093	12/11/04	11:00 AM	14:00	Host Jackie Kahlhamer interviewed Mr. Gary Forsee on location at Country Christian School in Nashotah. Mr. Forsee is the Administrator. He spoke on why parents choose to send their children to schools like CCS, rather than public schools. The school strives to impart faith into every aspect of the curriculum. The school won a Blue Ribbon No Child Left Behind award, the only private school in the state to do so.
		12/27/04	10:30 AM	14:00	

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Youth	PR 04-093	12/11/04	11:00 AM (11:15 AM)	14:00	Host Jackie Kahlhamer interviews Pastor Patrick Lannoye on location at WJWD 90.3 Radio. Patrick is the Youth Pastor at Columbus Christian Fellowship and Manager of the radio station (that transmits into Dodge County). Patrick spoke on youth and why he feels it is so important to reach them while they are young. Both of the positions he holds allows him to do this. When his youth group meets together. He believes they need more than just fun things to do so he also preaches the Gospel to them.
		12/27/04	10:30 AM (10:45 AM)	14:00	

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Growth/Population	PR 04-096	12/11/04	12:00 PM	29:15	Host Jackie Kahlhamer and Scott Henke, Mayor of Hartford, discuss how the city is dealing with continued growth. Hartford is seeing growth, and the city is working to keep it at a healthy pace. They talked about Smart Growth and how they are implementing that. There is a need for a "reliever route" that will take people around the city, although they do not want a bypass. Hartford has a beautiful downtown that serves the city well. Many of the subdivisions have block parties that help to foster a sense of community. The city's budget is healthy and they are able to provide the needed services to its citizens.

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Health Care	PR 04-098	12/13/04	10:30 AM	29:15	Host George Zach interviews Dr. Ayaz Samadani, the Chair of the Public Health Council. Dr. Samadani was appointed to this position by Governor Doyle. Dr. Samadani has a family practice in Beaver Dam. The PHC is working to implement Healthiest Wisconsin 2010 by advising and overseeing, to improve health in each community. There are 20+ persons on the council from various backgrounds. The PHC has identified 11 priorities such as: access to medical care, obesity, tobacco, AODA, etc. They do not want to just provide data, but rather they want results. There will be public education through various forms of media. It is hoped corporations and insurance companies will become involved. The PHC will have their meetings broadcasted live on the web.

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Family Issues	PR 04-099	12/18/04	11:00 AM	29:15	Host Jerry Sherstad welcomes Mary Kurer, the Executive Director of The Family Center of Washington County. The goal of the Center is to build strong families. There are a lot of things pulling at families today. All families can benefit from support. The Center offers a wide gamut of programs and workshops. The stronger foundation a family has, the better it will be for them. Families who come to the Center build networks and get connected to community programs. When a family that is dealing with some type of dysfunction comes to the Center, Mary will help them identify their strengths and build on those. Sometimes the Center will help families connect with outside sources that can better address their needs (counseling, AODA help, etc.) The Center has seen frequent successes in helping families.

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Health Care	PR 04-105	12/18/04 12/23/04	12:00 PM 12:00 PM	29:15	Host Jerry Sherstad interviews Jean Hill on location at Beaver Dam Community Hospital. Jean is the Complimentary and Alternative Medicine Coordinator for the Hospital. She spoke about holiday stress, what often triggers it, and how to effectively deal with it. Most of the stress comes from overload. Jean gave practical ideas on dealing with this. We need to change the way we think about things that cause us stress. Stress affects the body in many ways and weakens the immune system. It is important to get enough sleep and exercise during this time.