

WWRS-TV MAYVILLE, WISCONSIN

LEADING COMMUNITY PROBLEMS/NEEDS/CONCERNS FOR

APRIL, MAY, JUNE 2003

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

(UN)EMPLOYMENT

YOUTH

GROWTH/POPULATION

STATE/LOCAL GOVERNMENT

HEALTH CARE

NATIONAL MINORITY TV, INC.

WWRS-TV

QUARTERLY ISSUES/PROGRAM LIST

APRIL, MAY, JUNE 2003

**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, 2003. 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
State/Local Government *Late Breaking	F030127	04/07/03	10:30 AM	30:00	Host Patrick Lannoye and Ed Gleason, the Administrator of Wisconsin Emergency Management, converse about Mr. Gleason's job of keeping the state safe. Mr. Gleason stated there are no known terrorist threats to the state, but we cannot be soft and need to have precautions in place. The local police departments are doing a great job and the governor is very happy with them. The state has kept it's expenses in check regarding extra security. Many law officers, safety personnel and guardsmen are in the Middle East for the war with Iraq. But the state is dealing with this. As citizens, we need to be a nation of neighborhood watches. Preparedness plans and drills for families and communities are important to prepare for disasters. Mr. Gleason is a member of the state's Homeland Security Council which provides oversight and coordination of state agencies He also discussed smallpox vaccination. The state's nuclear power plants operate at the highest level of security. This week is National Tornado Awareness Week. Mr. Gleason talked about being prepared and what to do during threatening weather.

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Public Safety *Late Breaking	F03128	04/12/03	6:00 AM	30:00	Tom Thuecks, the Director of Service Extension for the Salvation Army-WI & Upper MI Division, and Host Patrick Lannoye relate on current

					<p>issues that are affecting the public. The Department of Homeland Security has prepared a booklet that deals with threats to communities. The SA is distributing it. The booklet discusses being prepared and having a plan in place. The SA is very active in disaster services and has teams that will be deployed at a moment's notice. They are also helping families who have a loved one that is currently deployed due to the war with Iraq. They support the family spiritually, emotionally and financially when possible. Citizens should be aware of those families and volunteer to help them as needed. The SA also helps locally throughout a vast network of volunteers for either natural or manmade disasters. Dodge County has a bio-terrorism unit. Mr. Thuecks also discussed what it takes to be a volunteer. He talked about his time spent at Ground Zero after 9-11 and it relates to any possible future terrorist attacks.</p>
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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
Youth	F03129	04/12/03	12:00 PM	30:00	<p>Pat Ninmann, of the Dodge County Sheriff's Department and Host Patrick Lannoye talk about her work with children and youth. Officer Ninmann initiated several programs in the department. The Kid ID program has been very successful. A current photograph, fingerprints and vital statistics are put on a business-sized card that is then laminated. Parents keep the card with them. If there is missing child, they give the card to the police. All vital information is then immediately available to law enforcement. The goal is to reach every child in Dodge County, from very young to teenagers. Officer Ninmann explained the LOCATER system and how it is used to help find missing children. It was used recently to locate a missing juvenile. She also explained the Amber Alert that is utilized when someone is abducted and in danger. Officer Ninmann also started 911 for Kids. She goes to schools to speak to children as to how to use the 911 system.</p>

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State/Local Government	F03130	04/14/03	10:30 AM	30:00	Mark O'Connell and Host Patrick Lannoye converse on county finances. Mr. O'Connell is the Executive Director of WI Counties Association. The #1 issue is property taxes for counties. The counties deliver state programs. The state gives them some of the money needed, the remainder comes from taxpayers. The WCA is the voice of the counties in state legislature. Mr. O'Connell discussed the reasons for the multi-billion dollar problem in the state. These include the large number of baby-boomers who will require more services as they age and a 1950's tax system of operation that is manufacturing based. There are sales tax exemptions given to various businesses that need to be debated to see if they should continue being exempt. The baby boomer issue is not being recognized. There needs to be plans put into place now. He also talked about shared revenue and the state possibly cutting this. The revenue partially pays for state mandated programs. There needs to be debate on this issue as to what segment of society will receive less services. The state should not require services and then cut the funds to carry them out.

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(Un)employment	F03131	04/19/03	12:00 PM	30:00	Host Patrick Lannoye, and Sue Christian discuss employment issues. Sue is the president of a local employment service. The service helps both employees and employers. They try to find employees to fit a company

					<p>where they are needed and share a similar philosophy. Now many reservists have been called up and employers need to fill these positions on a temporary basis. Medical is the fastest growing field for job demand. Technical and clerical are also growing. Even though there is a downturn in the economy, a record number of employees have been placed recently. A large company in Mayville recently closed and others in the area have had major lay-offs. A lot of the hiring is being done by smaller companies. Many are hiring temporary positions due to the uncertainty of the war with Iraq issue. When using an employment agency, it should be checked out who will be paying for the service before making any commitments. The agency may refer applicants to get some more skills at a local technical school. Employees need to be open-minded and willing to learn. Attitude is critical and they should be willing to be flexible to fit into what the employer needs. Ms. Christian also discussed interview skills and how to prepare for one. She spoke on what to do and what to definitely not do (speak negatively about a former employer or teacher), along with other things not to do.</p>
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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
(Un)employment	F03132	04/21/03	10:30 AM	30:00	<p>Jennifer Maney, the Director of Career Services with Carroll College and Host Patrick Lannoye talk over how current issues of employment are affecting job searches. Carroll College is a nonprofit institution and her job is to help alumni and students through individual counseling, faculty classroom presentations, etc. She is seeing more alumni who have been laid-off. She tries to help underclassmen secure internships. Ms. Maney tries to help people find their gifts. Alumni come to her for help in career changes, or because they may be displaced or unhappy with their current job. Post 9/11 saw an influx of more alumni due to companies downsizing, the unemployment rate rose and people decided they were not happy or fulfilled. They need to evaluate where to go from there. Career Services will help update or create a resume, networking opportunities, computer and library usage. She has contacts with employers and tries to "marry up" employers with students. Alumni of other colleges were encouraged to</p>

					<p>contact their alma mater if they need help. Computer and health fields are current careers that are up in the job market. Those with majors that are seeing an employment slump should consider supplementing with other skills and fill those gap. In this tight job market people need to separate themselves from the pack by being involved in community services and leadership roles. Employers look for employees that are exposed to different walks of life and have communications and relationship skills. For those who are not looking for a new job, they should take advantage of workshops offered by their employer and taking on unpopular projects. Employers will consider this as a positive. Volunteering and being involved in the community are very important, as are being current in computer skills.</p>
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(Un)employment	F03133	04/26/03	12:00 PM	30:00	<p>Host Patrick Lannoye and Kathy Heady, the Area Development Manager for the Department of Commerce, dialogue about employment issues. The department works to foster business retention and business development across the state. Mayville recently had an Economic Summit which was a pro-active approach (as they had a recent plant shutdown and others having layoffs). The Dept of Commerce has a business retention program to access the needs and satisfaction of them and identify red flags. They work to foster an entrepreneurial climate and to promote new businesses. Ms. Heady's area is Dodge and Jefferson counties, plus 6 others. She discussed the Tech Zone and Ag Zone Programs which work to strengthen those types of businesses. A goal of the Dept. of Commerce is to create good family supporting jobs, with the end goal of strengthening the economy. They offer many resources to help businesses such as entrepreneurial training, capitol financing, small business development, employee training and quality certification. Currently there is a mixed bag as she sees some companies growing and some struggling.</p>

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Growth/Population	F03134	04/28/03	10:30 AM	30:00	Host Patrick Lannoye and the Executive Director of The Hartford Area Chamber of Commerce, Doreen Weibel, discuss how Hartford is growing. There is a lot of growth and new housing is at it's highest in 10 years. Ninety-five percent of all downtown storefronts are filled. Hartford has a small town feel, is safe to live in and has a good quality of life. The Chamber works to bring special events into town and to add more quality to their industrial base. These draw people to the community. Hartford has an arts theatre, an auto museum, a new recreation center and a state park, which are also big draws. Growth has negatives and positives. There must be a balance maintained and lines of communication open between different groups. The city has an incubator which helps small businesses start up.

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(Un)employment	F03135	05/03/03	12:00 PM	30:00	Host Patrick Lannoye and Diana Schafer, the Chair of the Workforce Development Board, converse about her work with the WDB. There are 6 in the state. She is on the one that covers several counties, including Dodge and Jefferson Counties. Their mission is to build public and private partnerships that provide excellence in workforce innovation. It is a federally mandated program. Currently, there are 4 initiatives they are dealing with. The first is Rapid Response, which deals with worker dislocation due to mass layoffs. The second is Job Centers and trying to expand their services. The Youth Council is the third initiative. This targets those up to age 25. The last is Partnerships with business and industry coming together to find solutions. The guest for the second half of the program was Tracey Meek. She is the Director of Jobs With a Future. The program started because of a concern about low wage jobs. JWF partners with employers and other public institution to see where people need advancement. The healthcare industry in particular has a labor shortage. They work to see how employees, though they may start at the bottom, may work their way up to better careers. They listen to what employers are looking for in the workforce. They then bring together those who offer training and tweak the programs to meet employers needs. It is hoped SE Wisconsin will become leaders through a Industry Partnership Grant from the Department of Labor. An international model is being developed to bring everyone to the table at one time. They have a future desire to expand with additional projects, regional projects and expanding Job Centers abilities.

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State/Local Government	F03136	05/05/03	10:30 AM	30:00	Julaine Appling, the Executive Director of the Family Research Institute, and Host Patrick Lannoye discuss the Indian Gaming Compacts which the Governor has negotiated. The compacts are to bring in more revenue to the state. The are compacts that will expand gambling will be in perpetuity. There will be very little oversight on the compacts. Ms. Appling's believes

					<p>there is nothing good about this and the state will using a social vice to balance it's budget. Gambling has been proven to harm families. The societal costs of gambling are enormous. She maintains that what is good for families is good for the state and vice versa. Official state documents state that the family is the backbone of the state. Casinos target senior citizens. Research shows that gambling takes from those who can least afford it. Alcohol is another vice of casinos. Gambling and alcohol are a bad mix. The state is looking for a quick fix to it's budget woes. They need to look at long term results and be more creative in raising revenue. The legislature made two attempts to have some of their power returned to them in making these compacts. The governor vetoed both times. A lawsuit has now been filed, as legislature leadership is claiming the compacts are illegal.</p>
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Youth	F03137	05/10/03	12:00 PM	30:00	<p>Host Patrick Lannoye and Tom Riese, the UW Extension Youth and Family Development Educator for Waukesha County, discuss the work that he does with and for youth. His job is to help families and communities raise children from a community point of view. Mr. Riese is the also Interim Director of the Waukesha Youth Assets Initiative. There have been 40 assets identified that youth need. The more they have available, the greater the chance for them to become contributing members of society. Some of the schools have gotten involved. Youth need to feel they are an asset to the community. A survey revealed that only 20% of them feel they are. Some opportunities available to them are youth advisory boards, volunteering and being on a government committee. Some neighboring communities have made an official effort to have youth on official boards. Everyone can be a youth asset builder by interacting with teens. Something as simple as a smile on the street can be positive to a youth. Mr. Riese also talked about speaking to kids about war and terrorism. There are fact sheets available at any UW Extension office to help adults make the most of teachable moments on the subject. The sheets offer age appropriate</p>

					messages to convey to youth.

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Youth	F03138	05/12/03	10:30 AM	30:00	Host Patrick Lannoye and Gary Graika discuss the work Mr. Graika does with the Milwaukee Violence Free Zone, of which he is the Executive Director. He works with gang members through prevention, intervention and diversion. The MVFZ even mediates disputes between rival gangs. They work to help kids stay out of gangs, those who are in and want to get out, and those who don't want to get out by keeping them less involved in gang life. Gangs are not just a big city issue, but affect suburbs and small towns. Family involvement is very important in helping kids. Mr. Graika doesn't try to take the kid out of the gang, but rather to take the gang out of the kid. He discussed issues of gang life. Anglo kids from the suburbs and small communities are the fastest growing segment of gang recruits.

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(Un)employment	F03139	05/17/03	12:00 PM	30:00	Host Patrick Lannoye and Bill Clingan discuss Wisconsin's unemployment insurance. Mr. Clingan is the Division Administrator for the Department of Workforce Development Unemployment Insurance Division. He believes it is important to remember the people behind the UI checks and how any changes will affect them and state employers. Wisconsin started UI in 1932. Employers pay into the fund, and the state pays out temporary benefits to those who have become unemployed. The state has always been a leader in this area and has one of the best programs in the country. They have made technological changes that have greatly helped them provide more efficient services. Claims and benefits have dramatically increased since 1990. Mr. Clingan discussed the different aspects of the UI Division and the operation of each. They always try to seize the initiative and control what they can in regards to the future. Some state's funds are insolvent because of lack of planning. The UI Division is working on a new system that will allow records to be updated in real time. That will help them avoid chasing a huge paper trail that can often creates confusion. He encourages people to file their claims electronically. Forty-five percent of their employees will be of retirement age in the next five years. They have started a succession planning program to help make the transitions easier, and prepare younger employees for possible management positions.

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Growth/Population	F03140	05/19/03	10:30 AM	30:00	Host Patrick Lannoye and Karen Fiedler, the Chair of SE WI Waste Reduction Coalition, discuss the impact of growth on waste reduction. We need to think about ways to reduce it. The Coalition works to build awareness with a Be Smart program that promotes ways to cut waste. They also provide technical assistance and share their expertise with communities. The need for waste reduction increases as the population increases. Benefits of reduction include: less pollution, energy

					consumption and savings for businesses and private sectors. Being environmentally conscious is good for businesses. Ms. Fiedler gave very practical ways to cut waste that will add up to waste reduction, whether for a business, or a private person.
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Growth/Population	F03141	05/24/03	12:00 PM	30:00	Michael R. Miller, Mayor of West Bend, and Host Patrick Lannoye talk over the issue of growth in the city of West Bend. The city is becoming the commercial center for the area. A land use planned was drawn-up in the late 1980's that will take them into 2010. West Bend is averaging a population growth rate of 500 people per year. Major retailers are moving to town. Their wastewater plant is at 50% capacity, so that is not a concern right now. Development must be planned and regulated to insure what occurs is what is best for West Bend. Standards are set for major incoming commercial buildings that does not allow them to have an immediately discernable look as to what company they are. In the event the business moves out of town, it will be more saleable. This may have caused some lose of new business, but they are still growing. There are 2 industrial parks that are kind of quiet now, but the businesses are doing okay. There is much foreign competition that affects them. There is a major downtown redevelopment project the city hopes will be successful. They buy blighted buildings and demolish them and put up new ones. A community is only as good as the downtown. Mayor Miller talked about the positives and negatives of growth. West Bend stands to lose \$500,000 next year because of cuts in shared revenue by the state government. This will cause them to cut services. They may also be affected by the tax levy freeze which will not allow them to raise property taxes. There has been an unusual coalition formed between various groups (unions, cities, town, etc.). They used to be fighting amongst themselves. Now they work together and are more involved in state legislature.

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State/Local Government	F03142	05/26/03	10:30 AM	30:00	Host Patrick Lannoye and Micabil (Mike) Diaz discuss the role of the state agency, Equal Rights Division, of whom Mr. Diaz is the Division Administrator. The ERD enforces state law in many areas such as housing, employment, the family medical leave act and others. Two major sections of the division are the civil rights section and the labor standard section. Mr. Diaz discussed what people can do if they believe they have been discriminated against. The agency provides investigation into complaints to see if there is a probable cause. If a probable cause is not found, the person still has a right to a hearing. They do labor clinics for employers and have publications to keep employers informed as to discrimination laws. Complaints have not risen a lot in the last couple of years. Mr. Diaz discussed some of the different types of discrimination. They ERD also provides interpreters for those with limited English. For those with disabilities, employers must try to make reasonable accommodations for the employee. Determination on this is done on a case-by-case basis. The division deals with labor standards of illegal deductions, failure to pay on time, child labor laws, etc. He stated that people need to be more culturally sensitive in the workplace. Many are more aware of the laws. The workforce is more educated on discrimination.

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Growth/Population	F03143	05/31/03	12:00 PM	30:00	Host Patrick Lannoye and the President of Forward Wisconsin, Wayne Harris, discuss the work of the organization to promote economic growth. The mission of FW is to market the state, outside of the state, to attract jobs, businesses and non-profits to the state. They have a 30 member board comprised of the governor and representatives from businesses, legislature and schools. FW also helps existing businesses in the state to network. They use several means to promote Wisconsin: the internet, advertising in trade periodicals and going to tradeshow. Mr. Harris discussed how different areas of the state have industry clusters of certain types of businesses. Biotechnology is growing in the southern corridor. FW works hand in hand with the Department of Commerce. There have been 300 companies brought into the state through the marketing efforts of FW. They go on prospecting trips to other cities to talk to the CEO's of corporations to encourage them to move to Wisconsin.

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Health Care	F03144	06/02/03 06/14/03	10:30 AM 12:00 PM	30:00	Teresa Hill, a Clinical Dietician and Certified Diabetes Educator and Host Patrick Lannoye talk about the major health issues of Dodge and Jefferson county areas. Ms. Hill works with HealthQuest, a part of Beaver Dam Community Hospital. They offer many diverse programs and seminars promoting health and wellness. A health assessment done in 2001 for Dodge and Jefferson counties revealed that residents are affected by heart disease, breast and other cancers, stroke and vascular diseases that are above the state average. Diabetes was not in the top seven, but she believes it is major health concern. One-third of the people who have the disease

					are not aware they have it. Ms. Hill discussed the complications of long-term elevated blood sugar. There are two main types of diabetes. Children are getting the disease more now due to inactivity and diet. There is no cure, only treatment. Lifestyle changes are needed to keep blood sugar under control. These include diet, exercise and stress reduction and visiting your physician. Ms. Hill discussed symptoms. Some people do not have any. There is also a risk test to determine if you are at a high risk for the disease. People need to be their own health advocate and see a doctor if they are at a high risk. She believes there is hope for a cure in the near future.

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Youth	F03145	06/07/03	12:00 PM	30:00	Archbishop Timothy Dolan, of the Milwaukee Archdiocese, and Host Patrick Lannoye discuss how faith impacts youth. The Dodge County area is part of the Milwaukee Archdiocese. Faith plays a tremendous role in affecting values and direction in the formative years which influences the rest of their life. The Archbishop talked how to reach out to the youth to make them feel part of the church. Usually we think of what we can do for youth, but they can do a lot for us. They have great radar in detecting hypocrisy and can help to keep adults honest and in integrity. Adults can help by mentoring youth. Children need to be prepared to face the challenges they will have when they are out on their own. Youth are not the problem in the church, they are the solution. They need personal relationships, not just programs.

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Health Care	F03146	06/09/03	10:30 AM	30:00	Jeremy Janes, Communications Representative for AARP Wisconsin, and Host Patrick Lannoye talk about the SeniorCare Rx program. Many seniors are having a hard time paying for their drug prescriptions. They may end up cutting back on other necessities to be able to buy their drugs. SeniorCare is available to any registered resident of Wisconsin, 65+. Income determines how quickly benefits are received. There is a 3-tier system that determines how much of a co-payment will be paid. A cigarette tax and Medicaid payments finance the program. Mr. Janes told how to sign up for the program through county health and human services departments. So far 89,000 seniors have signed up for the program. The legislature is considering raising the deductible. Mr. Janes believes this would have a painful impact on many seniors. He discussed Prior Authorization which is a built in control mechanism in the usage of generic drugs. He also believes the Preferred Drug List will be beneficial if enacted.

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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, 2003. 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
Health Care	F03148	06/16/03	10:30 AM	30:00	Host Patrick Lannoye and George Quinn, the Senior VP of the Wisconsin Hospital Association, discuss the current health care crisis. WHA is an

					advocate of hospitals so they can provide better care to the communities. A major issue is the cost of health insurance. Premiums have increased dramatically in the last 5 years, and continue to rise. The four major factors for the continued increase in health care expenses are: incredibly high demand for services, advertising by drug companies, input cost and the aging population. Mr. Quinn talked about the different aspects of these. He believes government intervention is not the answer to the crisis. His belief is that making the marketplace work through classic economics and ability for consumers to make decisions, based on quality and cost, are ways to deal with these concerns. Technical schools are responding quickly to the issue of the lack of health care workers. Students, beginning in middle school, need to be taught the value of going into the health care fields

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
State/Local Government	F03149	06/21/03	12:00 PM	30:00	Host Patrick Lannoye and Senator Scott Fitzgerald relate on issues surrounding the controversial state budget. Senator Fitzgerald is on the Joint Finance Committee. He spoke of his concerns regarding the Medicaid formula to receive monies from the federal government and the Indian Gaming Compacts. The JFC had to work through each level of the IGC. The Compacts are very controversial. The state supreme court is now determining if it was legal for the past legislature to have given sole power to the governor to determine the compacts, and thereby tied the hands of the current legislature. The budget challenge is how to pay for it without increasing taxes. User fees will probably be increased. The Senator explained the background of how the state got into such a financial mess. He spoke on the funding of roads and how the Marquette

					Interchange in Milwaukee needs to be rebuilt. This will cost one billion dollars. It is the main entryway into the state. He also discussed shared revenue and unfunded mandates from the state to local governments.

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Youth	F03150	06/23/03	10:30 AM	20:00 (technical difficulties)	Dave Katsma, Pastor of Marshview Ministries in Horicon, and Host Patrick Lannoye relate over their concern for youth. Pastor Katsma feels the largest concern for them is family instability. Many youth have to deal with a parent's remarriage, new siblings and not living with both biological parents. Anger often comes out from this. Teenagers are already moody and this tears their heart out. The Church is one of society's most stable institution. A single mother should get her children involved there with an adult male. They need a male figure who is willing to mentor them. Youth often do not realize how important it is to develop their spiritual side. To ignore it is devastating. Parents need to be committed to their spiritual walk. Their teens may not give credence to it, but they see it. Society doesn't know how to approach youth. There is a cultural gap between teens and adults. Adults are often afraid to go into the teen's world. As they have taken on their adult roles, they have lost touch. Youth today look different. Adults tend to stereotype them. Youth need to recognize how valuable they are. The key to reach out to them is building relationships. Be a part of their world instead of expecting them to be a part of ours. Adults need to take the time and energy just to be with them. Pastor Katsma gave some practical ways to do this. He also talked about the different ways his church works to reach out to them.

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Health Care	F03152	06/28/03	12:00 PM	30:00	Debra Gatzke, the Executive Director of the Dodge-Jefferson Healthier Communities Partnership and Host Patrick Lannoye talk about the health concerns of the two counties. The DJHCP is a consortium of leaders that come together to address health from different aspects. A health assessment was done to identify community needs and link resources to help the communities. One of the many aspects that affects health is poverty. Those dealing with that tend to smoke more, eat worse, lack proper child care, etc. Health is a complex issue. Many social ills are the root of health issues. Physicians are starting to treat their patients as individuals. They see them as a person with a family that is affected and who have unique aspects to their situation. Patients also need to become more accountable for their healthcare. The DJHCP is more active with the Dodge-Jefferson Tobacco Coalition that works to promote anti-smoking campaigns. They also have a comprehensive data base on all available health care within the two counties. Parents must realize they are role models for their children and must act responsibly, especially with alcohol and tobacco. Some of their programs are integrated into the schools to educate students on these concerns. The number of uninsured is a major concern. A free clinic has been opened. The Partnership hopes to see a free dental clinic open. Obesity is also a large issue for the area. They hope to take this on in 2004.

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Growth/Population	F03151	6/30/03	10:30 AM	30:00	<p>Host Patrick Lannoye and Jim Congdon discuss issues regarding our water. Mr. Congdon is the with the DNR and is the Upper Rock River Water Basin Leader. There are 11 counties in the Rock River basin. It is one of the main drainage areas in the state. The biggest problem that affects the basin in non-point pollution. This is pollution that can't be traced to a specific source. The basin exists in a largely rural area. But there is a lot of development and the population is growing. Wisconsin has mainly utilized groundwater for it's needs. Waukesha County has seen a significant decline in it's groundwater level. It is being utilized faster than it is being recharged. Land use is a significant issue affecting ground and surface water. The legislature is considering ways to regulate the use of groundwater. Pollution is bad in the Rock River. It, and many of it's tributaries are considcred impaired. Phosphorus and sediment are the two largest pollutants. Sediment in the river also means we are losing our soil. New regulations are being implemented to deal with non-point pollution. As there is now a shift form agriculture to urban growth in the basin, the concern of water quality runoff is an issue. The runoff is worse than that of agriculture. There is a need for intensive education to teach people about water issues. This year has been designated the "Year of Water", both federally and statewide. There will be an emphasize placed on the importance of protecting our water resources. The purpose is primarily educational. Clean water is critical to our whole life. We need to start correcting the damage done to our water.</p>