

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

**LEADING COMMUNITY PROBLEMS/NEEDS/CONCERNS FOR**

**JANUARY, FEBRUARY, MARCH 2004**

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

**STATE/LOCAL GOVERNMENT**

**YOUTH**

**GROWTH/POPULATION**

**(UN)EMPLOYMENT**

**POLLUTION/ENVIRONMENT**

**NATIONAL MINORITY TV, INC.**

**WWRS-TV AND WWRS-DT**

**QUARTERLY ISSUES/PROGRAM LIST**

**JANUARY, FEBRUARY, MARCH 2004**

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

There follows a listing of some of the significant issues responded to by Station WWRP-TV AND WWRP-DT, Mayville, WI, along with the most significant programming treatment of those issues for the period April-June, 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
State/Local Government	PR 03-204	01/03/04	12:00 PM	30:00	Joe Volk is welcomed by Host George Zach. Mr. Volk is the Chair of the Milwaukee County Emergency Shelter Task Force. He is also the Associate Director of Community Advocates, an organization that works with the homeless and low-income persons. Most of their funding comes from government sources. The state has not cut back on homeless funding, but as cutbacks are felt in other areas, and as net holes get bigger and bigger, agencies are seeing more homeless. There are more homeless families now, partly due to welfare cuts. This affects the children very hard. Agencies work to create a stable place for them to live and to make sure they avail themselves to all government funded program available. A new federal law requires schools to bus homeless kids to the school were they came from. This is best for the children, but very hard on school systems. It is an unfunded mandate. They work with all levels of government to change laws that have negative effects on the poor. Homeless shelters are band-aids. Safe, affordable housing is what is needed. The state needs to have more low-cost housing. Welfare reform has been good for some and very bad for others. Everyone should have a place to stay.

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
Youth	PR 03-203	01/05/04	10:30 AM	30:00	Host George Zach welcomes U.S. Wildlife & Fish Service Ranger, Molly

					Stoddard. The USW&FS is in the charge of the northern 2/3 of the Horicon National Wildlife Refuge. They offer many youth programs. Some are educational and some are job opportunities. Some of the jobs are volunteer opportunities. These are service learning projects that can give youth a bigger picture of the task they are doing. Some surrounding school districts are involved in these projects. There are paid job opportunities for older youth. Molly discussed the different options available. They are beginning to reach out to youth in the inner city to give them a chance to be involved in the marsh. There are educational programs available for all age levels. More are being added. There is a distance education broadcast that is including incarcerated youth. School kids come from the area and other states to be part of the educational programs. The USW&FS is working on an environmental curriculum to be used nationwide.

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
State/Local Government	PR 03-207	01/10/04	12:00 PM	30:00	Host Daphene VanHullum and Mr. David Titus, the Director of the Dodge County Human & Health Services discuss issues of the department as they pertain to state and local government. The Family Partnership Initiative is a way to provide cutting edge services that are provided in metropolitan areas that are difficult for rural areas to provide. Area counties will pool their resources to offer family based programs. The goal is to keep children out of the child welfare system through preventative measures. The FPI has been nominated for an award by Harvard. Mr. Titus discussed cuts in W-2 funding. This will mean less opportunities for people using the program. There will be cutbacks that will affect preparing for a job and sustaining oneself in the workforce. There has also been a reduction in the Benefits Specialists Program. This involves elderly outreach. There has been a volunteer staff reduction and more are needed. Several county health departments have banded together to form a consortium to deal with bio-terrorism emergencies. They are working to put concrete plans into

					place. The VISIONS Concept is probably the biggest step to ever come about in Human Services Departments. It will look at how they are funded. Demand continues to increase and dollars decrease. Clear guidelines are needed to the state, the providers and to those who need services.
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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
Growth/Population	PR 03-206	01/12/04	10:30 AM	30:00	Kevin Struck, the Growth Management Educator for Washington County, and Host Jerry Sherstad talk about growth and population concerns. Land use is constantly changing and is more complicated than previously. Washington County added 30,000 people in the last 20 years. County board members are usually part-time and it is difficult for them to keep up with laws. Washington County is growing as a result of the metro Milwaukee area expanding outward. Some of the communities in the southern half of the county are bedroom communities. There are effects of growth and population conflicts in rural areas with agriculture. Mr. Struck spoke on these issues. Growth must occur, but it must be healthy and managed. Planning is often long-term. Housing values are up 100% and are probably overvalued. As the Baby Boomers begin to sell off their large homes, the upcoming generation may not be able to afford them, and the home prices may drop. Equity would be lost. Local governments depend on assessed home values for taxes. As growth continues, there are many complimentary costs, such as increased costs for police, fire, schools, roads, etc.

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
State/Local Government	PR 04-002	01/17/04	12:00 PM	30:00	State Representative Steve Foti and Host Jery Sherstad talk about governmental issues. Rep. Foti believes the top 3 issues are state income taxes, local property taxes and same sex marriages. The state needs to be looking at all the programs they have to hold down taxes. Some could be obsolete and therefore discarded. Others could be changed. Property taxes are in the top 5 in the nation. The elderly need a property tax break. Rep. Foti believes the state needs a constitutional amendment to ban same sex marriages. Wisconsin has a good business climate in regards to taxation. Business permits are taking too long though. This issue is being addressed by legislature. Another area of concern is the Indian Gaming Compacts that are in perpetuity. This needs to be looked at again. Gambling should be limited in the state.

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
State/Local Government	PR 03-209	01/19/04	10:30 AM	30:00	Mr. Chris Kliesmet, the Director of Communications for Citizens For a Responsible Government, and Host Daphene VanHullum talk about the need for citizens to be involved in their government. CRG was instrumental in starting some recall elections that were very high profile and resulted in some incumbents losing their positions. Government officials need to be held accountable to do what they promised to do. Now that coffers are tight, people are more aware of what officials are doing. Recall elections are not to be frivolous. Trust is a very important issue between officials and their constituents. Citizens need to vote and become informed of issues. When citizens fail to do their responsibilities there is lots of waste and corruption. Temptation is high for officials when they are not held accountable. Apathy needs to be overcome by citizens. Recall elections are a very powerful motivator for politicians to maintain

					accountability. They are a means of recourse when the political process has gone awry.
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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
Environment/Pollution	PR 04-003	01/24/04	12:00 PM	30:00	Host Daphene Van Hullum welcomes Bill Volkert, the Wildlife Educator and Naturalist for the DNR at Horicon Marsh. A very pressing issue the DNR is dealing with is non-point source pollution. This is pollution that does not come from an identifiable source. These pollutants are carried into our water systems. Society and each citizen need to practice responsible land use. Twenty-one million pounds of topsoil flow into the Horicon Marsh every year due to poor land use practices. Agriculture's best topsoil will continue to flow into the marsh unless practices are changed. Industry is well monitored and very compliant with laws. The DNR wants to help farmers with better land use practices. If the farmers leave, development will spring up with even more profound issues. Mr. Volkert spoke on groundwater issues and how it becomes polluted. Public awareness is very important to protecting our water supply.

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State/Local Government	PR 04-004	01/26/04	10:30 AM	30:00	Host Jackie Kahlhamer discusses state and local governmental issues with Dodge County Sheriff Todd Nehls. Sheriff Nehls talked about the Adopt-A-Township program and how it provides someone from the sheriff's

					<p>department to deal with the policing of town ordinances. The fatality rate for county roadways decreased in 2003. The department worked hard to accomplish that. He also spoke on the Community Service Work Detail which allows those in jail to work for non-profit agencies and have their jail time reduced. This is saving money for the department. Housing federal immigration prisoners will bring in 6-7 million dollars for the county next year. Diversity issues were discussed and how the department is working to bridge cultural and racial gaps. The eastern part of the county has experienced a number of daytime break-ins. Viewers were cautioned to keep their homes locked and be aware of unusually things in their neighborhood. They should not be afraid to contact the sheriff's department if they see something suspicious.</p>
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Youth	PR 04-001	01/31/04	10:00 AM	30:00	Host Jerry Sherstad and Ms. Pat Molter discuss issues of youth. Ms. Molter is President of New Beginnings are Possible. The organization's mission is to help youth become the person God intended them to be. Eighteen churches work together to bring this about. She talked about the many things they do to accomplish this. Besides fun things, they work to help the kids academically. Their motto is "it's easier to build a child than to restore an adult". They have a youth center and also try to reach out to the neighborhood adults and incorporate them into some of the activities. Most of the children they serve don't live with an immediate family member. The center is a safe haven for them to go to after school. Many have drug and alcohol problems in their homes. Ms. Molter spoke about her hopes for expansion of the program.



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Youth	PR 04-005	02/07/04	11:00 AM	30:00	Host Julaine Appling and Ruth Lindegarde talk about youth concerns. Ruth is the Executive Director of High Expectations, a youth focus group to help empower them, to help youth feel valuable in the community and to help out in the community. They work on building assets in youth. These assets help to deter youth from being involved in risky behaviors. Julaine and Ruth talked about the acceptance of drinking among youth and it's implications. Poor communications with parents is often a main reason why kids become involved in risky behaviors. Leadership among youth is necessary and boundaries are key to developing good character. "Everybody's Not Doing It" is a High Expectations programs that encourages youth to realize not everyone is involved in drinking, drugs, sexual activity, etc.

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Youth	PR 04-006	02/07/04	12:00 PM	30:00	Steven Robertson is welcomed by Host Julaine Appling. He is the youth pastor at Christian Faith Fellowship in Milwaukee. The name of the youth ministry is Destiny House. Kids are served from all over the city. Pastor Steven believes that without vision the youth will perish. They need to

					catch hold of vision and run with it. This will keep them from running wild and casting off restraints. The church has acquired a 66,000 sq. ft. strip mall that will become a youth plaza. They want to reach outside the church walls due to crime and violence in the area of the plaza. The plaza will offer a community center, recreation, a cafeteria, help with job skills and placement, media center, family resource center, etc. It is set to open in fall of 2004. CFF is already working to meet the needs of youth in weekly services. They offer covenant programs for them to help keep them focused and refrain from risky actions. Training for parents is offered to help them in raising their children. The youth are called to transform their world.

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(Un)employment	PR 04-007	02/09/04	10:30 AM	30:00	Sheila Knox, the Director for the Milwaukee Job Service District and Host Julaine Appling talk about Job Service and what is offers. Job Service is for both job seekers and employers. All people are served, not just those who qualify for certain programs. There is a center for dislocated workers, a Rapid Response Team , a veterans service and others. They partner with many area groups to work together and bring services under one roof. Job Service offers workshops, counseling, testing, help with resumes, etc., to help assist those seeking employment, or to change jobs. Help is available for those with limited speaking English skills. There are 78 Job Services around the state to help those in all parts of Wisconsin. January saw a slight increase in the number of jobs being posted by employers.

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Environment/Pollution	PR 04-010	02/14/04	11:00 AM	30:00	Host Jerry Sherstad enjoins Jim Congdon, the Upper Rock River Basin Water Leader for the DNR at Horicon, in discussion about the Beaver Dam Lake. Jim spoke on the history of the lake, which is manmade. It is surrounded by very fertile agricultural land. It is a very shallow lake and is affected by non-point pollution runoff. Land use practices affect the lake greatly and need to continue to be upgraded to protect it. There is current controversy about the lake level. The DNR sets the water level for the lake and utilizes public input to help determine it. There is a current controversy over the lake level- some want it lower and some want it higher. The DNR is working to bring both sides together and work the situation out.

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Environment/Pollution	PR 04-008	02/16/04	10:30 AM	30:00	Host Julaine Appling and Suzanne Wade talk about water. Suzanne is the University of WI Extension Natural Resource Educator for the Rock River Basin. WI is the only place in the world that has basin educators. The Rock River Basin covers a large area of SE WI. Water quality is the #1 issue that she educates on. The things that mostly affect water supplies are natural- soil, manure, fertilizer, etc. These are affecting our lakes and rivers profoundly. Fish are suffering from impairment to their habitats.

					Drinking water is also affected. They discussed ways that average citizens can help improve our water resources by the ways they tend to their lawns.

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
Environment/ Pollution	PR 04-011	02/21/04	12:00 PM	30:00	Peter McAvoy, the Director of Environmental Health for the Sixteenth Street Community Health Center, and Host Jackie Kahlhamer discuss the importance of the Great Lakes to the southeast WI area. The Great Lakes are vital to this area of the state. Mr. McAvoy was Chair of the Committee that signed the Great Lakes Charter a number of years ago. Important principles were agreed upon between all the U.S. states and provinces of Canada that border the Great Lakes. As water becomes more and more of an issue, ways are needed to preserve the lakes for future generations. Waukesha has a serious water issue. Current land use and high consumption of water could cause a shortage in the near future. He spoke on ways the average citizen can help to alleviate some of this. Collectively, it can make a large difference.

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Growth/Population	PR 04-012	02/23/04	10:30 AM	30:00	<p>Dan Peterson of the WI Association of Professional Agricultural Consultants (WAPAC) and Host George Zak discuss the issue of agriculture and urbanization. Agriculture is changing fast and dramatically in the state. They talked about the reasons for this. Part of that entails the shift in land ownership as the countryside becomes more residential. Residential owners are getting involved in the property rights of farmers more and more. They may have preconceptions, intolerance and lack of knowledge as to what farming entails. Busy lifestyles don't have the patience to deal with a large combine slowly driving down the road. There is a shifting away of agriculture in the state. It is a 19 billion dollar per year industry for WI. There is a disconnect from agriculture and the fact that it is where our food comes from. Agriculture sustains small-town WI. State regulations are affecting agriculture in profound ways, causing many smaller farmers to quit. Mr. Peterson believes the message won't sink in until our food prices rise dramatically due to the demise of farms in the state.</p>

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Environment/ Pollution	PR 04-013	02/28/04	12:00 PM	30:00	Host George Zak and Dan Peterson of the WI Association of Professional Agricultural Consultants (WAPAC) relate on environmental issues and agriculture. There is hostility towards agriculture based on perceived ideas on how it impacts the environment. Media often portrays sensational stories of how farm chemicals, fertilizer and animal by-products affect the environment and don't portray the positive side. They talked about the differences between traditional and organic farming. Either way the farmer must return nutrients to the land that were removed due to growing crops. Both types of farming can affect the environment. Testing programs for chemicals are very stringent now. The environmental impact is significantly less than in years back and he wants the public to be reassured of this.

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(Un)employment	PR 04-009	03/01/04	10:30 AM	30:00	Charlene Dwyer, the Administrator for the WI Division of Vocational Rehabilitation, and Host Jerry Sherstad talk about employment for those with disabilities. The DVR works to help those with disabilities either get a job, keep a job or improve a job (upgrade career). Job Centers around the state have DVR offices. Charlene discussed myths that employers have

					about the difficulties of employing the disabled. There are tax credit programs available to help employers offset costs that may occur due to making the workplace more workable for the employee. It is a good investment for the employer to diversify the workforce by hiring those with disabilities.
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Growth/Population	PR 04-014	03/06/04	12:00 PM	30:00	Host Jerry Sherstad and David Carpenter talk about the growth of Dodge County. Mr. Carpenter is the Director of Dodge County Planning & Development. He spoke on the county's acquisition of Harnischfeger Park in the SE portion of the county, which is the fastest growing segment of Dodge County. The park already has many amenities that the county would want. Although economic times are hard, the price was very good. There was an amazing groundswell of local support and private donations, which has considerably lessened the amount the county will finance. They also discussed the proposed, controversial wind farm project in the town of Herman. There are some safety and environmental concerns. Any energy source has those issues. The DCP&D is working to implement the state's Smart Growth law. There are 19 municipalities involved. They hope to plans in place by June 2005. The Revolving Loan program was discussed and how it is helping businesses in the county expand.

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Growth/Population	PR 04-015	03/08/04	10:30 AM	30:00	Philip Fritsche, the Executive Director of the Beaver Dam Chamber of Commerce, and Host Jerry Sherstad discuss how the Chamber supports business in Beaver Dam. They are indirectly involved with development, by their support of the BD Area Development Corporation. The Chamber tends to work behind the scenes in bringing in economic development. There has been much opposition in the community due to a major retailer wishing to put in a distribution center. The Chamber believes the distribution center will be good for the community. The same business is also expanding its retail business, which could have a negative impact on smaller businesses. Mr. Fritsche hopes that the community will expand and there will be a piece of the pie available for all businesses. Big box retailers usually have ancillary developments, which are good for both them and the smaller retailers. Since Beaver Dam is considered a small city, there are different challenges than a large city may have. But Beaver Dam has some very good amenities for its size. Two of the major ones are looking to expand. Mr. Fritsche believes Beaver Dam is poised to expand for the first time in a number of years. They also talked about the fact that the state has lost a number of businesses due to high taxation.

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Youth	PR 04-016	03/13/04	12:00 PM	30:00	Host Jerry Sherstad welcomes Nancy Franke, the Director of Restorative Justice for Dodge County, Inc. Restorative Justice is a relatively new concept for DC. The state Office of Juvenile Assistance supports it with a grant. All the county judges are behind it. The Restorative Justice program brings youth offenders together with their victims to bring about healing. It is victim-driven. They talked about some of the reasons youth commit crimes. Drugs and alcohol have a major involvement. Volunteer facilitators work with the offenders and victims to bring about resolve. It



					puts a face to the crime for the offender. It helps to diminish youth recidivism rates. RJ can also be used in all types of settings where there is an offender and a victim. If the victim does not wish to meet with the offender, there are other programs to hold the offender accountable with the Restorative Justice program. A juvenile underage drinking group will be started. It will be an intervention-based program.

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(Un)Employment	PR 04-017	03/15/04	10:30 AM	30:00	ReDonna Rodgers and Host Jerry Sherstad talk over her work with helping young people look at employment and running their own business Ms. Rodgers is the President of the Center for Teaching Entrepreneurship. She strives to help the students understand the world of business. They learn to write a business plan. They also must give back to the community. A financial literacy program is offered. They learn that they can be their own bosses. Small businesses spur the economy and create most of the new jobs developed. They learn the skills and abilities employers are looking for. Ms. Rodgers has many sayings, one being "if you can't find a job, make a job". They look at what it takes to be an entrepreneur.

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State/Local Government	PR 04-021	03/20/04	12:00 PM	30:00	Host JoAnne Stoddard and Senator Mary Panzer talk over current legislature issues. Senator Panzer is the Senate Majority Leader. Fiscal health was discussed. The last state budget did not cause taxes to be raised. The 2005-2007 upcoming budget has 5 key areas to be reformed, those being education, shared revenue, the university system, corrections and medical programs. The state of Wisconsin is unique in that we have Legislative Councils that involve elected officials and citizens with expertise. They vote on proposals of which bills are then written up and brought in legislature. Areas that were addressed were the Jobs Creations Act, Venture Capitol Fund, biotechnology, infrastructure, energy and broadband. Funding education will be at the forefront of the next session. Milwaukee Public Schools and the many challenges it has needs to be addressed. It has a high dropout rate. A goal of Senator Panzer is to make WI a place where businesses would want to come to. Her vision is a great educational investment that would be used to create value-added jobs.

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
(Un)employment	PR 04-020	03/22/04	10:30 AM	30:00	Host JoAnne Stoddard and Terry Ludeman discuss Wisconsin's labor market. Mr. Ludemann is the Chief Economist at the Dept. of Workforce

					Development. The state has been going through a very difficult 3-year period. Manufacturing was the hardest hit, with up to 84,000 jobs lost. There are now signs of a moderate recovery, which he was very encouraged about. WI has an older population and needs to attract younger people for the workforce. Issues surrounding minorities were talked about and the barriers that exist for them to find employment. The Governor's Grow WI initiative was discussed and how it invests in people. It is very important for the workforce to have updated skills. The state has a very good technical college system. The state's job centers are very helpful to those seeking jobs. W-2, welfare to work, was talked about. There are private and faith-based programs to assist those seeking employment. He stressed that education and skills upgrades are very important for success. State metro areas need to become more attractive to corporations. We also need to look beyond city and county borders, as the economy does not have boundaries.

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(Un)employment	PR 04-023	03/27/04	11:00 AM	30:00	Donna "Kinza" Christenson, and Host George Zach discuss the importance of professional dress in the workplace. She is the President of a consulting group. It is important to realize your goals and dress that way now. The advice given was to those seeking employment or wanting to be promoted. Proper dressing for a job interview can make the difference in being hired or not being hired. It is important to know as much as possible about a company before going to the interview. Very casual business dress has created a whole new set of issues affecting work quality. Kinza stated that you should not dress more than 1 notch above the company standard, as you want to be seen as a team player. Colors are very important, as are appropriate styles. The very important first impression was discussed and

					how to avoid flunking it. Employers are looking for people who have the knowledge to sell themselves. Attitude is a major factor of importance. Show yourself to be part of the solution, not the problem.

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Description of Issue	Program/Segment/Source	Date	Time	Duration	Narration of Type and Description of Program/Segment
Growth/Population	PR 04-018	03/27/04	12:00 PM	30:00	Host Daphene VanHullum welcomes Marc Marotta, the Secretary of the State Department of Administration. Sec. Marotta gave a brief description of what the DOA is responsible for. It is basically the backbone of all state departments. It implements the governor's agenda. They talked about Governor Doyle's Grow Wisconsin plan. The plan is to make the state's business climate as good as any others in the country. Many of the initiatives have passed through the Legislature. The fact the WI is heavily dependent on manufacturing is a challenge. Positives include good educational systems, natural resources, aids in business developments, and transportation systems. More venture capital is needed to advance the state. Other aspects of Grow WI include financial modernization, regulatory reform and job training. The UW System is poised to be a leader in nanotechnology and other bio-sciences.