



ISSUES AND PROGRAMS

WQCC / WKBH

FIRST QUARTER 2024

Interviews

The list below shows regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed for the calendar quarter.

Issue: New Year; New Ways to get 'got' by the bad guys.

Program Title: – What does the Better Business Bureau in Wisconsin do? More than you know...

Description: For more than 100 years, the Better Business Bureau has been helping people find businesses, brands and charities they can trust. There are local, independent BBBs across the United States, Canada and Mexico, and including the BBB of Wisconsin; which was founded in 1939 and serves the entire state of Wisconsin.

Guest: Lisa Schiller – Better Business Bureau of Wisconsin.

Date/Time: 2/4/24 6:00 AM

Duration: 8:01

Issue: Vaping Addiction Among Teens

Program Title: United Way Vaping Prevention and Treatment Grant

Description: Great Rivers United Way has been awarded a \$81,288 Vaping Prevention and Treatment Initiatives (VPTI) grant by the Wisconsin Department of Health Services (DHS) to help address the youth and young adult vaping epidemic in La Crosse County

Guest: Autumn Grooms and Diana Dias Granados

Date/Time: 3/3/24 6:00 AM

Duration: 6:07

Local News:

WQCC airs local news covering four to six stories of local interest. News casts run anywhere from two to four minutes and is a quick snap shot of "What's Happening". WQCC news airs at: 6:15, 7:55, 8:30, 11 and 12.

WKBH airs local news covering four to six stories of local interest. News casts run anywhere from two to four minutes and is a quick snap shot of "What's Happening". WKBH news airs at 6:15, 7:15, 8:15, 12:15 and 1:15.

WKBH-HD2 airs local news covering four to six stories of local interest. News casts run anywhere from two to four minutes and is a quick snap shot of "What's Happening". WKBH news airs at 6:30, 7:30, 8:30, 12:15 and 1:15.

WKBH-HD3 airs local updates that highlight what's going on in the area, and sometimes involve a local guest being interviewed. Updates air at 6, 7, 8.