



WMGN-FM

WJJO-FM

WWQM-FM

WOZN-FM & AM

WJQM-FM

WHIT-FM & AM

WRIS-FM

WLMV-FM & AM

### **Issues & Programs List**

1st Quarter 2023 (January-March)

Prepared April 10<sup>th</sup>, 2023

To Whom It May Concern:

On this date, I have placed into the station's public file this report, which details several programming examples aired to specifically address the identified needs and issues of the community.

A list of some of the principal issues is attached to and made part of this report.

This report is not intended as an exhaustive listing of all the community issues identified and addressed in the past three months; rather, it is a small representation of the station's ongoing efforts to discern the principal issues and concerns of listeners in the area, and to create and air programming targeted to address those issues and concerns.

Ascertainment of issues is constant and ongoing and the station's performance in airing specific programming to address those concerns is documented only in part here.

Also made part of this report is a brief description of the methodology of ascertainment employed by station staff and management to continually serve the public's interest, convenience and necessity.

Tom Walker, General Manager

Mid-West Family Madison

Madison, Wisconsin



### **Methodology of Ascertainment**

All Mid-West Family radio stations in Madison, WI, undergo continuous and ongoing research to determine community issues and needs. Program management, news management and on-air staff all participate in our efforts to determine which issues are most important to our community.

One dimension is the ongoing effort to contact and question community leaders face-to-face to ask direct questions about what they think are the most important issues the area faces.

Another dimension is through tracking written correspondence from listeners, solicited and unsolicited, via postal mail or e-mail. Still another is personal contact by on-air staff with listeners and community leaders at events like station-sponsored public events and station remote broadcasts. Feedback is sought and reviewed to help familiarize staff and management with significant community issues.

These are some of the dimensions of inquiry used to generate the quarterly Issues and Programs list. After quarterly compilation, the list of significant issues is distributed to program managers of all the stations, to aid them in generating programming to specifically meet the needs of the area, as identified through direct and indirect contact.

Ascertainment is direct, indirect and ongoing and is a key element in formulating the quarterly list of issues and programs aired to address the issues.



### **Issue Categories**

**Economy:** neighborhood development, poverty, business development/business climate

**Public safety:** crime prevention, gun control, drunk driving, community policing, immigration issues

**Public health:** blood drives and other health-related community events; news/farm stories about disease or disease prevention, nutrition, etc.

**Education:** events that benefit schools and/or kids; news about vouchers, school accountability, curriculum, etc.

**Environment:** recycling, air and water pollution, effects of climate change, farmland/wetland/lake preservation

**Charity:** promotion of charitable events, such as fundraising walks, that benefit community organizations that serve people in need

**Community support:** help for community organizations; examples include Girl Scout bake sales, high school band concerts, etc.

## **WWQM-FM**

### **Farm Programming**

To Whom It May Concern:

WWQM airs farm programming Monday through Friday at the following times:

5:08am

5:21am

6:17am

11:47am

2:47pm

All reports are 60 seconds in length.

Ag news features are frequently drawn from interviews conducted for WOZN farm programming. The complete list of interviews follows.



## Quarterly Issues Report

Station: Mid-West Farm Report WOZN

Quarter: Q1

Year: 2023

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Policy	1-3	5:10	8-10 min	U.S. Rep. Tom Tiffany is continuing his wolf conversations in 2023, seeking to prevent wildlife attacks on livestock and people. Now that Republicans have the majority in the House, he's hoping to get a hearing in the Natural Resources Committee. He's also preparing to work with a new Congress -- one that isn't as familiar with agriculture.
Agribusiness	1-3	5:35	3-5 min	Crossbred calves (dairy x beef) are here to stay. That's the message from Troy Wistuba, the vice president of research and technical service for Land O'Lakes. He says Wisconsin dairy producers should take note since crossbred calves are a way to diversify the farm and add value.
Economy	1-3	5:45	5-7 min	Market advisor John Heinberg with Total Farm Marketing in West Bend breaks down the macro trends he's seeing in the markets outside of

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				agriculture commodities. This includes the stock market, energy and the U.S. dollar. He says crude oil prices are expected to rise.
Renewable Energy	1-4	5:10	8-10 min	There is a proposal for 1,600 acres of farmland to be put into solar. Chippewa Valley Bean is proposing the Elk Creek Solar Project. If approved, the project will be generating power in 2025. Charles Wachsmuth of Chippewa Valley Bean discusses how this project benefits the environment, soil, and community through regenerative agriculture.
Agribusiness	1-4	5:35	3-5 min	Ashley Huhn, with the Steffes Group, explains what 2022 brought to the auction scene and expectations for 2023. Paid for by Steffes Group.
Consumer Trends	1-4	5:45	5-7 min	2022 has been a productive year for the WI Beef Council, and in turn farmers beef checkoff dollars. Grace Link, Compliance and Producer Outreach Officer of the WI Beef Council, talks with Pam about how checkoff dollars are going to be spent in 2023. Paid for by WI Beef Council and Equity Cooperative Livestock.
Agribusiness	1-5	5:10	8-10 min	There's more innovations in dairy products, and products in development, then many consumers or dairy producers may be aware of. Carrie Mess talks about it with Chad Galer, part of the Dairy Innovation Group in Chicago.
Renewable Energy	1-5	5:35	3-5 min	Solar farms are slated to pop up around many Wisconsin communities in 2023, and that's bringing some tough conversations into play. Charitee Seebecker talks to one of the dairy farm families being impacted. Duane and Tina Hinchley of Cambridge have committed some of their crop acres to an upcoming solar energy farm. Tina explains their thought process and what they hope it brings to not only their farm, but their community.
Economy	1-5	5:45	5-7 min	Matt Tranel with EverAg in Platteville joins Pam Jahnke to talk about emerging dairy markets in the first quarter of 2023. Domestically

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				consumers are still looking for dairy, but internationally things have slowed.
Community	1-6	5:10	8-10 min	It's time to start looking for the farmsteads and homesteads across the state that will be celebrating their 100th or 150th anniversary of ownership in the same family. Pam Jahnke talks to Jill Albanese about the program and the process.
Consumer Trends	1-6	5:35	3-5 min	Carrie Mess explains the unique food needs of the Islamic community and how Wisconsin farmers can cater to it. She visits with Asma Ahad about what Halal is and isn't.
Events	1-6	5:45	5-7 min	A big agribusiness conference returns to Madison next week with the latest technology and educational seminars for agronomists and coop managers. Charitee Seebecker chats with Tom Bressler, exec. director of the WI Agribusiness Association about what attendees can expect, and how they're trying to entice the next generation of agronomists into the program.
Economy	1-9	5:10	8-10 min	What's ahead for dairy? Mark Stephenson is retired, but Extension specialist Lenny Polzin and company are carrying on the work helping dairy farmers make good management decisions. Right now, Polzin is working on the dairy market and price forecasts. He says demand is good, especially for cheese. Even as the dollar remains strong and interest rates continue to rise, there hasn't been pullback on exports, he says.
Policy	1-9	5:35	3-5 min	E15 sales are not permanently allowed year-round due to an outdated rule, according to Growth Energy. Attorney Joe Kakesh is Growth Energy's legal counsel. He breaks down why new policy or regulation to expand E15 is a priority.
Consumer Trends	1-9	5:45	5-7 min	Rachel Kerr, director of brand marketing with DFW. She leads experiential marketing like Cheeselandia. She also predicts 2023 trends. She says consumers want to: elevate the at-home eating experience; enjoy simple

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				pleasures on a budget; live a health conscious lifestyle; and purchase products that don't hurt the environment. The good thing about cheese? It checks all the boxes.
Policy	1-10	5:10	8-10 min	The Wisconsin Farmers Union will continue to encourage dairy farmers to work together on Federal Milk Order Reform. Charitee Seebecker talks to Bobbi Wilson, Dairy Together Coordinator at WFU, about their progress.
Consumer Trends	1-10	5:35	3-5 min	Our holiday celebrations may be in the rear view mirror, but in China they're just getting ready for their big event. China's New Year on Jan. 22nd is the number one time that Wisconsin Ginseng gets distributed across the country as gifts. At least that was the case prior to 2019. Stephanie Hoff talks to WI Ginseng Exec. Dir., Jackie Fett, about the roots importance in China and what obstacles still remain.
Community	1-10	5:45	5-7 min	The WI Fair Association's annual convention is underway in WI Dells. Charitee Seebecker visits with one of the keynote speakers, author - Jerry Apps. Apps latest book, "Meet Me On The Midway" is a slice of history about Wisconsin's fairs. Where they've been and where they're going through Apps eyes.
Agribusiness	1-11	5:10	8-10 min	The Wisconsin Agribusiness winter meeting begins today in Madison focused on all the technology that farmers will employ and deploy to fields this spring. Tom Bressner, Executive Director of the Wisconsin Agribusiness Association, highlights what's being offered.
Agribusiness	1-11	5:35	3-5 min	Pam Jahnke visits with Ashley Huhn from the Steffes Group about the aggressive start to scheduled auctions in 2023. Paid for by Steffes Auction Group.
Economy	1-11	5:45	5-7 min	Wisconsin is a powerhouse when it comes to organic agriculture, ranking right behind California. Erin Silva, coordinator for the upcoming OGrains Conference on the UW-Madison campus, says they're seeing a big jump in

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				the value of organic grain being channeled to organic food production. She visits with Pam Jahnke about trends in the industry and how they try to encourage producer/growers in their transition.
Policy	1-12	5:10	8-10 min	There's a new leader of Wisconsin's Assembly Committee on Agriculture. Travis Tranel, dairy producer from southwest Wisconsin will take over the reins. He talks with Pam Jahnke about the shrinking voice of actual farmers at the state capitol, and what he sees coming down the pike as far as policy.
Community	1-12	5:35	3-5 min	The 2023 Fairest of the Fairs was introduced last night at the WI Fair Association annual convention. Charitee Seebecker captured the first conversation with Sharlene Swedlund, representing Green County, who was selected as the Fairest of the Fairs.
Economy	1-12	5:45	5-7 min	Cody Koster, broker analyst with EverAg, joins Pam Jahnke to talk about the flatline that dairy's been witnessing as far as prices in the marketplace.
Safety	1-13	5:10	8-10 min	Many farms and homes across Wisconsin are adding on gadgets and technology to run things more efficiently. Catch is - can your power grid support all that safely. Stephanie Hoff talks to electrician Jeff Mahlkuch from Monroe about some of the troubleshooting that people in rural Wisconsin might be called on to do.
Agribusiness	1-13	5:35	3-5 min	The Wisconsin Agribusiness Classic wrapped up in Madison Thursday focused on new technology and products coming to farm fields in 2023. Carrie Mess talks to Ben Johnson from Rantizo about advancing drone technology. They're getting bigger - doing more - and are more precise than ever.
Community	1-13	5:45	5-7 min	County fair board members are back home after the 2023 WI Fair Association Convention. Charitee Seebecker talks with Exec. Secretary

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				and Treasurer, Jayme Butke, about the convention momentum and what she's looking forward to in 2023.
Agribusiness	1-16	5:10	8-10 min	Bob Bosold talks to Jill Stall Tyler with Global Cow. The Global Cow program allows participants to do training plans with dairies from different parts of the world to learn about their programs. Farmers from the US go to other countries to learn and farmers come to the US for training plans. Different curricula are used according to the participant's age and ability.
Community	1-16	5:35	3-5 min	Charitee Seebecker visits with Ron Schmaling, auctioneer who's volunteered for the past 35 years assisting the WI Fair Association with their annual convention.
Education	1-16	5:45	5-7 min	There's some new faces involved with the University of Wisconsin Extension service. Pam Jahnke introduces Chelsea Zegler, UW-Extension Ag & Water Quality Outreach Specialist. She explains her background and what she's focused on for programming.
Education	1-17	5:10	8-10 min	The 43rd Wisconsin FFA Alumni Convention's coming up in Waukesha Feb. 18-19. Jill Welke talks to Exec. Secretary, Cheryl Steinbach, about the agenda and how the convention's put together. It rotates across the state involving local chapters for planning, and local businesses for tours.
Events	1-17	5:35	3-5 min	DairyStrong 2023 unfolds at the Monona Terrace Convention Center Wednesday and Thursday. Stephanie Hoff discusses the theme and guest speakers with Dairy Business Association Director, Tim Trotter, about the audience they capture.
Economy	1-17	5:45	5-7 min	China's gross domestic product grew at a thin 3% last year. That's sending markets down after the three day weekend. John Heinberg, broker analyst with Total Farm Marketing in West Bend, talks to Pam Jahnke about that story's impact on agricultural commodities.

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Economy	1-18	5:10	8-10 min	There's been a lot of social media posts poking fun at the high price of eggs, and guess what - it's not changing soon. Pam Jahnke talks to Nick Levandowski from Sunnyside Hatchery in Beaver Dam, about what's happening in the poultry industry right now. Everything from laying hens to chicks have been impacted by Avian Influenza's extended presence.
Agribusiness	1-18	5:35	3-5 min	Auctions usually happen only once in a person's career - so you want to make sure you're dealing with professionals. Ashley Huhn with the Steffes Group explains the depth of expertise it takes to conduct a performing auction. Paid for by Steffes Group.
Events	1-18	5:45	5-7 min	The Wisconsin Cattlemen's Association is partnering up with the Wisconsin Beef Council for their winter meeting, and upcoming summer activities. Kaitlyn Riley with the Wisconsin Beef Council updates the plans. Paid for by the Wisconsin Beef Council.
Health	1-19	5:10	8-10 min	Many pet owners look at their cats/dogs like family members, and will generally do or pay most anything to keep them healthy. Carrie Mess visits with Dr. David Vail from the UW-Veterinary School of Medicine about oncology research that might improve the outcome for not only pets - but people too.
Policy	1-19	5:35	3 min	WI Senator Tammy Baldwin's excited about projects coming to rural communities funded in part, by the Rural Business Investment Program.
Animal Health	1-19	5:38	3 min	Carrie Mess visits with the senator about Isomark Health. Isomark has technology that will allow dairy operators to detect bacterial and viral infections in 30 seconds when visible symptoms aren't apparent.
Policy	1-19	5:41	3 min	The WI Farmers Union had their Rural Lobby Day on Wednesday and Charitee Seebecker was there. She visits with WFU President, Darin Von Ruden, about how the event got its start.

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Community	1-19	5:44	3 min	Pam Jahnke and Stephanie Hoff were part of the annual Dairy Strong conference at the Monona Terrace Convention Center. Jim DiGangi from Darlington Ridge Farms was named Advocate of the Year.
Economy	1-19	5:45	5-7 min	EverAg Dairy Analyst, Andy Faulmann, visits with Pam Jahnke about the latest news out of Europe - specifically on their cheese market. He's also following global dairy auction figures and how inflation is changing not only how customers in the U.S. invest their food dollars, but how the world's food purchasing patterns have changed.
Consumer Trends	1-20	5:10	8-10 min	This weekend China begins celebrating its New Year, and hopefully it'll involve Wisconsin ginseng! Stephanie Hoff talks to Jackie Fett, exec. director of the Wisconsin Ginseng Growers, about the challenges they're still facing getting product into their number one market.
Policy	1-20	5:35	3-5 min	Pam Jahnke shares a wrap up of DairyStrong and legislative awards presented by Dairy Business Association. She also recaps some of the first comments from WI Congressman, Darren Van Orden, newly appointed to the House Agriculture Committee.
Renewable Energy	1-20	5:45	5-7 min	2023 is bringing some changes to the Focus on Energy program. Pam Jahnke visits with Joel Roltgen, Focus on Energy Adviser, about their new catalog and special areas of emphasis for 2023. Paid for by Focus on Energy/CESA.
Education	1-23	5:10	8-10 min	Rural school districts in Wisconsin continue to face challenges including shifting enrollment levels and changes in state compensation. Jill Welke talks with Jeff Eide, executive director of Wisconsin Rural Schools.
Community	1-23	5:35	3-5 min	There's 32 units now finished and available in the community of Darlington designed to help rural agricultural workers find housing. Stephanie Hoff talks to Wally Orzechowski, executive director of Southwest Wisconsin

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				Community Action Program. Next up for the complex is a Head Start classroom and a health care clinic, all next door.
Agribusiness	1-23	5:45	5-7 min	Winter may seem like an idle time for Wisconsin farmers, but in reality, there's a lot going on! Charitee Seebecker visits with Sam Oswald Tilton, Fresh market vegetable specialist FairShare CSA Coalition. He explains all the planning that's required to be a well organized CSA partner providing fresh produce and fruit to paying clientele.
Education	1-24	5:10	8-10 min	They're starting tours at the Food + Farm Exploration Center in Plover next month! The project is happening thanks to generous farmers and their partners. Charitee Seebecker talks to Malorie Paine, the communications coordinator of the effort, about what they hope the center will bring to the state of Wisconsin.
Community	1-24	5:35	3-5 min	We're months away from county fair's, but county fair boards and staff are already making plans. Some of those plans include the unexpected. Alicia Shoults, CFE of the Ohio State Fair, shared her experiences with crisis management at the WI Fair Association's annual convention. Recognizing that everyone connected to the fair may be called on to handle that crisis means training and planning well in advance of an event.
Economy	1-24	5:45	5-7 min	Cheese prices rallied on Monday in Chicago - but why and for how long. John Hineberg, market advisor with Total Farm Marketing in West Bend helps us understand the dramatic move. He joins Pam Jahnke for the live conversation.
Education	1-25	5:10	8-10 min	Technical colleges are escalating their efforts recruiting students for vocational opportunities across the state. At the Northern Technical College in Wausau, they're laser focused on agriculture. Stephanie Hoff visits with both the dean of the campus, and their ag coordinator about what programs are available.

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Agribusiness	1-25	5:35	3-5 min	Ashley Huhn from the Steffes Group joins Pam Jahnke for an update. He notes the fine details between the Steffes Group and other auction services, including their depth of staff. Paid for by Steffes Group.
Events	1-25	5:45	5-7 min	Shelly Mayer, executive director of Professional Dairy Producers of Wisconsin, joins Pam Jahnke to discuss next week's Carbon Conference. Continuing the conversations about practices that may impact not only the global environment, but farmers' pocketbooks.
Renewable Energy	1-26	5:10	8-10 min	A Dane County dairy farm has been getting plenty of attention since they committed some of their farm acres to an upcoming solar energy project. Charitee Seebecker talks to Tina Hinchley, WI Farmers Union member and ag tourism dairy farm attraction host, about the decision making process they went through.
Economy	1-26	5:35	3-5 min	Pulling together recession, interest rates, and inflation. That's what Prof. Steve Deller, ag economist at UW-Madison did during the UW Ag Outlook Forum. Carrie Mess visits with Deller about how all those elements impact the state of Wisconsin and its growth.
Economy	1-26	5:45	5-7 min	Katie Burgess, broker analyst with EverAg joins Pam Jahnke to talk about world dairy auctions and how it's impacting Wisconsin dairy farmers pockets.
Economy	1-27	5:10	8-10 min	The United States continues to be a powerhouse when it comes to dairy exports. 2022 was another banner year according to Will Loux, Vice President of Global Economic Affairs for the U.S. Dairy Export Council. Will 2023 be the same? He talks to Pam Jahnke about how the value of the dollar, and inflation may change the trade environment.
Events	1-27	5:35	3-5 min	Wisconsin's getting ready to host the 2023 U.S. Championship Cheese Contest in Green Bay. Over 2,200 entries are making their way to the state in the form of cheese, butter, yogurt and dry dairy ingredients. Carrie Mess

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				visits with one of the judges preparing for the big event. She chats with Chad Galer.
Economy	1-27	5:45	5-7 min	No one is immune to the impact of fluctuating interest rates, inflation and a potential recession - including agriculture. What should your strategy be for 2023. Pam Jahnke visits with Bill Moore, Chief Risk Officer for Compeer Financial, about tools producers should be investigating now. Paid for by Compeer Financial.
Policy	1-30	5:10	8-10 min	Making sure that animal agriculture can continue producing protein for consumers may seem like a slam dunk, but that's not the case. Dr. Mike Siemens with Protect The Harvest, says there's constant pressure from animal rights groups to take that option away. Bob Bosold talks to him about the organization and where some of the biggest challenges are coming from.
Economy	1-30	5:35	3-5 min	The drought of 2022, especially in the Plains states, has caused some real disruption in beef cattle numbers being marketed and available for the future. Carrie Mess talks to Dr. Brenda Boetel, UW-River Falls Ag Economist, about the trends she's seeing for the year.
Policy	1-30	5:45	5-7 min	The new legislative calendar is coming together at the State Capitol. What's on the agenda for agriculture. Details may be slim, but Stephanie Hoff visits with Sen. Howard Marklein about some of the pulse points to keep an eye on.
Agribusiness	1-31	5:10	8-10 min	Now's the time to start researching and selecting farm partners you might like to work with this year to provide you with fresh produce. CSA's or Community Supported Agriculture operations dot the state. Right now, they're making plans for production this year. Charitee Seebecker talks to Sam Tilton with the CSA Coalition about all the work going on behind the scenes.

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Economy	1-31	5:35	6-10 min	Consumers are already making changes in what items they're purchasing - and that includes food. Stephanie Hoff visits with Brandon Scholz, executive director of the WI Grocer's Association about how stores are trying to keep flexing despite continued supply chain issues. USDA's Ag Census is due back by February 6th. Greg Bussler, WI Ag Statistician explains why the data gathered is so important, and reminds farms that USDA will pursue them until they get that data.
Economy	1-31	5:45	5-7 min	John Hineberg with Total Farm Marketing joins Pam Jahnke to focus on trends in the cattle industry. New numbers will be released this afternoon that could show not only a record low for beef cows, but also a record low calf crop. All at a time when consumer demand for beef, and international sales of beef, remain firm.
Economy	2-1	5:10	8-10 min	Wisconsin beef producers are keeping an eye on what's happening with cattle movement in drought impacted states. Jill Welke visits with UW-Extension Beef Specialist, Bill Halfmann, about what he's watching and how he's helping producers manage through the winter.
Economy	2-1	5:35	5-7 min	Ashley Huhn is back along with Pam Jahnke to talk about upcoming sales in Wisconsin - and a very special collector auction coming up this spring. Paid for by Steffes Group.
Consumer	2-1	5:56	3-5 min	February conjures up images of Cupid, candy, flowers and hearts - and when it comes to your heart, the Valentine meal should include lean beef. Sarah Agena, consulting dietician with the WI Beef Council joins Pam Jahnke to talk about nutrition facts she's sharing with health professionals, cardiologists and consumers about the importance of lean beef in their diet. Vitamins, iron and essential elements all at the end of your fork. Paid for by the WI Beef Council and Equity Cooperative Livestock Association.

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Economy	2-2	5:10	8-10 min	Asma Ahad, director of Halal Market Development for the Islamic Food and Nutrition Council of America, says that farmers should know that demand for foods that meet Halal requirements is a growing market.
Policy	2-2	5:35	3-5 min	The U.S. is putting together a second dispute settlement panel under the USMCA. The panel will challenge Canada's tariff-rate quotas, which allow them to put higher tariffs on imports over a certain quantity. The U.S. argues it unfairly blocks key export opportunities for farmers and processors. Even though the U.S. won a previous dispute over this problem, the Canadian government has not fixed the problem. Sen. Tammy Baldwin says dairy farmers and cheesemakers rely on fair trade practices to grow their businesses and remain competitive on an international stage.
Economy	2-2	5:45	5-7 min	ever.ag broker Andy Faulman says the EU has increased milk production amidst softening demand, putting the pressure on cheese prices. Legislation is circulating in the Netherlands that would allow the government to buy up dairy farms in an effort to reduce livestock numbers in areas where they say the environment is at risk, but it's not driving market changes today. U.S. total milk production was up 0.8 percent year-over-year in December, a percent off from analyst expectations of a 1.8 percent increase. Nonfat dry milk is seeing strength in prices, but not a lot of Wisconsin milk goes to that market. However, Faulman says it is an important component to watch.
Community	2-3	5:10	8-10 min	Even if you don't use it, you probably know where it is -- your local hospital. It's a staple of a community. But many of Wisconsin's rural hospitals are facing headwinds in 2023 from the rural economy and labor shortages to funding issues and health inequity, says Alan Morgan, executive director of the National Rural Health Association.
Policy	2-3	5:35	3-5 min	Will Stafford, the Washington representative for CHS, lists off the policy agenda and other lines Congress will likely add in the 2023 Farm Bill. He

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				says while he has his hands full getting new members of Congress up to speed on ag policy, there is excitement surrounding this bill.
Community	2-3	5:40	3-5 min	Extension beef specialist Bill Halfman says keep a close eye on your cattle, feedstuffs and shelters during this cold snap. GrassWorks President Kevin Mahalko says the 2023 Grazing Conference saw record attendance.
Research	2-3	5:45	5-7 min	Wisconsin continues to be a hub for hemp research, even having a hand in new resources, such as the Midwestern Hemp Database and the Emerging Crops Website. Phillip Alberti, a research program manager at UW-Madison, talks about the trends he's seeing in the hemp industry, and resources growers now have at their fingertips.
Economy	2-6	5:10	8-10 min	More Wisconsin farmers are using their voices to explain to consumers and food/agribusiness industry leaders what they're doing in sustainable practices on the farm. Lee Kinnard of Casco is one of those. He's currently chair of the Farmers for Sustainable Food movement. He talks with Bob Bosold about the processes he's using to help non-farm decision makers understand how sustainable agriculture has always been.
Community	2-6	5:35	3-5 min	The Grassworks Grazing conference wrapped up over the weekend with record attendance. Charitee Seebecker visits with Kevin Mahalko - GrassWorks president, about the broader appeal that grazing is finding with all types of agriculture, as well as rural communities.
Community	2-6	5:45	5-7 min	Vicky Janisch from Dairy Farmers of Wisconsin joins Pam Jahnke for an update on their partnership with the Wisconsin Sports Network. The partnership between high school athletes and Wisconsin dairy fits well. Paid for by Dairy Farmers of Wisconsin.
Agribusiness	2-7	5:10	8-10 min	This is the time of year when farms are making new equipment acquisitions and making upgrades on equipment they've been using. The technology involved in today's farming equipment though has led to a real

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				shortage of available technicians that can service that equipment. Carrie Mess visits with Josh Gruett about recruitment for these key roles.
Policy	2-7	5:35	3-5 min	For the first time in more than 20 years, Wisconsin has a voice on the House Agriculture Committee. Bob Bosold talks with Cong. Darren VonOrden about his quest to be on that committee and what the "interview" process looked like. Bob Bosold visits with him.
Economy	2-7	5:45	5-7 min	John Hineberg with Total Farm Marketing steps in for an update on big oil's new look at renewable fuels. Apparently their interest is cooling temporarily. He joins Pam Jahnke for an update on what's developing.
Policy	2-8	5:10	8-10 min	Agenda's are continuing to come together for policy work at the state capitol. Wisconsin agriculture's watching. Bob Bosold talks with Jordan Lamb, policy consultant representing a lot of Wisconsin farm organizations. She explains some priorities they're working on.
Community	2-8	5:35	3-5 min	Jared Hitchins is one of the staff in Wisconsin working with the Steffes Group. Pam Jahnke catches up with him at the WI Corn/Soy Expo and talks about his background and what he finds fascinating in the auction business. Paid for by Steffes Group.
Community	2-8	5:45	5-7 min	The U.S. Championship Cheese Contest is next week. Pam Jahnke talks with Kirsten Stromenger from the host, WI Cheesemakers Association, who explains the crazy logistics required to host the event.
Community	2-9	5:10	8-10 min	This weekend beef producers and breeders from across the state will get together to look at marketing trends and legislation that's being developed. It's the Wisconsin Cattleman's Association winter conference. Stephanie Hoff gives us a preview.
Community	2-9	5:35	3-5 min	There's another preview of an upcoming event focused on farmers from across the country. Wisconsin will play host to the National Outstanding Young Farmer award weekend in Appleton next week. Stephanie Hoff

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				talks with one of the national organizers about why they're coming to Wisconsin, and why the event seems to be timeless despite big changes in agriculture.
Economy	2-9	5:45	5-7 min	Dairy closed 2022 on a record note with dairy exports, and 2023 is looking strong too despite economic concerns. Pam Jahnke visits with Mike North, principal of EverAg, about global trends he saw in this weeks global dairy product auction and what he's monitoring as far as consumer buying trends
Community	2-10	5:10	8-10 min	It's almost time for Wisconsin to shine as the host for the U.S. Championship Cheese Contest. John Umhoeffer, executive director of the hosting WI Cheesemakers Association visits with Pam Jahnke about the history of the event and what it means to host it.
Mental Health	2-10	5:35	3-5 min	Mental health resources are scarce in many areas of Wisconsin, but those counselors that are available are trying to help connect people as best they can. Charitee Seebecker talks to Alma Jorgenson, Lake Superior Community Health Center Coordinator, about how they're juggling demand versus resources available.
Economy	2-10	5:45	5-7 min	Stephanie Hoff focuses on how state money invested in the Dairy Innovation Hub is being used, and what projects are developing new uses for dairy produced today.
Education	2-13	5:10	8-10 min	Wisconsin Ag Secretary, Randy Romanski, was recently recognized by the WI Pork Association for his work on behalf of pork producers and processors during the pandemic. Now Romanski is taking one more step in helping to enhance the meat processing industry with a new course on humane handling of livestock. Jill Welke discusses the coursework with him.

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Policy	2-13	5:35	3-5 min	Wisconsin agriculture is watching policy development in Washington, D.C., that could bring funds to the state. Stephanie Hoff gets an update from WI Senator, Tammy Baldwin, on areas she's focused on for funding.
Safety	2-13	5:45	5-7 min	More above average temperatures are expected this week across Wisconsin, starting to draw out frost from rural roadways. That's a problem for construction and farming equipment that has to use those roads. Charitee Seebecker visits with Tom Janke, Fond du Lac County Highway Commissioner, about how they monitor road quality.
Policy	2-14	5:10	8-10 min	Pork producers, and all of animal agriculture, continue to wait for a verdict from the U.S. Supreme Court on Prop 12. This ballot initiative from California threatens the pork industry and market access. Michael Fromica is with the National Pork Producers Council and monitors the movement on Prop 12. He explains what's at risk if this directive is adopted.
Community	2-14	5:35	3-5 min	Wolf management is one of the two big issues Wisconsin beef producers are dealing with in 2023. Brady Zuck is the president of the Wisconsin Cattlemen's Association and explains the growing frustration beef producers are having with wolves.
Agribusiness	2-14	5:40	3-5 min	Manure management is getting more attention in Wisconsin, and employing new technologies to try and help. Stephanie Hoff visits with Bobby Levine from Digested Organics on one of their manure processing facilities in NE Wisconsin using about 30,000 cows waste from 11 area dairies.
Economy	2-14	5:45	3-5 min	John Hineberg, market analyst with Total Farm Marketing, joins Pam to discuss how a ransomware infection is putting uncertainty into the marketplace. No one knows where money is flowing.
Environment	2-15	5:10	8-10 min	There were a lot of active listeners at this year's Grasswork's Grazing Conference. Jason Cavadini, UW-Extension Grazing Specialist, was one

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				of the keynote presenters. Charitee Seebecker talks with Cavadini about the direction that grazing is taking in the state and why.
Economy	2-15	5:35	3-5 min	Inflation, interest rates and a possible recession is not having an impact on auction business. Pam Jahnke visits with Ashley Huhn from the Steffes Group about questions he's fielding. Paid for by Steffes Auction.
Policy	2-15	5:45	5-7 min	Wisconsin's got a new face on the Cattlemen's Beef Board, representing checkoff dollars. Tammy Weidenbeck from Lancaster, is the latest appointee to the CBB. She visits with Pam Jahnke about what she's learned, and what projects are underway with beef checkoff dollars. Paid for by the WI Beef Council.
Agribusiness	2-16	5:10	8-10 min	Mushrooms in Wisconsin?! Yes - Carrie Mess visits with Jennifer Brown, the General Manager at River Valley Ranch, to find out what it takes to succeed in this area of agriculture.
Policy	2-16	5:35	3-5 min	Wisconsin agriculture is responding with support for the budget items announced by Gov. Tony Evers in his address Wednesday evening. The Wisconsin Ag Coalition is one supporting faction.
Community	2-16	5:40	3-5 min	Love in the parts department? CJ Miller shares the story of an Indiana farmer who found his wife at the implement dealership!
Policy	2-16	5:45	3-5 min	Ryan Yonkman with EverAg joins Pam Jahnke to discuss the recent Global Dairy Trade, and its suppressed prices.
Mental Health	2-17	5:10	8-10 min	Wisconsin can be a little on the depressing side when it comes to weather and overall activity. Jill Welke visits with Jeff Ditzenberger from TUGS. He's suffered from depression himself, and today tries to lend a hand as a counselor himself.
Agribusiness	2-17	5:35	3-5 min	One positive about Wisconsin weather is that it's ushering in the maple syrup production season. Stephanie Hoff visits with Steve Anderson,

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				president of the WI Maple Syrup Producers Association about ideal weather and how the state's been dealing with supply chain issues.
Agribusiness	2-17	5:45	5-7 min	Jerry Huth from Huth Polled Herefords became the first Wisconsin beef producer to be recognized nationally for his environmental stewardship practices. He talks with Pam Jahnke about the operation and his grazing philosophy.
Policy	2-20	5:10	8-10 min	For the first time in more than a decade, Wisconsin's got a presence on the House Agriculture Committee. Bob Bosold visits with the freshman congressman, Derrick VanOrden.
Education	2-20	5:35	3-5 min	The first ever Badger Lambing school unfolded to a capacity crowd over the weekend at the UW Arlington Sheep Research Facility. Shepherd/Director Todd Taylor was very pleased with the turnout.
Policy	2-20	5:45	5-7 min	Now that the state legislature has Governor Tony Evers' budget - what's next? Pam Jahnke talks to WI Senator, Joan Ballweg, chair of the Senate Agriculture Committee, about the process.
Economy	2-21	5:10	8-10 min	Are fertilizer prices coming down? Farmers can only hope. Stephanie Hoff catches up with Jason Troendle, economist with The Fertilizer Institute, on what areas he's watching and why prices have been so erratic.
Community	2-21	5:35	3-5 min	It's National FFA Week and American Family Insurance is reminding everyone about Give FFA Day. Stephanie Hoff chats with Lane Berenschot, an AmFam agent in western Wisconsin.
Economy	2-21	5:45	5-7 min	John Heinberg, market analyst with Total Farm Marketing, updates Pam Jahnke on what the market's talking about after the three day weekend.
Agribusiness	2-22	5:10	8-10 min	One familiar entrant at this year's U.S. Cheese Championship in Green Bay is Marieka Pentermann from Thorp and her Marieka's Gouda cheese. Bob Bosold visits with Marieka about her passion for cheese and how it's driven their business model.

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Economy	2-22	5:35	3-5 min	Pam Jahnke chats with Ashley Huhn from the Steffes Auction Group. Ashley explains the opportunities participants have if they only have one or two items to sell, or that they're interested in. Paid for by the Steffes Group.
Community	2-22	5:40	3-5 min	Wisconsin weather has also caused an adjustment in judging at the U.S. Championship Cheese event in Green Bay. Pam Jahnke talks with one of the volunteers and competitors at the event. Mary Lindemann from Pine River Pre-Pack Cheese says it's a busy place, but many friendly faces make the work enjoyable.
Education	2-22	5:45	3-5 min	This weather isn't what FFA members across the state had hoped for. Pam Jahnke visits with WI State FFA Treasurer, Cole Hicken from the Waupun Chapter, about what motivates him to keep rolling - despite the weather.
Safety	2-23	5:10	8-10 min	Parts of northern Wisconsin will be picking up more than a foot of snow before this storm system is through. Charitee Seebecker talks to David Bohnoff from the Ag Engineering Dept of UW-Madison, about snow loads on barns and outbuildings, and what they should know about construction limitations and guidelines.
Community	2-23	5:35	3-5 min	Judges were busy on Wednesday in Green Bay trying to wrap up evaluating over 2,200 dairy samples of cheese, butter, yogurt and others. Weather forced them to conclude evaluations earlier than expected. Pam Jahnke visits with Tim Czmowski, Assistant Chief Judge at the US Championship Cheese event, about how they're trying to grow the next generation of evaluators.
Economy	2-23	5:45	5-7 min	Milk production was up in the month of January! A bit of a surprise to some. Katie Burgess, broker analyst with EverAg talks through the numbers with Pam and also talks about risk management steps many dairies are taking as prices start to slip, while feed costs escalate.

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Education	2-24	5:10	8-10 min	We're wrapping up National FFA Week with a conversation featuring Allie Ellis, National FFA Organization- Associate Director of Alumni & Supporters. She speaks with Jill Welke about how people respond to the FFA story with giving.
Community	2-24	5:35	3-5 min	Big week for Wisconsin cheesemakers and fans! The U.S. Champion Cheese Contest concluded on Thursday in Green Bay, and it could be considered a sweep for Wisconsin! First and second runner up entries were from Wisconsin cheesemakers and the champion was created by a Wisconsin native! Pam Jahnke visits with John Umhoeffer, executive director of the hosting WI Cheesemakers Association, about where those champion cheeses go next.
Economy	2-24	5:45	5-7 min	There's a new face leading Compeer Financial! Jase Wagner took over as President and CEO of Compeer on January first. Pam Jahnke visits with him to find out more about his background, as well as his strategy in dealing with inflation, higher interest rates, and challenging commodity markets. Paid for by Compeer Financial.
Agribusiness	2-27	5:10	8-10 min	It's maple syrup season in Wisconsin and sugarbush operations are running full tilt. Stephanie Hoff talks to Steve Anderson, President of WI Maple Syrup Producers, about the season, the market and where production's headed.
Community	2-27	5:35	3-5 min	Bringing young people back to rural communities is the long term goal of Wisconsin Rural Opportunities Foundation, Inc. Pam Jahnke visits with board member, Sue Schultz, about their track record of success.
Community	2-27	5:45	5-7 min	There's a change happening, specifically in the dairy industry, on how we're feeding cows and it's impacting hay production. Charitee Seebecker visits with Chelsea Russell, part of the Midwest Forage Association, about

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				what they're doing to learn more about the trend and create meaningful research to help guide the industry.
Agribusiness	2-28	5:10	8-10 min	Herefords weren't originally the breed of choice for Jerry Huth - but when an attempt at raising angus beef cattle failed, Hereford became his breed. Today Huth Polled Herefords is one of 7 operators across the nation being recognized for their environmental practices. Pam Jahnke visits with Jerry Huth about his philosophies.
Community	2-28	5:35	3-5 min	March first marks the deadline for applications on the state's century/sesquicentennial farm and home recognition. Charitee Seebecker talks to WI State Fair Coordinator, Jill Albanese, about the program's origins and why people should take time to apply.
Safety	2-28	5:45	5-7 min	Cyber security may not be something a lot of farms and agribusinesses are thinking about - but they should. Stephanie Hoff visits with Byron Franz, FBI Special Agent in Milwaukee, about how cyber threats are increasingly targeting agriculture and the food sector.
Community	3-1	5:10	8-10 min	Young people are engaging in early leadership opportunities including those available through the National Farmers Union. Charitee Seebecker visits with Wisconsinite Olivia Roth about her eight years of involvement in different elements of leadership training.
Economy	3-1	5:35	3-5 min	Ashley Huhn from the Steffes Group joins Pam Jahnke for their weekly update. Consignment sales are hot right now offering people with just one item a chance to be involved. Paid for by Steffes Group.
Policy	3-1	5:45	5-7 min	The Wisconsin dairy population is definitely in focus when it comes to spending beef checkoff dollars. Tammy Vassen, executive director of the WI Beef Council, explains what they're doing with checkoff dollars to help reveal value for the dairy beef we're producing. Paid for by WI Beef Council.

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Research	3-2	5:10	8-10 min	Consumer preference can change any farm's business model pretty quickly. Introducing the beet. A new health trend that's got Adam D'angel, a UW grad who used his master's work to guide plant development for beets. Carrie Mess investigates what's happening.
Policy	3-2	5:35	3-5 min	Wisconsin's dairy industry is closely monitoring guidelines from the Food and Drug Administration over the use of "milk" on labels of plant based beverages. Although not involved in policy work, Dairy Farmers of Wisconsin is all about maintaining the good name of dairy. Pam Jahnke talks to Chad Vincent, president and CEO of Dairy Farmers of Wisconsin, about what he's observing through this period of development with FDA.
Economy	3-2	5:45	5-7 min	Cheese storage numbers and global milk trends kick off the conversation with Matt Tranel from EverAg. He talks with Pam about how available supplies of cheese in storage are catching the market's attention.
Crops	3-3	5:10	8-10 min	The fervor over growing and processing hemp in Wisconsin has waned a bit in the past few years. Stephanie Hoff visits with Phil Alberti and discusses why enthusiasm for the crop has slipped.
Consumer Trends	3-3	5:35	3-5 min	Although the search for our next Alice in Dairyland is underway, current "Alice" Taylor Schaefer is busy beating the drum for March Madness sports and celebrating teams and gatherings with cheese - Wisconsin artisan cheese! She visits with Charitee Seebecker about different recipes that can keep the fun going.
Education	3-3	5:45	5-7 min	Speaking of flavors, the Cedar Crest Ice Cream Flavor Creation Contest has concluded with 4-H clubs across the state submitting recipes for consideration. In the end, Pilsen Skylighters 4-H in Kewaunee County created "Cow Lick"! What's Cow Lick and when can you get it? Stephanie Hoff talks with Cedar Crest Marketing Manager Jennifer Flierl about plans for the flavor later this year.

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Events	3-6	5:10	8-10 min	The Midwest Horse Fair is just around the corner with a new executive director at the reins! Teri Giannetti says everything's falling in place for another memorable event. She updates us with Pam Jahnke.
Energy	3-6	5:35	3-5 min	Things like wind turbines and solar energy fields have gotten the attention of a lot of rural communities in Wisconsin. While they may be controversial, they're also generating a new job field. Charitee Seebecker talks to Amy Seeboth-Wilson, Grants Director at Southwest Wisconsin Technical College, about where the jobs are.
Community	3-6	5:45	5-7 min	It looks like the frenzied activity of a bee hive can actually have a calming effect on veterans. Stephanie Hoff talks to U.S. Army Veteran Adam Ingrao about the project that partners the two.
Energy	3-7	5:10	8-10 min	There's a think tank in Minnesota that's focused on helping the public understand the investment and costs behind some of the new energy platforms they're seeing like wind turbines and solar energy panels. Isaac Orr is part of the Center of the American Experiment Conservative Think Tank, and talks to Jill Welke about it.
Environment	3-7	5:35	5-7 min	Farmer led watershed groups are popping up all over Wisconsin, but what are they accomplishing? Kim Meyer is the Watershed Programs Coordinator/Agronomist with Madison's Metropolitan Sewerage District and works with the Yahara Pride Farms watershed group - one of the oldest in the state. She talks with Pam Jahnke about the amazing results this farmer-led group has seen through conservation and cover crops in reducing phosphorus in waterways and keeping it on the ground.
Economy	3-7	5:45	5-7 min	John Heinberg, Market Advisor with Total Farm Marketing speaks with Pam Jahnke about how cattle prices continue to climb. Weather in South America is still an issue, and conflict in Russia/Ukraine is continuing to roil the wheat market.

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Education	3-8	5:10	8-10 min	The 137 year tradition of Farm and Industry Short Course will continue, but in a different location. Pam Jahnke talks to Steve Kelm, animal science professor at UW-River Falls, about the announcement that the FISC program will relocate to UW-River Falls beginning fall of 2023.
Agribusiness	3-8	5:35	3-5 min	Ashley Huhn from the Steffes Group joins Pam for an update on two dairy sales that are coming up around Wisconsin. Paid for by the Steffes Group.
Policy	3-8	5:45	5-7 min	How can Wisconsin make the Farmland Preservation program more attractive to farmers and landowners? That's the challenge being faced by Wisconsin Senator, Pat Testin from Stevens Point. He explains his policy strategy to Pam Jahnke on shortening the commitment period land owners must agree to, as well as enhanced compensation for participation. The legislation will be looking for support through March 13th.
Weather	3-9	5:10	8-10 min	With another winter storm ready to hit Wisconsin, understanding the system behind that forecast is important. Stephanie Hoff introduces us to some of the National Weather Service team behind those forecasts.
Community	3-9	5:35	5-7 min	Wisconsin's dotted with barns of all shapes, sizes and types. Unfortunately, many of those barns are in poor condition and too expensive to repair. Carrie Mess introduces us to Ken Goodwin, owner of WI Barn Board and Beam, explains how he collects wood from old barns and gives them new life.
Economy	3-9	5:45	5-7 min	Most attention given to the USDA World Ag Supply Demand report is focused on corn, soybeans and wheat, but Matt Tranel with EverAg says there's components in that report impacting dairy as well. He breaks down the latest report and updates global dairy trends with Pam Jahnke.
Weather	3-10	5:10	8-10 min	Harsh winter weather conditions aren't just tough on man and beast - it's also pretty tough on outdoor shrubs and trees. Charitee Seebecker visits with Jonathan Stickels, Operation Manager at Mariani Plants about how

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				they protect their stock from winter losses and what homeowners should bear in mind this spring.
Agribusiness	3-10	5:35	5-7 min	The Wisconsin Agricultural Tourism Association unveiled a new campaign across the state of Wisconsin featuring bright, 30 X 20" signs that boast "LUV R AG". It's all in an effort to get some of the 16 million people that use Wisconsin roadside rest areas and comfort stations to explore Wisconsin Ag Tourism locations. Sylvia Burgos Toftness, WATA board member, explains the long range plans for the association to Pam Jahnke.
Policy	3-10	5:45	5-7 min	Gov. Tony Evers has announced his version of the state budget, and now AARP wants to keep an eye on where funds are flowing. Martha Cranley, State Director AARP is monitoring livable communities in the state and investments there, as well as well as caregiving, expanding broadband and small business retirement plans. Paid for by AARP.
Crops	3-13	5:10	8-10 min	Olives. Not necessarily what we're used to growing here in Wisconsin. But Bob Bosold got the inside look at how olive oil is produced from the harvest to the store on his farm tour in California as he talks with Karen Bond of Bondolio Olive Orchard.
Events	3-13	5:35	5-7 min	Wisconsin Public Service will host the 61st anniversary WPS Farm Show March 28-30 on the EAA grounds in Oshkosh. Charitee Seebeker visits with Matt Cullen, media relations representative for the WPS Farm Show about the longstanding tradition of helping farmers of all sizes operate as efficiently as possible.
Research	3-13	5:45	5-7 min	Amber Radatz of UW Discovery Farms joins Pam Jahnke to discuss how dairy checkoff dollars fit into the Discovery Farms Program. She says there are 3 surface water monitoring stations currently and explains how this research promotes positive sustainability practices. Paid for by Dairy Farmers of Wisconsin.

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Agribusiness	3-14	5:10	8-10 min	What market is right and viable for your farm? What resources are available? Answering those questions is Chris Kpman of Newtrient. He joins Pam Jahnke to talk about how they're helping farmers to take advantage of market opportunities.
Weather	3-14	5:35	5-7 min	Whether it's deciding when to start salting and plowing operations, staging barricades for an expected flood-related road closure or planning maintenance operations, decisions made based on the forecast impact both operations and the budget. Charitee Seebecker visits with Meteorologist Taylor Patterson more about what she does everyday and how the general public can become weather observers through the Community Collaborative Rain, Hail and Snow Network or CoCoRaHS.
Economy	3-14	5:45	5-7 min	John Heinberg, Market Advisor with Total Farm Marketing speaks with Charitee Seebecker about how the Silicon Valley Bank collapse may take some risk off trading. Russia/Ukraine grain deal to be extended and corn prices dropping last week are continuing to affect the corn and wheat market.
Research	3-15	5:10	8-10 min	UW-Madison Division of Extension Specialist Damon Smith reminds us that tar spot is a relatively new disease. It's been moving further North year after year since it came to the Badger State in 2016. Tar spot will shut a corn plant down prematurely. To control it -- look for resistance in hybrids and utilize fungicide. These techniques will slow tar spot, allowing the plant to be successful before damage.
Agribusiness	3-15	5:35	3-5 min	Steffes Group (steffesgroup.com) has a manure pumping and handling specialty auction coming up March 28! Ashley Huhn has the details.
Consumer Trends	3-15	5:45	8-10 min	The latest Checkoff Chat with the Wisconsin Beef Council highlights how and how much consumers are eating meat. Mike Simone is the executive

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				director of market research and intelligence at the National Cattlemen's Beef Association, one of the contractors for the checkoff.
Education	3-16	5:10	8-10 min	Cedar Crest Ice Cream and the Wisconsin 4-H Foundation have announced the winner and finalists of the 2022 Cedar Crest Ice Cream Flavor Creation Contest. Congrats to the Pilsen Skylighters of Kewaunee County for their flavor, Cow Lick. Cedar Crest Marketing Manager Jennifer Flierl has the delicious details.
Weather	3-16	5:35	3-5 min	As an agronomist at AgSource Laboratories, Tim Boerner relies on good weather reporting to make recommendations to his clients. That's one reason he's been a CoCoRaHS weather reporter for over 15 years.
Economy	3-16	5:45	8-10 min	Cody Koster with ever.ag has his attention on cheese, which has been moving progressively upward since the start of the week. He goes over different factors that play into the dairy trade: demand and headlines, for example.
Policy	3-17	5:10	8-10 min	Charitee Seebecker starts us off with news on how the state of Wisconsin is making sure residents have access to what's really become essential in this day and age – high-speed internet. PSC Chairwoman Becky Valq has the answers.
Animal Husbandry	3-17	5:35	5-7 min	So you like to celebrate St.Patty's Day with corned beef? We give you a sense of what it takes to haul livestock around the country, especially when the weather gets out of hand. JBS livestock hauler Rick Reese has been doing it for 50 years.
Energy	3-17	5:45	5-7 min	What's available to you when it comes to keeping your home and farm energy efficient and cost effective? Focus on Energy joins us with some programming options and more to wrap up the week.

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Crops	3-20	5:10	8-10 min	Despite weather concerns, California farmers are still able to grow almost anything the market demand. Bob Bosold visits with California almond producer, Dan Klendenon, about the crop and its future.
Weather	3-20	5:35	3-5 min	The National Weather Service is continuing to reach out to the general public to become "citizen scientists" and rainfall reporters. Carrie Mess talks to Matt Brown, a county coordinator for those rainfall reports, about why that data's so important.
Agribusiness	3-20	5:45	5-7 min	With spring planting just around the corner, finding quality employees on the farm is more important than ever. Pam Jahnke visits with UW-Extension Farm Management Specialist, Jim Versweyveld, about simple things that might be overlooked the first day on the job that could undo all the work done to recruit.
Animal Health	3-21	5:10	8-10 min	Biosecurity has never been more important for livestock and poultry owners. Avian influenza struck poultry and now pork producers are on guard against ASF - African Swine Fever. Pam Jahnke talks to NPPC Staff Veterinarian, Pam Zaabel, about where the disease is now and what's being done on our borders to try and keep the industry threatening ailment out.
Education	3-21	5:35	5-7 min	Today is National Agriculture Day. Developed in 1973, with a goal of helping every American know where their food comes from and how it's produced, and to develop an appreciation for everything agriculture offers and provides. Today staff at the Blackhawk Technical College will be inviting the public in to see the technical advancements that agriculture's using today. Stephanie Hoff chats with program leader, Dustin Williams, about what he's happy to show off.
Economy	3-21	5:45	5-7 min	The black swan event in banking is overshadowing agricultural markets as well. John Hineberg, market advisor with Total Farm Marketing, joins Pam Jahnke to talk about it and the latest corn sales going to China.

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Agribusiness	3-22	5:10	8-10 min	Fresh off our Iceland Farm Tour, we take a look at the unique Icelandic Horses. The breed is exclusive on the island, and new genetics haven't been introduced for more than 1,000 years. Pam Jahnke visits with Knútur, owner and operator of Fridheimar stable and greenhouse. He explains the unique traits of the breed and why the country is so connected to these small horses.
Agribusiness	3-22	5:35	3-5 min	Ashley Huhn from the Steffes Group visits with Pam Jahnke about an upcoming auction in Slinger, Wisconsin, that's getting attention. Paid for by Steffes Group.
Policy	3-22	5:45	5-7 min	Next week hundreds of farmers from across the state will be in Madison for Ag Day at the Capitol. Carrie Mess visits with Jason Mugnaini, executive director of governmental relations at the Wisconsin Farm Bureau Federation, about the hot topics they'll be discussing with elected officials.
Environment	3-23	5:10	8-10 min	With spring planting just around the corner, some farmers are re-evaluating their growing season practices. Jill Welke talks with Gary Zimmer from Midwest BioAg about his philosophies on soil health and regenerative ag practices.
Weather	3-23	5:35	5-7 min	California farmers continue to struggle against major weather events. Carrie Mess visits with Tulare County dairy producer, Tyler Riberio, about the flooding that's forced him and his farming neighbors to abandon their barns and move livestock.
Economy	3-23	5:45	5-7 min	Monthly milk production figures remained fairly flat in February. Pam Jahnke's joined by Ryan Yonkman, broker analyst from EverAg, to break down the trend and talk about global dairy trade.
Events	3-24	5:10	8-10 min	The WPS Farm Show is a spring tradition returning next week at the EAA Grounds in Oshkosh. Charitee Seebecker previews the event with coordinator Matt Cullen.

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Policy	3-24	5:35	6 min	Road maintenance is going to be a big topic of discussion next week at Ag Day at the Capitol. Stephanie Hoff dives in deeper on policy development with Rep. Travis Tranel, dairy farmer and chair of the Assembly Agriculture Committee.
Weather	3-24	5:45	5-7 min	We pay attention religiously to the weather forecast each day, but how does it get put together? How many people are involved? What technology are they using? Pam Jahnke gets a better perspective on what goes into being a meteorologist from National Weather Service staffer, Scott Berschback, from his office in Green Bay.
Economy	3-27	5:10	8-10 min	Keeping an eye on costs and the world marketplace will be important components to dairy success this year. Bob Bosold visits with Dr. Dan Basse, Ag Economist and president of AgResource Company. He was a keynote guest at the Professional Dairy Producers of Wisconsin annual business meeting.
Crop Condition	3-27	5:35	5-7 min	This is the time of year when available hay supplies get tight for livestock owners, at the same time they're waiting to see what's happening with existing hay fields. Charitee Seebecker chats with Dr. Dan Undersander, UW-Extension Emeritus Forage Specialist, about winterkill possibilities and current hay price.
Agribusiness	3-27	5:45	5-7 min	The Equity Livestock Sales Cooperative just wrapped up district meeting with producers across the state. Pam Jahnke gets an update from Curt Larson, president and CEO of the cooperative. He also breaks down some elements that livestock owners have to watch develop in 2023.
Community	3-28	5:10	8-10 min	Family dynamics can be difficult to manage around, but when it comes to farm families and long term planning - it can become painful. Carrie Mess visits with Angie Coleman, Consultant, Organizational Development,

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				FCCS Consulting, about generational communications within farm families.
Events	3-28	5:35	6 min	Saturday is the annual Wisconsin Beef Improvement Association's Bull Sale. The event started in 1957 to offer genetic diversity to the state's beef producers and it continues today. Stephanie Hoff visits with Allan Arndt, president of the WI Beef Improvement Association.
Economy	3-28	5:45	5-7 min	John Hineberg joins Pam Jahnke for a preview on Friday's USDA Perspective Planting Report, and corn/bean movement around the world. China's still buying U.S. corn, and Brazil's still struggling to ship their huge soybean crop.
Policy	3-29	5:10	10 min	Rep. Travis Tranel, R-Cuba City, chairs the Assembly Agriculture Committee and dairy farms in southwest Wisconsin. He says his priorities for this session are for local road improvements and continued producer-led watershed grants.
Agribusiness	3-30	5:10	8-10 min	With spring comes manure hauling and spreading and there's going to be more and more equipment back on the roads. But what is the demand really like for custom operators? Manure application is a part of the conservation conversation in Wisconsin. Isaac Lemmenes, OEM Product Specialist at R Braun Inc. explains how the sustainability conversation fits into his line of work. He says there is a high demand for custom operators to haul manure but not necessarily enough operators themselves to keep up in the long haul.
Economy	3-31	5:10	8-10 min	Jill Welke chats with Dr. Brady Brewer about how to reach success on your farm.

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Quarterly Issues Report

Station: WWQM

Quarter: 1<sup>st</sup> (January-March)

Year: 2023

Issue Category	Date(s) of Broadcast	Time and Number of Broadcasts	Length of Broadcast	Description of Broadcast
Charity, Community Support	1/31	7:15a	4 minutes	Interview with Lauren Wojtasiak from Underdog Pet Rescue about their fundraising event Wags & Whiskers
Charity, Community Support	3/10	8:00a	5 minutes	Interview with Sean Patrick about St. Patrick's Parade - benefitting UW Carbone Cancer Center/Gigi's Playhouse/Logan's Hears & Smiles
Community Support, Education	3/28	8:45a	5 minutes	Interview with Dennis Graham of Rockonsin youth garage band competition not for profit organization.
Charity, Community Support	2/16-2/20	12A-12A/9	:15	Promoted the Dane County Humane Society by encouraging listeners to contribute financial support; also increased awareness of how the Humane Society helps animals and people
Public Health, Charity	2/16-2/20	12A-12A/4	:60	Promoted More Smiles Wisconsin, which provides dental care to uninsured or underinsured people in Wisconsin.



Education, Charity	1/1-3/31	12A-12A/3	:30	Promoted Madison Reading Project free books for kids program
Community Support, Public Safety	1/1-3/31	12A-12A/7	:30 & :60	Promoting USMC/Anthem mission
Community Support, Education	3/23	9:40a	5 minutes	Interview with Steve from Potosi Brewing about non-profit/community owned aspect of Potosi Brewing, and the money that their foundation gives to Carbone Center and UW-Platteville for scholarships.

Add additional rows as needed