

KQYB-FM

2017 Issues Programming Fourth Quarter

Including Interviews , public service campaigns and news stories

Description of issue	Program Segment	Date/ Time	Description of Program Interviews
Addressing socioeconomic issues and how community members can help for the benefit of all.	Phil & Jacklyn in the Morning	10/05/17 9:30A 5min 12/13/17 9:00A 3x 4m segments	Big Brother's Big Sister's promotes their mission and upcoming fundraiser Andy Hughes from the Hunger Task force discusses their mission and fundraiser.
Addressing the growing drug problem in the Seven Rivers Region and problems associated with the rise of opioid usage.	Phil & Jacklyn in the Morning	10/2/17 7:50A 5min 10/10/17 9:30A 5.5m	Dave Clements promotes – Joe was just Joe – Suicide Prevention. The growing rate of suicide, especially in rural areas Representatives from the D.A.R.E./ G.R,E.A.T. Chili Cook-Off promote the fundraiser and the importance of drug resistance/ education in our community.
Hunting is a large part of the Upper Mid-West lifestyle. Addressing the issue of our abundant natural resources and how the new rules/ laws will affect our residents.	Phil & Jacklyn in the Morning	11/03/17 8:30A 4.41 sec	Lou Cornicelli from the Minnesota DNR discusses the new deer hunter rules
Addressing the value and importance of the arts and the humanities in education and life	Phil & Jacklyn in the Morning	11/21/17 2 seg 9:00A 4m 9:45A 3.5m	Commonweal Theatre Fine arts promotion

KQYB-FM
 2017 Issues Programming Fourth Quarter
 Continued

Issue Category	Broadcast Dates	Time	Length	Amount	Description - PSA
Socioeconomic issues and how community members can help for the benefit of all.	10/01/17 – 12/31/17	12A to 12A	:60	479	United Way Campaign PSA Servicing the Seven Rivers Region
The value of the arts and the humanities in education and life	10/01/17 – 12/31/17	12A to 12A	:30	100	La Crosse Synonym Coupon Book PSA
The value of the arts and the humanities in education and life	10/01/17 – 12/31/17	12A to 12A	:30	47	The Pump House - PSA
Socioeconomic issues and how community members can help for the benefit of all.	10/01/17- 12/31/17	12A to 12A	:30	39	Habitat for Humanity PSA
The growing drug problem in the Seven Rivers Region and problems associated with the rise of opioid usage.	10/01/17- 12/31/17	12A to 12A	:30	32	D.A.R.E. Chili Cook-Off PSA

2017 KQYB Q4 – PROGRAMMING ISSUES - NEWS

News stories are approximately thirty seconds long and air on KQYB between 5:30AM and 9:00AM.

News Subject: Public Health – The growing drug problem in the Seven Rivers Region and problems associated with the rise of opioid usage.

Date	Description
10/10	Opioid overdoses are becoming a problem. Attorney General Brad Schimmel says he'll look into the misuse of prescriptions by senior citizens.
10/17	A bill passed by Congress last year is blamed for helping drug companies put more opioid pills on the market, leading to more addiction.
10/18	Eau Claire County will join a lawsuit to limit the spread of opioids. LaCrosse County still studying the issue.
10/23	Opioid overdoses stacking up in LaCrosse County. They've increased 600% between 2000 and 2016
10/30	The number of felony cases in the county has already passed 1,000. Last year only 800 in total. The sharp rise is attributed to the drug epidemic.
11/7	Two recovery coaches could be hired to help adults quit opioids. A grant would help pay.
11/8	It's been more than six months since the drug monitoring program started. Gundersen ER doctor Chris Eberlein says there's been a 12% drop in prescriptions given out.

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News Subject: Public Health – The growing drug problem in the Seven Rivers Region and problems associated with the rise of opioid usage.

- 11/19 Many think substance abuse isn't as dangerous as they've been told. They tend to downplay the hazards of drugs and alcohol.
- 12/6 Residents are reluctant to support a convenience store at the corner of Jackson and 16th. The owners own a store a few blocks away and sells drug paraphernalia.
- 12/13 Narcan will be made available to campus police of all four-year UW colleges.
- 12/22 A bipartisan measure in Washington would take the fight against fentanyl imports all the way to the US/Mexico border.

News Issue: The value of the arts and the humanities in education and life

- | Date | Description |
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| 10/23 | The city council may finally get its chance to vote on remodeling the LaCrosse Center. |
| 10/25 | An informational meeting is coming up on a \$45 million renovation of the LaCrosse Center. |
| 11/5 | Adding on the Center toward Riverside Park appears to be the favored option for the 37-year-old civic center. |
| 11/9 | The city council might have to commit more money than previously planned. The price tag has come down from \$75 million to \$42 million, but that's less than they want. |
| 12/4 | The return on investment of a higher price tag would be much higher, according to Gensler Company – as high as 11% if the city will spend \$47 million. |
| 12/5 | Members of the center board have doubts that spending more money will have a higher return on investment.
Some members of the center board want to sell naming rights. But the contract must keep "Mary E. Sawyer Auditorium" on the facility. |