

KQYB-FM

2018 PUBLIC ISSUES PROGRAMMING - THIRD QUARTER

Programming Public Service Interviews

Description of issue	Program	Date	Description of Segment
1) Women's Issues and support for women in the community.	Phil & Rachel in the morning	08/20/18 9:30 AM 5 min	Patty Nuettleman, Director of Development, from New Horizons Women's Shelter promotes their mission and annual Handbags for a Safe Haven fundraiser
2) Public health and wellness issues, youth focus	Phil & Rachel in the morning	07/24/18 9:30 AM 3 min	Members from the La Crosse Family Y discuss their mission and promote their annual fundraiser to create scholarships for local families
		08/03/18 09:30 AM 3 min	
		09/10/18 09:15 AM 2 min	Nicole Brei from the Boys and Girls Club promotes their Glow in the Deke Walk and fundraiser
3) Creating a sense of community for the betterment of citizens	Phil & Rachel in the morning	07/23/18 09:30 AM 5 min	Tony Schultz from Houston Hoedown in Houston, MN discusses the NPO weekend.
		08/10/18 09:30 AM 5 min	The Apple Annies promote Applefest and recruitment for their organization.
		08/22/18 9:30A 5 min	Terry Bauer from Moon Tunes. Promotes their Johnny Cash night and the band-shell fundraiser.
		09/05/18 09:15 AM	

		5 min	Mrs. Oktoberfest with Oktoberfest USA promote the upcoming region wide festival.
4) Local Flooding and Relief Efforts	Phil & Rachel in the morning	09/11/18 09:00 AM 4 min	Members of the local Moon Tunes organization promote a one day fundraiser/ event

Programming Issues - Public Service Announcements

All announcements aired between 07/01/18 and 09/30/18

Issue	Announcement	Length	Number
Women's Issues and support for women in the community	New Horizons Women's Shelter	:30	25
Public Health and Wellness, youth focus	Hunger Task Force	:30	48
Public Health and Wellness, youth focus	Winona Volunteer Services	:30	25
Public Health and Wellness, youth focus	Winona State Athletics	:30	5
Creating a sense of community for the betterment of citizens	Irish Fest	:30	144
Creating a sense of community for the betterment of citizens	Moont Tunes	:30	174

2018 NEWS ISSUES Q2 – KQYB-FM News stories are approximately thirty seconds long and air on KQYB between the hours of 5:30AM and 9:00AM

News Subject: Communities deal with massive rains and flooding and Relief Efforts

8/28

Severe weather moved through western Wisconsin and southeast Minnesota last night, downing trees and causing flooding. Some areas saw as much as seven inches of rain. A flash flood warning is in effect for Houston county, southeast La Crosse county, Vernon county and southern Monroe County. A number of roads are closed this morning due to the flooding. The bridge at Hokah is underwater and drivers from southeast Minnesota into La Crosse are urged to travel to Brownsville and take the La Crescent bridge into La Crosse. Highway 35 is closed near the intersection of highway 14/61 in south La Crosse. Some evacuations were performed this morning. The Brookfield Mobile home park in Southeast La Crosse was evacuated early this morning. The heaviest rain totals look to be in Spring Grove, Minnesota, where more than six inches of rain fell, and in Cashton where more than 7 inches of rain fell.

8/28

(Coon Valley, overcome by waters, looking to regroup)

It was like the Mississippi was suddenly flowing through downtown Coon Valley. that's how village clerk Renita Williamson describes the sudden flooding that occurred overnight during torrential rains. Williamson says multiple homes not in the floodplain had water in basements and several evacuations were made to get people to safety. Few in the village have slept overnight and it's all hands on deck to try to deal with the flooding aftermath. Some local organizations are pitching in. Kwik Trip provided lunch at the elementary school in Coon Valley and the Red Cross is supplying an evening meal.

8/28

(Red Cross in evaluation mode after flooding)

Justin Kern with the Red Cross in Wisconsin evaluates what is needed by the communities most impacted. Kern says the Red Cross is opening up shelters and providing some food. The organization opened a shelter at Westby high school last evening (Tue)

8/29

(Coon Valley devastated by floods)

Renita Williamson is the village clerk in Coon Valley. She's suffered huge personal losses at her home because of the flooding that simply overwhelmed the little village starting early on Tuesday morning. But so has nearly everyone else in the village. Flooded basements. Cars washed away. people evacuated from their homes. Residents of the Bothne assisted living facility evacuated and then moved again when

the second place started to take on water. Even the fire department had to evacuate from its building due to high waters. Williamson and nearly everyone else appeared to be operating on little sleep on Tuesday as rain continued to fall. At one point, the village was essentially completely cut off by roads covered by water. The Highway 14 Coon Creek bridge is expected to be inspected today to see if it can hold regular traffic.

8/29

(Volunteer puts lawn care business to work on storm clean up)

Plenty of people rolling up their sleeves and getting to work helping those impacted by flooding in the area. Chase Erickson, who owns Erickson Lawn Care in Sparta, has put his company to work, providing free help with storm clean up. And it's been a lot of clean up

Erickson says, while homeowners certainly can clean up fallen trees and branches from their property, a lack of knowledge and understanding of how to do the work can be dangerous or even deadly.

8/29

(More cleanup to be done in Coon Valley as Walker arrives to assess damage)

Wisconsin Governor Scott Walker is in Southwestern Wisconsin today for a sobering look at the damage from severe flooding that has hit La Crosse, Vernon, and Monroe Counties hard. Brad Williams saw him in Coon Valley this afternoon. He says it's all hands on deck

Walker suggests that people with damage to homes take extensive photo evidence to give to FEMA when looking for relief

8/29

(La Crosse firefighters deployed to help out in flooded areas)

The La Crosse fire department hasn't officially been tapped to help out with flood recovery in western Wisconsin. But a bunch of the department's firefighters are helping. Six specially trained firefighters have been deployed as part of Wisconsin Urban Search & Rescue Task Force 1 team. Assistant chief Jeff Murphy says while those firefighters are elsewhere, it's still a good deal locally

The department currently has 20 who are on the state task force. The last time the group was deployed to help out was in the corn mill explosion in Cambria, Wisconsin in May of last year. Local members were also sent to assist after Hurricane Maria but their deployment ended before getting to the affected area.

8/29

(La Crosse Salvation Army helping when asked in recovery effort of flood)

Clean up efforts continue in several Monroe and Vernon County communities from the massive floods earlier this week. Having dealt with other major disasters like hurricanes earlier this year, Nick Ragnar with the Salvation Army says if you are donating anything other than time, make sure you confirm it's needed

Ragnar says this week they have been handing out flood kits which consist of cleaning supplies, and today they'll be in vernon county giving away free lunches.

8/30

(Moon Tunes benefit concert to be collective effort by local groups)

A pretty large collective effort for an upcoming benefit concert for those impacted by floods in the area this week. The Moon Tunes concert series in La Crosse has been extended for a week until September 13th in order to hold the additional concert. Terry Bauer from Moon Tunes is leading the push to have a concert at the southside Oktoberfest grounds. But he says several other groups are joining in Bauer says the movement towards a benefit concert began on Tuesday with a call from TUGG's Andy Hughes. More details about the concert are expected in the next few days.

8/30

(high school students finish vacation on flood cleanup in Coon Valley)

With only a few days left until school starts, plenty of teenagers around Coon Valley have been showing off new boots this week. Along with muddy work clothes. They were dressed for dirty work...clearing out flooded basements, and hauling garbage to help families after the storm swept through on Monday and Tuesday. Cooper, who runs on the Westby cross country team, was one of the teens who got those boots:

Lots of young people took time out from the cleanup duty on Wednesday to meet with Governor Scott Walker, who arrived at Coon Valley Elementary School in a military helicopter.

8/30

(La Crosse warden describes 'frightening,' 'surreal' conditions during search and rescue efforts)

The stories of the rescues from floodwaters this week in western Wisconsin are likely too numerous to recount completely. Probably because there were just so many of them. La Crosse DNR warden Ed McCann was among those called upon to help with search and rescue operations when flash flooding began on Tuesday. In two different towns, McCann and fellow warden Shawna Stringham took a boat from house to house, getting people out of their homes and out of harm's way. One of the more remarkable experiences McCann has had

McCann recalls one of the more surreal times in the evening in Viola during the rescue operation. In the dark. Piloting his boat over the tops of cars with their headlights illuminating the water

8/31

(Potential FEMA scam sparks warning from VEron County)

Assessment continues in Vernon county towns and villages after this week's floods. Those assessments have to be done before the feds ever show up. That's why Linda Nederlo with Vernon County Emergency Management wanted to get the news out that FEMA is not actually in the county yet. She caught wind of two people posing as FEMA agents potentially trying to con a homeowner out of her house. She's worried

those traumatized by the floods already will wind up losing their homes out of desperation. Whenever the damage assessments in the county get done, Nederlo expects them to be in the range of several million dollars.

9/2

(Como Falls waterfall gone)

Almost a week now since floods rampaged the area. In Hokah, Minnesota, water still rushes through the park called Como Falls.

And that's what you're hearing. As for a waterfall? That's gone.

Where Thompson Creek used to get diverted through a little canyon that turned into falls has washed out. The creek now runs along the bluff and sort of back on its natural course. The only problem, the washed out wall that diverted the creek filled in everything immediately downstream.

So, the bridge to walk over the creek now just walks over sand and rock. And the stream flows just a past that bridge.

What happens next, we're still waiting to find out, whether that's trying to rebuild the falls or divert the stream from eroding the bluff, since there are houses immediately above.

9/3

(flood repairs could be long and costly)

Houses are being cleaned, highways are being fixed, and kids are headed back to school for a new year.

Western Wisconsin counties are returning to a routine after a week of recovering from severe flooding.

Many roads in the area which had been damaged early last week have slowly been re-opened. But the price tag for damage to infrastructure from the high water is already above 50 million dollars, according to the state emergency operations center. Sheriff John Spears of Vernon County says dams around the county could require expensive repairs:

Spears estimates that a couple of dams receiving storm damage could cost 4 to 6 million dollars to fix.

The weather service says the chance of more flooding still exists this week.

9/4

(Tragic flooding brings the potential of scam artists ripping off families in time of need)

We've seen the good in humanity over the last week as neighbors and strangers alike have helped out families in the Coulee Region affected by flooding. Unfortunately, the opposite is also possible.

Scammers love to swoop in during these difficult times says Tena Bailey with the La Crosse County Builders Association

Bailey says local, reputable contracts might not be knocking on doors right now because they're already so busy.

9/4

(Westby superintendent recognizes emotional hurdle on students returning to class from flooded homes)

Just as some citizens within Westby have housed those affected by the severe flooding over the last two weeks, the School District says they will look out for their students as well when they return.

Superintendent Steve Michaels says he's already briefed his staff to be aware of warning signs that the events are affecting a student

Michaels says they will take the situation day by day, adding that bus routes might need to change to make sure students can get to class.

9/5

(Insurance commissioner says hope not lost for those without flood insurance)

Flood insurance is the thing to have when your house floods. Unfortunately, many soaked by flooding in the last week in the region didn't have any because their properties weren't in the floodplain. Maybe not as dire as it sounds, says state insurance commissioner, Ted Nickel. Those people still might be covered for some losses

Among the key steps to making a claim on flood or any storm damage, says Nickel; take photos, save samples of damaged materials, make a list of losses and contact your insurance representative.

<https://oci.wi.gov/Pages/PressReleases/20180830StormAftermath.aspx>

9/5

(Communities ravaged by flooding have opportunity to dry out, count losses)

And now more work to do in western Wisconsin communities hit hard by flooding in the last week or so. Fresh rains this week pushed waters even higher and created more damage especially in Vernon county which had nearly 90 roads closed or compromised as of yesterday (WED) morning. But Linda Nederlo (NEH-der-loh), from Vernon County Emergency Management, says they'll keep plugging along. Nederlo says a string of upcoming dry days should help with clean up and assessment. She says, with more damage assessment's coming in, the hit to public infrastructure in the county is already over an estimated \$16 million.

9/6

(High School football game will be site of benefit for flood affected communities)

Fans going to tonight's West Salem vs Holmen football game will get a chance to help those affected by the immense flooding in Monroe and Vernon County. A benefit is being held starting at 5PM until kickoff. Student Braden Nissen says they're looking for food and cleaning supplies

Admission fees will be waived, but you're asked to provide a donation in lieu of that payment

9/6

(Details for flood benefit to be released)

Organizers of a benefit in La Crosse hope to have a big impact on those who are struggling in the wake of major flooding in the area. Mitch Reynolds says details will be released later this morning (FRI) on the all day benefit planned for next Thursday.

The mix of live music, food and drinks will be at the southside Oktoberfest grounds, featuring many local musicians. Planning for the event began while rain was still falling last Tuesday and before the scope of damage was widely understood. Now, estimates so far are over \$6 million in damage to homes in just Vernon County. And many property owners are just starting to count their losses. Damage to homes from flooding around the state in the last couple of weeks is close to \$100 million.

9/9

(Vernon County offering free kits to test water after flooding)

Victims of the flood in Vernon County are still trying to clean up their properties, more than a week after devastating rains hit the area. Some have yet to make sure their water is safe to drink by testing it, something Janet Reid with the Vernon County Health Department says is big mistake. Reid says the department is offering bottled water and test kits for free. Results are usually back within 24 hours.

9/9

(preparations continue for Thursday Fight the Flood benefit)

If it looks like Oktoberfest tents are going up early at the southside festival grounds, you may actually be seeing preparations for the big flood benefit happening there on Thursday. 'Fight the Flood' is scheduled to be a 12-hour concert marathon to raise money for communities devastated by flooding over the last two weeks. Moon Tunes organizer Terry Bauer says there will be plenty of activities, along with the music, to attract people to the event:

Oktoberfest, Irishfest, and local Rotary Clubs are helping with the planning and set-up for the benefit.

9/11

(Fight the Flood lineup is announced)

Two stages, 12 hours, 24 acts. That's the schedule announced today for the 'Fight the Flood' benefit planned for this Thursday at the southside fest grounds in La Crosse. Proceeds from the day-long event will go to area families affected by severe flooding in the past two weeks. Performances will begin at 11 am on Thursday, and will alternate between the two stages so there will not be two acts competing at the same time. Pat Watters will open the benefit at 11, and the final act of the day will be Heatbox, featuring past 'American Idol' contestant Reed Grimm.

Community Health and Wellness

7/12

(Minnesota Democratic governor candidates plan on health care)

A single-payer plan for the state of Minnesota is on the table if Tim Walz or Erin Murphy win the governor election.

Both Democratic candidates this week have focused on the rising costs associated health care.

In a statement, Walz said he supports a longer-term shift to a single-payer system, allowing Minnesotans to buy into MinnesotaCare in the meantime.

MinnesotaCare is currently the state's subsidized insurance program for the poor.

We must take meaningful action to ensure every Minnesotan has access to high-quality, affordable health coverage," Walz said.

Murphy also supports the buy-in idea through MinnesotaCare. But the former registered nurse also wants the state to continue to contract directly with health care providers to take HMOs out of the process.

Meanwhile Republicans have pushed getting rid of MNSure, the state's health insurance marketplace, and having citizens pick and choose what they want covered.

8/2

The use of Narcan to stop drug overdoses has been going up in La Crosse County in the past decade, according to a new survey by the county health department. Although a drop in use of the antidote by Tri-State Ambulance and Gundersen was reported in 2017, the number of patients and doses given is about 5 times higher than seen in 2007. Al Bliss from the health department says the number of people being trained to administer Narcan has grown rapidly as well:

As you might expect, Bliss says the jump in Narcan use corresponds to a sharp increase in heroin and opioid poisonings in the area. Drug abuse is going up among people over 24.

8/12

(Gundersen among several companies honored for their commitment to workplace wellness)

An honor for several area companies last week by helping their employees stay healthy. The Wellness Council of America celebrated Gundersen Health System in La Crosse and others for their wellness programs. Sarah Havens with Gundersen says those companies understand the benefit in the long run. Havens says an underrated factor of the programs are the camaraderie it creates among coworkers.

8/21

(Nationwide shortage of EpiPens creates concern for those with allergies)

A production shortage of EpiPens has led the Food and Drug Administration to extend current expiration dates of the device by four months, to help mitigate the problems. It is safe to use if need be says Jared Darveaux with Gundersen.

Darveaux says the expired EpiPen might not be as effective. He says parents should be sending their child's EpiPen to school with them, to make sure there is one in the building if a reaction occurs.

8/28

(Construction underway at Mayo cancer center expansion)

More people being treated for cancer by Mayo Health System in La Crosse will be able to be served at the same time. The cancer center will be going through an expansion which is expected to last through next Summer. Rachel Bishop, the nursing director at the center says the project means people won't have to travel to Rochester to get treatment.

Bishop says the 4.9 million dollar expansion will give them an extra 3900 square feet

9/5

(A-G candidate opposes Wisconsin challenge to Obamacare)

Twenty states, including Wisconsin, are suing in court to end the Affordable Care Act...and many people who need medical care don't want that program to go away. Sue Hessel of La Crosse says Obamacare has helped cover her medical care for breast cancer...and she worries about what might happen if the health care law is abolished:

Hessel spoke along with State Rep Jill Billings and attorney general candidate Josh Kaul on Wednesday, to oppose Wisconsin's role in an anti-Obamacare lawsuit. Current A-G Brad Schimel is a sponsor of the lawsuit.

9/6

(Breastfeeding friendly seen as good for business)

Competition for workers is fierce. Better accommodations for breastfeeding moms might give a business the edge, says Abbie Loos (lohss), nutrition educator at the La Crosse county health department. The county as a whole has been recognized by the Western Wisconsin Breastfeeding Coalition as its first breastfeeding friendly 'business.' Makes sense for every business to work towards that designation, says Loos

Among the support businesses can provide to become breastfeeding friendly are access to somewhere private in order to express milk as well as adequate break time to do it.

9/9

(Vernon County offering free kits to test water after flooding)

Free kits are available at the Vernon County Health Department for citizens to test their water for bacteria like e-coli in the wake of the devastating flood. Janet Reid with the department says they're willing to make the process easier if need be

Reid says drinking or using contaminated water can lead to a variety of stomach problems, and for the elderly kidney issues.

9/10

(Crow tests positive for West Nile Virus in La Crosse County. Public warned)

Got a headache or a fever, maybe a rash?

There is a chance you have been bit by a mosquito carrying West Nile Virus. The La Crosse County Health Department has announced that a dead crow turned into a state lab in late August has tested

positive for the disease. That's the first bird who've had that diagnosis so far, though it's hard to determine how prevalent it is. Health Director Jen Rombalski says there are things you can do to protect yourself Most report becoming ill with West Nile virus in August and September.