

Quarterly Issues and Programs Report

4th Quarter 2023

FOR TELEVISION STATIONS LICENSED TO THE STATE OF WISCONSIN – EDUCATIONAL COMMUNICATIONS BOARD (ECB) WHWC-TV, WHRM-TV, WHLA-TV, WPNE-TV, AND WLEF-TV

During the period, this station, as part of the network that makes up PBS Wisconsin, has served the public interest by producing and broadcasting diverse content which addresses national, statewide and regional issues. The following is a list of some of the produced or acquired programming aired in response to areas of concern to viewers served by PBS Wisconsin.

Issues of community concern:

- Agriculture
- Culture
- Economy
- Education
- Environment
- Health
- Politics
- Social Issues

1. **Agriculture**

The government averts a shutdown, removes a speaker and throws Congressional business into disarray, a battle over carrots comes down to water, solving the problem of safety when entering the bin, and more.

- Market to Market, October 8, 2023 at 10:30 a.m.
- Duration: 30 minutes

The government reports less crop in the field, sending the market initially higher. So what's next?

- Market to Market, October 15, 2023 at 10:30 a.m.
- Duration: 30 minutes

Congressional actions remain muted leaving the farm bill stuck in neutral, how solar is adding to the bottom line on the farm, and more.

- Market to Market, October 22, 2023 at 10:30 a.m.
- Duration: 30 minutes

Big grain agreements return to the Midwest, agriculture's heavy hitters gather to discuss world food policy, and more.

- Market to Market, October 29, 2023 at 10:30 a.m.

- Duration: 30 minutes

The Biden Administration fans out across rural America, breaking down the numbers on rising disaster payments, new regulations shorten the path for genetically edited seeds, and more.

- Market to Market, November 5, 2023 at 10:30 a.m.
- Duration: 30 minutes

What's being done to minimize the damage from the latest HPAI outbreak, an in-depth discussion on an emerging market for U.S. commodities, and more.

- Market to Market, November 12, 2023 at 10:30 a.m.
- Duration: 30 minutes

Congress heads home after agreeing to keep the country open, the leaders of China and the U.S. meet in California, an in-depth discussion on one of America's biggest trading partners, and more.

- Market to Market, November 19, 2023 at 10:30 a.m.
- Duration: 30 minutes

As you assemble around your table, we do the same to check economic conditions everywhere from Main Street to the fields of America.

- Market to Market, November 26, 2023 at 10:30 a.m.
- Duration: 30 minutes

Inga Witscher visits small farms and specialty makers finding new ways to preserve traditional practices.

- Around the Farm Table Celebrates Small Farms, December 7, 2023 at 7 p.m.
- Duration: 1 hour

The U.S. looks for trade options in a global landscape, the devaluation of the peso's impact on American producers, a look at the USDA's effort to increase the practice of double cropping, and more.

- Market to Market, December 17, 2023 at 10:30 am.
- Duration: 30 minutes

2. Culture

We visit MOWA, the Museum of Art in West Bend, celebrating classical and contemporary artists from around our state. We also meet an Eau Claire celebrity nicknamed Jack the Magnificent, a Madison portrait artist helping others learn the craft, a naturalist in Fitchburg sharing the power of plants, and we see something odd in Oshkosh.

- Wisconsin Life: Museum of Wisconsin Art in West Bend, October 5, 2023 at 7 p.m.
- Duration: 30 minutes

Bloomington Minnesota is home to the Mall of America, and the behind-the-scenes tour was full of surprises for John McGivern. The rest of the city was also full of surprises. He didn't expect to

find a ski-jump, the largest bicycle products distributor in America, the first tap room in Minnesota and a goat farm!

- John McGivern's Main Streets: Bloomington, Minnesota, October 5, 2023 at 7:30 p.m.
- Duration: 30 minutes

The 47th annual UW Varsity Band Spring Concert returns with all the razzle dazzle UW fans know and love! Recorded live at the Kohl Center in April 2023, the concert features director Corey Pompey leading the Band through medleys celebrating ABBA and the animated film Encanto.

- UW Varsity Band Concert 2023, October 9, 2023 at 8 p.m.
- Duration: 1 hour

With insight from Ojibwe elders, biologists and artist Rabbett Before Horses Strickland, this film captures enduring spiritual connections with Brother Wolf, the lasting bonds and responsibilities shared between native people and the wolf species, and the opportunities and challenges presented by the reintroduction and protection of the animals across reservation lands.

- Ma'iingan: Brother Wolf, October 25, 2023 at 11 p.m.
- Duration: 1 hour

A giant in the world of Latin music, celebrated singer and songwriter Jorge Drexler performs his most successful album yet.

- Austin City Limits: Jorge Drexler, November 5, 2023 at 11 p.m.
- Duration: 1 hour

Uncover a fascinating story about the Milwaukee Soldiers Home, a National Historic Landmark.

- A Hallowed Home for Heroes, November 6, 2023 at 8 p.m.
- Duration: 1 hour

Celebrate Native women and how they lead, inspire and innovate in the worlds of art and politics.

- Native America: Women Rule, November 7, 2023 at 8 p.m.
- Duration: 1 hour

Celebrate our state's natural landscapes and experience our treasured "Up North" wonders.

- Wisconsin's Scenic Treasurers: Northwoods, November 28, 2023 at 7 p.m.
- Duration: 1 hour

We visit Julia Nunes and her dairy farm family at Scientific Holsteins in Chippewa Falls. When Julia isn't feeding the calves and doing other farm chores she serves at the 73rd and 74th Alice in Dairyland. We go on a multi-day adventure with the top Alice candidates culminating at a giant event in Madison where the 75th Alice in Dairyland will be crowned.

- Wisconsin Foodie, December 14, 2023 at 7:30 p.m.
- Duration: 30 minutes

PBS Wisconsin continues a tradition of seasonal music at UW-Eau Claire's Holiday Concert.

- Holiday Concert from UW-Eau Claire, December 20 at 8 p.m.
- Duration: 1 hour

3. Economy

The largest healthcare worker strike in U.S. history is underway after Kaiser Permanente and its unionized employees failed to reach a new contract agreement. The strike is set to last three days as contract negotiations continue. Workers say they are focusing on wage increases and solutions to staffing shortages.

- PBS NewsHour, October 4, 2023 at 6 p.m.
- Duration: 5 minutes, 51 seconds

Even with the low unemployment rate in the U.S., the situation for people with disabilities is much tougher. Only about 20 percent of them have a job and some who do are paid less than the federal minimum wage. After protests from disability advocates, the Department of Labor announced it would review the policy that makes this possible.

- PBS NewsHour, October 5, 2023 at 6 p.m.
- Duration: 10 minutes, 18 seconds

This weekend, tourists will be allowed back into areas of Maui not far from the site of the deadliest U.S. wildfires in more than a century. The reopening plan has sparked an uproar among some members of a community that's still grieving but also weighing its long-term revival and survival.

- PBS NewsHour, October 6, 2023 at 6 p.m.
- Duration: 9 minutes, 19 seconds

The strength of the jobs market stunned again with a report surpassing most expectations. Employers added 336,000 jobs in September while unemployment remained at 3.8 percent. We also learned that nearly 120,000 more jobs were created in July and August than originally reported. Hear how the job market that continues to defy headwinds facing the economy.

- PBS NewsHour, October 6, 2023 at 6 p.m.
- Duration: 5 minutes, 43 seconds

United Auto Workers Local 722 President Steve Frisque considers the union's deal with GM, Ford and Stellantis to end a weeks-long strike and the implication for organized labor and the auto industry.

- Here & Now, November 3, 2023 at 7:30 p.m.
- Duration: 5 minutes, 34 seconds

Stuebenville, Ohio, was once a powerhouse of American manufacturing. But like many communities that depended on the steel industry, it has struggled to find its place in the modern

economy as the country as a whole sees high growth and employment. Hear why many of its residents say they feel forgotten.

- PBS NewsHour, November 15, 2023 at 6 p.m.
- Duration: 9 minutes, 53 seconds

There's been some good news of late when it comes to inflation. Data from the federal government last week showed inflation eased through October. And according to the Farm Bureau, the average cost of a Thanksgiving dinner actually decreased slightly this year. But stubbornly high food prices are still squeezing families this holiday season.

- PBS NewsHour, November 22, 2023 at 6 p.m.
- Duration: 7 minutes, 1 second

This has been the season of organized labor's discontent. But it has also been the season of big wins by unions from Hollywood, UPS, healthcare workers and the UAW. Hear what this means for workers and the challenges ahead.

- PBS NewsHour, November 23, 2023
- Duration: 6 minutes, 47 seconds

The Federal Reserve is projecting as many as three interest rate cuts next year. That could help lower mortgage rates, which have been at a two-decade high this year, and help improve the affordability of buying a home. But a landmark jury decision could also change the costs of buying and selling a home and its overall price tag.

- PBS NewsHour, December 14, 2023 at 6 p.m.
- Duration: 8 minutes, 49 seconds

Wisconsin Economic Development Corporation CEO and Secretary Missy Hughes considers the performance of Foxconn and expectations for Microsoft making investments and creating jobs in Mount Pleasant.

- Here & Now, December 22, 2023 at 7:30 p.m.
- Duration: 6 minutes, 1 second

4. Education

Since the attack by Hamas and Israel's ongoing response, there have been bitter debates on many college campuses over which side bears responsibility. This plays into already raging debates at many schools over free speech and academic freedom. Visit four colleges to understand how this fits into the nation's political divide.

- PBS NewsHour, October 12, 2023 at 6 p.m.
- Duration: 13 minutes, 13 seconds

McNair Scholars is a federally funded scholarship program supporting first-generation and traditionally underrepresented college students. Participants at UW-Oshkosh share what they are learning.

- Here & Now, October 12, 2023 at 7:30 p.m.
- Duration: 4 minutes 24 seconds

Students who are starting to apply to colleges for the coming year are the first class to deal with the impact of the Supreme Court's decision to overturn affirmative action. For many high school students, this annual rite of passage is now trickier than ever to navigate.

- PBS NewsHour, October 17, 2023 at 6 p.m.
- Duration: 7 minutes, 41 seconds

UW Colleges and UW Extension Vice Chancellor Emeritus Steve Wildeck discusses staff cuts and closure at multiple Universities of Wisconsin two-year campuses amid falling enrollment and budget deficits.

- Here & Now, October 27, 2023 at 7:30 p.m.
- Duration: 5 minutes, 38 seconds

There are no fancy dorms or stadiums at Berea College. There, each student receives free tuition and works throughout their four years, receiving a small salary that goes toward room and board. Hear how a college can operate without passing the cost on to students or families.

- PBS NewsHour, November 7, 2023 at 6 p.m.
- Duration: 6 minutes, 52 seconds

Higher education is facing a mental health crisis. Yale settled a lawsuit following the death of a student by suicide in 2021 and will allow students flexibility to take lighter course loads and keep their healthcare while on medical leave.

- PBS NewsHour, November 15, 2023 at 6 p.m.
- Duration: 10 minutes, 21 seconds

The number of children with speech and language impairments has grown in the wake of the COVID-19 pandemic, leaving teachers and researchers struggling to provide more support for kids and caregivers.

- Here & Now, December 1, 2023 at 7:30 p.m.
- Duration: 30 minutes

The heated debates on college campuses over the Israel-Hamas war made its way to Capitol Hill Tuesday. The presidents of several universities faced questions from the House Committee on Education and the Workforce about the protests that erupted after the October 7 attack and Israel's response.

- PBS NewsHour, December 5, 2023 at 6 p.m.
- Duration: 5 minutes, 9 seconds

Peer support, school staff and psychology researchers are trying to keep up with the growing rate of mental health issues among K-12 students in Wisconsin while lawmakers debate boosts to funding.

- Here & Now, December 8, 2023 at 7:30 p.m.
- Duration: 4 minutes, 58 seconds

Attorney Fredrick Melms discusses filing a lawsuit with the Wisconsin Supreme Court that challenges the state's Private School Choice Program funding and seeks for it to be found unconstitutional.

- Here & Now, December 8, 2023 at 7:30 p.m.
- Duration: 5 minutes, 15 seconds

5. Environment

Follow scientists as they investigate species with the power to transform our grasslands.

- Evolution Earth: Grasslands, October 4, 2023 at 9 p.m.
- Duration: 1 hour

With its magnificent coastline and densely wooded interior, Maine is a place where outdoor adventure has a long history and a lot of wilderness starts with childhood.

- America Outdoors with Baratunde Thurston: Maine – Embrace the Cold, October 11, 2023 at 7 p.m.
- Duration: 1 hour

For billions of years, life teemed in the oceans of planet Earth while the land was desolate and inhospitable. So how did life make the leap to land? Scientists explore how some of the earliest life emerged and invaded a barren, rocky landscape, eventually transforming it into a verdant, green world..

- NOVA: Ancient Earth - Life Rising, October 18, 2023 at 8 p.m.
- Duration: 1 hour

Town of Campbell Supervisor Lee Donahue discusses hazardous levels of contamination by PFAS chemicals in community water sources as it files a lawsuit against the city of LaCrosse over the issue.

- Here & Now, November 3, 2023 at 7:30 p.m.
- Duration: 5 minutes, 13 seconds

Spy creatures reveal the extraordinary connections between the creatures of the ocean.

- Spy in the Ocean, a Nature Miniseries: Deep Relationships, November 8, 2023 at 7 p.m.
- Duration: 1 hour

As the planet warms scientists say natural disasters are becoming more destructive and more frequent, and the data shows certain communities are hit harder than others. Hear about the disproportionate impact on people with disabilities.

- PBS NewsHour, November 9, 2023 at 6 p.m.
- Duration: 9 minutes

Celebrate the recipients of The Earthshot Prize – Prince William’s prestigious environmental award.

- The Earthshot Prize 2023, November 22, 2023 at 11 p.m.
- Duration: 1 hour

Last year, the U.S. exported more than 950 million tons of plastic waste meant for recycling and a significant portion of that ended up in Southeast Asia. The region has been inundated with

plastic scrap after China blocked all but the cleanest plastic waste imports in 2018. Hear how Thailand is dealing with the problem of plastic.

- PBS NewsHour, November 23, 2023 at 6 p.m.
- Duration: 8 minutes, 3 seconds

One of the big announcements at the UN climate conference this weekend in Dubai was a pledge by more than 110 countries to triple the amount of renewable energy they are generating by 2030. That work is already underway in a rather unlikely place.

- PBS NewsHour, December 4, 2023 at 6 p.m.
- Duration: 7 minutes, 34 seconds

Iceland appears to have so far escaped the worst-case scenario after a volcano erupted overnight about 50 miles from the capital Reykjavik. The lava flow is moving away from important infrastructure, including a fishing port where 4,000 people had been moved waiting for just this moment.

- PBS NewsHour, December 19, 2023 at 6 p.m.
- Duration: 4 minutes, 55 seconds

6. Health

Wisconsin Department of Health Services state epidemiologist Dr. Ryan Westergaard details the work of tracking, treating and trying to prevent COVID-19 infections as an updated vaccine is distributed.

- Here & Now, October 6, 2023 at 7:30 p.m.
- Duration: 5 minutes, 45 seconds

Vivent Health Chief Advocacy Officer Bill Keeton describes gender-affirming care practices for patients who are children as the Wisconsin Legislature debates a bill to ban certain surgeries on minors.

- Here & Now, October 13, 2023 at 7:30 p.m.
- Duration: 6 minutes, 16 seconds

Melinda French Gates envisions a world where women and their newborns remain healthy before, during and after childbirth. The Gates Foundation reported staggering numbers surrounding maternal mortality and offers several interventions that have the potential to save the lives of 2 million mothers and babies by 2030.

- Here & Now, October 17, 2023 at 6 p.m.
- Duration: 3 minutes, 47 seconds

Since the pandemic eased, millions of Americans have had to deal with several drug shortages. For those with ADHD, it's been an especially difficult year as they and their families have struggled to get through ordinary daily routines.

- PBS NewsHour, October 30, 2023 at 6 p.m.
- Duration: 8 minutes, 59 seconds

Black men face high levels of chronic disease and may be reluctant to seek treatment, leading one athlete to develop a health care model that expands access via barber shops, clinics and church.

- Here & Now, November 7, 2023 at 7:30 p.m.
- Duration: 7 minutes, 8 seconds

Respiratory syncytial virus leads to as many as 80,000 hospitalizations and 300 deaths per year among children under five, and is the leading cause of hospitalization for infants under one year old. Hear about the impact of a shortage of drugs to treat RSV.

- PBS NewsHour, November 10, 2023 at 6 p.m.
- Duration: 5 minutes, 49 seconds

Generational trauma continues to harm the mental health of Black children and adults in Wisconsin, but advocates and religious leaders seek to help communities with empowerment and expressions of joy.

- Here & Now, November 14, 2023 at 7:30 p.m.
- Duration: 6 minutes, 8 seconds

Malaria is one of humanity's oldest and most devastating plagues. In many parts of the world, it remains an ever-present scourge that sickens or kills millions of people each year. What if it could finally be defeated? Now, scientists may be on the verge of a breakthrough.

- Nova: The Battle to Beat Malaria, November 15, 2023 at 8 p.m.
- Duration: 1 hour

New research is confirming something that doctors have already been noticing, an increase in cancer diagnoses among young women. Ali Rogin explores the reasons behind the increase and the blind spots medical systems have when treating young women.

- PBS NewsHour, December 4, 2023 at 6 p.m.
- Duration: 7 minutes, 19 seconds

As the U.N. climate conference nears its end, there's concern over whether countries can or will meet prior pledges to hold down global temperatures. If temperatures continue to climb, the impact on health could be profound and some doctors say their profession is not prepared.

- PBS NewsHour, December 11, 2023 at 6 p.m.
- Duration: 8 minutes, 14 seconds

7. Politics

Two candidates are entering the Republican race to be the next Speaker of the House, but it's unclear how long it will take to find a successor to the ousted Kevin McCarthy.

- PBS NewsHour, October 4, 2023 at 6 p.m.
- Duration: 12 minutes, 26 seconds

The Biden administration is taking fire from some immigration advocates for a recent move to expedite the construction of a wall along the southern border. The president says the money for a wall was appropriated during the Trump administration and that his hands are tied.

- PBS NewsHour, October 6, 2023 at 6 p.m.
- Duration: 7 minutes, 40 seconds

Milwaukee County Clerk George Christenson discusses a bipartisan bill to increase penalties in Wisconsin for threats against election workers as intimidation of public officials escalates.

- Here & Now, October 6, 2023 at 7:30 p.m.
- Duration: 5 minutes, 55 seconds

PBS Wisconsin senior political reporter Zac Schultz explains the rhetoric and legal arguments around precedent, recusal and impeachment as the Wisconsin Supreme Court takes up a redistricting lawsuit.

- Here & Now, October 13, 2023 at 7:30 p.m.
- Duration: 4 minutes, 54 seconds

Learn how Republican Sen. Mitch McConnell helped transform the Supreme Court and U.S. politics.

- Frontline, November 1, 2023 at 11 p.m.
- Duration: 1 hour

Wisconsin Republican lawmakers react to Gov. Evers' lawsuit over joint legislative committees and separation of powers between the executive and legislative branches, focusing on pay raises for UW staff.

- Here & Now, November 3, 2023 at 7:30 p.m.
- Duration: 6 minutes, 19 seconds

Wisconsin Elections Commission chair Don Millis, a Republican appointee, discusses a campaign among certain Republicans seeking to impeach the agency's administrator Meagan Wolfe before the 2024 vote.

- Here & Now, November 10, 2023 at 7:30 p.m.
- Duration: 5 minutes, 53 seconds

The U.S. government remains open this Thanksgiving week, thanks to a temporary funding deal Congress passed last week. But that deal starts to expire in January and conservatives are signaling they won't pass another funding deal without addressing the swelling national debt.

- PBS NewsHour, November 21, 2023 at 6 p.m.
- Duration: 5 minutes, 15 seconds

For the first time in more than two decades, Congress has expelled one of its own. Rep. George Santos is out of a job in the wake of his many lies and scandals.

- PBS NewsHour, December 1, 2023 at 6 p.m.
- Duration: 5 minutes, 17 seconds

House Republicans voted to open an impeachment inquiry into President Biden and his family's business dealings. Lisa Desjardins reports on the developments and William Branham discusses the inquiry with Michael Gerhardt, author of "The Law of Presidential Impeachment: A Guide for the Engaged Citizen."

- PBS NewsHour, December 13, 2023 at 6 p.m.
- Duration: 10 minutes, 53 seconds

8. Social Issues

Key funding for childcare centers dating back to the pandemic ended on Saturday. More than 220,000 centers counted on those grants to help pay the bills and raise wages. With the loss of funding, one progressive think tank projects that as many as 70,000 facilities could close in the long run.

- PBS NewsHour, October 2, 2023 at 6 p.m.
- Duration: 5 minutes, 36 seconds

Racial disparity is exposed in the daily lives of Wisconsin's Black and white residents.

- Here & Now, October 2, 2023 at 8 p.m.
- Duration: 1 hour

Veteran journalist and Nobel Peace Prize winner Maria Ressa has a dire warning about the defense of truth in the digital age. She says we risk losing the information war to adversarial artificial intelligence and to authoritarian governments who can weaponize the technology.

- PBS NewsHour, October 6, 2023 at 6 p.m.
- Duration: 6 minutes, 50 seconds

The Supreme Court heard arguments in two key cases about how public officials use social media. The cases explore whether two school board members in California and a city manager in Michigan violated the First Amendment by blocking constituents from posting criticism on their personal social media pages.

- PBS NewsHour, October 31, 2023 at 6 p.m.
- Duration: 6 minutes, 1 second

Steven Waldman is the founder and president of Rebuild Local News, a nonpartisan nonprofit working to counter the collapse of local news and strengthen local democracy. He is also the co-founder of Report for America, a national service program that places journalists in newsrooms across the country. Waldman shares his Brief But Spectacular take on how to rebuild local news.

- PBS NewsHour, November 10, 2023 at 6 p.m.

- Duration: 3 minutes, 12 seconds

U.S. Rep. Gwen Moore, D-3rd District, discusses her resolution addressing guns, misogyny and domestic violence as the U.S. Supreme Court hears a case on restraining orders and firearms access.

- Here & Now, November 17, 2022 at 7:30 p.m.
- Duration: 7 minutes, 21 seconds

The shooting of three college students of Palestinian descent has added more fear and concern about a rise in bias, discrimination and violent attacks against Arab Americans and Muslims in the U.S. While the motive is still unclear, some groups argue officials should consider this a hate crime.

- PBS NewsHour, November 27, 2023 at 6 p.m.
- Duration: 8 minutes, 29 seconds

Israel intensified its military operations in Gaza's second largest city, forcing tens of thousands of Palestinians to flee and making it more difficult to deliver aid. The UN says nearly 1.9 million people, over 80 percent of Gaza's population, have been displaced by the war. They're now crowded into small areas with the humanitarian situation worsening by the day.

- PBS NewsHour, December 6, 2023 at 6 p.m.
- Duration: 4 minutes, 59 seconds

The CDC says synthetic opioids, particularly fentanyl, contributed to about 75,000 overdose deaths in the United States in 2022. It's a crisis that hits every demographic group, but there are large racial disparities between who is offered the most effective treatment and who isn't. P

- PBS NewsHour, December 8, 2023 at 6 p.m.
- Duration: 8 minutes, 47 seconds

Mental health experts believe one of the long-term consequences of lockdowns during the COVID pandemic is an increase in loneliness. In Britain, communities are trying to combat people's isolation by introducing so-called chatty benches and chatty cafes.

- PBS NewsHour, December 25, 2023 at 6 p.m.
- Duration: 5 minutes, 50 seconds