

ISSUES/PROGRAM LIST

2009
1st Quarter

KQEG CA
La Crosse, WI

Magnum Broadcasting

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List and Narrative of Issues Facing Communities Served by
KQEG CA
1st Qrt 2009

1. Safety of our Children. Children and Parents in our communities need to understand what is happening in the world that is dangerous to our children.
2. Health: KQEG programming addresses such health issues as, child obesity, excersize, how to be healthy in mind and body and other topics.
3. Government: Citizens need to be more involved in their local government and be aware of what is going on in local government.
4. Environment: We need to become better caretakers of our environment and KQEG addresses ways we can all live greener.
5. Commerce: A healthy economy is important for the communities we serve to thrive.
6. Community Events/Festivals: KQEG covers many area Festivals from Parades to pageants.
7. Agriculture: Agriculture is the base that Wisconsin operates on. Supplying cheese, milk, and many grains to Wisconsin and the world.

Locally Produced Programs

Date	Issue	Time aired	Title of Program
1/1	3,6	6pm	Coulee Conversation Humane Society
1/2	3,6	6pm	Coulee Conversation Public Education
1/3	6	7pm	Bi-State Wrestling Classic
1/4	2	9am	The Word in Music
1/5	1,3	7am	New Ways, New Days
1/5	2	6pm	Coulee Conversations Pandemic
1/6	2	6pm	Coulee Conversations Pet Therapy Dogs
1/7	5	6pm	Coulee Conversations Days Hotel
1/8	6	6pm	Coulee Conversations Westby Ski Jump
1/9	3,6	6pm	Coulee Conversations Reformers
1/10	6	7pm	High School game of the week
1/11	2	9am	The Word in Music
1/11	3	7pm	La Crosse County Board Meeting
1/12	1,3	7am	New Ways, New Days
1/12	3,6	6pm	Coulee Conversations Humane Society
1/13	2, 3	6pm	Coulee Conversations Asbestos Awareness
1/14	3,6	6pm	Coulee Conversations CRHS Dog Training
1/15	6	6pm	Coulee Conversations Westby Ski Jump
1/16	2	6pm	Coulee Conversations Pet Therapy Dogs
1/17	6	7pm	High School game of the week
1/18	2	9am	The Word in Music
1/18	3	7pm	La Crosse County Board Meeting
1/19	1,3	7am	New Ways, New Days
1/19	6	6pm	Coulee Conversations Mardi Gras Festival
1/20	2	6pm	Coulee Conversations Pandemic
1/21	5	6pm	Coulee Conversations Day Hotel
1/22	6	6pm	Coulee Conversations Mardi Gras Festival
1/23	6	6pm	Coulee Conversations CRHS Dog Training
1/24	6	7pm	High School game of the week
1/25	6	12pm	High School game of the week
1/25	2	9am	The Word in Music
1/26	1,3	7am	New Ways, New Days
1/26	3,6	6pm	Coulee Conversations HoCh Nation Museum
1/27	2	6pm	Coulee Conversations Asbestos Awareness
1/28	3,6	6pm	Coulee Conversations Public Ed Foundation
1/29	3,6	6pm	Coulee Conversations Humane Society
1/30	3,6	6pm	Coulee Conversations Reformers
1/31	6	7pm	High School game of the week
2/1	6	12pm	High School game of the week
2/1	2	9am	The Word in Music
2/2	1,3	7am	New Ways, New Days
2/2	1,2	6pm	Coulee Conversations New Horizons Shelter
2/3	2	6pm	Coulee Conversations Pet Therapy

2/4	3,6	6pm	Coulee Conversations LaX Cnty Historical Soc.
2/5	5	6pm	Coulee Conversations Days Hotel
2/6	7	6pm	Coulee Conversations Alice in Dairyland
2/7	6	7pm	High School game of the week
2/8	2	9am	The Word in Music
2/8	6	12pm	Onalaska Showchoir Classic
2/9	1,3	7am	New Ways, New Days
2/9	3,6	6pm	Coulee Conversations La Crosse Cnty Health
2/10	3,6	6pm	Coulee Conversations Earth Day
2/11	3,6	6pm	Coulee Conversations LaX Cnty Historical Soc.
2/12	5	6pm	Coulee Conversations Boat Show
2/13	3,6	6pm	Coulee Conversations Camera Club
2/14	6	7pm	High School game of the week
2/15	2	9am	The Word in Music
2/15	3	12pm	La Crosse County Board Meeting
2/15	6	8pm	High School Game of the Week
2/16	1,3	7am	New Ways, New Days
2/16	3,6	6pm	Coulee Conversations Humane Society
2/17	3,6	6pm	Coulee Conversations HoChunk Museum
2/18	3,6	6pm	Coulee Conversations Public Ed Foundation
2/19	4	6pm	Coulee Conversations Earth Day
2/20	5	6pm	Coulee Conversations Days Hotel
2/21	6	7pm	High School game of the week
2/22	2	9am	The Word in Music
2/22	3	12pm	La Crosse County Board Meeting
2/23	1,3	7am	New Ways, New Days
2/23	3,6	6pm	Coulee Conversations Lessons of La Crosse
2/24	3,6	6pm	Coulee Conversations Humane Society
2/25	5,7	6pm	Coulee Conversations Wi Milk Mrktg Brd
2/26	4	6pm	Coulee Conversations Earth Day
2/27	3,6	6pm	Coulee Conversations HoChunk Museum
2/28	6	7pm	High School game of the week
3/1	2	9am	The Word in Music
3/1	6	1pm	High School Game of the Week
3/2	1,3	7am	New Ways, New Days
3/2	2	6pm	Coulee Conversations Pandemic Awareness
3/3	3,6	6pm	Coulee Conversations HoChunk Museum
3/4	5,7	6pm	Coulee Conversations Wi Milk Mrktng Board
3/5	3,6	6pm	Coulee Conversations Dog Training
3/6	3,6	6pm	Coulee Conversations Days Hotel
3/7	6	7pm	High School game of the week
3/8	2	9am	The Word in Music
3/9	1,3	7am	New Ways, New Days
3/9	3,6	6pm	Coulee Conversations Earth Day
3/10	2	6pm	Coulee Conversations Pet Therapy Program

3/14	6	12pm	High School game of the week
3/14	6	6:30pm	High School game of the week
3/15	2	9am	The Word in Music
3/15	3	12pm	La Crosse County Board Meeting
3/16	1,3	7am	New Ways, New Days
3/16	3,6	6pm	Coulee Conversations Womens Shelter
3/17	5,7	6pm	Coulee Conversations Wi Milk Mktng Board
3/18	2	6pm	Coulee Conversations Reformers Anonymous
3/19	3,6	6pm	Coulee Conversations LaX Comm Pow-Wow
3/20	3,6	6pm	Coulee Conversations ARC La Crosse
3/21	6	7pm	La Crosse Logan Show Choir Invitational
3/22	2	9am	The Word in Music
3/23	3	12pm	La Crosse County Board Meeting
3/24	1,3	7am	New Ways, New Days
3/24	3,6	6pm	Coulee Conversations Dog Training
3/25	3,6	6pm	Coulee Conversations Pub Ed Foundation
3/26	3,6	6pm	Coulee Conversations Humane Society
3/27	3,6	6pm	Coulee Conversations LaX Comm Pow-Wow
3/28	3,6	6pm	Coulee Conversations Freedom Honor Flight
3/29	2	9am	The Word in Music
3/30	1,3	7am	New Ways, New Days
3/30	3,6	6pm	Coulee Conversations New Horizons Shelter
3/31	3,6	6pm	Coulee Conversations Lessons in La Crosse

Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired 1/3 at 3pm, 1/5, 1/12, 1/19, & 1/26 at 3pm, 2/7, 2/14, 2/21, 2/28, 3/7, and 3/14 at Noon, 3/21, and 3/28 at 3pm; Thirty minute program,. Reports on children and people who have gone missing. Many people have been found through this program and reunited with their parents and loved ones. Also shows kids how to deal with strangers and stay out of bad situations.

Your Green Life: Issue #4 Aired 1/4 at 7pm, 1/24 at Noon and 1/25 at 2pm , 2/1, 2/15 and 3/15 at 6pm; Half hour program that shows viewers how to reduce their carbon footprint in their lives and what others are doing to reduce, recycle and reuse.

Swing into Shape: Issue # 2 Aired 1/1, 1/8, 1/15, 1/22, 1/29, 2/5, 2/12, 2/19, 2/26, 3/5, 3/12, 3/19, 3/26;
Half Hour program that talks directly to seniors and walks them through excersizes to keep them in shape. These are chair excersizes for people who are not as mobile as they once were.

To Your Health: Issue #2 Airs everyday Monday thru Friday 11am to 12pm; One Hour program hosted by Drs Richard and Cindy Becker. This husband and wife team talk about a wide gamut of health problems and offer an alternative way of dealing with them. Takes calls from viewers during the show.

Short Form Programming

PSAs aired during this quarter:

SnowMobile Safety : 30 campaign to promote safety on Snowmobiles

Winter Driving Safety: 30 Campaign to drive carefully during Winter,
watch out for plows.

Crimestoppers ads prepared by local police department

Perfect Pets :60 Highlights pets that are available to adopt from the
Coulee Region Humane society