

# ISSUES/PROGRAM LIST

2<sup>nd</sup> 2011  
Quarter

KQEG CA  
La Crosse, WI

Magnum Broadcasting

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List and Narrative of Issues Facing Communities Served by  
KQEG CA  
2<sup>nd</sup> Qrt 2011

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                   |
|------|-------|------------|------------------------------------|
| 4/01 | 2     | 5:30pm     | Seven Rivers Health                |
| 4/03 | 2     | 9am        | The Word in Music                  |
| 4/03 | 3     | 12pm       | La Crosse City Council Meeting     |
| 4/05 | 3,5   | 5:30pm     | Seven Rivers Spotlight: Tomah      |
| 4/08 | 2     | 5:3pm      | Seven Rivers Health                |
| 4/10 | 2     | 9am        | The Word in Music                  |
| 4/12 | 3, 5  | 5:30pm     | Seven Rivers Spotlight: Sparta     |
| 4/15 | 2     | 5:30pm     | Seven Rivers Health                |
| 4/17 | 2     | 9am        | The Word in Music                  |
| 4/17 | 3     | 12pm       | La Crosse County Board Meeting     |
| 4/19 | 3, 5  | 5:30pm     | Seven Rivers Spotlight: Holmen     |
| 4/22 | 2     | 5:30pm     | Seven Rivers Health                |
| 4/24 | 2     | 9am        | Word in Music                      |
| 4/24 | 3     | 12pm       | La Crosse City Council Meeting COW |
| 4/29 | 2     | 5:30pm     | Seven Rivers Health                |
| 5/1  | 2     | 9am        | Word in Music                      |
| 5/1  | 3     | 12pm       | La Crosse Common Council Meeting   |
| 5/3  | 3,5   | 5:30pm     | Seven Rivers Spotlight Tomah       |
| 5/4  | 6     | 7pm        | High School Game of the Week       |
| 5/6  | 2     | 5:30pm     | Seven Rivers Health                |
| 5/6  | 6     | 7pm        | High School Game of the Week       |
| 5/8  | 2     | 9am        | The Word in Music                  |
| 5/10 | 3,5   | 5:30pm     | Seven Rivers Spotlight Sparta      |
| 5/13 | 2     | 5:30pm     | Seven Rivers Health                |
| 5/13 | 6     | 8pm        | High School Game of the Week       |
| 5/15 | 2     | 9am        | The Word in Music                  |
| 5/15 | 3     | 12pm       | La Crosse County Board Meeting     |
| 5/17 | 3,5   | 5:30pm     | Seven Rivers Spotlight Holmen      |
| 5/17 | 6     | 7pm        | High School Game of the Week       |
| 5/20 | 2     | 5:30pm     | Seven Rivers Health                |
| 5/20 | 6     | 7pm        | High School Game of the Week       |
| 5/22 | 2     | 9am        | The Word in Music                  |
| 5/22 | 3     | 12pm       | La Crosse County Board Meeting     |
| 5/25 | 6     | 7pm        | High School Game of the Week       |
| 5/27 | 2     | 5:30pm     | Seven Rivers Health                |
| 5/29 | 2     | 9am        | Word in Music                      |
| 5/29 | 3     | 12pm       | La Crosse City Council Meeting     |
| 6/1  | 6     | 7pm        | High School Game of the Week       |
| 6/2  | 6     | 8pm        | High School Game of the Week       |
| 6/3  | 2     | 5:30pm     | Seven Rivers Health                |
| 6/3  | 6     | 8pm        | High School Game of the Week       |
| 6/4  | 6     | 7pm        | High School Game of the Week       |

|      |      |         |                                   |
|------|------|---------|-----------------------------------|
| 6/5  | 2    | 9am     | Word in Music                     |
| 6/5  | 3    | 12:30pm | La Crosse City Council Meeting    |
| 6/7  | 3,5  | 5:30pm  | Seven Rivers Spotlight: Tomah     |
| 6/7  | 6    | 7pm     | West Salem June Dairy Days Parade |
| 6/8  | 6    | 6pm     | High School Game of the Week      |
| 6/10 | 2    | 5:30pm  | Seven Rivers Health               |
| 6/12 | 2    | 9am     | Word in Music                     |
| 6/12 | 3    | 12:30pm | La Crosse County Board Meeting    |
| 6/14 | 3, 5 | 5:30pm  | Seven Rivers Spotlight: Sparta    |
| 6/14 | 6    | 7pm     | Sparta Butterfest Parade          |
| 6/17 | 2    | 5:30pm  | Seven Rivers Health               |
| 6/19 | 2    | 9am     | Word in Music                     |
| 6/19 | 3    | 12:30pm | La Crosse County Board Meeting    |
| 6/21 | 3,5  | 5:30pm  | Seven Rivers Sports: Holmen       |
| 6/24 | 2    | 5:30pm  | Seven Rivers Health               |
| 6/26 | 2    | 9am     | The Word in Music                 |
| 6/26 | 3    | 12:30pm | La Crosse City Council Meeting    |

## Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired 4/2, 4/9, 4/16, 4/23, 4/30, 5/7, 5/14, 5/21, 5/28, 6/4, 6/11, 6/18, 6/25, at 9am. 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.

Swing into Shape: Issue # 2 Aired 4/7, 4/14, 4/21, 4/28, 5/5, 5/12, 5/19, 5/26, 6/2, 6/9, 6/16, 6/23, 6/30, at 8am; Half Hour program that talks directly to seniors and walks them through exercises to keep them in shape. These are chair exercises for people who are not as mobile as they once were.

To Your Health: Issue #2 Airs everyday Monday thru Friday 10am to 11am; 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.

Real Green: Issue # 4 Aired 4/5, 4/12, 4/19, 4/26, 5/3, 5/10, 5/17, 5/24, 5/31, 6/7, 6/14, 6/21, 6/28, at 5pm. Half Hour program that deals with environmental issues. Shows how businesses and citizens are shrinking their carbon footprint. How to tips on recycling, repurposing, reusing.

## Short Form Programming

PSAs aired during this quarter:

National Guard PSAs: :30 recruiting announcements

Drinking and Driving PSAs: 30 If you drink, don't drive campaign

Crimestoppers ads prepared by local police department

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