

ISSUES/PROGRAM LIST

2014
4th Quarter

KQEG CA
La Crosse, WI

Magnum Broadcasting

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List and Narrative of Issues Facing Communities Served by
KQEG CA
4th Qtr 2014

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, exercise, how to be healthy in mind and body, Flu shots, 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.
8. Recreation: Sporting events, exercise, hunting, fishing and arts and entertainment are some of the activities we alert people to that are happening locally either through our website or our over the air coverage.

Locally Produced Programs

Date	Issue	Time aired	Title of Program
10/03	2	5:30pm	Seven Rivers Health
10/04	8	1pm	Little Britches Rode Championships
10/04	8	6pm	High School Football Games
10/07	8	7pm	UWL Football
10/10	2	7:30pm	Seven Rivers Health
10/11	8	6pm	High School Football Games
10/12	3	12:30pm	La Crosse County Board Meeting
10/14	8	7pm	UWL Football
10/17	2	5:30pm	Seven Rivers Health
10/18	8	6pm	High School Football
10/21	8	7pm	UWL Football
10/24	2	5:30pm	Seven Rivers Health
10/25	8	6pm	High School Football Games
10/28	8	7pm	UWL Football
10/31	2	5:30pm	Seven Rivers Health
11/01	8	6pm	High School Football Playoffs
11/04	8	7pm	UWL Football
11/07	2	5:30pm	Seven Rivers Health
11/08	8	6pm	High School Football Playoffs
11/09	3	12:30pm	La Crosse County Board Meeting
11/11	8	7pm	UWL Football
11/14	2	5:30pm	Seven Rivers Health
11/21	2	5:30pm	Seven Rivers Health
11/21	8	6pm	High School Basketball
11/22	8	5pm	High School Basketball
11/22	4	7pm	Coulee Region Humane Society Telethon
11/27	8	6pm	High School Basketball Games
11/28	2	5:30pm	Seven Rivers Health
12/3	8	6pm	High School Basketball Games
12/5	2	5:30pm	Seven Rivers Health
12/5	8	6pm	High School Basketball
12/6	8	6pm	High School Basketball Games
12/07	3	12:30pm	La Crosse County Board Meeting
12/10	8	6pm	High School Basketball
12/12	2	5:30pm	Seven Rivers Health
12/12	8	6pm	High School Basketball
12/13	8	6pm	High School Basketball
12/17	8	6pm	High School Basketball Games
12/19	2	5:30pm	Seven Rivers Health
12/19	8	6pm	High School Basketball
12/20	8	6pm	High School Basketball
12/24	8	6pm	High School Basketball

12/26

2

5:30pm

Seven Rivers Health

Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired on 10/02, 10/09, 10/16,10/23,10/30,11/06,11/13,11/20,11/27,12/04,12/11,12/18,12/25; Thirty minute program, Airs on Thursdays at 11am. The program moved to its new home on Sept 4th at 11am. 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. Issue #1

Real Green: Issue #4 Aired 10/07,10/14,10/21,10/28, 11/04, 11/11, 11/18,11/25,12/02,12/09,12/16,12/23,12/30; Airs Tuesdays at 5:30pm 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. Issue # 4

Swing into Shape: Issue # 2 10/02, 10/09, 10/16,10/23,10/30, 11/06,11/13,11/20,11/27,12/04,12/11,12/18,12/25;Thursday 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. Issue #2

To Your Health: Airs everyday Monday thru Friday 7am to 8am, in September the program moved to 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. Issue #2

Short Form Programming
PSAs aired during this quarter:

Crimestoppers ads prepared by local police department :60

Perfect Pets :60 on Animals available for Adoption at Humane Soc.

Disabled Vets "Whatever it Takes" :60, :30, :15

SAMSHA Underage Drinking :30

Wisconsin Army National Guard :30

Zero in Wisconsin Safe Driving :30

Wisconsin DOT – Winter Driving :30

Wisconsin DNR – Snowmobile Safety :30

Wisconsin DOT Transportation Safety :30