

# ISSUES/PROGRAM LIST

2015  
3rd Quarter

KQEG CA  
La Crosse, WI

Magnum Broadcasting

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List and Narrative of Issues Facing Communities Served by  
KQEG CA  
3rd Qtr 2015

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
7/1	6	1:30pm	Riverfest Commodore Banquet
7/1	6	5:30pm	Seven Rivers Talk Meet the Commodore
7/3	2	5:30pm	Seven Rivers Health
7/10	2	5:30pm	Seven Rivers Health
7/12	3	12:30pm	La Crosse County Board Meeting
7/13	6	5:30pm	Seven Rivers Talk LaX Cnty Fair
7/17	2	5:30pm	Seven Rivers Health
7/19	3	12:30pm	La Crosse County Board Meeting
7/24	2	5:30pm	Seven Rivers Health
7/31	2	5:30pm	Seven Rivers Health
8/7	2	5:30pm	Seven Rivers Health
8/9	3	12:30pm	La Crosse County Board Meeting
8/14	2	5:30pm	Seven Rivers Health
8/18	6	6pm	Holmen Kornfest Parade
8/21	2	5:30pm	Seven Rivers Health
8/22	2,6,8	6pm	High School Football
8/24	2,6,8	6pm	High School Football
8/28	2	5:30pm	Seven Rivers Health
8/29	2,6,8	6pm	High School Football
9/4	2	5:30pm	Seven Rivers Health
9/5	2,6,8	6pm	High School Football
9/8	2,6,8	7pm	UWL College Football
9/11	2	5:30pm	Seven Rivers Health
9/12	2,6,8	6pm	High School Football
9/13	3	12:30pm	La Crosse County Board Meeting
9/14	8	5:30pm	Seven Rivers Talk Art Exhibits Plein Air
9/15	2,6, 8	7pm	UWL College Football
9/18	2	5:30pm	Seven Rivers Health
9/19	2,6,8	6pm	High School Football
9/20	3	12:30pm	La Crosse County Board Meeting
9/21	2,6	5:30pm	Seven Rivers Talk Local Lupus Alliance
9/21	8	8pm	La Crescent Applefest Parade
9/22	2,6,8	7pm	UWL College Football
9/25	2	5:30pm	Seven Rivers Health
9/29	8	6pm	Warrens Cranberry Fest Parade
9/29	8	9pm	Oktoberfest Family Introductionss Pt 1

## Syndicated Weekly Programming

Missing: Issue # 1 and 2. Aired on 7/2,7/9, 7/16, 7/23, 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17, 9/24; Thirty minute program, Aired on Thursdays 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 , 7/14, 7/21, 7/28, 8/4, 8/11, 8/18, 8/25, 9/1, 9/8, 9/15, 9/22, 9/29; Aired Tuesdays at 5:00pm  
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 7/2, 7/9, 7/16, 7/23, 7/30, 8/6, 8/13, 8/20, 8/27, 9/3, 9/10, 9/17, 9/24; 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: Aired 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. Issue #2

Ask Dr. Nandi: Issue #2 aired 7/4,7/11, 7/18,7/25, 8/1, 8/8, 8/15, 8/29, 9/5, 9/12; Saturdays at 1pm, High Quality National medical lifestyle show whose mission is to improve the health of America and the world with compassion, empathy and integrity.

## Short Form Programming

PSAs aired during this quarter:

Scam Awareness – Debit Card :30

Scam Awareness – Disaster Relief :30

Scam Awareness- Online Purchase :30

Out of the Shadows – Human Trafficking :30

DAV\_ Promise :30

Skin Cancer :30

US Dept of Vets Make the Connection :30

DHS – See something Say Something :30

Stroke Awareness :30

Crimestoppers ads prepared by local police department :60

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

Wisconsin Army National Guard :30

Zero in Wisconsin Safe Driving :30

Wisconsin DOT Transportation Safety :30