

# ISSUES/PROGRAM LIST

2010  
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 Qrt 2010

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
7/2	2	5:30pm	Seven Rivers Health
7/4	2	9am	The Word in Music
7/9	2	5:30pm	Seven Rivers Health
7/11	2	9am	The Word in Music
7/13	3,5	5:30pm	Seven Rivers Spotlight: Sparta
7/15	6	7pm	Little Britches Rodeo Pt 1
7/16	2	5:3pm	Seven Rivers Health
7/16	6	7pm	Little Britches Rodeo Pt 2
7/18	2	9am	The Word in Music
7/18	3	12pm	La Crosse County Board Meeting
7/23	2	5:30pm	Seven Rivers Health
7/25	2	9am	The Word in Music
7/30	2	5:30pm	Seven Rivers Health
8/1	2	9am	Word in Music
8/6	2	5:30pm	Seven Rivers Health
8/13	2	5:30pm	Seven Rivers Health
8/15	2	9am	The Word in Music
8/15	3	12pm	La Crosse County Board Meeting
8/17	3,5	5:30pm	Seven Rivers Spotlight Sparta
8/20	2	5:30pm	Seven Rivers Health
8/22	2	9am	The Word in Music
8/24	6	8pm	Holmen Kornfest Parade
8/27	2	5:30pm	Seven Rivers Health
8/28	6	7pm	High School Game of the Week
8/29	2	9am	The Word in Music
8/31	6	8pm	Onalaska Community Days Parade
9/3	2	5:30pm	Seven Rivers Health
9/4	6	7pm	High School Game of the Week
9/5	2	9am	Word in Music
9/10	2	5:30pm	Seven Rivers Health
9/11	6	7pm	High School Game of the Week
9/12	2	9am	Word in Music
9/14	3, 5	5:30pm	Seven Rivers Spotlight: Sparta
9/17	2	5:30pm	Seven Rivers Health
9/18	6	6pm	High School Game of the Week
9/19	2	9am	Word in Music
9/19	3	12pm	La Crosse County Board Meeting
9/21	3,5	5:30pm	Seven Rivers Spotlight: Holmen
9/21	6	8pm	La Crescent Applefest Parade
9/24	2	5:30pm	Seven Rivers Health
9/25	6	7pm	High School Game of the Week Play
9/26	2	9am	The Word in Music

9/26	3	12pm	La Crosse County Board Meeting
9/28	6	8pm	Oktoberfest Maple Leaf Parade
9/29	6	8pm	Warrens Cranberry festival Parade

## Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired 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; 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 7/1, 7/8, 7/15, 7/22, 7/29, 8/5, 8/12, 8/19, 8/26, 9/2, 9/9, 9/16, 9/23, 9/30 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 9/7, 9/14, 9/21, 9/28 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.

2010 Wisconsin Gubernatorial Debate: Issues # 3. Aired 9/27 at 7pm. 1 hour debate on the issues by the candidates for governor.

## 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