

# ISSUES/PROGRAM LIST

2020  
4th Quarter

KQEG CD  
La Crosse, WI

Magnum Broadcasting

## Table of Contents

List and Narrative of Issues.....	3
Locally Produced Programming.....	4
High School Football	
High School Basketball	
7 Rivers Racing – Christmas Special	
La Crosse County Board Meetings	
Mary Mother of the Church weekly service	
Added due to covid 19	
Living Word Christian Church weekly service	
Syndicated Programming.....	5
Missing	
Real Green	
Swing into Shape	
Your Health	
Dr. Nandi Show	
Short Form Programming .....	6
Public Service Announcements.....	

List and Narrative of Issues Facing Communities Served by  
KQEG CD  
4th Qtr 2020

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
10/02	8	6:00pm	High School Football
10/03	8	6:00pm	High School Football
10/03	2,6	4:00pm	Mary Mother of the Church Service
10/04	2,6	9:30am	Living Word Christian Church Service
10/09	8	7:00pm	High School Football
10/10	2,6	4:00pm	Mary Mother of the Church Service
10/11	2,6	9:30am	Living Word Christian Church Service
10/11	3	1:00pm	La Crosse County Board Meeting
10/14	2,8	5:30pm	Seven Rivers Sports
10/16	8	7:00pm	High School Football
10/17	2,6	4:00pm	Mary Mother of the Church Service
10/17	8	8:30pm	High School Football
10/18	2,6	9:30am	Living Word Christian Church Service
10/18	3	1:00pm	La Crosse County Board Meeting
10/21	2,8	5:30pm	Seven Rivers Sports
10/23	8	7pm	High School Football
10/24	2,6	4:00pm	Mary Mother of the Church Service
10/25	2,6	9:30am	Living Word Christian Church Service
10/25	3	1:00pm	La Crosse County Board Meeting
10/28	2,8	5:30pm	Seven Rivers Sports
10/30	8	7pm	High School Football
10/31	2,6	4:00pm	Mary Mother of the Church Service
10/31	8	6:00pm	High School Football
11/01	2,6	9:30am	Living Word Christian Church Service
11/07	2,6	4:00pm	Mary Mother of the Church Service
11/08	2,6	9:30am	Living Word Christian Church Service
11/08	3	1:00pm	La Crosse County Board Meeting
11/11	2,8	5:30pm	Seven Rivers Sports
11/14	2,6	4:00pm	Mary Mother of the Church Service
11/14	8	6pm	High School Football WIAA Playoffs
11/15	2,6	9:30am	Living Word Christian Church Service
11/15	3	1:00pm	La Crosse County Board Meeting
11/18	2,8	5:30pm	Seven Rivers Sports
11/21	2,6	4:00pm	Mary Mother of the Church Service
11/22	2,6	9:30am	Living Word Christian Church Service
11/22	3	1:00pm	La Crosse County Board Meeting
11/25	2,8	5:30pm	Seven Rivers Sports
11/28	2,6	4:00pm	Mary Mother of the Church Service
11/29	2,6	9:30am	Living Word Christian Church Service
12/02	2,8	5:30pm	Seven Rivers Sports
12/05	2,6	4:00pm	Mary Mother of the Church Service

12/06	2,6	9:30am	Living Word Christian Church Service
12/09	2,8	5:30pm	Seven Rivers Sports
12/12	2,6	4:00pm	Mary Mother of the Church Service
12/13	2,6	9:30am	Living Word Christian Church Service
12/13	3	1:00pm	La Crosse County Board Meeting
12/14	8	7:00pm	High School Basketball
12/15	8	7:00pm	High School Basketball
12/16	2,8	5:30pm	Seven Rivers Sports
12/18	8	6:00pm	High School Basketball
12/19	2,6	4:00pm	Mary Mother of the Church Service
12/20	2,6	9:30am	Living Word Christian Church Service
12/24	2,6	4:00pm	Mary Mother of the Church Christmas Service
12/24	2,6	5:30pm	7 Rivers Racing Christmas show
12/25	2,6	12:00pm	Living Word Christian Church Christmas Service
12/26	2,6	4:00pm	Mary Mother of the Church Service
12/27	2,6	9:30am	Living Word Christian Church Service
12/28	8	1:00pm	High School Basketball
12/30	2,8	5:30pm	Seven Rivers Sports
12/31	2,6	4:00pm	Mary Mother of the Church New Years Service

## Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired on 10/1, 10/8, 10/15, 10/22, 10/29, 11/5, 11/12, 11/19, 11/26, 12/03 12/10, 12/17, 12/24, 21/31 at 5pm; 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. Issue #1 & 2.

Real Green: Issue #2 & #4 Aired 10/6, 10/13, 10/20, 10/27, 11/03, 11/10, 11/17, 11/24, 12/01, 12/8, 12/15, 12/22, 12/29; Airs 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 #2 & # 4

Swing into Shape: Issue # 2 10/1, 10/8, 10/15, 10/22, 10/29, 11/05, 11/12, 11/19, 11/26, 12/03, 12/10, 12/17, 12/24, 12/31; 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: 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. Issue #2

Dr Nandi Show: Issue #2, Airs every Sunday at 7am. Dr Nandi approaches discussions about health care, fitness, nutrition and lifestyle with a sense of compassion, community purpose and spirituality.. Topics include Prostate cancer, bullying, caring for the elderly, and choices in treating breast cancer to name a few.

## Short Form Programming

PSAs aired during this quarter:

Warning Signs of Stroke Issue #2 :30

National Foundation for Infectious Diseases :30 Flu Shot Issue #2

American Red Cross :30 Covid 19 Issue #2 and 6

Center for Disease Control :30 Covid 19 Issue #2

Stay Well Campaign :120 Issue #2 and 6

Unicef :30 Issue #2, 3 &4

United Way Campaign :30 Issue #2, 3, 4 and 6

American Heart Associatio :30 Mental Health Issue #2,3,4 & 6

American Academy of Pediatrics Physical Education :30 Issue #2

American Stroke Association : Signs of a Stroke Issue #2

Childrens Miracle Network – Covid 19 Issue #2