

ISSUES/PROGRAM LIST

2011
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 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
10/01	6	7pm	High School Game of the Week
10/02	2	9am	The Word in Music
10/02	3	12:30pm	La Crosse City Council Meeting
10/04	3,5	5:30pm	Seven Rivers Spotlight: Tomah
10/07	2	5:3pm	Seven Rivers Health
10/08	6	7pm	High School Game of the Week
10/09	2	9am	The Word in Music
10/11	3, 5	5:30pm	Seven Rivers Spotlight: Sparta
10/14	2	5:30pm	Seven Rivers Health
10/15	6	7pm	High School Game of the Week
10/16	2	9am	The Word in Music
10/16	3	12:30pm	La Crosse County Board Meeting
10/18	3, 5	5:30pm	Seven Rivers Spotlight: Holmen
10/20	6	8pm	High School Game of the Week
10/21	2	5:30pm	Seven Rivers Health
10/22	6	7pm	High School Game of the Week
10/23	2	9am	Word in Music
10/23	3	12:30pm	La Crosse City Council Meeting
10/24	6	7pm	High School Game of the Week
10/28	2	5:30pm	Seven Rivers Health
10/29	6	7pm	High School Game of the Week
10/30	2	9am	Word in Music
11/01	3,5	5:30pm	Seven Rivers Spotlight Tomah
11/04	2	5:30pm	Seven Rivers Health
11/06	2	9am	The Word in Music
11/06	3	12:30pm	La Crosse City Council Meeting
11/07	6	7pm	High School Game of the Week
11/08	3,5	5:30pm	Seven Rivers Spotlight Sparta
11/11	2	5:30pm	Seven Rivers Health
11/13	2	9am	The Word in Music
11/13	3	12:30pm	La Crosse County Board Meeting
11/15	3,5	5:30pm	Seven Rivers Spotlight Holmen
11/18	2	5:30pm	Seven Rivers Health
11/19	4,5	7pm	Coulee Region Humane Soc. Telethon
11/20	2	9am	The Word in Music
11/20	3	12:30pm	La Crosse City Council Meeting
11/25	2	5:30pm	Seven Rivers Health
11/27	2	9am	Word in Music
11/27	3	12:30pm	La Crosse City Council Meeting
11/30	6	7pm	High School Game of the Week
12/01	6	7pm	High School Game of the Week
12/02	2	5:30pm	Seven Rivers Health

12/04	2	9am	Word in Music
12/04	3	12:30pm	La Crosse City Council Meeting
12/06	3,5	5:30pm	Seven Rivers Spotlight: Tomah
12/07	6	7pm	High School Game of the Week
12/08	6	7pm	High School Game of the Week
12/09	2	5:30pm	Seven Rivers Health
12/10	6	7pm	High School Game of the Week
12/11	2	9am	Word in Music
12/11	3	12:30pm	La Crosse County Board Meeting
12/13	3, 5	5:30pm	Seven Rivers Spotlight: Sparta
12/14	6	7pm	High School Game of the Week
12/15	6	7pm	High School Game of the Week
12/16	2	5:30pm	Seven Rivers Health
12/17	6	7pm	High School Game of the Week
12/18	2	9am	Word in Music
12/18	3	12:30pm	La Crosse County Board Meeting
12/20	3,5	5:30pm	Seven Rivers Spotlight: Holmen
12/21	6	9pm	High School Game of the Week
12/23	2	5:30pm	Seven Rivers Health
12/23	6	7pm	High School Game of the Week
12/24	6	7pm	High School Game of the Week
12/25	2	9am	The Word in Music
12/30	2	5:30pm	Seven Rivers Health

Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired 10/7, 10/14, 10/21, 10/28, 11/4, 11/11, 11/18, 11/25, 12/2, 12/9, 12/16, 12/23, 12/30, 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 10/6, 10/13, 10/20, 10/27, 11/3, 11/10, 11/17, 11/24, 12/1, 12/8, 12/15, 12/22, 12/29, 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 10/4, 10/11, 10/18, 10/25, 11/1, 11/08, 11/15, 11/22, 11/29, 12/6, 12/13, 12/20, 12/27 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

Winter Driving Safety PSAs :30 WiDOT announcement

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