

# ISSUES/PROGRAM LIST

2021  
3rd Quarter

KQEG CD  
La Crosse, WI

Magnum Broadcasting

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List and Narrative of Issues Facing Communities Served by  
KQEG CD  
3rd Quarter 2021

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, Pandemic Issues, 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. Cancelled due to the pandemic.
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.
9. KQEG Provided live coverage of high school sporting events that parents and the general public were not allowed to attend due to the pandemic.
10. KQEG Provided live coverage of church services that the public could not attend due to the pandemic

## Locally Produced Programs

Date	Issue	Time aired	Title of Program
7/03	8,10	4pm	Mary Mother of the Church Weekly Service
7/04	8,10	8:30am	St Matthews Lutheran Weekly Service
7/10	8,10	4pm	Mary Mother of the Church Weekly Service
7/11	8,10	8:30am	St Matthews Lutheran Weekly Service
7/11	3	1pm	La Crosse County Board Meeting
7/17	8,10	4pm	Mary Mother of the Church Weekly Service
7/18	8,10	8:30am	St Matthews Lutheran Weekly Service
7/18	3	1pm	La Crosse County Board Meeting
7/24	8,10	4pm	Mary Mother of the Church Weekly Service
7/25	8,10	8:30am	St Matthews Lutheran Weekly Service
7/31	8,10	4pm	Mary Mother of the Church Weekly Service
8/01	8,10	8:30am	St Matthews Lutheran Weekly Service
8/07	8,10	4pm	Mary Mother of the Church Weekly Service
8/08	8,10	8:30am	St Matthews Lutheran Weekly Service
8/08	3	1pm	La Crosse County Board Meeting
8/14	8,10	4pm	Mary Mother of the Church Weekly Service
8/14	8,10	8:30am	St Matthews Lutheran Weekly Service
8/14	3	1pm	La Crosse County Board Meeting
8/21	8,10	4pm	Mary Mother of the Church Weekly Service
8/22	8,10	8:30am	St Matthews Lutheran Weekly Service
8/28	8,10	4pm	Mary Mother of the Church Parish Service
8/29	8,10	8:30am	St Matthews Lutheran Weekly Service
9/04	8,10	4pm	Mary Mother of the Church Parish Service
9/05	8,10	8:30am	St Matthews Lutheran Weekly Service
9/09	8	7pm	High School Football
9/10	8	7pm	High School Football
9/11	8,10	4pm	Mary Mother of the Church Parish Service
9/11	8,10	8:30am	St Matthews Lutheran Weekly Service
9/11	3	1pm	La Crosse County Board Meeting
9/17	8	7pm	High School Football
9/18	8,10	4pm	Mary Mother of the Church Parish Service
9/19	8,10	8:30am	St Matthews Lutheran Weekly Service
9/19	3	1pm	La Crosse County Board Meeting
9/24	8	7pm	High School Football
9/25	8	7pm	High School Football
9/25	8,10	4pm	Mary Mother of the Church Parish Service
9/26	8,10	8:30am	St Matthews Lutheran Weekly Service

## Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired on 7/01, 7/08, 7/15, 7/22, 7/29, 8/5, 8/12, 8/19, 8/26, 9/02, 9/09, 9/16, 9/23, 9/30; Thirty minute program, Aired on Thursdays at 5pm. 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 #4 Aired, 7/06, 7/13, 7/20, 7/27, 8/03, 8/10, 8/17, 8/24, 8/31, 9/07, 9/14, 9/21, 9/28; 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 7/01, 7/08, 7/15, 7/22, 7/29, 8/05, 8/12, 8/19, 8/26, 9/02, 9/09, 9/16, 9/23, 9/30; 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

Dr Nandi Show: Aired every Sunday 7am to 8am. The Show is a medical lifestyle program whose mission is to improve the health of America and the world with compassion, empathy and integrity. Issue #2

## Short Form Programming

PSAs aired during this quarter:

Project Roadblock - Holiday Party  
Project Roadblock - Warning Signs

NFID - Flu Shot

ARC - Covid-19 1

ARC - Covid-19 2

CDC - Covid-19

Stay Well 120

RAINN - Don't Stay Silent

UNICEF - Covid-19

United Way

AHA - Mental Health

AAP - Kids and Exercise

ASA - F.A.S.T

CMN - Covid-19

Mix 96 - Red Cross