

ISSUES/PROGRAM LIST

2012
4th 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 2012

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 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
10/1	6	5:00pm	The Oktoberfest Royal Family
10/1	6	7pm	Oktoberfest Male Leaf Parade
10/2	6,5	5:30pm	Seven Rivers Spotlight Tomah
10/2	6	7:00pm	The 40 th Annual Cranfest Parade
10/5	2	5:30pm	Seven Rivers Health
10/7	3	12:30pm	La Crosse City Council Meeting
10/9	6,5	5:30pm	Seven Rivers Spotlight Sparta
10/12	2	5:30pm	Seven Rivers Health
10/14	3	12:30pm	La Crosse County Board Meeting
10/16	6,5	5:30pm	Seven Rivers Spotlight Holmen
10/19	2	5:30pm	Seven Rivers Health
10/21	3	12:30pm	La Crosse County Board Meeting
10/26	2	5:30pm	Seven Rivers Health
10/28	3	12:30pm	La Crosse City Council Meeting
11/2	2	5:30pm	Seven Rivers Health
11/4	3	12:30pm	La Crosse City Council Meeting
11/6	6,5	5:30pm	Seven River Spotlight Tomah
11/9	2	5:30pm	Seven Rivers Health
11/11	3	12:30pm	La Crosse County Board Meeting
11/13	6,5	5:30pm	Seven Rivers Spotlight Sparta
11/16	2	5:30pm	Seven Rivers Health
11/17	4,6	7:00pm	Coulee Region Humane Society Telethon
11/18	3	12:30pm	La Crosse County Board Meeting
11/20	6,5	5:30pm	Seven Rivers Spotlight Holmen
11/23	2	5:30pm	Seven Rivers Health
11/25	3	12:30pm	La Crosse City Council Meeting
11/27	6,7	5:30pm	Seven Rivers Talk – Alice in Dairyland Interwv
11/30	2	5:30pm	Seven Rivers Health
12/02	3	12:30pm	La Crosse City Council meeting
12/04	6	5:30pm	Seven Rivers Spotlight Tomah
12/07	2	5:30pm	Seven Rivers Health
12/9	3	12:30pm	La Crosse County Board Meeting
12/11	6,5	5:30pm	Seven River Spotlight Sparta
12/14	2	5:30pm	Seven Rivers Health
12/16	3	12:30pm	La Crosse County Board Meeting
12/18	6,5	5:30pm	Seven Rivers Spotlight Holmen
12/21	2	5:30pm	Seven Rivers Health
12/28	2	5:30pm	Seven Rivers Health
12/30	3	12:30pm	La Crosse City Council Meeting

Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired 10/05, 10/12, 10/19, 10/26, 11/2, 11/9, 11/16, 11/23, 11/30, 12/7, 12/13, 12/20, 12/27;

Thirty minute program, Aired on Fridays at 9:30am. 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

This Week In Agribusiness: Issue # 7 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;

One Hour program that talks to farmers about issues and problems facing them, from weather to farm bills in Washington and Madison. Orion Samuelson hosts this one hour program Issue # 7

Real Green: Issue #4 Aired 10/2, 10/9, 10/16, 10/23, 10/30, 11/6, 11/13, 11/20, 11/27, 12/4, 12/11, 12/18, 12/25;

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 Aired 10/4, 10/11, 10/18, 10/25, 11/1, 11/8, 11/15, 11/22, 11/29, 12/6, 12/13, 12/20, 12/27;

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

Short Form Programming

PSAs aired during this quarter:

Don't Shoot Yourself: :30 Gun Safety campaign

Fire Prevention with Smokey :30 campaign

Be Safe on Wisconsin Trails : snowmobile safety campaign

Drive Sober or get Pulled Over :30 Don't drink and drive campaign

Crimestoppers ads prepared by local police department

First Snowfall be careful :30 drive carefully campaign

Buzzed Driving is drunk Driving.