

# ISSUES/PROGRAM LIST

2014  
1<sup>st</sup> Quarter

KQEG CA  
La Crosse, WI

Magnum Broadcasting

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List and Narrative of Issues Facing Communities Served by  
KQEG CA  
1st Qtr 2014

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
01/03	2	5:30pm	Seven Rivers Health
01/04	8	6:00pm	High School Basketball Game
01/04	8	8:00pm	High School Basketball Game
01/10	2	5:30pm	Seven Rivers Health
01/10	8	6:00pm	High School Basketball Game
01/11	8	6:00pm	High School Basketball Game
01/11	8	7:30pm	High School Basketball Game
01/11	8	9:00pm	High School Basketball Game
01/14	5	5:30pm	Seven Rivers Talk
01/14	8	6:00pm	High School Basketball Game
01/16	8	6:00pm	High School Basketball Game
01/17	2	5:30pm	Seven Rivers Health
01/18	8	6:00pm	High School Basketball Game
01/18	8	7:30pm	High School Basketball Game
01/19	3	12:30pm	La Crosse County Board Meeting
01/19	8	6:00pm	High School Basketball Game
01/19	8	7:30pm	High School Basketball Game
01/19	8	9:00pm	High School Basketball Game
01/21	8	6:00pm	High School Basketball Game
01/21	8	7:30pm	High School Basketball Game
01/23	8	6:00pm	High School Basketball Game
01/24	2	5:30pm	Seven Rivers Health
01/25	8	6:00pm	High School Basketball Game
01/26	3	12:30pm	La Crosse City Council Meeting
01/30	8	6:00pm	High School Basketball Game
01/30	8	7:30pm	High School Basketball Game
01/31	2	5:30pm	Seven Rivers Health
01/31	8	6:00pm	High School Basketball Game
02/01	8	6:00pm	High School Basketball Game
02/01	8	7:30pm	High School Basketball Game
02/02	3	12:30pm	La Crosse Common Council Meeting
02/06	8	5:30pm	Seven Rivers Talk (BS & T Show)
02/06	8	6:00pm	High School Basketball Game
02/06	8	7:30pm	High School Basketball Game
02/07	2	5:30pm	Seven Rivers Health
02/08	8	6:00pm	High School Basketball Game
02/08	8	7:30pm	High School Basketball Game
02/08	8	9:00pm	High School Basketball Game
02/09	3	12:30pm	La Crosse County Board Meeting
02/13	8	6:00pm	High School Basketball Game
02/14	2	5:30pm	Seven Rivers Health

02/14	8	6:00pm	High School Basketball Game
02/15	8	7:30pm	High School Basketball Game
02/20	8	6:00pm	High School Basketball Game
02/20	8	7:30pm	High School Basketball Game
02/21	2	5:30pm	Seven Rivers Health
02/21	8	6:00pm	High School Basketball Game
02/21	8	7:30pm	High School Basketball Game
02/22	8	6:00pm	High School Basketball Game
02/23	3	12:30pm	La Crosse County Board Meeting
02/25	6	5:30pm	The Mardi Gras Ball
02/28	2	5:30pm	Seven Rivers Health
02/28	8	6:00pm	High School Basketball Game
02/28	8	7:30pm	High School Basketball Game
03/01	8	6:00pm	High School Basketball Game
03/01	8	7:30pm	High School Basketball Game
03/01	8	9:00pm	High School Basketball Game
03/02	3	12:30pm	La Crosse City Council Meeting
03/02	6	6:00pm	Seven Rivers Talk (Rex & Q of Mardi Gras)
03/02	8	7:00pm	High School Basketball Game
03/02	8	8:30pm	High School Basketball Game
03/07	2	5:30pm	Seven Rivers Health
03/07	8	6:00pm	High School Basketball Game
03/07	8	7:30pm	High School Basketball Game
03/08	8	6:00pm	High School Basketball Game
03/08	8	7:30pm	High School Basketball Game
03/09	3	12:30pm	La Crosse City Council Meeting
03/09	8	6:00pm	High School Basketball Game
03/10	6	5:30pm	Seven Rivers Talk(Celebrate West Salem)
03/14	2	5:30pm	Seven Rivers Health
03/15	8	6:00pm	High School Basketball Game
03/15	8	7:30pm	High School Basketball Game
03/16	3	12:30pm	La Crosse County Board Planning Meeting
03/16	8	6:00pm	High School Basketball Game
03/16	8	7:30pm	High School Basketball Game
03/21	2	5:30pm	Seven Rivers Health
03/25	5,7	5:30pm	Seven Rivers Talk with Alice in Dairyland
03/28	2	5:30pm	Seven Rivers Health

## Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired on 1/3, 1/10, 1/17, 1/24, 1/31, 2/7, 2/14, 2/21, 2/28, 2/6, 3/7, 3/14, 3/21, 3/28;

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 1/4, 1/11, 1/18, 1/25, 2/1, 2/8, 2/15, 2/22, 3/1, 3/8, 3/15, 3/22, 3/29; Saturdays at 6am  
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 1/7, 1/14, 1/21, 1/28, 2/4, 2/11, 2/18, 2/25, 3/4, 3/11, 3/18, 3/25; Aired Tuesdays at 5:30pm

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 1/2, 1/9, 1/16, 1/23, 1/30, 2/6, 2/13, 2/20, 2/27, 3/6, 3/13, 3/20, 3/27; 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 2pm to 3pm;  
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:

Honor Flight Find WW2 Vet and sign them up to fly to Washington:30

Crimestoppers ads prepared by local police department :60

Perfect Pets :60 on Animals available for Adoption at Humane Soc.

Texting/Pulled over :30 on the dangers of texting and driving

Wis DOJ- :30 Anti Heroin

Wisconsin Army National Guard :30

US Coast Guard :30

Winter Driving Safety :30

WisDot Transportation Safety :30