

ISSUES/PROGRAM LIST

2010
1st Quarter

KQEG CA
La Crosse, WI

Magnum Broadcasting

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List and Narrative of Issues Facing Communities Served by
KQEG CA
1st Qrt 2010

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
1/2	6	7pm	High School Game of the Week
1/3	2	9am	The Word in Music
1/6	6	8pm	High School Game of the Week
1/9	6	7pm	High School Game of the Week
1/10	2	9am	The Word in Music
1/16	6	7pm	High School Game of the Week
1/17	2	9am	The Word in Music
1/17	3	12pm	La Crosse County Board Meeting
1/23	6	7pm	High School Game of the Week
1/24	2	9am	The Word in Music
1/24	3	12pm	La Crosse County Board Meeting
1/28	6	8pm	High School Game of the Week
1/30	6	7pm	High School Game of the Week
1/31	2	9am	The Word in Music
2/3	6	8pm	High School Game of the Week
2/6	6	7pm	High School Game of the Week
2/7	2	9am	The Word in Music
2/10	6	7pm	High School Game of the Week
2/13	6	7pm	High School Game of the Week
2/14	2	9am	The Word in Music
2/14	3	12pm	La Crosse County Board Meeting
2/19	6	7pm	High School Game of the Week
2/20	6	7pm	High School Game of the Week
2/21	2	9am	The Word in Music
2/21	3	12pm	La Crosse County Board Meeting
2/24	6	7pm	High School Game of the Week
2/27	6	7pm	High School Game of the Week
2/28	2	9am	The Word in Music
3/1	3, 5	5:30pm	Seven Rivers Talk
3/3	6	9pm	High School Game of the Week Playoffs
3/5	6	8pm	High School Game of the Week Playoffs
3/6	6	7pm	High School Game of the Week
3/7	2	9am	Word in Music
3/7	6	12pm	High School Game of the Week Playoffs
3/8	3, 5	5:30pm	Seven Rivers Talk
3/11	6	8pm	High School Game of the Week Playoffs
3/12	2	5:30pm	Seven Rivers Health
3/13	6	12pm	High School Game of the Week Playoffs
3/13	6	7pm	High School Game of the Week Playoffs
3/14	2	9am	Word in Music
3/14	6	12pm	High School Game of the Week Playoffs

3/15	3, 5	5:30pm	Seven Rivers Talk
3/19	2	5:30pm	Seven Rivers Health
3/21	2	9am	Word in Music
3/21	3	12pm	La Crosse County Board Meeting
3/22	3, 5	5:30pm	Seven Rivers Talk
3/26	2	5:30pm	Seven Rivers Health
3/28	2	9am	Word in Music
3/29	3, 5	5:30pm	Seven Rivers Talk

Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired 1/2, 1/16, 1/30, 2/6, 2/13, 2/20, 2/27, 3/13, at 6pm, 1/8, 1/22, 3/5 at 9am and 3/20, 3/27 at 5:30pm; 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.

Your Green Life: Issue #4 Aired 2/14 at 7pm, 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.

Swing into Shape: Issue # 2 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; 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.

Short Form Programming

PSAs aired during this quarter:

National Guard PSAs: :30 recruiting announcements

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

Winter Driving Safety: :30 PSA from Wisconsin DOT

Snowmobile Safety: :30 PSA from Wis DNR