

# ISSUES/PROGRAM LIST

2012  
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 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, 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
1/1	3	12:30pm	La Crosse City Council Meeting
1/3	6,5	5:30pm	Seven Rivers Spotlight Tomah
1/6	2	5:30pm	Seven Rivers Health
1/8	3	12:30pm	La Crosse County Board Meeting
1/10	6,5	5:30pm	Seven Rivers Spotlight Sparta
1/13	2	5:30pm	Seven Rivers Health
1/15	3	12:30pm	La Crosse County Board Meeting
1/17	6,5	5:30pm	Seven Rivers Spotlight Holmen
1/20	2	5:30pm	Seven Rivers Health
1/22	3	12:30pm	La Crosse City Council Meeting
1/27	2	5:30pm	Seven Rivers Health
2/3	2	5:30pm	Seven Rivers Health
2/5	3	12:30pm	La Crosse City Council Meeting
2/7	6,5	5:30pm	Seven Rivers Spotlight Tomah
2/10	2	5:30pm	Seven Rivers Health
2/12	3	12:30pm	La Crosse County Board Meeting
2/14	6,5	5:30pm	Seven River Spotlight Sparta
2/17	2	5:30pm	Seven Rivers Health
2/19	3	12:30pm	La Crosse County Board Meeting
2/21	6,5	5:30pm	Seven Rivers Spotlight Holmen
2/24	2	5:30pm	Seven Rivers Health
2/26	3	12:30pm	La Crosse City Council Meeting
3/2	2	5:30pm	Seven Rivers Health
3/4	3	12:30pm	La Crosse City Council Meeting
3/6	6,5	5:30pm	Seven Rivers Spotlight Tomah
3/9	2	5:30pm	Seven Rivers Health
3/11	3	12:30pm	La Crosse County Board Meeting
3/13	6,5	5:30pm	Seven Rivers Spotlight Sparta
3/16	2	5:30pm	Seven Rivers Health
3/18	3	12:30pm	La Crosse County Board Meeting
3/20	6,5	5:30pm	Seven Rivers Spotlight Holmen
3/23	2	5:30pm	Seven Rivers Health
3/25	3	12:30pm	La Crosse City Council Meeting
3/30	2	5:30pm	Seven Rivers Health

## Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired 1/6, 1/13, 1/20, 1/27, 2/3, 2/10, 2/17, 2/24, 3/2, 3/9, 3/16, 3/23, 3/30;

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.

Real Green: Issue #4 Aired 1/3, 1/10, 1/17, 1/24, 1/31, 2/7, 2/14, 2/21, 2/28, 3/6, 3/13, 3/20, 3/27;

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 1/5, 1/12, 1/19, 1/26, 2/2, 2/9, 2/16, 2/23, 3/1, 3/8, 3/15, 3/22, 3/29;

Half Hour program that talks directly to seniors and walks them through excersizes to keep them in shape. These are chair excersizes for people who are not as mobile as they once were.

To Your Health: Issue #2 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.

## Short Form Programming

PSAs aired during this quarter:

SnowMobile Safety : 30 campaign to promote safety on Snowmobiles

Buzz Driving is Drunk Driving: :30 Don't drink and drive campaign.

Click it or Ticket: :30 Buckle your safety belt campaign.

Scott's Story: Construction Zone Safety

RX Drugs: :30 Keep track of your prescription meds so kids don't steal em.

Crimestoppers ads prepared by local police department

Texting while driving: :30 campaign to get kids to stop texting while driving.