

ISSUES/PROGRAM LIST

2021
2nd Quarter

KQEG CD
La Crosse, WI

Magnum Broadcasting

Table of Contents

List and Narrative of Issues.....	3
Locally Produced Programming.....	4
Mary Mother of the Church Services	
St Matthews Lutheran Church Services	
High School Football	
High School Baseball	
La Crosse County Board Meetings	
UWL Graduation Ceremonies	
Syndicated Programming.....	5
Missing	
Real Green	
Swing into Shape	
To Your Health	
Short Form Programming	6
Public Service Announcements.....	

List and Narrative of Issues Facing Communities Served by
KQEG CD
2nd 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.
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
4/01	8,9	1pm	High School Football
4/01	8,10	7pm	Easter Service from MMOC Parish
4/02	8,10	1pm	Good Friday Service from MMOC Parish
4/02	8,9	7pm	High School Football
4/03	8	8:30pm	Easter Vigil Service from MMOC Parish
4/04	8,10	8:30am	Easter Service St Matthews Lutheran
4/04	8,10	11am	Mary Mother of the Church Easter Service
4/09	8,9	7pm	High School Football
4/10	8	6pm	High School Football
4/11	8,10	8:30am	St Matthews Lutheran Weekly Service
4/11	3	1pm	La Crosse County Board Meeting
4/16	8,9	7pm	High School Football
4/17	8,10	4pm	Mary Mother of the Church Weekly Service
4/17	8	6pm	High School Football
4/18	8,10	8:30am	St Matthews Lutheran Weekly Service
4/18	3	1pm	La Crosse County Board Meeting
4/23	8,9	7pm	High School Football
4/24	8,10	4pm	Mary Mother of the Church Weekly Service
4/24	8	6pm	High School Football
4/30	8,9	7pm	High School Football
5/01	8,10	4pm	Mary Mother of the Church Weekly Service
5/02	8,10	8:30am	St Matthews Lutheran Weekly Service
5/06	8	7pm	High School Baseball
5/08	8,10	4pm	Mary Mother of the Church Weekly Service
5/09	8,10	8:30am	St Matthews Lutheran Weekly Service
5/09	3	1pm	La Crosse County Board Meeting
5/10	8,9	5pm	High School Baseball
5/13	8,9	5pm	High School Baseball
5/15	6,9	9am	UWL Graduation Ceremonies Part 1
5/15	6,9	11:30am	UWL Graduation Ceremonies Part 2
5/15	6,9	2:30pm	UWL Graduation Ceremonies Part 3
5/15	8,10	4pm	Mary Mother of the Church Weekly Service
5/16	8,10	8:30am	St Matthews Lutheran Weekly Service
5/16	3	1pm	La Crosse County Board Meeting
5/17	8,9	5pm	High School Baseball
5/18	8,9	5pm	High School Baseball
5/21	8,9	5pm	High School Baseball
5/22	8,10	4pm	Mary Mother of the Church Parish Service
5/23	8,10	8:30am	St Matthews Lutheran Weekly Service
5/24	8,9	4:30pm	High School Baseball
5/25	8,9	5pm	High School Baseball
5/28	8,9	5pm	High School Basketball

5/29	8,10	4pm	Mary Mother of the Church Parish Service
5/30	8,10	8:30am	St Matthews Lutheran Weekly Service
6/01	8,9	5pm	High School Baseball
6/03	8,9	5pm	High School Baseball
6/05	8,10	4pm	Mary Mother of the Church Parish Service
6/06	8,10	8:30am	St Matthews Lutheran Weekly Service
6/07	8,9	5pm	High School Baseball
6/13	8,10	4pm	Mary Mother of the Church Parish Service
6/13	8,10	8:30am	St Matthews Lutheran Weekly Service
6/13	3	1pm	La Crosse County Board Meeting
6/18	8	6pm	High School Baseball WIAA Div 2 Reg Semi
6/18	8	8pm	High School Baseball WIAA Div 2 Reg Final
6/19	8,10	4pm	Mary Mother of the Church Parish Service
6/19	8	6pm	High School Baseball WIAA Div 3 Reg Semi
6/19	8	8pm	High School Baseball WIAA Div 3 Reg Final
6/20	8,10	8:30am	St Matthews Lutheran Weekly Service
6/20	3	1pm	La Crosse County Board Meeting
6/23	8	6pm	High School Baseball WIAA Div 3 Sect Semi
6/26	8,10	4pm	Mary Mother of the Church Parish Service
6/27	8,10	8:30am	St Matthews Lutheran Weekly Service

Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired on 4/01, 4/08,4/15, 4/22, 4/29, 5/13, 5/20, 5/27, 6/03, 6/10, 6/17, 6/24; Thirty minute program, Airs 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, 4/06, 4/13, 4/20, 4/27, 5/04, 5/11, 6/08, 6/15, 6/22, 6/29; Airs 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 4/01, 4/08, 4/15, 4/22, 4/29, 5/06, 5/13, 5/20, 5/27, 6/03, 6/10, 6/17, 6/24; 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: 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. Issue #2

Short Form Programming
PSAs aired during this quarter:

NFID - Flu Shot

Association for Retarded Citizens - Covid-19 1 :30

Association for Retarded Citizens - Covid-19 2 :30

Center for Disease Control – Covid-19 :30

Stay Well :120

Rape, Abuse, & Incest National Network-
Don't Stay Silent:30

UNICEF – Covid-19 :30

United Way :30

American Heart Association - Mental Health :30

American Academy of Pediatrics - Kids and Exercise :30

American Stroke Association – F.A.S.T :30

CMN – Covid-19 :30