

ISSUES/PROGRAM LIST

2009
2nd Quarter

KQEG CA
La Crosse, WI

Magnum Broadcasting

Table of Contents

List and Narrative of Issues.....	3
Locally Produced Programming.....	4
Coulee Conversations	
High School Game of the Week	
Word in Music	
New Ways New Days	
La Crosse County Board Meetings	
Syndicated Programming.....	5
Missing	
Your Green Life	
Swing into Shape	
To Your Health	
Specials	
Giving is Good Pts 1 and 2	
America's Invisible Children	
Short Form Programming	8
Public Service Announcements.....	

List and Narrative of Issues Facing Communities Served by
KQEG CA
2nd Qrt 2009

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
4/1	3,6	6pm	Coulee Conversation Freedom Honor Flight
4/2	1,2	6pm	Coulee Conversation Child Abuse Awareness
4/3	5,7	6pm	Coulee Conversation Milk Mrkng Board
4/5	2	9am	The Word in Music
4/6	1,3	7am	New Ways, New Days
4/6	3,6	6pm	Coulee Conversations HoChunk Museum
4/7	3,6	6pm	Coulee Conversations LaX Camera Club
4/8	3,6	6pm	Coulee Conversations Citizens Advocacy
4/9	3,6	6pm	Coulee Conversations Freedom Honor Flight
4/10	3,6	6pm	Coulee Conversations New Horizons Shelter
4/12	2	9am	The Word in Music
4/13	1,3	7am	New Ways, New Days
4/13	35,7	6pm	Coulee Conversations Milk Mrkng Board
4/14	1,2	6pm	Coulee Conversations Child Abuse Awareness
4/15	3,6	6pm	Coulee Conversations Pet Therapy
4/16	3,6	6pm	Coulee Conversations Reformers Anonymous
4/17	3,6	6pm	Coulee Conversations Citizens Advocacy
4/19	2	9am	The Word in Music
4/19	3	7pm	La Crosse County Board Meeting
4/20	1,3	7am	New Ways, New Days
4/20	4	6pm	Coulee Conversations Earth Day
4/21	4	6pm	Coulee Conversations Earth Day
4/22	3,6	6pm	Coulee Conversations Freedom Honor Flight
4/23	2	6pm	Coulee Conversations Lifeline
4/24	1,2	6pm	Coulee Conversations Child Abuse Awareness
4/25	6	8pm	High School game of the week
4/26	2	9am	The Word in Music
4/26	3	12pm	La Crosse County Board Meeting
4/27	1,3	7am	New Ways, New Days
4/27	2	6pm	Coulee Conversations Pandemic Awareness
4/28	3,6	6pm	Coulee Conversations Dog Training
4/29	1,2	6pm	Coulee Conversations Teen Car Clinic
4/30	5,7	6pm	Coulee Conversations Alice in Dairyland
5/1	2	6pm	Coulee Conversations Pandemic Awareness
5/2	6	7pm	High School game of the week
5/3	2	9am	The Word in Music
5/4	1,3	7am	New Ways, New Days
5/4	1,2	6pm	Coulee Conversations Child Abuse Awareness
5/5	1,2	6pm	Coulee Conversations Teen Car Clinic
5/6	3,6	6pm	Coulee Conversations Freedom Honor Flight
5/7	2	6pm	Coulee Conversations Pandemic Awareness
5/8	3,6	6pm	Coulee Conversations Dog Training
5/9	6	7pm	High School game of the week

5/10	2	9am	The Word in Music
5/11	1,3	7am	New Ways, New Days
5/16	6	7pm	High School game of the week
5/17	2	9am	The Word in Music
5/17	3	12pm	La Crosse County Board Meeting
5/18	1,3	7am	New Ways, New Days
5/19	6	8pm	Syttende Mai Parade
5/23	6	7pm	High School game of the week
5/24	2	9am	The Word in Music
5/24	3	12pm	La Crosse County Board Meeting
5/25	1,3	7am	New Ways, New Days
5/26	6	8pm	Onalaska Sunfish Days Parade
5/30	6	7pm	High School game of the week
5/31	2	9am	The Word in Music
6/1	1,3	7am	New Ways, New Days
6/3	6	7pm	High School Game of the Week
6/4	6	8pm	High School Game of the Week
6/6	6	7pm	High School Game of the Week
6/7	2	9am	The Word in Music
6/8	1,3	7am	New Ways, New Days
6/9	6	8pm	June Dairy Days
6/10	6	8pm	High School game of the week
6/11	6	7pm	High School game of the week
6/12	6	8pm	High School game of the week
6/13	6	7pm	High School game of the week
6/14	2	9am	The Word in Music
6/14	3	12pm	La Crosse County Board Meeting
6/15	1,3	7am	New Ways, New Days
6/16	3,6	8pm	Butterfest Parade
6/21	2	9am	The Word in Music
6/21	3	12pm	La Crosse County Board Meeting
6/22	1,3	7am	New Ways, New Days
6/28	2	9am	The Word in Music

Syndicated Weekly Programming

Missing: Issue # 1 and 2 Aired 4/4, 4/11, 4/18, 4/25 5/2, 5/9, at 3pm, 5/16, 5/23, 5/30, 6/6, 6/13, 6/27, at 6pm; 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 5/2 , 5/16, 5/30,at 3:30pm, 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.

Swing into Shape: Issue # 2 Aired 4/2, 4/9, 4/30, 5/7,5/14, 5/21, 5/28, 6/4 ,6/11, 6/18, 6/25; 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 Airs everyday Monday thru Friday 11am to 12pm; 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.

Specials:

America's Invisible Children: Issue #1 & 2; Program aired 4/4,4/18, 4/25; One hour program that highlights the poverty that many children in our country live in.

Giving is Good Part 1 & 2: Issue #1 & #2; Program aired 4/7 at 8pm4/18 at 7pm. Deals with Children around the world living in poverty and how Giving can help these kids in big ways.

Short Form Programming

PSAs aired during this quarter:

Crimestoppers ads prepared by local police department

Perfect Pets :60 Highlights pets that are available to adopt from the
Coulee Region Humane society