

The 12th annual Coulee Region Humane Society Telethon

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Dogs, cats and other animals at the Coulee Region Humane Society will benefit from an upcoming live TV telethon produced by UW-La Crosse communication studies students. The 12th annual Coulee Region Humane Society Telethon will air from 7-10 p.m. Saturday, Nov. 20, on KQEG-TV Channel 23, Charter Cable Channel 5, Digital 989 and UW-L campus channel 6. Rick Wilson, KQEG TV-23, and Katie Cerniglia and Kacey Persson, a UW-L communication studies majors, will host the show. Guests during the three-hour event will include owners of pets adopted from the society, pet therapy specialists, dog trainers and society advocates. The phone number to pledge during the telecast is 608.785.8379.

Along with money, donations of towels, sheets, soap, bleach, office and animal supplies or other items that could be used at the humane society are sought. Donations for the society's general fund may be dropped off at the studio, 205 Wing Technology Center, during the telethon, or arrangements may be made by calling Professor Pat Turner at 608.785.8369. Checks should be made payable to the Coulee Region Humane Society. Monetary donations or goods can also be dropped off at Coulee Region Human Society, 911 Critter Court, Onalaska.

Give-aways during the telethon include: a \$600 Mississippi River Rentals vacation package, a \$299 guitar from Dave's Guitar Shop, and a \$437 studio session from The Studio on Main. The telethon originated in 1999 when UW-L student Kristen Lloyd decided to produce a live TV telethon instead of writing a traditional research paper. The student-produced telethon is sponsored by UW-L's Communication Studies Department and campus TV station WMCM, in conjunction with Charter Communications and KQEG-TV23. Last year's telethon raised more than \$8,000 in money and supplies.