

KCLH Listener Hits Jackpot With Quick Answers

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You won't find many radio shows giving away over 15 thousand dollars today. KCLH did it in La Crosse this morning. Hosts Keith Carr and Sam Strong have been building their "Brain Game" jackpot over the last two and a half years. Finally, this morning, a caller bested the quiz and hauled in the booty, about \$15,800 in total. Carr says the pressure had been building from station management to give the money away. But, Carr says, they don't give the money away, listeners have to earn it. And Dawn Callahan did just that this morning, correctly identifying five rivers in the coulee region other than the Mississippi and La Crosse in 9.4 seconds.