

WACY-TV 32

4th Qtr 2021

Quarterly Issues/Program Report

ISSUE: #1

Seasonal Wisconsin Issues

AIR DATE

4th Qtr.

LENGTH:

:30 PSA

PROGRAM:

Public Education Program

SHOW GUEST

Various

PSA's provided by the Wisc. Broadcasters Assoc. and other organizations in response to their needs assessment of Wisconsin timely issues.

Brief Description:

Issues PSA's scheduled by the WBA for this quarter:

Oct 01 - Oct 31 Army National Guard

"Live Here, Serve Here"

Oct 01 - Oct 24 All of Us Research Program

"We need to speed up medical breakthroughs"

Oct 01 - Oct 03 Foster Care Recruitment

"Foster Parents Rock"

Oct 04 - Oct 17 WI Travel Wisconsin (Tourism)

"Tourism is Wisconsin"

Oct 18 - Nov 14 Stop the Covid Spread! Coalition

"Mistake"

Nov 08 - Nov 14 Foster Care Recruitment

"Foster Parents Rock"

Nov 18 - Dec 31 Covering Wisconsin (Insurance Literacy)

"Insurance Help"

WACY-TV 32

4th Qtr 2021

Quarterly Issues/Program Report

ISSUE: #2

Emergency Warnings & Alerts

AIR DATE

4th Qtr.
As Needed

LENGTH:

Variable

PROGRAM:

Timely, Live, Emergency Announcements
Save lives and Propety

Presenters
News/weather
anchors

1. Severe Weather Watches and Warnings
2. Weather related School Closings
3. Amber Alerts
4. Emergency Alert System Announcements (EAS)

Brief Description:

1. Wisconsin has a history of severe, life threatening weather events regardless of the season, including tornados, flooding from intense rain & thunder and storms, and severe winter blizzards and icing - timely watches & warnings save lives and property.

2. School closings due to dangerous weather conditions are a hardship for working parents who need timely notices in order to arrange for the care of their children.

3. Amber Alerts are a valuable tool for law enforcement, to quickly disseminate information about abducted children, in order to facilitate the quickest possible apprehension of perpetrators and rescue of the abductees.

4. The nationwide FEMA EAS System provides state and local officials the means to inform and instruct the public at large of essential emergency information and instructions in order to protect public health, safety and property in case of terrorist and/or natural large scale emergencies.

WACY-TV 32

4th Qtr 2021

Quarterly Issues/Program Report

ISSUE: #3

Community Calendar

AIR DATE

4th Qtr.

LENGTH:

:30 Seconds

PROGRAM:

On-air Community Calendar announcement spots

SHOW GUEST

N/A

WACY broadcasts numerous promotional announcements throughout the quarter, highlighting community events for local non-profit organizations.

WACY-TV 32

4th Qtr 2021

Quarterly Issues/Program Report

ISSUE: #4

Local Sports Coverage

AIR DATE

LENGTH:

PROGRAM:

4th Qtr.

35 Hrs Live

Wisconsin Local Sports

SHOW GUEST

Sports
Talent

Local sports are immensely popular and fill a substantial need in Northeast Wisconsin, while at the same time demonstrating positive youth and family activities.

High School Football games live from 2021 (2.5 hours each):

10/1/21	7:00-9:30pm	Fond Du Lac @ Kimberly
10/8/21	7:00-9:30pm	De Pere @ Pulaski
10/15/21	7:00-9:30pm	Denmark @ Luxemburg-Casco
10/22/21	7:00-9:30pm	West De Pere @ Pulaski
10/29/21	7:00-9:30pm	Notre Dame @ Menasha
1/5/21	7:00-9:30pm	Menasha @ Luxemburg-Casco
11/12/21	7:00-9:30pm	Appleton North Vs Franklin

G League Basketball games live from 2021 (2 hours each):

11/19/21	7:00-9:00pm	Fort Wayne @ Wisconsin Herd
11/21/21	5:30-7:30pm	Fort Wayne @ Wisconsin Herd
11/29/21	7:00-9:00pm	Windy City Bulls @ Wisconsin Herd
12/1/21	7:00-9:00pm	Windy City Bulls @ Wisconsin Herd
12/3/21	6:00-8:00pm	Wisconsin Herd @ Grand Rapids
12/4/21	6:00-8:00pm	Wisconsin Herd @ Grand Rapids
12/12/21	12:00-2:00pm	Cleveland @ Wisconsin Herd
12/13/21	7:00-9:00pm	Wisconsin Herd @ Iowa
12/16/21	7:00-9:00pm	Wisconsin Herd @ Iowa



44 E. Mifflin St. Suite 900
 Madison, WI 53703
 (800) 236-1922 phone
 (608) 256-3986 fax
 www.wi-broadcasters.org

DATE: October 15, 2021

TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television

FROM: Liz Boyd - NCSA/PEP Coordinator

SPONSOR: ARMY NATIONAL GUARD

LIVE HERE...SERVE HERE

REVISION

Name of Spot:	<u>Continue airing the spots that are airing now...</u>
Dates of Play:	July 30, 2020 – December 31, 2021 Please Note: All National Guard television spots are approved for web-streaming
Total Number of Times Aired:	<u>Please play these spots, in rotation, at least 18 times per month on your PRIMARY channel and 85 times per month on your digital channel(s)...</u> As always, the 18 and 85 times played during the month should be broken down based on the NCSA program's 1/3-1/3-1/3 schedule concept: 1/3 Prime Time (3PM -11PM) 1/3 Day time (7AM-3PM) 1/3 All Other Times
Special Instructions:	Performance affidavits that should include the value of the announcements are to be filed with the WBA office at the end of each month.

Thank you, as always, for supporting the NCSA/PEP Program!!



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DATE: July 29, 2021
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd - NCSA/PEP Coordinator
 SPONSOR: ALL OF US RESEARCH PROGRAM

Need Help to Speed Up Medical Breakthroughs...

* * * * *

Name of Spot:	All of Us PSA_Generations_WBA-02 - :30
Dates of Play:	August 2 – October 24, 2021 - (12 weeks)
Total Number of Times Aired:	Please play this spot <i>at least 48 times</i> over the course of this schedule... As always, the 48 times played should be broken down based on the NCSA program's 1/3-1/3-1/3 schedule concept: 1/3 during prime time (3pm-11pm) 1/3 during day time (7am-3pm) 1/3 during all other times
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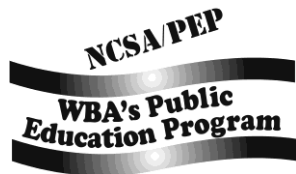
DATE: September 22, 2021
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd - NCSA/PEP Coordinator
 SPONSOR: FOSTER CARE RECRUITMENT

Foster Parents Rock...

* * * * *

Name of Spot:	WIL_30_NL_VYFD0001000H - :30 WILLIE_60_NL_VYFD0001000H - :60 Please air whichever spot best fits your inventory...
Dates of Play:	September 27 – October 3, 2021 (one week)
Total Number of Times Aired:	Please play these spots at least 4 times for this schedule... As always, the 4 times played during this schedule should be broken down based on the NCSA program's 1/3-1/3-1/3 schedule concept: 1/3 prime time (3 pm-11 pm) 1/3 daytime (7 am-3 pm) 1/3 overnight (11 pm-7 am)
Special Instructions:	Performance affidavits that should include the value of the announcements are to be filed with the WBA office at the end of the month or the end of the schedule.

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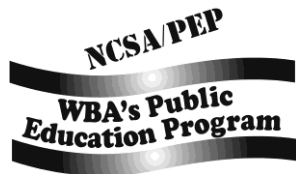
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DATE: September 30, 2021
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: TRAVEL WISCONSIN (Tourism)

Tourism is Wisconsin...

Name of Spot:	WDT_Fall 2021_30_WBA - :30
Dates of Play:	October 4 - 17, 2021 (two weeks)
Total Number of Times Aired:	<p>Please play this spot <u>at least</u> 8 times during this schedule... As always, the 8 times played during this schedule should be broken down based on the NCSA program's 1/3-1/3-1/3 schedule concept: 1/3 during prime time (3PM -11PM) 1/3 during day time (7AM-3PM) 1/3 during all other times (11PM-7AM)</p>
Special Instructions:	Performance affidavits that should include the value of the announcements are to be filed with the WBA office at the end of the month or at the end of this segment of the program.

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DATE: October 15, 2021
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: **STOP THE COVID SPREAD! COALITION**

MISTAKE!!!...

* * * * *

Name of Spot:	WHA Mistake_V3.mp4 - :30
Dates of Play:	October 18 – November 14, 2021 (four weeks)
Total Number of Times Aired:	<p>Please play this spot <u>at least</u> 16 times during this schedule... As always, the 16 times played during this schedule should be broken down based on the NCSA program's 1/3-1/3-1/3 schedule concept:</p> <ul style="list-style-type: none"> 1/3 during prime time (3PM -11PM) 1/3 during day time (7AM-3PM) 1/3 during all other times (11PM-7AM)
Special Instructions:	Performance affidavits that should include the value of the announcements are to be filed with the WBA office at the end of the month or at the end of this segment of the program.

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DATE: November 5, 2021
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd - NCSA/PEP Coordinator
 SPONSOR: FOSTER CARE RECRUITMENT

Foster Parents Rock...

* * * * *

Name of Spot:	WIL_30_NL_VYFD0001000H - :30 WILLIE_60_NL_VYFD0001000H - :60 Please air whichever spot best fits your inventory...
Dates of Play:	November 8 - 14, 2021 (one week)
Total Number of Times Aired:	Please play these spots at least 4 times for this schedule... As always, the 4 times played during this schedule should be broken down based on the NCSA program's 1/3-1/3-1/3 schedule concept: 1/3 prime time (3 pm-11 pm) 1/3 daytime (7 am-3 pm) 1/3 overnight (11 pm-7 am)
Special Instructions:	Performance affidavits that should include the value of the announcements are to be filed with the WBA office at the end of the month or the end of the schedule.

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DATE: November 16, 2021
 TO: GM or NCSA/PEP (Public Education Program) Coordinator – Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: COVERING WISCONSIN (INSURANCE LITERACY)

Insurance Help...

* * * * *

Revision

Name of Spot:	CWI_OE22 V3 mp4 - :30
Dates of Play:	November 18 – December 12, 2021
Total Number of Times Aired:	<p>Please play these spots at least 24 times for this schedule... As always, the 24 times played during this schedule should be broken down based on the NCSA program's 1/3-1/3-1/3 schedule concept:</p> <ul style="list-style-type: none"> 1/3 Prime Time (3PM -7PM) 1/3 Day time (7AM-3PM) 1/3 All Other Times
Special Instructions:	Performance affidavits that should include the value of the announcements are to be filed with the WBA office at the end of the month or the end of the schedule.

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DATE: December 16, 2021

TO: GM or NCSA/PEP (Public Education Program) Coordinator – Television

FROM: Liz Boyd – NCSA/PEP Coordinator

SPONSOR: COVERING WISCONSIN (INSURANCE LITERACY)

Insurance Help...

* * * * *

Name of Spot:	OEFall_CWI_English_12_15 mp4 - :30
Dates of Play:	December 19, 2021 – January 15, 2022 (four weeks)
Total Number of Times Aired:	<p>Please play these spots at least 16 times for this schedule...</p> <p>As always, the 16 times played during this schedule should be broken down based on the NCSA program's 1/3-1/3-1/3 schedule concept:</p> <p style="padding-left: 40px;">1/3 Prime Time (3PM -7PM)</p> <p style="padding-left: 40px;">1/3 Day time (7AM-3PM)</p> <p style="padding-left: 40px;">1/3 All Other Times</p>
Special Instructions:	Performance affidavits that should include the value of the announcements are to be filed with the WBA office at the end of the month or the end of the schedule.

Thank you, as always, for supporting the NCSA/PEP Program!!