

# WACY-TV 32

3rd Qtr 2021

## Quarterly Issues/Program Report

ISSUE: #1

Seasonal Wisconsin Issues

AIR DATE

3rd 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:

Jul 01 - Sep 30 Army National Guard

"Live Here, Serve Here"

Jul 01 - Sep 26 Travel Wisconsin

"Tourism is Wisconsin"

Jun 01 - Jul 08 WI Department of Transportation

"Don't Drive Drunk"

Jul 01 - Aug 29 WI Department of Transportation

"Work Zone Safety"

Aug 02 - Sep 30 All of Us Research Program

"We need to speed up medical breakthroughs"

Aug 30 - Sep 12 WI Department of Transportation

"Don't Drive Drunk"

Aug 30 - Sep 26 Stop the Covid Spread! Coalition

"Let's Get Vaccinated"

Sep 07 - Sep 20 WI Department of Transportation

"Seatbelt Safety"

Sep 27 - Sep 30 Foster Care Recruitment

"Foster Parents Rock"

# WACY-TV 32

3rd Qtr 2021

## Quarterly Issues/Program Report

ISSUE: #2

Emergency Warnings & Alerts

AIR DATE

3rd 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

3rd Qtr 2021

Quarterly Issues/Program Report

ISSUE: #3

Community Calendar

AIR DATE

3rd 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

3rd Qtr 2021

Quarterly Issues/Program Report

ISSUE: #4

Local Sports Coverage

AIR DATE

LENGTH:

PROGRAM:

3rd Qtr.

15 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):

8/20/21	7:00-9:30pm	Ashwaubenon @ Kaukauna
8/27/21	7:00-9:30pm	Neenah @ Menasha
9/3/21	7:00-9:30pm	Pulaski @ Green Bay Preble
9/10/21	7:00-9:30pm	Appleton North @ Kimberly
9/17/21	7:00-9:30pm	Little Chute @ Luxemburg-Casco
9/24/21	7:00-9:30pm	West De Pere @ De Pere



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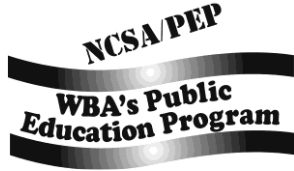
DATE: April 27, 2021  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd - NCSA/PEP Coordinator  
 SPONSOR: ARMY NATIONAL GUARD

**LIVE HERE...SERVE HERE**

**REVISION**

<b>Name of Spot:</b>	I Will (ZNGB9048H) - :15                      Live Here-Serve Here (ZNGB9068) - :15 I Will (ZNGB9049H) - :30                      Live Here-Serve Here (ZNGB9069) - :30 Guard Family (ZNGB9070) - :15              Covid-19 Response (ZNGB0098) - :15 Guard Family (ZNGB9071) - :30              Covid-19 Response (ZNGB0097) - :30 Fire Response (ZNGB0051) - :15              Trade Skills (ZNGB0053) - :15 Fire Response (ZNGB0050) - :30              Trade Skills (ZNGB0052) - :30 Serve Close to Home (ZNGB0055) - :15 Serve Close to Home (ZNGB0054) - :30
<b>Dates of Play:</b>	July 30, 2020 – <b>October 31, 2021</b>  <b>Please Note: All National Guard television spots are approved for web-streaming</b>
<b>Total Number of Times Aired:</b>	<b><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></b> 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
<b>Special Instructions:</b>	<b>Performance affidavits that should include the value of the announcements are to be filed with the WBA office at the end of each month.</b>

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



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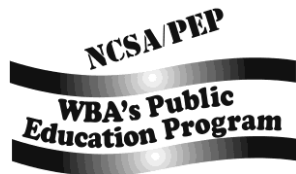
DATE: June 10, 2021  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: TRAVEL WISCONSIN (Tourism)

*Tourism is Wisconsin...*

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<b>Name of Spot:</b>	WDT Summer 2021 - :30
<b>Dates of Play:</b>	June 14 – July 4, 2021 (three weeks)
<b>Total Number of Times Aired:</b>	<p><b>Please play these spot <u>at least</u> 12 times during this schedule...</b>          As always, the 12 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>
<b>Special Instructions:</b>	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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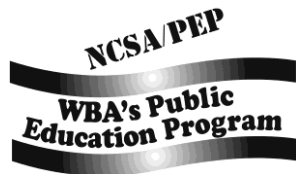
DATE: July 16, 2021  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: TRAVEL WISCONSIN (Tourism)

*Tourism is Wisconsin...*

\* \* \* \* \*

<b>Name of Spot:</b>	Emily Lorenz – wdt_Summer 2021 - :30
<b>Dates of Play:</b>	July 19 – August 8, 2021 (three weeks)
<b>Total Number of Times Aired:</b>	<p><b>Please play these spot <u>at least</u> 12 times during this schedule...</b>          As always, the 12 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>
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DATE: September 9, 2021  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: TRAVEL WISCONSIN (Tourism)

*Tourism is Wisconsin...*

\*\*\*\*\*

<b>Name of Spot:</b>	WDT_Fall 2021_30_WBA - :30
<b>Dates of Play:</b>	September 13 - 26, 2021 (two weeks)
<b>Total Number of Times Aired:</b>	<p><b>Please play these spot <u>at least</u> 8 times during this schedule...</b>          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>
<b>Special Instructions:</b>	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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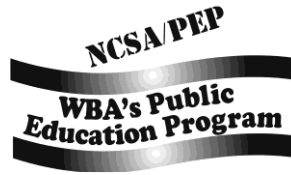
DATE: June 16, 2021  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd, NCSA/PEP Coordinator  
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -  
 TRANSPORTATION SAFETY**

**Don't Drive Drunk...**

\* \* \* \* \*

<b>Name of Spot:</b>	DOTPID1841TWBA - :30
<b>Dates of Play:</b>	June 21 – July 8, 2021 (2.5 weeks)
<b>Total Number of Times Aired:</b>	<b>Please play this spot <u>at least</u> 12 times during this schedule.</b> As always, the 12 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)
<b>Special Instructions:</b>	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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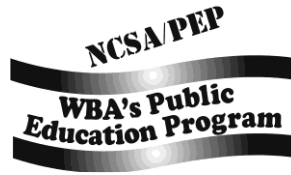
DATE: June 24, 2021  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -  
 WORK ZONE SAFETY**

**Slow Down in Work Zones...**

\* \* \* \* \*

<b>Name of Spot:</b>	WISDOT – WZS -15sPSA – June - 2021 -:15 WISDOT – WZS – 30sPSA - June – 2021 - :30
<b>Dates of Play:</b>	June 28 – July 11, 2021 (two weeks)
<b>Total Number of Times Aired:</b>	<b>Please play this spot <i>at least</i> 8 times during this schedule...</b> 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)
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DATE: August 18, 2021  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -  
 WORK ZONE SAFETY**

**Slow Down in Work Zones...**

\* \* \* \* \*

<b>Name of Spot:</b>	WISDOT – WZS -15sPSA – June - 2021 -:15 WISDOT – WZS – 30sPSA - June – 2021 - :30
<b>Dates of Play:</b>	August 23-29, 2021 (one week)
<b>Total Number of Times Aired:</b>	<b>Please play this spot <i>at least</i> 4 times during this schedule...</b> 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 during prime time (3PM -11PM) 1/3 during day time (7AM-3PM) 1/3 during all other times (11PM-7AM)
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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...

\* \* \* \* \*

<b>Name of Spot:</b>	All of Us PSA_Generations_WBA-02 - :30
<b>Dates of Play:</b>	August 2 – October 24, 2021 - (12 weeks)
<b>Total Number of Times Aired:</b>	Please play this spot <b><i>at least 48 times</i></b> 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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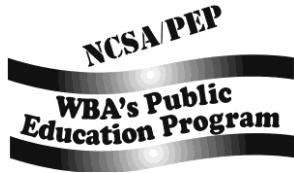
DATE: August 24, 2021  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd, NCSA/PEP Coordinator  
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -  
 TRANSPORTATION SAFETY**

**Don't Drive Drunk...**

\* \* \* \* \*

<b>Name of Spot:</b>	Passenger 30 - WIDOT - :30
<b>Dates of Play:</b>	August 30 – September 12, 2021 (two weeks)
<b>Total Number of Times Aired:</b>	<p><b>Please play this spot <u>at least</u> 8 times during this schedule.</b>          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>
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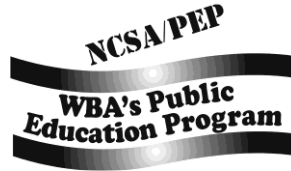
DATE: August 27, 2021  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: **STOP THE COVID SPREAD! COALITION**

LET’S GET VACCINATED!!!...

\* \* \* \* \*

<b>Name of Spot:</b>	DON’T WAIT VACCINATE FOOTBALL.mp4 - :30
<b>Dates of Play:</b>	August 30 – September 26 (four weeks)
<b>Total Number of Times Aired:</b>	<p><b>Please play these spot <u>at least</u> 16 times during this schedule...</b>          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:          1/3 during prime time (3PM -11PM)          1/3 during day time (7AM-3PM)          1/3 during all other times (11PM-7AM)</p>
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DATE: September 1, 2021  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -  
 TRANSPORTATION SAFETY**

***SEATBELT SAFETY ...***

\* \* \* \* \*

<b>Name of Spot:</b>	2016 Rural Seatbelt - :30
<b>Dates of Play:</b>	September 7 - 20, 2021 ( <i>two weeks</i> )
<b>Total Number of Times Aired:</b>	<p><b>Please play this spot <u>at least</u> 8 times during this schedule...</b>          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 drive time (6AM-10AM &amp; 3PM -7PM)              1/3 during day time (10AM-3PM)              1/3 during all other times</p>
<b>Special Instructions:</b>	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: 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...***

\* \* \* \* \*

<b>Name of Spot:</b>	WIL_30_NL_VYFD0001000H - :30 WILLIE_60_NL_VYFD0001000H - :60  <b>Please air whichever spot best fits your inventory...</b>
<b>Dates of Play:</b>	September 27 – October 3, 2021 (one week)
<b>Total Number of Times Aired:</b>	<b>Please play these spots at least 4 times for this schedule...</b> 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)
<b>Special Instructions:</b>	<b>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.</b>

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