

WACY-TV 32

3rd Qtr 2014

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
Jul 01 - Jul 13	Wisconsin Dept. of Transportation "Bike Helmet Safety"
Jul 14 - Jul 27	Wisconsin Dept. of Tourism
Sep 01 - Sep 27	Wisconsin Dept. of Justice "Drug Drop-Off Day"

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3rd Qtr 2014

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.

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Quarterly Issues/Program Report

ISSUE: #3

Local Sports Coverage

AIR DATE

LENGTH:

PROGRAM:

3rd Qtr.

57 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.

Minor League Baseball games live from 2014:

7/1/14	Cedar Rapids @ Timber Rattlers
7/3/14	Cedar Rapids @ Timber Rattlers
7/11/14	Quad Cities @ Timber Rattlers
7/12/14	Quad Cities @ Timber Rattlers
7/16/14	Bowling Green @ Timber Rattlers
7/29/14	Kane County @ Timber Rattlers
7/30/14	Kane County @ Timber Rattlers
8/1/14	Peoria @ Timber Rattlers
8/2/14	Peoria @ Timber Rattlers
8/12/14	Clinton @ Timber Rattlers
8/13/14	Clinton @ Timber Rattlers
8/15/14	Kane County @ Timber Rattlers
8/25/14	Beloit @ Timber Rattlers

High School Football games live from 2014:

8/21/14	Ashwaubenon @ Green Bay Preble
8/29/14	Hortonville @ Kimberly
9/5/14	Southern Door @ Wrightstown
9/12/14	Xavier @ Seymour

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High School Football games live from 2014 continued:

9/19/14

De Pere @ Pulaski

9/26/14

Notre Dame @ Green Bay Southwest