

WACY-TV 32

4th Qtr 2014

Quarterly Issues/Program Report

ISSUE: #1

Seasonal Wisconsin Issues

AIR DATE

LENGTH:

PROGRAM:

4th Qtr.

:30 PSA

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 - Dec 31	Army National Guard
Oct 02 - Oct 16	Government Accountability Board "Voter ID"
Nov 17 - Nov 30	Wisconsin Dept. of Transportation "Winter Driving - Cars on Ice"
Dec 01 - Dec 07	Wisconsin Dept. of Justice "Heroin Addition"
Dec 15 - Dec 28	Wisconsin Dept. of Transportation "Transportation Safety"

WACY-TV 32

4th Qtr 2014

Quarterly Issues/Program Report

ISSUE: #2

Emergency Warnings & Alerts

AIR DATE

LENGTH

PROGRAM

4th Qtr.
As Needed

Variable

**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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4th Qtr 2014

Quarterly Issues/Program Report

ISSUE: #3

Local Sports Coverage

AIR DATE

LENGTH:

PROGRAM:

4th Qtr.

45 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 2014:

10/3/14	Ashwaubenon @ Bay Port
10/10/14	Green Bay Preble @ Notre Dame
10/17/14	West De Pere @ Menasha
10/24/14	De Pere @ Ashwaubenon
10/31/14	Xavier @ West De Pere
11/7/14	Appleton North @ Bay Port
11/8/14	Spencer Col/Cath @ Little Chute

Green Bay Gamblers Hockey games live from 2014:

10/4/14	Chicago @ Gamblers
12/6/14	Madison @ Gamblers
12/31/14	Cedar Rapids @ Gamblers

High School Basketball games live from 2014:

11/20/14	New London @ Appleton East
11/25/14	Freedom @ Denmark

WACY-TV 32

4th Qtr 2014

Quarterly Issues/Program Report

ISSUE: #3

Local Sports Coverage

ATR DATE

LENGTH:

PROGRAM:

4th Qtr.

45 Hrs Live

Wisconsin Local Sports

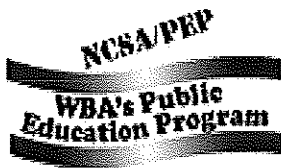
SHOW GUEST

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 Basketball games live from 2014:

11/29/14	Sturgeon Bay @ Wrightstown
12/2/14	Ashwaubenon @ Kaukauna
12/5/14	Oshkosh North @ Kimberly
12/12/14	Bay Port @ Pulaski
12/18/14	Fox Valley Lutheran @ Xavier
12/19/14	Pulaski @ Green Bay Southwest
12/23/14	Hortonville @ Kimberly



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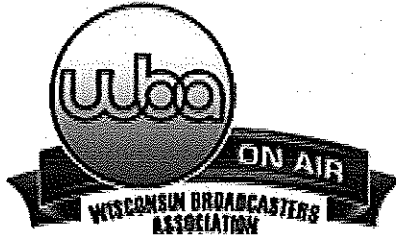
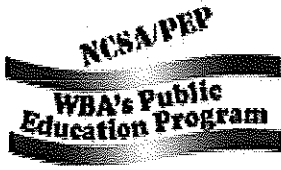
DATE: October 1, 2014
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: **GOVERNMENT ACCOUNTABILITY BOARD...VOTER ID**

The Government Accountability is reminding everyone they will need an ID when voting now...

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Name of Spot:	“GAB-T14-HOWTOB” -- :30
Dates of Play:	October 2-16, 2014
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 drive time (6AM-10AM & 3PM -7PM) 1/3 during day time (10AM-3PM) 1/3 during 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 at the end (October 17, 2014) of this segment of the program.

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



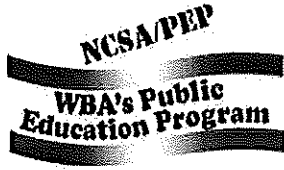
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DATE: November 10, 2014
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION - WINTER DRIVING**

The Wisconsin Department of Transportation reminds everyone of the dangers of winter driving...

Name of Spot:	“Cars on Ice” :30
Dates of Play:	November 17-30, 2014 (two week period) Reminder: This spot will be airing concurrently with the Army National Guard schedule.
Total Number of Times Aired:	Please play this spot <i>at least</i> 8 times during the two week period... 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 & 3PM -7PM) 1/3 during day time (10AM-3PM) 1/3 during 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 at the end (December 1, 2014) of this segment of the program.

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



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DATE: November 25, 2014

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

FROM: Liz Boyd - NCSA/PEP Coordinator

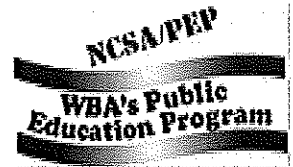
SPONSOR: WISCONSIN DEPARTMENT OF JUSTICE

Heroin Addiction...

* * * * *

Name of Spot:	DOJ T13 6652 The Fly Effect - :30 (50%) DOJ-T14-6880 Parent's Pain - :30 (50%)
Dates of Play:	December 1-7, 2014 (One week period) Reminder: These spots will be airing concurrently with the WI DNR and the Army National Guard spots.
Total Number of Times Aired:	Please play these spots (in rotation) at least 8 times during the one week period... As always, the 15 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
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 (December 8, 2014) of this segment of the program.

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



DATE: December 8, 2014

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

FROM: Liz Boyd, NCSA/PEP Coordinator

SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -
TRANSPORTATION SAFETY**

Make Sure You Wear Your Bike Helmet!

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Name of Spot:	DOTPID-14-80T-WBA-DaredevilsDareNot-DerbyGirls - :30
Dates of Play:	December 15-28, 2014 (two week period) <u>Reminder – this schedule will be running concurrently with the Propane Education and Research and the WI Army National Guard spots.</u>
Total Number of Times Aired:	Please play this spot <i>at least</i> 8 times during the two week 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 drive time (6AM-10AM & 3PM -7PM) 1/3 during day time (10AM-3PM) 1/3 during 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 at the end (December 29, 2014) of this segment of the program.

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