

# WACY-TV 32

2nd Qtr 2022

Quarterly Issues/Program Report

ISSUE: #1

Seasonal Wisconsin Issues

AIR DATE

2nd 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:

Apr 01 - Jun 30 Army National Guard

"Live Here, Serve Here"

May 09 - May 15 Foster Care Recruitment

"Foster Parents Rock"

May 09 - May 27 Wisconsin Department of Transportation

"Motorcycle Awareness"

May 16 - Jun 26 Travel Wisconsin

"Summer in Wisconsin"

May 16 - Jun 19 Wisconsin Department of Transportation

"Seatbelt Safety"

May 23 - Jun 30 Wisconsin Department of Transportation

"Slow Down in Work Zones"

Jun 07 - Jun 19 Destination Wisconsin

"Support Wisconsin Tourism"

Jun 20 - Jun 30 Wisconsin Department of Transportation

"Don't Drive Drunk"

# WACY-TV 32

2nd Qtr 2022

Quarterly Issues/Program Report

ISSUE: #2

Emergency Warnings & Alerts

AIR DATE

LENGTH:

PROGRAM:

2nd 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.

# WACY-TV 32

2nd Qtr 2022

Quarterly Issues/Program Report

ISSUE: #3

Community Calendar

AIR DATE

2nd 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

2nd Qtr 2022

Quarterly Issues/Program Report

ISSUE: #4

Local Sports Coverage

AIR DATE

LENGTH:

PROGRAM:

2nd Qtr.

4 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.

G League Basketball games live from 2022 (2 hours each):

4/1/22	6:00-8:00pm	Wisconsin Herd @ Delaware
4/2/22	6:00-8:00pm	Wisconsin Herd @ Delaware



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

DATE: April 5, 2022  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd - NCSA/PEP Coordinator  
 SPONSOR: ARMY NATIONAL GUARD

**MAKE A DIFFERENCE...**

\*\*\*\*\*

<b>Name of Spot:</b>	<b><u>Please see the attached list...</u></b>  Please air the spots in rotation and please use the spots that best fit your inventory.
<b>Dates of Play:</b>	May 1 – September 30, 2022  <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: May 4, 2022  
 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>	May 9 -- 15, 2022 (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!!***



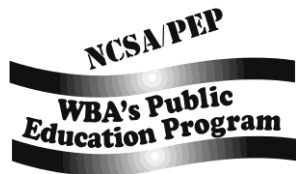
DATE: May 5, 2022  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd, NCSA/PEP Coordinator  
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -  
 TRANSPORTATION SAFETY**

**MOTORCYCLE AWARENESS...**

\* \* \* \* \*

<b>Name of Spot:</b>	DOTPID-18-48T - :30
<b>Dates of Play:</b>	May 9 – May 27, 2022 (2-3/4 week period)
<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: May 11, 2022  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: TRAVEL WISCONSIN (Tourism)

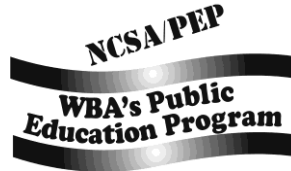
*Summer in Wisconsin...*

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<b>Name of Spot:</b>	wdt_summer 2022 - :30
<b>Dates of Play:</b>	May 16 – May 29, 2022 (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>
<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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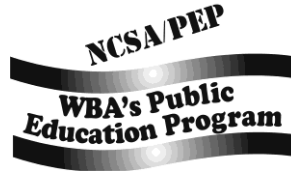
DATE: May 12, 2022  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -  
 TRANSPORTATION SAFETY**

***SEATBELT SAFETY ...***

\* \* \* \* \*

<b>Name of Spot:</b>	2016 Rural Seatbelt - :30
<b>Dates of Play:</b>	May 16 – June 19, 2022 (5 weeks)
<b>Total Number of Times Aired:</b>	<p><b>Please play this spot <i>at least</i> 20 times during this schedule...</b>          As always, the 20 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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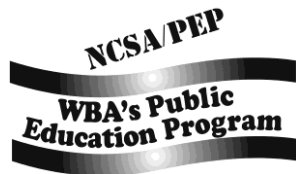
DATE: May 18, 2022  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -  
 WORK ZONE SAFETY**

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

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<b>Name of Spot:</b>	WISDOT - WZ – 2021 -:15 WISDOT – WZ – 2021 - :30  <u>Please air which ever spot works best with your inventory...</u>
<b>Dates of Play:</b>	May 23 – May 29, 2022 (one week)  <u><b>Please do not air these spots outside of the above dates unless otherwise indicated.</b></u>
<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)
<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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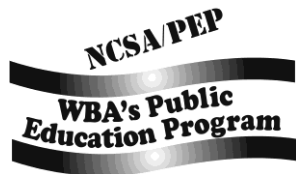
DATE: June 6, 2022  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: **DESTINATIONS WISCONSIN**

*Support Wisconsin Tourism!*

\* \* \* \* \*

<b>Name of Spot:</b>	DW_21.mp4 - :30
<b>Dates of Play:</b>	June 7 - 19, 2022 (two weeks)
<b>Total Number of Times Aired:</b>	<p><b>Please play these spots <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>
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DATE: June 7, 2022  
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television  
 FROM: Liz Boyd – NCSA/PEP Coordinator  
 SPONSOR: TRAVEL WISCONSIN (Tourism)

*Summer in Wisconsin...*

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<b>Name of Spot:</b>	wdt_summer 2022 - :30
<b>Dates of Play:</b>	June 13-26, 2022 (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>
<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, 2022

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

FROM: Liz Boyd, NCSA/PEP Coordinator

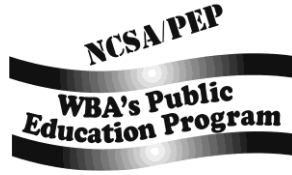
SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -  
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**Don't Drive Drunk...**

\* \* \* \* \*

<b>Name of Spot:</b>	DOTPID – 21-26T - :30
<b>Dates of Play:</b>	June 20 – July 8, 2022 (almost 3 weeks)
<b>Total Number of Times Aired:</b>	<p><b>Please play this spot <i>at least</i> 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: June 20, 2022  
 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>	WZS-22-3T Baseball -:15 WZS-22-2T Baseball - :30  <u>Please air which ever spot works best with your inventory...</u>
<b>Dates of Play:</b>	June 27 – July 3, 2022 (one week)  <u><b>Please do not air these spots outside of the above dates unless otherwise indicated.</b></u>
<b>Total Number of Times Aired:</b>	<b>Please play this spot <u>at least</u> 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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