

WACY-TV 32

3rd Qtr 2023

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:

Jun 26-Sept 24	Army National Guard "Make a Difference"
Jun 26-Jul 7	WI Department of Transportation "Don't Drive Drunk"
Jul 3-Jul 9	WI Department of Transportation/Work Zone Safety "Slow Down in Work Zones"
Jul 17-Aug 27	Department of Health Services "Become a CNA, Make a Difference"
Aug 28-Sept 24	Wisconsin Propane Education and Research Council "Propane Makes Everything Great"
Aug 7-Aug 20	Travel Wisconsin (Tourism) "Summer in Wisconsin"
Aug 21-Sep 17	WI Department of Transportation/Transportation Safety "Motorcycle Awareness"
Aug 28-Sept 10	WI Department of Transportation/Transportation Safety "Don't Drive Drunk"
Sept 4-Sept 24	WI Department of Transportation/Transportation Safety "Motorcycle Safety/Promise Project"
Sept 4-Sept 24	WI Department of Transportation/Transportation Safety "Seatbelt Safety"

WACY-TV 32

3rd Qtr 2023

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 2023

Quarterly Issues/Program Report

ISSUE: #3

Local Sports Coverage

AIR DATE

3rd Qtr.

LENGTH:

15 Hrs Live

PROGRAM:

Wisconsin Local Sports

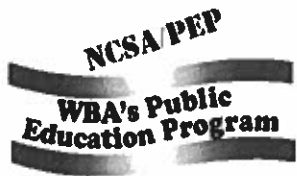
SHOW GUEST

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 2023 (2.5 hours each):

8/17/23	7:00-9:30pm	De Pere @ Neenah
8/24/23	7:00-9:30pm	Bay Port @ Kimberly
9/1/23	7:00-9:30pm	Manitowoc Lincoln @ Menasha
9/8/23	7:00-9:30pm	Fond du Lac @ Kimberly
9/15/22	7:00-9:30pm	Kiel @ Two Rivers
9/22/22	7:00-9:30pm	Fox Valley Lutheran @ Little Chute



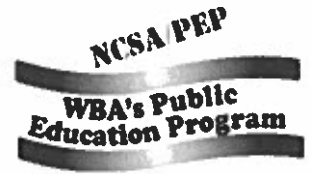
44 E. Mifflin St. Suite 900
 Madison, WI 53703
 (800) 236-1922 phone
 (608) 256-3986 fax
 www.wi-broadcasters.org

DATE: February 28, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd - NCSA/PEP Coordinator
 SPONSOR: ARMY NATIONAL GUARD

JOIN THE WI ARMY NATIONAL GUARD AND MAKE A DIFFERENCE IN YOUR LIFE AND YOUR COMMUNITY...

Name of Spot:	The Call - :30 SRSC-TOYL-Region 3 - :30 Trade Development - :30 Live Here, Work Here - :30 SRSC-TOYL-Region 3 - :15 Trade Development - :15 Live Here, Serve Here Wingo - :30 I Will - :30 Path of Purpose - :30 Drill Weekend - :30 Live Here, Work Here - :15 Live Here, Serve Here Wingo - :15 <u>Please air the spots in rotation and please use the spots that best fit your inventory.</u>
Dates of Play:	March 1, 2023 – February 29, 2024
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!!

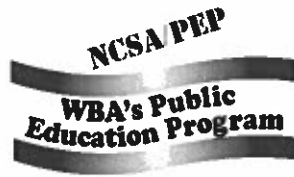


DATE: June 15, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd, NCSA/PEP Coordinator
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -
 TRANSPORTATION SAFETY**

Don't Drive Drunk...

Name of Spot:	DOTPID1841TWBA - :30
Dates of Play:	June 19 – July 7, 2023 (2.5 weeks)
Total Number of Times Aired:	Please play this spot <u>at least</u> 10 times during this schedule. As always, the 10 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)
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.

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



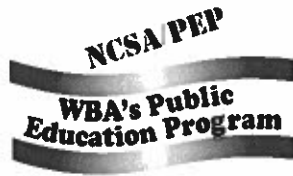
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DATE: June 28, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -
 WORK ZONE SAFETY**

Slow Down in Work Zones...

Name of Spot:	WZS-22-3T - :15 WZS-22-2T - :30 WISDOT - WZ – 2021 - :15 WISDOT – WZ – 2021 - :30 <u>Please air whichever spot works best with your inventory but if you air only the :15s or the :30s I would ask that you rotate them.</u>
Dates of Play:	July 3 – 9, 2023, 2023 (one week) <u>Please do not air these spots outside of the above dates unless otherwise indicated.</u>
Total Number of Times Aired:	Please play this spot <u>at least</u> 4 times during 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 during prime time (3PM -11PM) 1/3 during daytime (7AM-3PM) 1/3 during all other times (11PM-7AM)
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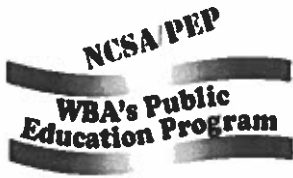
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DATE: July 14, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: WISCONSIN CAREGIVERS CAMPAIGN

Become a CNA – Make a Difference

Name of Spot:	WisCaregivers – CDCP 01 - Become - :30 WisCaregivers – CDCP 02 - Rewards - :30 WisCaregivers – CDCP 03 - Meaningful - :30 Please air these spots in rotation...
Dates of Play:	July 17 – August 27, 2023 (six weeks)
Total Number of Times Aired:	Please play this spot <u>at least</u> 24 times during 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: 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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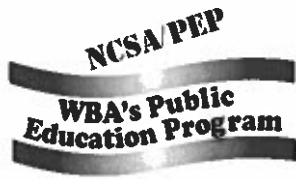
DATE: August 24, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd - NCSA/PEP Coordinator
 SPONSOR: WISCONSIN PROPANE EDUCATION AND RESEARCH COUNCIL

Propane Makes Everything Great...

* * * * *

Name of Spot:	PERC_22_TFINFNC_30_Updated End Card - :30
Dates of Play:	August 28 – December 31, 2023 (18 weeks)
Total Number of Times Aired:	Please play this spot <i>at least 4 times</i> per week over the course of this schedule... As always, the 4 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 daytime (7 am-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 of this segment of the program.

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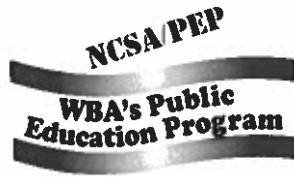
DATE: August 1, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: TRAVEL WISCONSIN (Tourism)

Summer in Wisconsin...

* * * * *

Name of Spot:	Summer 2023 brand 30 - :30
Dates of Play:	August 7 - 20, 2023 (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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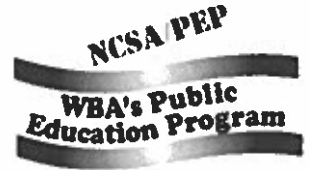
DATE: August 16, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: WISCONSIN DEPARTMENT OF TRANSPORTATION -
 TRANSPORTATION SAFETY

MOTORCYCLE AWARENESS ...

REVISED TRAFFIC

Name of Spot:	DOTPID-18-48T - :30
Dates of Play:	August 21 – September 17, 2023 (4 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: 1/3 during prime time (3PM -11PM) 1/3 during day time (7AM-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 of this segment of the program.

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



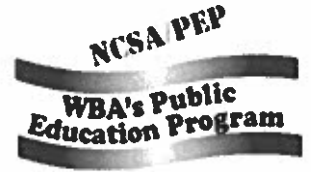
DATE: August 23, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd, NCSA/PEP Coordinator
 SPONSOR: WISCONSIN DEPARTMENT OF TRANSPORTATION -
 TRANSPORTATION SAFETY

Don't Drive Drunk...

* * * * *

Name of Spot:	Passenger 30 - WIDOT - :30
Dates of Play:	August 28 – September 10, 2023 (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:</p> <p style="margin-left: 40px;">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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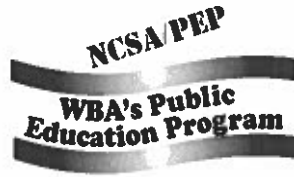


DATE: August 30, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd, NCSA/PEP Coordinator
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -
 TRANSPORTATION SAFETY**

Motorcycle Safety/Promise Project...

Name of Spot:	DOTPID-16-10T All The Gear - :30
Dates of Play:	September 4 – October 1, 2023 (four weeks) <u>Please do not air these spots outside of the above dates unless otherwise indicated.</u>
Total Number of Times Aired:	Please play this spot <i>at least</i> 34 times during this schedule... As always, the 34 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 daytime (7AM-3PM) 1/3 during all other times (11PM-7AM)
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DATE: August 31, 2023
 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 ...

Name of Spot:	2016 Rural Seatbelt - :30
Dates of Play:	September 4 – October 1, 2023 (4 weeks)
Total Number of Times Aired:	<p>Please play this spot <i>at least</i> 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: 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 of this segment of the program.

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