

WACY-TV 32

4th Qtr 2022

Quarterly Issues/Program Report

ISSUE: #1

Seasonal Wisconsin Issues

AIR DATE

4th 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:

Oct 01 - Oct 09 All of Us Research Program

"Need help to speed up medical breakthroughs"

Nov 07 - Nov 13 All of Us Research Program

"Need help to speed up medical breakthroughs"

Nov 10 - Dec 31 Covering Wisconsin (Insurance Literacy)

"Help Paying for Health Care"

Nov 21 - Nov 27 All of Us Research Program

"Need help to speed up medical breakthroughs"

Dec 05 - Dec 11 All of Us Research Program

"Need help to speed up medical breakthroughs"

Dec 19 - Dec 25 All of Us Research Program

"Need help to speed up medical breakthroughs"

Dec 26 - Dec 31 Wisconsin Caregivers Campaign

"Become a CNA - Make a difference"

WACY-TV 32

4th Qtr 2022

Quarterly Issues/Program Report

ISSUE: #2

Emergency Warnings & Alerts

AIR DATE

4th 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

4th Qtr 2022

Quarterly Issues/Program Report

ISSUE: #3

Local Sports Coverage

AIR DATE

LENGTH:

PROGRAM:

4th Qtr.

35 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 2022 (44.5 hours each):

10/7/22	7:00-9:30pm	Bay Port @ De Pere
10/14/22	7:00-9:30pm	West De Pere @ Bay Port
10/21/22	7:00-9:30pm	Fond Du Lac @ Kimberly
10/28/22	7:00-9:30pm	Kimberly @ Neenah
11/11/22	7:00-9:30pm	Kimberly Vs Bay Port

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

11/4/22	7:00-9:00pm	Windy City @ Wisconsin Herd
11/5/22	7:00-9:00pm	Wisconsin Herd @ Windy City
11/9/22	6:00-8:00pm	Cleveland @ Wisconsin Herd
11/10/22	6:00-8:00pm	Cleveland @ Wisconsin Herd
11/12/22	7:00-9:00pm	Motor City @ Wisconsin Herd
11/15/22	6:00-8:00pm	Motor City @ Wisconsin Herd
11/19/22	7:00-9:00pm	Wisconsin Herd @ Iowa
11/20/22	3:00-5:00pm	Wisconsin Herd @ Iowa
11/26/22	7:00-9:00pm	Sioux Falls @ Wisconsin Herd
11/29/22	6:00-8:00pm	Wisconsin Herd @ Grand Rapids
11/30/22	6:00-8:00pm	Wisconsin Herd @ Grand Rapids
12/04/22	3:00-5:00pm	Wisconsin Herd @ Sioux Falls
12/06/22	6:00-8:00pm	Wisconsin Herd @ Sioux Falls
12/13/22	6:00-8:00pm	Fort Wayne @ Wisconsin Herd
12/16/22	7:00-9:00pm	Fort Wayne @ Wisconsin Herd
12/31/22	7:00-9:00pm	Grand Rapids @ Wisconsin Herd



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

DATE: September 20, 2022

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...

* * * * *

Name of Spot:	All of Us PSA_Generations_WBA-02 - :30
Dates of Play:	September 26 – October 9, 2022 - (two weeks) <u>Please do not air this spot outside of above dates.</u>
Total Number of Times Aired:	Please play this spot <u>at least 8 times</u> over the course of this schedule... As always, the 8 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
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.

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



44 E. Mifflin St. Suite 900
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DATE: November 3, 2022

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...

* * * * *

Name of Spot:	All of Us PSA_Generations_WBA-02 - :30
Dates of Play:	November 7-13, 2022 - (one week) <u>Please do not air this spot outside of above dates.</u>
Total Number of Times Aired:	Please play this spot <u>at least 4 times</u> 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 day time (7am-3pm) 1/3 during all other times
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DATE: November 9, 2022

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

FROM: Liz Boyd - NCSA/PEP Coordinator

SPONSOR: COVERING WISCONSIN (INSURANCE LITERACY)

Help Paying for Health Care...

* * * * *

Name of Spot:	WBA_CWI_22 Final 2 - :30
Dates of Play:	November 10, 2022 – January 15, 2023 (<i>9 weeks</i>)
Total Number of Times Aired:	<p>Please play these spots at least 36 times for this schedule...</p> <p>As always, the 36 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="padding-left: 40px;">1/3 Drive Time (6AM-10AM & 3PM -7PM)</p> <p style="padding-left: 40px;">1/3 Day time (10AM-3PM)</p> <p style="padding-left: 40px;">1/3 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 the end of the schedule.

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DATE: November 15, 2022

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...

* * * * *

Name of Spot:	All of Us PSA_Generations_WBA-02 - :30
Dates of Play:	November 21-27, 2022 - (one week) <u>Please do not air this spot outside of above dates.</u>
Total Number of Times Aired:	Please play this spot <u>at least 4 times</u> 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 day time (7am-3pm) 1/3 during all other times
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DATE: November 30, 2022

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...

* * * * *

Name of Spot:	All of Us PSA_Generations_WBA-02 - :30
Dates of Play:	December 5 - 11, 2022 - (one week) <u>Please do not air this spot outside of above dates.</u>
Total Number of Times Aired:	Please play this spot <i>at least 4 times</i> 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 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 of this segment of the program.

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44 E. Mifflin St. Suite 900
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DATE: December 15, 2022

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

FROM: Liz Boyd - NCSA/PEP Coordinator

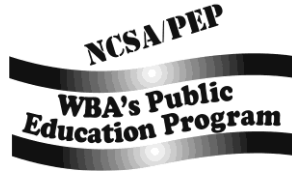
SPONSOR: ALL OF US RESEARCH PROGRAM

Need Help to Speed Up Medical Breakthroughs...

* * * * *

Name of Spot:	All of Us PSA_Generations_WBA-02 - :30
Dates of Play:	December 19 - 25, 2022 - (one week) <u>Please do not air this spot outside of above dates.</u>
Total Number of Times Aired:	Please play this spot <u>at least 4 times</u> 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 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 of this segment of the program.

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



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DATE: December 20, 2022
 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 – CNA – Rewarded - :30 WisCaregivers – CNA – Impact - :30 WisCaregivers – CNA – How To - :30 WisCaregivers – CNA – Bonds - :30
Dates of Play:	December 26, 2022 – January 15, 2023 (three weeks) Please do not air this spot outside of the above dates...
Total Number of Times Aired:	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 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!!

