

WACY-TV 32

1st Qtr 2023

Quarterly Issues/Program Report

ISSUE: #1

Seasonal Wisconsin Issues

AIR DATE

1st 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:

- Jan 1 - Jan 15 Wisconsin Caregivers Campaign
"Become a CNA - Make a Difference"
- Jan 2 - Jan 8 Travel Wisconsin (Tourism)
"Winter in Wisconsin"
- Jan 16 - Jan 22 Travel Wisconsin (Tourism)
"Winter in Wisconsin"
- Jan 16 - Jan 22 Wisconsin Caregivers Campaign
"Become a CNA - Make a Difference"
- Mar 1 - Mar 31 Army National Guard
"Join the Wisconsin Army National Guard and
make a difference in your life and your
community"
- Mar 6 - Mar 31 Wisconsin Counties Association
"Mental Health Awareness"
- Mar 13 - Mar 19 Wisconsin DOT/Transportation Safety
"Don't Drive Drunk"
- Mar 27 - Mar 31 Wisconsin DOT/Transportation Safety
"Distracted Driving"

WACY-TV 32

1st Qtr 2023

Quarterly Issues/Program Report

ISSUE: #2

Emergency Warnings & Alerts

AIR DATE

1st 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

1st Qtr 2023

Quarterly Issues/Program Report

ISSUE: #3

Community Calendar

AIR DATE

1st 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

1st Qtr 2023

Quarterly Issues/Program Report

ISSUE: #4

Local Sports Coverage

AIR DATE

LENGTH:

PROGRAM:

1st Qtr.

62 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):

01/04/23	6:00pm-8:00pm	College Park Skyhawks @ Wisconsin Herd
01/06/23	7:00pm-9:00pm	College Park Skyhawks @ Wisconsin Herd
01/11/23	6:00pm-8:00pm	Memphis Hustle @ Wisconsin Herd
01/13/23	6:00pm-8:00pm	Wisconsin Herd @ Cleveland Charge
01/14/23	6:00pm-8:00pm	Wisconsin Herd @ Fort Wayne Mad Ants
01/16/23	12:00pm-2:00pm	Wisconsin Herd @ Delaware Blue Coats
01/18/23	11:30am-1:30pm	Westchester Knicks @ Wisconsin Herd
01/21/23	7:00pm-9:00pm	Raptors 905 @ Wisconsin Herd
01/23/23	6:00pm-8:00pm	Wisconsin Herd @ Motor City Cruise
01/25/23	6:00pm-8:00pm	Wisconsin Herd @ Motor City Cruise
01/27/23	7:00pm-9:00pm	Greensboro Swarm @ Wisconsin Herd
01/28/23	7:00pm-9:00pm	Greensboro Swarm @ Wisconsin Herd
01/30/23	6:00pm-8:00pm	Wisconsin Herd @ Long Island Nets
02/01/23	6:00pm-8:00pm	Westchester Knicks @ Wisconsin Herd
02/03/23	7:00pm-9:00pm	Windy City Bulls @ Wisconsin Herd
02/07/23	6:00pm-8:00pm	Santa Cruz Warriors @ Wisconsin Herd
02/10/23	6:00pm-8:00pm	Wisconsin Herd @ Capital City Go-Go
02/11/23	5:00pm-7:00pm	Wisconsin Herd @ Delaware Blue Coats
02/14/23	6:00pm-8:00pm	Wisconsin Herd @ Cleveland Charge
02/24/23	7:30pm-9:30pm	Wisconsin Herd @ Texas Legends
02/27/23	8:00pm-10:00pm	Wisconsin Herd @ Salt Lake City Stars
02/28/23	8:00pm-10:00pm	Wisconsin Herd @ Salt Lake City Stars
03/04/23	11:30am-1:30pm	Windy City Bulls @ Wisconsin Herd

WACY-TV 32

1st Qtr 2023

Quarterly Issues/Program Report

ISSUE: #4

Local Sports Coverage

AIR DATE

LENGTH:

PROGRAM:

1st Qtr.

62 Hrs Live

Wisconsin Local Sports

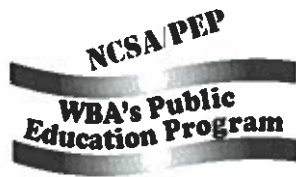
SHOW GUEST

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):

03/07/23	9:30am-11:30am	Wisconsin Herd @ Lakeland Magic
03/09/23	9:30am-11:30am	Wisconsin Herd @ Lakeland Magic
03/13/23	6:00pm-8:00pm	Memphis Hustle @ Wisconsin Herd
03/15/23	6:00pm-8:00pm	Maine Celtics @ Wisconsin Herd
03/17/23	7:00pm-9:00pm	Maine Celtics @ Wisconsin Herd
03/19/23	1:30pm-3:30pm	Wisconsin Herd @ Fort Wayne Mad Ants
03/21/23	6:00pm-8:00pm	Grand Rapids Gold @ Wisconsin Herd
03/23/23	6:00pm-8:00pm	Wisconsin Herd @ Capital City Go-Go



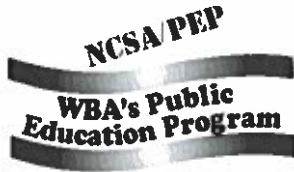
44 E. Mifflin St. Suite 900
 Madison, WI 53703
 (800) 236-1922 phone
 (608) 256-3986 fax
 www.wi-broadcasters.org

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 <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 (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!!



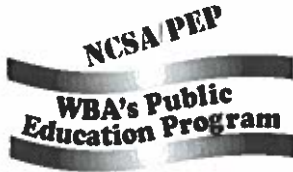
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DATE: December 27, 2022
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: TRAVEL WISCONSIN (Tourism)

Winter in Wisconsin...

Name of Spot:	Winter 2023_brand 30_final_wba - :30
Dates of Play:	January 2 – 8, 2022 (one week)
Total Number of Times Aired:	Please play this spot <i>at least</i> 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 day time (7AM-3PM) 1/3 during all other times (11PM-7AM)
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DATE: January 9, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: TRAVEL WISCONSIN (Tourism)

Winter in Wisconsin...

Name of Spot:	Winter 2023_brand 30_final_wba - :30
Dates of Play:	January 16 - 22, 2023 (one week)
Total Number of Times Aired:	<p>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 day time (7AM-3PM) 1/3 during all other times (11PM-7AM)</p>
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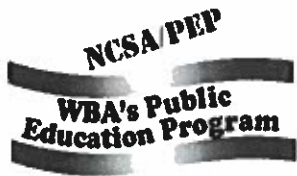
44 E. Mifflin St. Suite 900
 Madison, WI 53703
 (800) 236-1922 phone
 (608) 256-3986 fax
 www.wi-broadcasters.org

DATE: January 11, 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 – CNA – Rewarded - :30 WisCaregivers – CNA – Impact - :30 WisCaregivers – CNA – How To - :30 WisCaregivers – CNA – Bonds - :30
Dates of Play:	January 16 - 22, 2023 (one week) Please do not air this spot outside of the above dates...
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 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!!



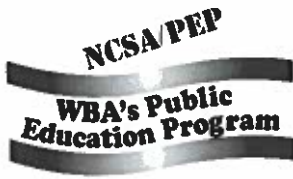
44 E. Mifflin St. Suite 900
 Madison, WI 53703
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DATE: February 28, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd - NCSA/PEP Coordinator
 SPONSOR: ARMY NATIONAL GUARD

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

Name of Spot:	<table border="0"> <tr> <td>The Call - :30</td> <td>Live Here, Serve Here Wingo - :30</td> </tr> <tr> <td>SRSC-TOYL-Region 3 - :30</td> <td>I Will - :30</td> </tr> <tr> <td>Trade Development - :30</td> <td>Path of Purpose - :30</td> </tr> <tr> <td>Live Here, Work Here - :30</td> <td>Drill Weekend - :30</td> </tr> <tr> <td>SRSC-TOYL-Region 3 - :15</td> <td>Live Here, Work Here - :15</td> </tr> <tr> <td>Trade Development - :15</td> <td>Live Here, Serve Here Wingo - :15</td> </tr> </table> <p><u>Please air the spots in rotation and please use the spots that best fit your inventory.</u></p>	The Call - :30	Live Here, Serve Here Wingo - :30	SRSC-TOYL-Region 3 - :30	I Will - :30	Trade Development - :30	Path of Purpose - :30	Live Here, Work Here - :30	Drill Weekend - :30	SRSC-TOYL-Region 3 - :15	Live Here, Work Here - :15	Trade Development - :15	Live Here, Serve Here Wingo - :15
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Dates of Play:	March 1, 2023 – February 29, 2024												
Total Number of Times Aired:	<p><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</p>												
Special Instructions:	<p>Performance affidavits that should include the value of the announcements are to be filed with the WBA office at the end of each month.</p>												

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



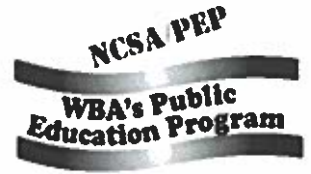
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DATE: February 27, 2023
 TO: GM or NCSA/PEP (Public Education Program) Coordinator – Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: **WISCONSIN COUNTIES ASSOCIATION**

MENTAL HEALTH AWARENESS...

Name of Spot:	WCA Mental Health V.5 Final - :30
Dates of Play:	March 6 – April 2, 2023 (four weeks)
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!!



DATE: March 7, 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:	March 13 – 19, 2023 (one week)
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 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!!



DATE: March 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**

Distracted Driving...

* * * * *

Name of Spot:	DOTPID1829T - :30 DOTPID1830T - :30 <u>Please air these spots in equal rotation</u>
Dates of Play:	March 27 – April 23, 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> 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)
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