

WACY-TV 32

2nd Qtr 2020

Quarterly Issues/Program Report

ISSUE: #1

Seasonal Wisconsin Issues

AIR DATE

LENGTH:

PROGRAM:

2nd 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:

Apr 01 - Jun 30 Army National Guard

"Live Here, Serve Here"

Apr 16 - Apr 26 WI Dept. of Transportation

"Distracted Driving"

Apr 20 - May 03 WI Dept. of Transportation

"Slow Down in Work Zones"

May 04 - May 21 WI Dept. of Transportation

"Motorcycle Safety"

May 18 - Jun 07 WI Dept. of Transportation

"Slow Down in Work Zones"

May 25 - Jun 21 WI Dept. of Health Services

"Getting Tested"

May 28 - Jun 04 WI Hospital Association

"Your Hospitals are Ready"

Jun 15 - Jun 28 Foster Care Recruitment

"Looking for Foster Parents"

Jun 15 - Jun 30 WI Dept. of Transportation

"Don't Speed"

WACY-TV 32

2nd Qtr 2020

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 2020

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.

Please see the attached sheet for exact run times for each announcement relating to this item.



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

DATE: May 28, 2020

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

FROM: Liz Boyd - NCSA/PEP Coordinator

SPONSOR: ARMY NATIONAL GUARD

LIVE HERE...SERVE HERE

* * * * *

Name of Spot:	I Will (ZNGB9048H) - :15 I Will (ZNGB9049H) - :30 Live Here-Serve Here (ZNGB9068) - :15 Live Here-Serve Here (ZNGB9069) - :30 Guard Family (ZNGB9070) - :15 Guard Family (ZNGB9071) - :30
Dates of Play:	August 1, 2019 – April 30, 2021 Please Note: All National Guard television spots are approved for web-streaming
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: April 16, 2020

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...

* * * * *

Revision

Name of Spot:	DOTPID203TH - :30
Dates of Play:	April 16 – 26, 2020
Total Number of Times Aired:	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)
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: April 29, 2020

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...

* * * * *

Name of Spot:	DOTPID-18-48T - :30
Dates of Play:	May 4 – May 21, 2020 (2-1/2 week period)
Total Number of Times Aired:	Please play this spot <u>at least</u> 12 times during this schedule. 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)
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: June 9, 2020

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 Speed...

* * * * *

Name of Spot:	DOTPID-18-16T - TortoiseSnare - :30
Dates of Play:	June 15 – July 12, 2020 (four week schedule)
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.

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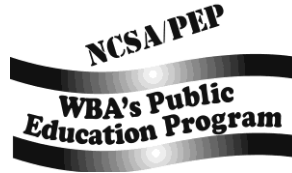
DATE: June 9, 2020
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd - NCSA/PEP Coordinator
 SPONSOR: FOSTER CARE RECRUITMENT

Looking for Foster Parents...

* * * * *

Name of Spot:	FOSC3T1803H - :30
Dates of Play:	June 15 – June 28, 2020 (two weeks)
Total Number of Times Aired:	<p>Please play these spots at least 8 times for 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 Drive Time (6AM-10AM & 3PM -7PM) 1/3 Day time (10AM-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 the month or the end of the schedule.</p>

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



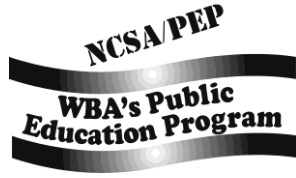
44 E. Mifflin St. Suite 900
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DATE: May 20, 2020
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: **WI DEPT OF HEALTH SERVICES**

Getting Tested...

Name of Spot:	Andrea Testing - :30 Andrea Testing - :60 Governor Testing - :30 Governor Testing - :60 Governor & Andrea Testing - :60 <u>Please air the spots that best fit your inventory and the best rotation</u>
Dates of Play:	May 25 – June 21, 2020 (four weeks)
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
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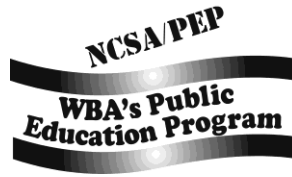
DATE: May 27, 2020
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: WISCONSIN HOSPITAL ASSOCIATION

Your Hospitals are Ready...

* * * * *

Name of Spot:	Wisconsin Hospital Association_V5.mp4 - :30
Dates of Play:	May 28 – June 4, 2020 (one week schedule)
Total Number of Times Aired:	<p>Please play these 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>
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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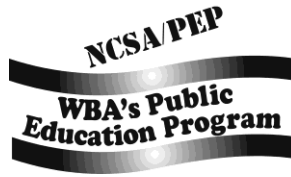
DATE: April 16, 2020
 TO: GM or NCSA/PEP (Public Education Program) Coordinator - Television
 FROM: Liz Boyd – NCSA/PEP Coordinator
 SPONSOR: **WISCONSIN DEPARTMENT OF TRANSPORTATION -
 WORK ZONE SAFETY**

Slow Down in Work Zones...

* * * * *

Name of Spot:	WIDOT-WZS-2018 - :30
Dates of Play:	April 20 – May 3, 2020 (two weeks)
Total Number of Times Aired:	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)
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DATE: May 13, 2020
 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:	WIDOT-WZS-2018 - :30
Dates of Play:	May 18 – June 7, 2020 (three weeks)
Total Number of Times Aired:	Please play this spot <u>at least</u> 12 times during this schedule... 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)
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!!

Log Summary [WGBA Community Calendar] : 04/01/20 - 06/30/20

Seq #	Air Date	Aired Time	Aired Length	Event Type	Break Code	Program	Inventory C	Order #	Line #	Spot #	Aired House #	Prio	Aired Ad-ID	Order Advertiser	Rate	
	04/04/20	11:55:48 AM	:15								GBA8692		COMMUNITY C			
	04/04/20	4:44:58 PM	:15								GBA8692		COMMUNITY C			
	04/04/20	2:41:44 XM	:15								GBA8692		COMMUNITY C			
	04/05/20	7:51:45 AM	:15								GBA8692		COMMUNITY C			
	04/05/20	1:29:39 XM	:15								GBA8692		COMMUNITY C			
	04/10/20	1:10:01 PM	:15								GBA8692		COMMUNITY C			
	04/10/20	6:44:01 PM	:15								GBA8692		COMMUNITY C			
	04/11/20	10:29:33 PM	:15								GBA8692		COMMUNITY C			
	04/11/20	1:29:05 XM	:15								GBA8692		COMMUNITY C			
	04/12/20	5:29:39 PM	:15								GBA8692		COMMUNITY C			
	04/13/20	3:59:07 XM	:15								GBA8692		COMMUNITY C			
	04/20/20	3:54:02 XM	:15								GBA8692		COMMUNITY C			
			3:00								12					\$0

WACY/WACY : 04/01/20 - 06/30/20 : WGBA Community Calendar
 [Sorted by: Air Date]

Log Summary [WGBA Community Calendar] : 04/01/20 - 06/30/20

Seq #	Air Date	Aired Time	Aired Length	Event Type	Break Code	Program	Inventory C	Order #	Line #	Spot #	Aired House #	Prio	Aired Ad-ID	Order Advertiser	Rate
	04/04/20	4:15:02 PM	:10								GBA8691		COMMUNITY C		
	04/06/20	9:45:33 PM	:10								GBA8691		COMMUNITY C		
	04/06/20	12:59:42 XM	:10								GBA8691		COMMUNITY C		
	04/10/20	4:56:33 PM	:10								GBA8691		COMMUNITY C		
			:40								4			\$0	

WACY/WACY : 04/01/20 - 06/30/20 : WGBA Community Calendar
 [Sorted by: Air Date]