

WIFS-TV, Janesville/Madison, WI

Quarterly Issues/Program List

Q2 2021

WIFS-TV's obligation is to address the important issues and needs of the communities within our broadcast coverage area and to provide quarterly reports on the station's responses and coverage of these issues.

Among the issues determined to be of most concern to the community during the preceding quarter were:

- Education and Well Being of Children
- Faith/Inspiration
- Health and Social Well Being
- Socio Economic Issues
- Crime

From April 1 through June 30, 2021, WIFS-TV addressed the above community issues and needs through the following on-air programs and public service announcements. The following summarizes a representative sample of programming that provided the most significant treatment of community issues during the past quarter. Programming frequently deals with more than one issue.

WIFS-TV airs programming on the ION TV schedule. Below are the programs that ran:

EDUCATION AND WELL BEING OF CHILDREN

Qubo Kids Corner is a block of regularly scheduled E/I Programming addressing educational topics of interest to children. The featured shows airing on Fridays in "Qubo Kids Corner" are Animal Science, Xploration: Awesome Planet and Finding Stuff Out.

Friday 7am – 8am / 30 minutes

Finding Stuff Out – Finding Stuff Out presents science to 6 through 10-yr old's in a way that is both accessible and fun. The episodes screened will engage the

curious minds and active imaginations of elementary aged kids and encourage the transfer of what they are learning into their everyday lives.

Friday 8am – 9am / 30 minutes

Animal Science – Animal Science is a half hour educational and informational program that provides interesting factoids about a variety of animals. It is specifically produced for the 13 to 16 year old age group, but is also a highly entertaining program for a more general audience. The program's quick moving segments, and cool graphics is sure to capture the interest of the intended audience.

Friday 9am – 10am / 30 minutes

Xploration: Awesome Planet – Xploration: Awesome Planet is a half-hour live action earth science program for 6- to 10-year-olds. The host, Phillippe Cousteau, is in every episode. He travels to different places and learns about the earth and its behavior and he meets with different scientists in each location.

FAITH/INSPIRATION

Monday – Friday (April)

Monday – Thursday and Sundays (May and June)

4:30 am / 30 minutes

Les Feldick - What Les really likes is teaching the Bible. He has been teaching homestyle Bible classes for over 40 years. His teaching is non-denominational, and his students come from diverse denominations and backgrounds. It was through one of these classes that a student helped open the door for his "*Through the Bible*" television program. Les starts his classes in Genesis 1:1 and works all the way through the Bible. All the Scriptures quoted are referenced from the King James Version. Les comments that "Once a class has been 'Through the Bible' with me, we generally start over and do it again."

Saturdays

4:30 am / 30 minutes

In Touch Ministries - is an American evangelical ministry founded by Charles Stanley. Dr. Stanley has been said to demonstrate a practical, keen awareness of people's needs and provide Christ-centered, biblically-based principles for everyday life. The ministry's stated mission is "At In Touch Ministries, our mission is to lead people worldwide into a growing relationship with Jesus Christ and to strengthen the local church. We remain committed to advancing the gospel from

person to person and place to place as quickly, clearly, and irresistibly as possible.”

Below are the public service announcements that ran on ION TV:

EDUCATION AND WELL BEING OF CHILDREN

Foster Care (Foster More): Shines a light on the amazing potential of kids and families in the foster care system, and empowers all foster kids to reach their dreams through education. Foster More encourages all of us to play a part in ensuring that foster youth receive the support, nurturing, and guidance they need to succeed in life. **(Total times aired: 40 / Length :10, :15, :60)**

First Responders Children's Foundation - Children know how crucial it is to look for people who can help them, and First Responders Children's Foundation knows how crucial it is to look out for those helpers, so they can keep coming to our rescue, day and night. Firefighters, police and medical personnel spring to life from the sweet drawings of children all over the USA who join together to cheer on our brave and courageous heroes. We still live in a world where kids have heroes they can look up to - America's first responders! **(Total times aired: 47 / Length :15, :60, :90)**

Childcare (The Toy Foundation (Worldwide Headquarters of Play) - Play has always been essential to a child's healthy development, but it is even more critical to our well-being now. As families continue to adjust to the many challenges caused by the COVID-19 pandemic, play can provide much-needed stress relief to both kids and adults, help ease anxiety, and keep the little ones entertained and learning at the same time. A diverse cast of families playing inside of homemade forts together as they share how play benefits both kids and adults. **(Total times aired: 49 / :15, :30, :60)**

HEALTH AND SOCIAL WELL BEING

Foundation for a Better Life provides uplifting messages based on values they hope most individuals would find encouraging and relevant in an effort to encourage people to bring out the best in themselves. See brief descriptions that follow:

(Wet Cement) Patience is hardest to find when you need it the most! In a charming moment where a young boy innocently sashes through wet cement we find ourselves asking the question, "What would I do?" We think you'll smile with relief and take away a good reminder. Patience... Pass it On. **(Total times aired: 105 / Length :05)**

(Home) Every great song has some truth we find in our own lives. "Home," performed by Michael Bublé expresses perhaps a universal feeling about the yearning we have to go home. And each one of us has a place, a time, a person a wish that we call home.

And family is often at the heart of what we call home. We hope you enjoy this message. Family... Pass It On. **(Total times aired: 33 / Length :60, :90)**

(Hall of Fame) Achievement comes in many forms. For some it's attaining a top grade in school, losing weight or excelling in a sport, for others it's overcoming an obstacle, attaining accolades at work or building a relationship. Whatever the goal, it takes much effort, skill and courage to achieve great things. Set to the uplifting song "Hall of Fame" this message inspires viewers to achieve their own goals... Pass It On. **(Total times aired: 31 / Length :30, :60)**

(I Believe) We all have dreams of what we would like to become someday or something we would like to accomplish in our lifetime. Unfortunately, self-doubt can often take over, keeping us from realizing our dreams. The truth is, with a little hard work and belief in ourselves, anything is possible. "I Believe" by Bon Jovi serves as the perfect backdrop for this message about Believing in Your Dreams... Pass It On. **(Total times aired: 40 / Length :60, :90)**

(Concert) Based on a true story, this poignant moment in a concert hall reminds us how even the most embarrassing situations can be turned around with a little patience and Encouragement. **(Total times aired: 29 / Length :30, :60)**

(Bus) Aretha Franklin's "Respect" is part of our lives. This message motivates, inspires and is a reminder that good people are all around us. Respect...Pass It On. **(Total times aired: 15 / Length :10, :15)**

(Love) Imagine Dragons' "Love" is a powerful reminder that we really are one people. And it is Love that truly brings us together. You viewers will appreciate this remarkable song with a timely message. Love... Pass It On. **(Total times aired: 25 / Length :30, :60)**

(Get Along) Kenny Chesney's "Get Along" is the perfect antidote for our times. It is happy! It is doable! It feels good! Yes! Get Along... Pass It On. **(Total times aired: 31 / Length :30)**

(Veteran) Sacrifice is a word some pay a great price to understand. Our veterans and their families are among those who have paid that price. “Veteran” offers an example of how each of us can show our continued support to those who have served our country by simply saying... “Thank you and welcome home.” **(Total times aired: 1 / Length :60)**

Find Your Park (National Park Foundation) – Exists to help preserve a special place in your community. So much more than vast landscapes, there are urban parks, cultural treasures, and historical places—all within the National Park System. A park can even be a feeling or a state of mind. With more than 400 national parks and thousands of historic and recreational lands across the country, there are endless ways for you to find your unique connection. **(Total times aired: 17 / Length :60)**

National Park Foundation (The Call) - National parks show us that life can be both beautiful and complex. They are spaces where we can go to escape the stresses of our everyday lives. They also embody the essence of a nation forged by the powerful forces of nature, the chronicles of conflict, a spirit of innovation, and an enduring vision of democracy for all. For over 50 years, the National Park Foundation has been dedicated to supporting our parks – ensuring that they thrive and inspire wonder for generations to come. Encourages people everywhere to discover their own personal connections to national parks and demonstrate the importance of safeguarding America’s special places. **(Total times aired: 24 / Length :30, :60).**

Replanting our Nation’s Forests (Arbor Day Foundation) – Exist to help preserve our forests. Our forests provide wildlife habitat, natural beauty and recreational opportunities. They filter our air and our water. They are vital to life as we know it. And they need our help. Critical efforts to revitalize forests across the country—and around the globe—are underway to ensure that they live on for future generations, and you can support this important work. **(Total times aired: 23 / Length :60)**

Animal Instincts (Association of Zoos & Aquariums) - The Association of Zoos and Aquariums helps its members and the animals in their care thrive by providing services advancing animal welfare, public engagement and the conservation of wildlife. **(Total times aired: 1 / Length :30)**

Coalition to Salute Americas Heroes (Meet Keith) - Their mission is to support wounded veterans and their families, inform viewers of the role that wounded veterans’ spouses and caregivers play, raise awareness about the Coalition’s

programs and provide resources to veterans and their families via www.saluteheroes.org (Total times aired: 27 / Length :30, :60).

Why I Make Pilloton (Infosys Foundation PSN) - The Maker Movement is a rapidly growing global community of millions of people who are using technology to create handmade custom items as an alternative to mass produced products. Even with this growing participation, the movement remains on the fringe of mainstream awareness. Infosys Foundation USA's mission to inspire creativity and help get the word out about the movement. (Total times aired: 20 / Length :60)

Eating Healthy (Stand Up 2 Cancer) - Cancer knows no limits. Today alone, 4,949 people in the United States will be diagnosed with cancer - but there are steps individuals can take to reduce their risk. That's why Stand Up To Cancer (SU2C), in collaboration with digital health company, Rally Health, Inc., encourage individuals to take control of their health and to make daily healthy choices to lower their risk of developing cancer. (Total times aired: 22 / Length :30, :60)

SOCIO-ECONOMIC

Care Manifesto (CARE)- CARE International's mission is to serve individuals and families in the poorest communities in the world. Drawing strength from our global diversity, resources and experience, they promote innovative solutions and are advocates for global responsibility. (Total times aired: 18 / Length :30)

Global Force for Good (Lions Clubs International) - During this difficult time, when many are feeling isolated and struggling with the unknown, Lions Clubs International is reminding our communities: "Where There's a Need, There's a Lion" to increase awareness of how Lions are providing innovative, impactful service during this challenging time for the world. (Total times aired: 20 / Length :30, :60)

CRIME

TVB Selfies/Emojis (Project Roadblock) - Project Roadblock is a multiplatform drunk driving prevention campaign exclusive to local broadcast television stations and is the largest annual station-supported initiative of a single PSA campaign. Project Roadblock inspires dialogue about the dangers of drinking and driving and subsequently motivates men 21-34 years-old to stop driving 'buzzed.' (Total times aired: 2 / Length :30)

Responsible Driving (US DOT/Federal Motor Carrier Safety Administration) - Road safety is everyone's responsibility - passenger vehicle drivers, truck drivers, bus drivers, bicyclists and pedestrians. The Federal Motor Carrier Safety Administration (FMCSA) developed *Our Roads, Our Safety* to raise awareness about sharing the road safely with large trucks and buses. **(Total times aired: 3 / Length :90)**

Driving Responsibly (One Decision) via Ad Council: The Texting and Driving Prevention aims to go beyond showing people the potential crashes and gruesome end results. Address the fact that individuals are personally engaging in a behavior that they know is dangerous and remind young adults 16-34 that no one is special enough to text and drive. **(Total times aired: 22 / Length :60)**