

## WIFS-TV, Janesville/Madison, WI

### Quarterly Issues/Program List

Q1 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
- COVID-19
- Health and Social Well Being
- Socio Economic Issues
- Crime

From January 1 through March 31, 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.

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*.

**Fridays / 60 minutes 7am – 8am (January 1 – February 26) 8am – 9am (March 5 – March 26)**

**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.

**Fridays / 60 minutes 8am – 9am (January 1 – February 26) 9am – 10am (March 5 – March 26)**

**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.

**Fridays / 60 minutes 7am – 8am (March 5 – March 26)**

**Finding Stuff Out** – Finding Stuff Out presents science to 6 through 10-yr olds 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.

### FAITH/INSPIRATION

**Monday – Friday 6:30 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." **Les Feldick** airs on Monday through Friday 6:30am.

**Thursday – Saturday 5:00 am / 60 minutes**

**Inspiration Today** - "Our Purpose" Our God-given mission is to impact people for Christ worldwide through media. Through cable television, satellite broadcast and digital streaming we are spreading the Gospel all over the world. Our vision is to shine the Light of the Gospel to every continent, in every major language group, and through every form of technology. **Inspiration Today** airs on Thursdays through Saturdays 5:00am.

**Fridays 6:00 am / 30 minutes**

**Key of David** - For over 25-years Gerald Flurry has presented world events in the light of Bible prophecy on the *Key of David* program. *The Key of David* covers today's most important events with a unique perspective. Not only does the program tell you what is happening to our society and our world, but also, more importantly, it tells you why.

The program's title reflects its distinctive approach: relying on the Bible and the "key of David" vision for insight and interpretation of today's turbulent world events. The Key of David unlocks the overall purpose for mankind, and this overarching understanding puts today's chaotic and seemingly insoluble problems into right perspective. **Key of David** airs Fridays 6:00am.

**Sundays 7:00 am / 30 minutes**

**David Jeremiah** - David Jeremiah's commitment to Bible Strong teaching with an emphasis on content—not causes, current events, or politics—is Turning Point's trademark. Creative vignettes, special musical selections, and seasonal productions supplement his messages, but the purpose of every program is to draw men and women into knowledge of God's Word. Study materials designed to engage participants in the Word of God accompany each broadcast. These innovative resources combined with the unchanging Truth of God's Word continue to fuel the growth of Turning Point's broadcast ministries. **David Jeremiah** airs Sundays 7:00am.

**Sundays 7:30 am / 30 minutes**

**Leading The Way** - Dr. Michael Youssef is leading the way for people living in spiritual darkness to discover the light of Christ. By passionately proclaiming uncompromising Truth through creative methods, *Leading The Way's* international team of experts is uniquely providing hope that is revolutionizing lives here at home and around the world. *Leading The Way* also produces DVDs, CDs, books, a monthly devotional magazine, and daily e-devotionals to reach the lost and encourage believers in their faith. The ministry utilizes field ministry teams to **evangelize seekers and disciple new believers**. Dr. Youssef's unique perspective has given him a platform to speak boldly into today's issues and provide Biblical solutions to the challenges Christians are facing today.

**Sundays 8:00 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."

**Sundays 8:30 am / 30 minutes**

**Amazing Facts** - Dough Batchelor delivers a discourse based on the Holy Bible and encourages everyone to follow the Word of God to lead a peaceful life.

Below are the public service announcements that ran:

## EDUCATION AND WELL BEING OF CHILDREN

**First Book (ION Television)** Today, there are millions of American children without access to books of their own. So when schools close, there are real consequences for kids in high poverty areas. Without books or ability to participate in online learning, they miss out on valuable resources to learn and excel. ION partnered with First Book to promote the efforts of sending new books to support children in homeless shelters, meal sites, and neighborhoods across the country. **(Total times aired: 57 / Length :30)**

**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: 45 / Length :10, :15, :30, :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: 54 / Length :60, :90)**

## COVID-19

**In response to the Coronavirus, ION produced and aired not only health tips but tips on other topics to help Americans deal with the pandemic. See brief descriptions that follow:**

**(Health Care First Respond)** ION Television would like to acknowledge the dedication, selflessness and thank those on the front lines of the COVID-19 pandemic who risk their well-being to provide care to those in need **(Total times aired: 18; Length :20, :30).**

**(Local Business)** ION Television has some positive tips to support local economies while following social distancing rules during these unprecedented times. Tips such as ordering from local business online and purchasing gift cards to help small business who may be struggling through the pandemic **(Total times aired: 20 / Length :20).**

**(Cooking)** ION Television has some positive tips to help get through days spent at home with some tips for meal preparation that encourage creative, productive time in the kitchen to help ease stress during extended time spent at home. **(Total times aired: 11 / Length :30)**

**(Pet CVD)** ION Television has some positive tips to help get through days spent at home with our pet friends such taking walks, one on one time, and social media post with your pets. **(Total times aired: 19 / Length :30)**

**(Mental Health Stay Positive)** ION Television has some positive tips that will help mental stress. These will help improve health and mood through establishing routines, physical activity and keeping in touch with loved ones through social media. **(Total times aired: 18 / Length :30).**

**(Work From Home)** ION Television has some positive tips to help as many people are establishing new work environments at home away from their colleagues. These simple tips will help create an environment conducive to success amid new distractions while working from home. **(Total times aired: 15 / Length :30)**

### 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: 82 / Length :5 :10, :20, :30)**

**(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: 97 / Length :30, :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: 41 / 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: 97 / 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: 41 / 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: 41 / Length :10, :15, :20, :30)**

**(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: 46 / 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: 27 / 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 :30)**

**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: 11 / Length :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: 5 / 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)**

**Meet Keith (Coalition to Salute Americas Heroes)** - 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](http://www.saluteheroes.org) **(Total times aired: 42 / 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: 2 / 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: 3 / Length :30, :60)**

**News Literacy Project (NLP)** - During National News Literacy Week, the News Literacy Project, the country's leader provider of news literacy education, promote helpful tools, quizzes, and tips to help all Americans get news lit fit, so we can all make healthier choices about what news and information to consume, share and act on. **(Total times aired: 29 / Length :30)**

### 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: 6 / 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: 5 / 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: 7 / Length :15, :30)**

**Driving Responsibly (Ad Council)** – Aimed to go beyond showing people the potential crashes and gruesome end results. Their mission addresses 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: 7 / Length :60)**

**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: 1 / Length :30)**