

COMMUNITY CALENDAR

In addition to public service announcements, WBAY provides publicity to area organizations free of charge through our online community calendar. WBAY airs broadcast announcements to let viewers know about the Community Calendar at www.wbay.com.

OTHER NON-BROADCAST EFFORTS

WBAY-TV employees are encouraged to be involved in a variety of events of public interest. Employees also regularly visit area schools, YMCAs, and youth organizations to talk to younger viewers about television and weather.

Attached are some examples of that public involvement in the 3rd Quarter of 2019.

WBAY Personal Appearance Report

Employee Name: Kathryn Bracho

Date of Appearance: 7/5/19

Presentation/Duties: emcee

Event: Brats, Beer & Beethoven

Sponsoring Organization/School: Fox Valley Symphony
Orchestra

Number of People Attending: 5,000

Questions Raised/Comments: _____

Signed [Signature] Date 10/2/19

WBAY Personal Appearance Report

Employee Name: ____Emily Matesic__

Date of Appearance: ____July 14, 2019

Presentation/Duties: BBQ Contest judge

Event: Kewaunee County Fair

Sponsoring Organization/School: Kewaunee County Fair

Number of People Attending: thousands

Questions Raised/Comments: _____

Signed _Emily Matesic Date_10/01/19__

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 8-1-19

Presentation/Duties: Auctioneer

Event: Hops on the Hill

Sponsoring Organization/School: Heritage Hill State
Park

Number of People Attending: 250

Questions Raised/Comments: _____

Signed



Date

8-1-19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 8-5-19

Presentation/Duties: Auctioneer

Event: St. Elizabeth's Annual Women's Golf
Outing

Sponsoring Organization/School: St. Elizabeth's
Hospital Foundation - Appleton

Number of People Attending: 150

Questions Raised/Comments: _____

Signed Bill Jantz Date 8-5-19

WBAY Personal Appearance Report

Employee Name: Bill Jones

Date of Appearance: 8-7-19

Presentation/Duties: Emcee

Event: Lee Remmel Sports Awards
Banquet

Sponsoring Organization/School: De Pere Rotary

Number of People Attending: 310

Questions Raised/Comments: _____

Signed Bill Jones Date 8-9-19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 8-11-19

Presentation/Duties: Emcee

Event: ISC World Softball Tourney
Opening Ceremony

Sponsoring Organization/School: International Softball
Congress

Number of People Attending: Hundra

Questions Raised/Comments: _____

Signed Bill Jantz Date 8-12-19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 8-12-19

Presentation/Duties: Anchor

Event: Fox Valley Kids Foundation
Golf Outing

Sponsoring Organization/School: Fox Valley Kids
Foundation

Number of People Attending: 120

Questions Raised/Comments: _____

Signed Bill Jantz Date 8-12-19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 8-24-19

Presentation/Duties: Emcee

Event: Manitowoc County Fair, by Show

Sponsoring Organization/School: Manitowoc County Fair

Number of People Attending: 250

Questions Raised/Comments: _____

Signed Bill Jantz Date 8-26-19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 9-6-19

Presentation/Duties: Anchor

Event: Black Tie Blue Jeans

Extravaganza

Sponsoring Organization/School: Bellin Health Foundation

Number of People Attending: 300

Questions Raised/Comments: _____

Signed Bill Jantz Date 9-6-19

WBAY Personal Appearance Report

Employee Name: Cami Rapson Wright

Date of Appearance: 9/7/19

Presentation/Duties: m.c./Host

Event: Walk for Wishes

Sponsoring Organization/School: Make-A-Wish,
Wisconsin

Number of People Attending: 250

Questions Raised/Comments: _____

Signed Cami Date 10/1/19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 9-8-19

Presentation/Duties: Anchor

Event: St. James Church Auction

Sponsoring Organization/School: St. James Church
Cooperstown

Number of People Attending: 80

Questions Raised/Comments: _____

Signed Bill Jantz Date 9-9-19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 9-11-19

Presentation/Duties: Emcee / Auctioneer

Event: Tailgate

Sponsoring Organization/School: Fox Valley Humane
Association

Number of People Attending: 130

Questions Raised/Comments: _____

Signed Bill Jantz Date 9-12-19

Coonen, Kelly J

From: Beylon, Steve
Sent: Monday, September 30, 2019 9:44 AM
To: Coonen, Kelly J
Subject: Re: School Visits

Kelly,

Just got your email this morning...

I had only ONE in September:

9/12/19: At the Parent-Child Center at Fox Valley Technical College (Appleton). 10-11am, About 30 4 & 5 year olds. Teacher: Autumn Gill

The real "madness" begins in October... ☺

Thanks,
-Steve

From: Coonen, Kelly J <KCoonen@wbay.com>
Sent: Friday, September 27, 2019 2:49 PM
To: Beylon, Steve <SBeylon@wbay.com>
Subject: School Visits

Hi Steve,

I realize you wouldn't have had any school visits for July and August, however did you have any in September? I am on a short turn around because our corporate attorney has to review my entire report by the 4th. Any chance you can send those to me ASAP? Thanks so much!!

Kelly Coonen

Office Manager

WBAY-TV

115 S. Jefferson St
Green Bay, WI 54301
920-438-3220
kcoonen@wbay.com



WBAY Personal Appearance Report

Employee Name: Bill Taro

Date of Appearance: 9-17-19

Presentation/Duties: Emcee / Archivist

Event: St. Norbert Football Steak Fry

Sponsoring Organization/School: St. Norbert College

Number of People Attending: 120

Questions Raised/Comments: _____

Signed

Bill Taro

Date

9-17-19

WBAY Personal Appearance Report

Employee Name: B. J. Jantz

Date of Appearance: 9-19-19

Presentation/Duties: Emcee / Archivist

Event: G. B. Women's Whistlers Banquet

Sponsoring Organization/School: Whistlers Unlimited

Number of People Attending: 120

Questions Raised/Comments: _____

Signed B. J. Jantz Date 9-19-19

WBAY Personal Appearance Report

Employee Name: Carin Rapsen Wright

Date of Appearance: 9/19/19

Presentation/Duties: M.C. / Host

Event: Power of the Purse

Sponsoring Organization/School: Women's Fund of
Greater Grand Bay

Number of People Attending: 1,000

Questions Raised/Comments: _____

Signed Carin Date 10/1/19

WBAY Personal Appearance Report

Employee Name: Steve Beylon

Date of Appearance: 9/21/19

Presentation/Duties: pre-race speaker

Event: Community First Fox Cities Marathon 5K

Sponsoring Organization/School: Community First
Credit Union

Number of People Attending: 1,000

Questions Raised/Comments: _____

Signed  Date 10/2/19

WBAY Personal Appearance Report

Employee Name: Tammy Elliott

Date of Appearance: 9/21/19

Presentation/Duties: pre-race speaker

Event: Community First Fox Cities Marathon SK

Sponsoring Organization/School: Community First
Credit Union

Number of People Attending: 1,000

Questions Raised/Comments: _____

Signed Tammy Elliott Date 10/2/19

WBAY Personal Appearance Report

Employee Name: Kathryn Bracho

Date of Appearance: 9/21/19

Presentation/Duties: pre-race speaker

Event: Community First Fox Cities Marathon 5K

Sponsoring Organization/School: Community First
Credit Union

Number of People Attending: 1,000

Questions Raised/Comments: _____

Signed  Date 10/2/19

WBAY Personal Appearance Report

Employee Name: Kevin Rompa

Date of Appearance: 9/21/19

Presentation/Duties: ^{pre-race} speaker at Community First
Fox Cities Marathon 5K

Event: Community First Fox Cities Marathon 5K

Sponsoring Organization/School: Community First
Credit Union

Number of People Attending: 1,000

Questions Raised/Comments: _____

Signed Kevin Rompa Date 10/2/19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 9-24-19

Presentation/Duties: Emcee

Event: Red Cross, Heroes Breakfast

Sponsoring Organization/School: American Red Cross

Number of People Attending: 200

Questions Raised/Comments: _____

Signed Bill Jantz Date 9-24-19

WBAY Personal Appearance Report

Employee Name: Cami Rapson Wright

Date of Appearance: 9/25/19

Presentation/Duties: MC/ Host

Event: Annual Chamber Awards
Dinner

Sponsoring Organization/School: Greater Green

Bay Chamber of Commerce

Number of People Attending: 750

Questions Raised/Comments: _____

Signed Cami Rapson Wright Date 10/11/19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 9-25-19

Presentation/Duties: Emcee

Event: Crime Prevention Luncheon

Sponsoring Organization/School: Brown County
Crime Prevention Foundation

Number of People Attending: 100

Questions Raised/Comments: _____

Signed Bill Jantz Date 9-25-19

WBAY Personal Appearance Report

Employee Name: Ben Garz

Date of Appearance: 9-27-19

Presentation/Duties: Archangel

Event: House of Hope Touchdown

for Hope

Sponsoring Organization/School: House of Hope

Number of People Attending: 200

Questions Raised/Comments: _____

Signed Bill Jantz Date 9-27-19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 9-28-19

Presentation/Duties: Emcee

Event: A Night at the Bistro

Sponsoring Organization/School: Oconto County Humane Association, Berlin Health Foundation

Number of People Attending: 150

Questions Raised/Comments: _____

Signed Bill Jantz Date 9-30-19

WBAY Personal Appearance Report

Employee Name: Bill Jantz

Date of Appearance: 9-29-19

Presentation/Duties: Autotruck

Event: Harvest Festival & Car Show

Sponsoring Organization/School: Our Savior Lutheran
Church - Denmark

Number of People Attending: 120

Questions Raised/Comments: _____

Signed Bill Jantz Date 9-30-19

Coonen, Kelly J

From: Jessen, Pamela K.
Sent: Wednesday, August 7, 2019 3:03 PM
To: Coonen, Kelly J
Subject: Station Tour

Hi!

For the Issues and Programs report:

I gave a tour today to 6th and 7th grade girls with the YMCA's Girls' Night Out program: 8 students, 1 adult.

Pam

Coonen, Kelly J

From: Jessen, Pamela K.
Sent: Friday, August 2, 2019 12:06 PM
To: Coonen, Kelly J
Subject: Station Tour

Hi!

For both the EEO Report and the Issues and Programs report:

I gave a tour on 8/1 to Menominee Indian Tribe of WI - CORE Youth Group: 10 students, 2 adults.

These students in this summer program range in age from 9th grade to college undergraduate; the purpose of the program is to introduce students to different career options.

We discussed multiple broadcasting careers, and they watched a live newscast, dividing their time between the studio and the control room.

Pam



Dear Pam and the entire WBAY team —

On behalf of those we serve and the families who love them, thank you for your continued support of MDA's Muscle Team Gala. The commercial was adorable! Thank you for your commitment to our mission. In the past five years we've raised nearly \$650,000 to fund research, care and of course MDA Summer camp!

Thank you for all you do!

Carolynn Hietala — MDA Green Bay

THANK YOU FOR SPONSORING

NO LIMITS ABILITY AWARENESS WEEK 2019



NO LIMITS ABILITY AWARENESS WEEK WAS BACK FOR ITS FOURTH YEAR AND HAD A BUSY LINE-UP OF ACTIVITIES. THE OUTINGS INCLUDED FISHING, MUSIC IN THE PARK, THE PACKERS EXPERIENCE PLUS AN ART SHOW ALL TAKING PLACE IN THE GREEN BAY AREA THE WEEK OF JULY 22ND-26TH.

TO END THE WEEK A NEW MURAL IN DOWNTOWN GREEN BAY WAS REVEALED. INSPIRED BY THE NO LIMIT'S MISSION THE MURAL HOPES TO SHOWCASE THE ABILITIES OF PEOPLE WHO OTHERWISE WOULD BE LABELED AS DISABLED AND HIGHLIGHT THE ENRICHMENT THEY BRING TO THE GREEN BAY AREA.

"DREAM WITHOUT LIMITS"



N^o LIMITS

Ability Awareness Week 2019

58K+

SOCIAL MEDIA REACH

FACEBOOK
INSTAGRAM
TWITTER

1563

**ACCESSIBLE ICON
PETITION SIGNATURES**

Twelve known
company lots

\$15K

Value of WBAY PSA's

SAY HELLO and
ACCESSIBLE ICON
commercials

1

**DREAM
MURAL**

10,000-15,000 VIEWS
DURING MARKET
SEASON ALONE

5

**PUBLIC ART
EXHIBITS**

Schreiber, Kavarna,
Nicolet Bank, Green
Bay Botanical
Gardens and Bellin
Hospital

180

RADIO ADS

WGEE Duke FM

WQLH Star 98

4

**FLOORS OF
LIGHTS IN THE
SCHREIBER
BUILDING**

- **TWO Hope Tag locations: Jersey Mike's & Great Harvest**
- **No Limits Week Expansion to LaCrosse: DAN – Disability Action Network**
- **FOUR times the TV media reported on No Limits**

A COLLABORATION OF:

