

WMSN – Community Service and PSA Report

Children’s Report 2020

First Quarter 2020

Wednesday, January 29, 2020 – General Manager, Eric Krieghoff and Generals Sales Manager, Jon Kramer, attended the Wisconsin Broadcasters Association Job Fair and Winter Conference.

Saturday, February 15 – Fox47 was the TV sponsor of Polar Plunge Madison, an event benefitting the Special Olympics of Wisconsin. Fox47 staff had a sponsored booth and participated in the plunge.

Tuesday, March 10 – Fox47News Team & sponsors presented to Mt Horeb High School 2nd place winnings in the MSG 2 Teens: Create a Driving Safety PSA Contest.

Second Quarter 2020

Due to COVID-19 Pandemic, no public appearances were made.

Sunday, 5/10 - 10-10:30pm

SINCLAIR CARES/SALVATION ARMY: YOUR NEIGHBOR NEEDS YOU

This special focuses on Sinclair’s commitment to their local communities; showcasing things that have been done across the country during the pandemic. Sinclair raised \$786,000.00 for the Salvation Army COVID19 assistance program to help those in need. Sinclair donated \$100,00.00. Each state’s donations go to the local chapter of Salvation Army.

Saturday, 5/16 – 7-8pm

FOX SPECIAL: GRADUATE TOGETHER AMERICA HONORS THE HIGH SCHOOL CLASS OF 2020

XQ Institute, The LeBron James Family Foundation, and The Entertainment Industry Foundation joined together to pay tribute to the Class of 2020 in a one-hour multimedia special event, Graduate Together: America Honors the High School Class of 2020. Aired on ABC, CBS, FOX, NBC, CW as well as multiple streaming platforms.

Third Quarter 2020

Due to COVID-19 Pandemic, no public appearances were made.

Fourth Quarter 2020

Meteorologist, Dana Fulton, helped the Cross Plains Chamber of Commerce pass out Fox 47 trick or treat bags to little trick or treaters on Oct. 23.

PSA's Aired directed at Children – throughout 2020

The following list of public service announcements is geared to children and teen viewers. This is not an all-inclusive list and reflects only a portion of our PSA involvement.

Safety

The following PSA's highlighted the importance of safety. We ran the following with this theme:

- No Texting & Driving
- No Drinking & Driving
- Laundry Packet Safety
- Gun Safety

Family

There is so much emphasis today on keeping families together and spending time with each other. The following list reflects this.

- Dave Thomas Foundation for Adoption

Environment

The following PSA's highlighted how to take care of our environment and to be safe are the topics for this category. We ran the following with this theme:

- Fox Green It Mean It

Health

It's important to take care of yourself by eating right, exercising, avoiding drugs, and setting a good example for other family members.

- American Heart Association CPR Generic
- American Heart Association Keep the Beat CPR Generic
- Freddie the Flu Detective
- Partnership Drug Free Kids
- Project Roadblock
- Values – Confidence
- Values – Caring
- Values – Love
- Coronavirus

Overall Good Advice

The following PSA's are geared towards giving us good advice on a variety of subjects.

- World Unity Sun Poem
- Ad Council Bully

- Pet Adoption
- WBA Broadcast Careers
- College Sexual Assault Prevention Pledge