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[www.wrex.com](http://www.wrex.com)



# COMMUNITY REPORT

Q2 2020

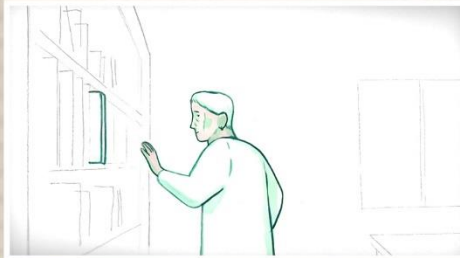




# PUBLIC SERVICE ANNOUNCEMENTS

## 5,460 SPOTS WERE AIRED IN Q2

## TOTAL VALUE OF \$165,410!





# 8 MINUTES OF EXPERTISE

## COVID-19 PANDEMIC



**CORONAVIRUS PANDEMIC**

IN THE UNITED STATES  
TOTAL CASES **424,945**  
DEATHS **14,529**  
Johns Hopkins University

IN OUR AREA  
TOTAL CASES **172**  
DEATHS **8**  
Includes latest reports from 9 local counties

**13** WEEK  
6:15 | 51°  
Rochelle

8 MINUTES OF EXPERTISE

**What is the Park District's Response to COVID-19?**

THU 45 FRI 49 SAT 51



**CORONAVIRUS PANDEMIC**

IN THE UNITED STATES  
TOTAL CASES **577,842**  
DEATHS **23,232**  
Johns Hopkins University

IN OUR AREA  
TOTAL CASES **253**  
DEATHS **13**  
Includes latest reports from 9 local counties

**13** WEEK  
6:12 | 42°  
Dixon

8 MINUTES OF EXPERTISE

**Is there a timeline to get WiFi?**

TUE 45 WED 47 THU 49



**CORONAVIRUS PANDEMIC**

IN THE UNITED STATES  
TOTAL CASES **783,290**  
DEATHS **41,872**  
Johns Hopkins University

IN OUR AREA  
TOTAL CASES **451**  
DEATHS **24**  
Includes latest reports from 9 local counties

**13** WEEK  
6:17 | 62°  
Belvidere

8 MINUTES OF EXPERTISE

**Does a Regional Approach Work?**

TUE 52 WED 52 THU 54



**CORONAVIRUS PANDEMIC**

IN THE UNITED STATES  
TOTAL CASES **985,443**  
DEATHS **55,952**  
Johns Hopkins University

IN OUR AREA  
TOTAL CASES **712**  
DEATHS **34**  
Includes latest reports from 9 local counties

**13** WEEK  
6:12 | 62°  
Dixon

8 MINUTES OF EXPERTISE

**Have Domestic Violence Cases Increased?**

TUE 66 WED 54 THU 57

## BLACK LIVES MATTER



**13** WEEK  
6:12 | 91°  
Beloit

8 MINUTES OF EXPERTISE

TUE 83 WED 74 THU 75



**13** WEEK  
6:09 | 75°  
Rochelle

8 MINUTES OF EXPERTISE

WED 75 THU 77 FRI 75



**13** WEEK  
6:12 | 84°  
Rochelle

8 MINUTES OF EXPERTISE

**Plans for More Strong Neighborhood Homes?**

WED 86 THU 89 FRI 86



**13** WEEK  
6:12 | 85°  
Rochelle

8 MINUTES OF EXPERTISE

THU 88 FRI 86 SAT 84



# WREX COMMUNITY LISTENING SESSION

HOSTED BY:  
**BRANDON GORDON**  
(COMMUNITY LEADER AND ACTIVIST)



WITH:  
**RKFD MAYOR  
TOM MCNAMARA**



**ANQUINETTE PARHAM**  
(EXECUTIVE DIRECTOR OF HUMAN  
SERVICES WITH THE CITY)



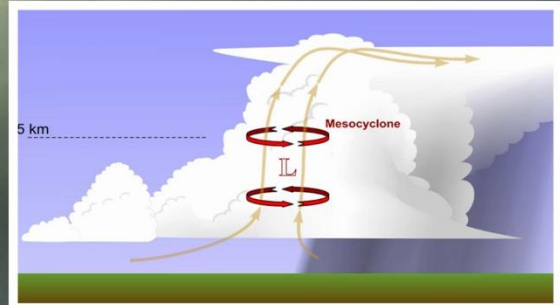
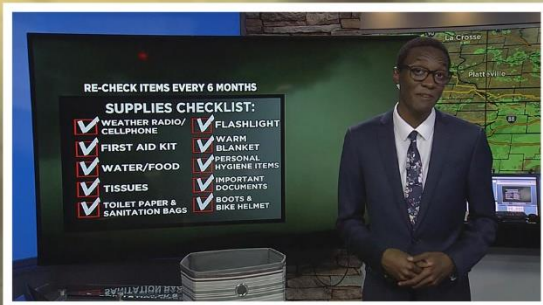
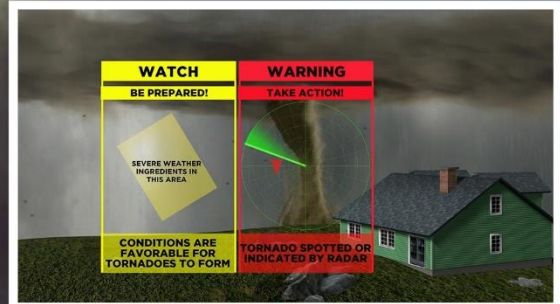
**POLICE CHIEF  
DAN O'SHEA**





# PROJECT: TORNADO

TORNADO EDUCATION SAVES LIVES.



**13** YOUR WEATHER **AUTHORITY**  
WREX



# ILLINOIS BROADCASTERS UNITING AGAINST HUNGER



**HELPING  
THOSE IN NEED**

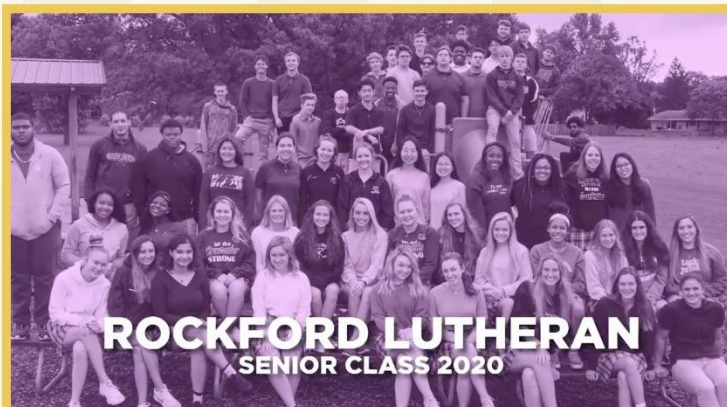
**STATEWIDE  
FOOD DRIVE**







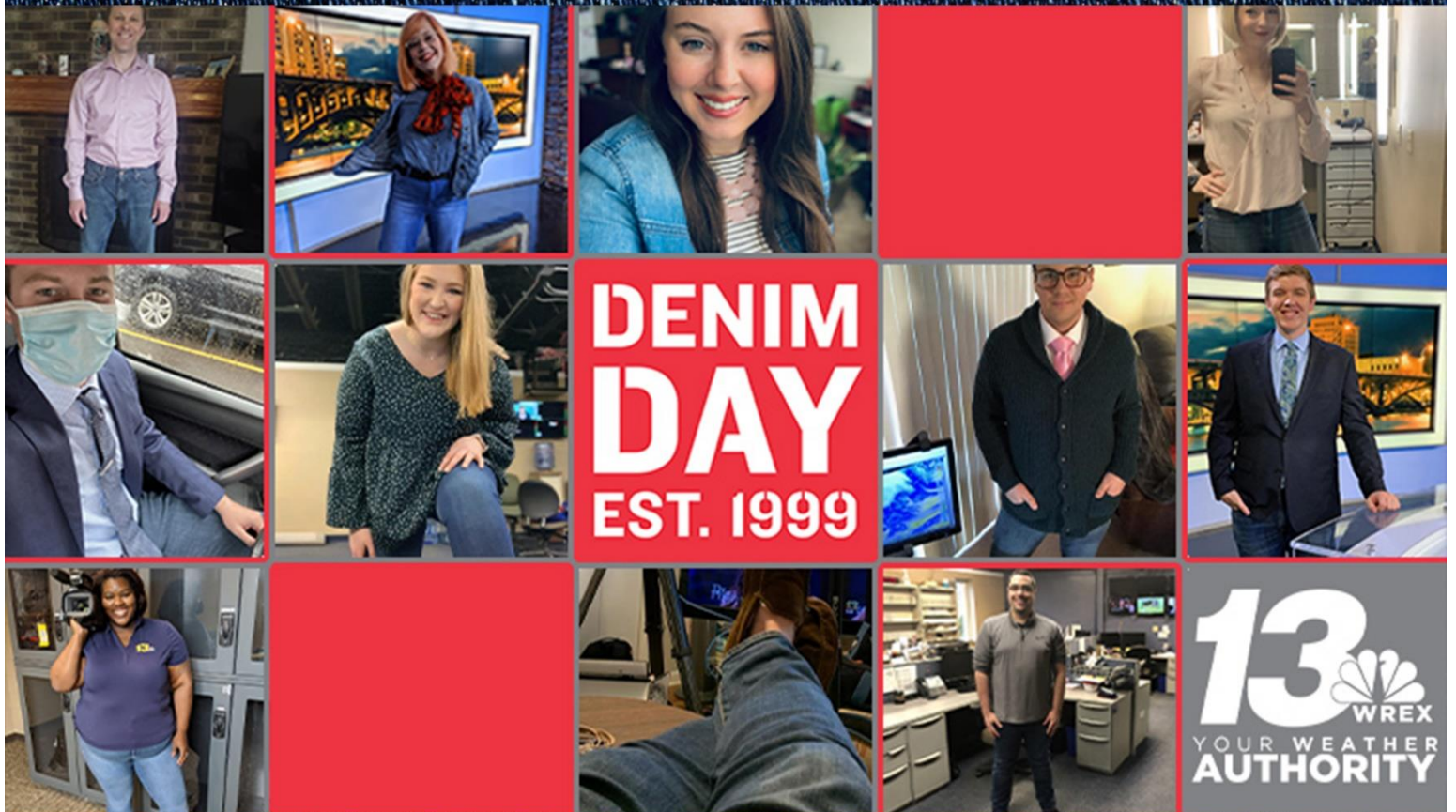
**13 WREX broadcasted several local high school and college graduations that were canceled due to the COVID-19 pandemic.**





# DENIM DAY

EST. 1999

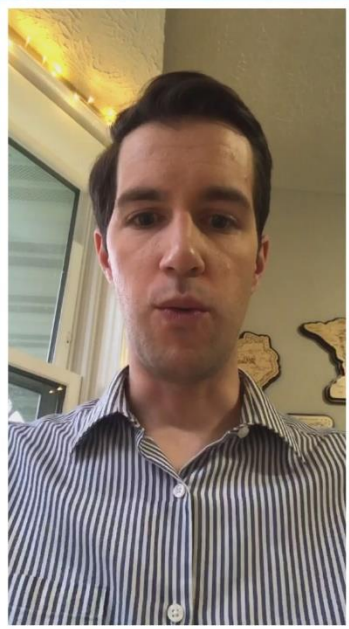




# WREXPERIMENTS

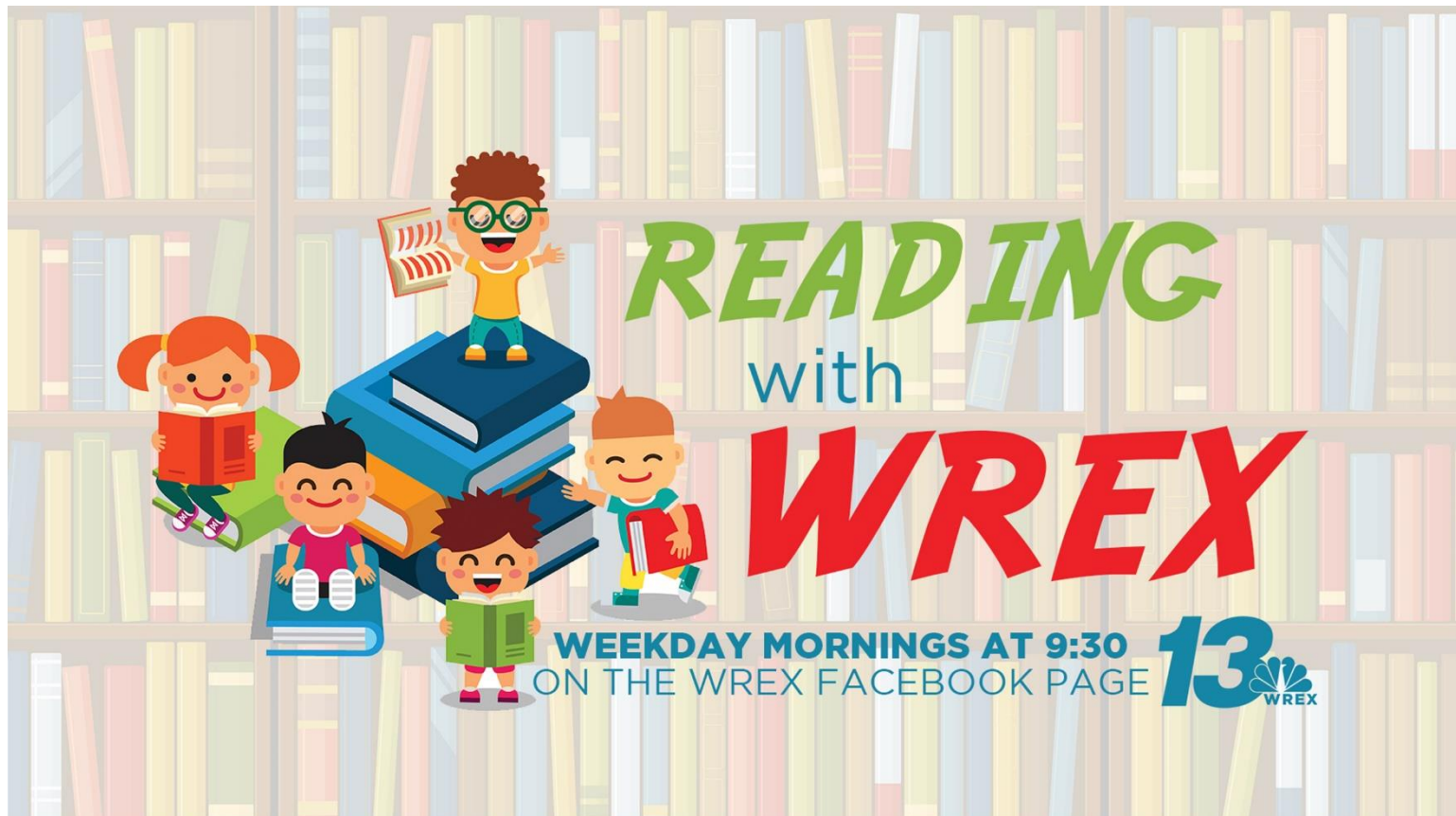


**CHIEF METEOROLOGIST ALEX KIRCHNER HAS DONE WEEKLY SCIENCE EXPERIMENTS LIVE ON FACEBOOK DURING THE PANDEMIC.**

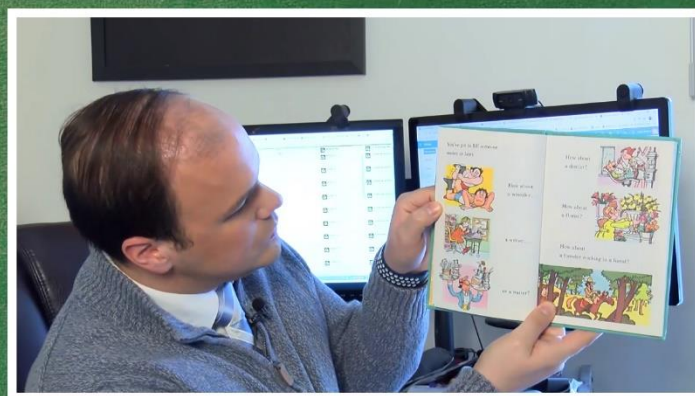


**LIVE**





EACH DAY SINCE THE START OF THE STAY AT HOME ORDER, METEOROLOGIST JUSTIN BALLARD HAS READ A CHILDREN'S BOOK TO FAMILIES LIVE ON FACEBOOK.







# Inspiring 815

## APRIL

Julianna Becker

Eric & Tiffany  
Czerwin

Laurie Evans

Brittany Bankes

## MAY

Jeff Snedegar

Teacher Appreciation  
Week

Because of Ruth

Ashlee Dietmeier

Austin Nelson

## JUNE

Keelan Young

Kris Wilcox

Autism Superhero  
Center

Donna Apgar

13 WREX HONORS AN INDIVIDUAL OR ORGANIZATION IN THE COMMUNITY  
EACH WEEK WHO LEADS THE WAY THROUGH CIVILITY.



# OTHER COMMUNITY RELATIONS



ALEX KIRCHNER



AUDREY MOON



BREANE LYGA



JAMES STRATTON



JUSTIN BALLARD



WILL INGALLS

## HERE'S WHAT THEY'RE UP TO!



ALEX ATTENDED THE 7TH BIRTHDAY  
OF A LOCAL FAN OF 13 WREX



AUDREY WAS NAMED SECRETARY OF  
THE BOARD OF CHILDREN'S SAFE HARBOR



BREANE SERVED AS MODERATOR FOR THE  
2020 CLASS OF LEADERSHIP ROCKFORD



JAMES GRADUATED FROM THE 2020  
LEADERSHIP ROCKFORD CLASS



JUSTIN TAUGHT A LOCAL CLASS ABOUT  
SEVERE WEATHER SAFETY



WILL SPOKE TO A NEWS LITERACY CLASS  
AT AUGUSTANA COLLEGE





EDWARD R. MURROW  
**AWARDS**

**Overall Excellence**  
**News Series**  
**Excellence in Video**

**Outstanding News Operation (1st)**

WREX-TV

**Best Newscast (1st)**

WREX-TV

**Best Digital Presence (1st)**

WREX.com, WREX apps & social media sites

**Best Newswriter (1st)**

James Stratton

**Best Hard News Feature (2nd)**

"The Human Impact of Violating Scott's Law."

**Best Reporter (2nd)**

Kristin Crowley

**Best Newswriter (2nd)**

Kristin Crowley

**Best Vidography (2nd)**

Kyle Yonkers & Robert Burke

**AP**

**More AP Awards than any other  
small market in the state!**