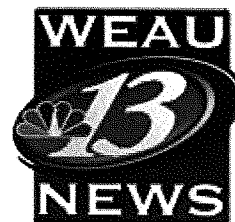


## Memorandum



To: Public File  
From: Jolene, Jensen, Executive Assistant/Programming  
Re: Issues and Programs Report, 4th Quarter 2016  
Date: January 9, 2017

In this memo, please find a description of issues in Western Wisconsin that have been addressed by WEAU 13 News through local news broadcasts and other programming from October 1 – December 31, 2016. The following pages include a list of issue-oriented projects our station has participated in, a description of issue-oriented programming, and community participation.

WEAU 13 News addressed the following issues of concern to viewers in the Eau Claire/La Crosse, Wisconsin, television market and the surrounding area. These issues serve the community and act in the public interest as set forth by the Federal Communications Commission:

Children/Youth  
Education  
Violence  
Health/Medical  
Agriculture/Environment  
Science/Technology  
Substance Abuse/Addiction  
Family Values  
Cultural Development  
Economy/Business

### **Public Service Announcements**

Also during 4<sup>th</sup> quarter, WEAU 13 News aired various public service announcements from local, regional and national organizations in order to inform and educate the public about the above various issues of concern. Our Promotions Manager ran a report which listed approximately 3,234 PSA's (too numerous to list) that ran on WEAU 13 News (13.1) in 4<sup>th</sup> quarter, 2016. NBC also provided a list of PSA's which are listed on the next pages.

# 4<sup>th</sup> Quarter 2016 PSAs

## NETWORK PUBLIC SERVICE SCHEDULE OCTOBER 2016

AIRDATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20161001	VOYAGER	5:26:34 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20161001	WILDERNESS	5:56:21 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20161001	JOURNEY	6:26:30 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20161001	NATURALLY	6:56:44 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20161001	GIVE	7:26:41 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20161001	HEART	7:54:53 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20161002	MTP	9:52:43 AM	0:15	ZNBC61070H	PSA 2016 TMYK Lester Holt NBC News Environment "Ch
20161002	MTP AN	1:45:36 AM	0:15	ZNBC61091H	PSA 2016 TMYK Kathy Hotb NBC News Health "Power Down'
20161008	VOYAGER	10:27:39 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161008	WILDERNESS	10:55:27 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20161008	JOURNEY	11:26:22 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20161008	NATURALLY	11:58:17 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161008	GIVE	12:26:33 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161008	HEART	12:53:54 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20161009	MTP	9:52:06 AM	0:15	ZNBC61032H	PSA 2016 TMYK Lester Holt NBC News Digital Literac
20161009	MTP AN	1:45:21 AM	0:15	ZNBCMC5185H	PSA 2015 TMYK Al Roker Health Fitness :15
20161015	HEART	9:55:03 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20161015	VOYAGER	10:27:23 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161015	WILDERNESS	10:56:55 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20161015	JOURNEY	11:27:18 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161015	NATURALLY	11:57:10 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish

20161015	GIVE	12:26:45 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161016	MTP	9:54:41 AM	0:15	ZNBCMC5185H	PSA 2015 TMYK Al Roker Health Fitness :15
20161016	MTP AN	1:45:21 AM	0:15	ZNBC61032H	PSA 2016 TMYK Lester Holt News Digital Literacy "Socially Ac
20161022	HEART	9:56:18 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161022	VOYAGER	10:27:37 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161022	WILDERNESS	10:56:00 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161022	JOURNEY	11:26:16 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20161022	NATURALLY	11:56:51 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20161022	GIVE	12:27:13 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161023	MTP	9:52:31 AM	0:15	ZNBCMC5185H	PSA 2015 TMYK Al Roker Health Fitness :15
20161023	MTP AN	1:45:21 AM	0:15	ZNBC61091H	PSA 2016 TMYK Kathy Hotb NBC News Health "Power Down'
20161029	HEART	9:55:17 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161029	VOYAGER	10:26:47 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161029	WILDERNESS	10:54:31 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20161029	JOURNEY	11:26:29 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20161029	NATURALLY	11:57:50 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161029	GIVE	12:26:18 PM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up

#### NETWORK PUBLIC SERVICE SCHEDULE NOVEMBER 2016

AIRDATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20161105	FRI-1ST LOOK	4:25:20 AM	0:15	ZNBC61004H	PSA 2016 TMYK Ari Zucker NBC DOOL Community "Text
20161105	VOYAGER	10:27:50 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161105	WILDERNESS	10:57:13 AM	0:15	ZNBCMC5185H	PSA 2015 TMYK Al Roker Health Fitness :15
20161105	JOURNEY	11:25:52 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161105	NATURALLY	11:56:58 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161105	GIVE	12:27:08 PM	0:15	ZNBCMC5185H	PSA 2015 TMYK Al Roker Health Fitness :15
20161105	HEART	12:55:38 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161106	MTP AN	1:45:21 AM	0:15	ZNBC61044H	PSA 2016 TMYK Hoda Kotb Diversity "Something Different"
20161112	VOYAGER	10:27:29 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161112	WILDERNESS	10:56:31 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161112	JOURNEY	11:26:05 AM	0:15	ZNBCMC5185H	PSA 2015 TMYK Al Roker Health Fitness :15
20161112	NATURALLY	11:56:47 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161112	GIVE	12:27:37 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161112	HEART	12:55:27 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161113	MTP	9:55:06 AM	0:15	ZNBC61070H	PSA 2016 TMYK Lester Holt NBC News Environment "Ch
20161113	MTP AN	1:45:10 AM	0:15	ZNBC61071H	PSA 2016 TMYK Hoda Kotb NBC Today Environment "Shower Singe
20161119	HEART	9:55:01 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161119	VOYAGER	10:27:27 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161119	WILDERNESS	10:55:05 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161119	JOURNEY	11:25:50 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161119	NATURALLY	11:56:39 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161119	GIVE	12:26:36 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161120	MTP	9:55:08 AM	0:15	ZNBC61033H	PSA 2016 TMYK Hoda Kotb NBC Today Digital Literacy
20161120	MTP AN	1:45:10 AM	0:15	ZNBC61090H	PSA 216 TMYK Lester Holt NBC News Health "Unplug"
20161126	FRI-1ST LOOK	4:23:47 AM	0:15	ZNBC61071H	PSA 2016 TMYK Hoda Kotb NBC Today Environment "Sho
20161126	HEART	9:54:53 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161126	VOYAGER	10:26:34 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161126	WILDERNESS	10:56:21 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161126	JOURNEY	11:26:30 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161126	NATURALLY	11:56:43 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161126	GIVE	12:26:41 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161127	MTP	9:54:44 AM	0:15	ZNBC61071H	PSA 2016 TMYK Hoda Kotb NBC Today Environment "Sho

**NETWORK PUBLIC SERVICE SCHEDULE DECEMBER 2016**

AIRDATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20161203	HEART	9:55:04 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161203	VOYAGER	10:27:39 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161203	WILDERNESS	10:55:27 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161203	JOURNEY	11:26:22 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161203	NATURALLY	11:58:18 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161203	GIVE	12:26:34 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161204	MTP	9:55:08 AM	0:15	ZNBC61090H	PSA 2016 TMYK Lester Holt NBC News Health "Unplug"
20161204	MTP AN	1:45:10 AM	0:15	ZNBC61033H	PSA2016 TMYK NBC Today Hoda Kotb Digital Literacy "Digital Yearbook"
20161210	FRI-1ST LOOK	4:25:13 AM	0:15	ZNBC61073H	PSA 2016 TMYK Ari Zucker NBC DOOL Environment "In
20161210	HEART	9:56:18 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161210	VOYAGER	10:27:23 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161210	WILDERNESS	10:56:55 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161210	JOURNEY	11:27:18 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161210	NATURALLY	11:57:10 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161210	GIVE	12:26:45 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161211	MTP	9:54:25 AM	0:15	ZNBC61090H	PSA 2016 TMYK Lester Holt NBC News Health "Unplug"
20161211	MTP AN	1:44:51 AM	0:15	ZNBC61032H	PSA 2016 TMYK Lester Holt NBC News Digital Literacy "Socially Active"
20161217	FRI-1ST LOOK	4:24:56 AM	0:15	ZNBC61070H	PSA 2016 TMYK Lester Holt NBC News Environment "Ch
20161217	HEART	9:55:17 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161217	VOYAGER	10:27:37 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161217	WILDERNESS	10:56:00 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161217	JOURNEY	11:26:29 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161217	NATURALLY	11:56:51 AM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161217	GIVE	12:27:13 PM	0:15	015G923NBK1117H	NBC ENT LITTON: TMYK (WEEKENDS ON NBC)
20161218	MTP	9:54:58 AM	0:15	ZNBC61044H	PSA 2016 TMYK Hoda Kotb NBC Today Diversity "Somet
20161218	MTP AN	1:45:06 AM	0:15	ZNBC61032H	PSA 2016 TMYK Lester Holt NBC News Digital Literacy "Socially Active"
20161224	FRI-1ST LOOK	4:23:47 AM	0:15	ZNBC61071H	PSA 2016 TMYK Hoda Kotb NBC Today Environment "Shower Singer"
20161225	MTP	9:43:05 AM	0:15	ZNBC61044H	PSA 2016 TMYK Hoda Kotb NBC Today Diversity "Somet
20161225	MTP AN	1:41:51 AM	0:15	ZNBC61070H	PSA 2016 TMYK Lester Holt NBC News Environment "Change A Lightbulb"
20161231	FRI-1ST LOOK	4:23:47 AM	0:15	ZNBC61071H	PSA 2016 TMYK Hoda Kotb NBC Today Environment "Shower Singer"

**NBC NETWORK NON-BROADCAST EFFORTS**

October - December, 2016

**NBCUniversal's *The More You Know* website:**

Since 1989, *The More You Know* has brought the nation's most important social issues to the forefront, and remains a trusted voice for sharing knowledge to improve lives and inspire action. *The More You Know's* comprehensive website (themoreyouknow.com) includes in-depth resource and referral information on the campaign's important focus issues including:

- HEALTH – fighting childhood obesity, encouraging nutrition and physical fitness
- ENVIRONMENT – encouraging everyday actions that reduce environmental impact
- EDUCATION – recruiting new teachers and promoting their long-lasting impact

- DIGITAL LITERACY & INTERNET SAFETY - sharing online safety tips and information
- DIVERSITY – embracing differences and promoting inclusion, tolerance and respect

Also featured on site is The More You Know Learning series' *Growing Up Online*, a free eBook on digital literacy and Internet Safety. *Growing Up Online* is an important tool to initiate conversation with children about online safety. The eBook is a media-rich, two-part learning resource that provides easy-to-use information about navigating the digital world in a unique and engaging way. Part one includes safety tips, discussion questions and key takeaways for parents and teachers. Part two features four entertaining video comic books for children, focused on real situations that come up when kids go online.

Additional content on the site includes public service announcements, behind-the-scenes videos, a general overview, a talent directory, and a list of the campaign's accolades such as the prestigious Emmy and Peabody awards.

## Description of Typical and Illustrative Programming Issues

Every day, WEAU 13 News brings viewers programming, both local and national, that deals with the issues that matter to them the most. Viewers count on these programs to keep them informed about their community, their state, their nation, and the world. The following is a listing of programs that aired on a regular basis throughout the quarter.

**Early Today:** This business and consumer news program gives viewers daily business news and stock market reports. Early Today airs from 4-4:30am, Monday–Friday.

**WEAU 13 News:** Daily news reports of varying lengths dealing with issues pertinent to the viewers in the Western Wisconsin area.

Monday-Friday, 4:30am- 7am

Short-form updates Monday-Friday between 7:00am and 9:00am

Monday-Friday, 10am-10:30am

Monday–Friday, 12-12:30pm

Monday–Friday, 5-5:30pm

Monday–Friday, 6-6:30pm

Monday-Friday, 10-10:35pm

Saturday, 6-6:30pm

Saturday, 10-10:30pm

Sunday, 10-10:35pm

These news programs are locally produced and present a mix of news, weather, sports, and issue-related feature stories.

**NBC Today Show:** An NBC Network News program that covers daily events around the nation and the world, and issues important to the viewers. Regular programs include Monday-Friday, 7-10am; Monday-Friday, 11am-12pm; Saturday, 7-9am; and Sunday, 7-8am.

**NBC Nightly News:** An NBC Network News program that covers daily events around the nation and the world, and issues important to the viewers. Regular programs include Monday-Sunday from 5:30-6pm.

**NBC Meet the Press:** NBC News correspondents interview world and national leaders about issues of topical importance. Regular programs include 60 minutes Sundays at 8:00am.

**Dateline NBC:** NBC News correspondents cover topical news, in-depth investigations and newsmaker profiles. Schedule varies.

**On the Money:** “On the Money” is a half-hour series that brings you the latest in market and economic news that impacts your money. The show is produced by CNBC and distributed in national syndication by NBC Universal Domestic Television Distribution. Regular programs include Sundays from 9:30-10:00am.

## **Issue-Oriented Projects and Programs**

In addition to regular programming, WEAU 13 News strives to serve the public interest through special projects that benefit the community. From sponsorship of community events to public service announcements, the station responds to the needs of the viewers. The following is a listing of special issue-oriented projects from this quarter.

### **Community Calendar**

Air Dates: 10/01/16 – 12/31/2016

The Community Calendar is a daily listing of local events of interest in the community and submitted by local non-profit organizations. The events include everything from literacy classes to health seminars to school fundraisers.

### **Special Olympics of Wisconsin – Run with the Cops**

Air Dates: 9/25/2016 – 10/18/2016

Event dates: 10/13/2016 (Eau Claire) & 10/18/2016 (Menomonie)

WEAU produced and aired PSA's for the Special Olympics of Wisconsin "Run with the Cops" fundraiser.

### **Gordy's Uncorked Autumn Wine Tasting**

Air Dates: 10/10/2016 – 10/14/2016

Event date: 10/14/2016

WEAU produced and aired PSAs for the Gordy's "Uncorked Autumn Wine Tasting Gala." This event raised money for the Eau Claire Children's Museum.

### **Regis Catholic Schools – Auction**

Air Dates: 10/15/2016 – 11/04/2016

Event date: 11/04/2016

WEAU produced and aired PSAs for the Regis Catholic Schools fundraising auction. WEAU anchor, Darren Maier, was the emcee of the event.

### **Epilepsy Foundation of Western Wisconsin: Harvest Gala Dinner**

Air Dates: 10/23/2016 – 11/08/2016

Event Date: 11/11/2016

WEAU produced and aired PSAs for the Epilepsy Foundation's "Harvest Gala Dinner." This event raises awareness and funds for the Epilepsy Foundation. WEAU anchor, Bob Gallaher, served as the emcee for this event.

### **Festival Foods Turkey Trot**

Air Dates: 10/28/2016 – 11/24/2016

Event Date: 11/24/2016

WEAU produced and aired PSAs for the Festival Foods Turkey Trot. This is a community fundraiser for the Boys and Girls Clubs and YMCA's of Wisconsin. This event has families doing a run/walk on Thanksgiving morning.

**Clearwater Winter Parade**

Air Dates: 12/12/2016 – 12/17/2016

Event Date: 12/17/2016

WEAU produced and aired PSA's for the Eau Claire Clear Water Winter Parade. WEAU anchors and staff participated in the parade for community outreach.

**Light Up Eau Claire: New Year's Eve**

Event Date: 12/31/2016

WEAU produced cut-ins and news coverage to help promote the Visit Eau Claire's "Light Up Eau Claire" event. This event served as a fundraiser for Visit Eau Claire.

## COMMUNITY PARTICIPATION

### Judy Clark, Anchor

October 3

Judy job shadowed with a UWEC student about reporting and anchoring.

October 28

Judy job shadowed with a McDonell Central High School student about reporting, anchoring and WEAU.

November 14

Judy read to kids at the Eau Claire Public Library as part of "Celebrity Read Week" for the United Way.

December 17

Judy, along with numerous other WEAU employees, participated in the Clearwater Parade in Eau Claire. Judy walked the parade route and threw out candy to viewers.

### Katie Kuenkel, Moms Everyday Hostess

November 16

Katie served as a "celebrity book reader" for the "Read to Me" United Way Book Week which was held at the Augusta Public Library.

### Darren Maier, Meteorologist

November 5

Darren co-emceed the Regis High School auction. This was a benefit to help raise funds for the Regis Scholarship Program.

November 17

Darren visited Boyceville Tiffany Creek Elementary to speak with about 60 - 5<sup>th</sup> graders about weather and working at WEAU.

December 13

Darren spoke to E.C. dispatchers at the DOT for about an hour, giving them a winter weather briefing and outlook.

## Monica Ott, Meteorologist

October 1

Monica served as a judge for the "Best of the Fest" food truck dish. This event was held at the Food Truck and Acoustic Music Festival in Chippewa Falls.

October 11

Monica spoke to 3<sup>rd</sup> graders at C.F. Holliday Elementary School in West Carrollton, Ohio about meteorology, her job and answered many weather questions.

October 14

Monica visited the L.E. Phillips Memorial Public Library in Eau Claire to talk about her job, weather and answer questions. Kids, library patrons, and WEAU viewers were present.

October 27

Monica emceed the "Flying Eagles Flight into the Future Campaign" kick-off at the Mt. Washington and Trail Lodge, Eau Claire. She spoke to ski jumpers, supporters of the club, local business and representatives.

## Ron Viste

October 29

Upper Midwest Chapter of the National Academy of Arts and Sciences (The EMMYS) honored Ron Viste, Eau Claire, and WEAU-TV with the Gold Circle Award in recognition of over 50 years in the broadcast industry at a gala ceremony in Minneapolis on Oct 29<sup>th</sup>.

**4<sup>th</sup> Quarter 2016  
Responsive Programming**

During this quarter, WEAU 13 News addressed the following issues of concern through local news, syndicated programming and the NBC network:

Children/Youth  
Education  
Violence  
Health/Medical  
Agriculture/Environment  
Science/Technology  
Substance Abuse/Addiction  
Family Values  
Cultural Development  
Economy/Business

Listed on the following pages are specific descriptions of the programming the station aired in order to address these concerns.

## **AGRICULTURE/ENVIRONMENT**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/03/16  
NBC Nightly News reports on Hurricane Matthew as it approaches the US. Also, around 200 small earthquakes have rattled along the San Andreas Fault over the past several days. Scientists say it remains uncertain but the activity could be a precursor to the long-feared “big one.”

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/03/16  
WEAU 13 News reports UW Extension - Chippewa County is hosting an open house for its supporters.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/04/16  
NBC Nightly News reports around one million people may evacuate South Carolina coast ahead of Hurricane Matthew.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/05/16  
NBC Nightly News reports millions in U.S. brace for potential devastation with Hurricane Matthew.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/06/16  
UW Extension events were discussed with Ag Agent, Trisha Wagner.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/06/16  
NBC Nightly News reports Florida Governor warns people that are refusing evacuation that Hurricane Matthew is the strongest and one of the most dangerous hurricanes to approach the U.S. coast since Hurricane Katrina.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/07/16  
NBC Nightly News reports on Hurricane Matthew and how more than one million people in Florida are without power.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/09/16  
WEAU 13 News gives an update on the damage caused by Hurricane Matthew.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/10/16  
NBC Nightly News reports Hurricane Matthew leaves more than 20 dead in Southeast U.S.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/12/16  
NBC Nightly News reports the death toll in North Carolina is at 20 after the hurricane.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/18/16  
NBC Nightly News reports 99 heat records toppled one day across the South and Northeast.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/20/16  
WEAU 13 News reports flood damaged communities hope for financial relief.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/21/16  
NBC Nightly News reports northeast floods are not enough to reverse historic drought.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/16/16  
NBC Nightly News reports 5,000 firefighters are battling blazes across the Southeast U.S.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/17/16  
NBC Nightly News reports 50 fires are burning nearly 120,000 acres across 7 Southern states.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/17/16  
WEAU 13 News reports local tree farms talk about the impact the warm weather has on their business.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/18/16  
NBC Nightly News reports in Minnesota, blizzard-like conditions swept across swaths of the state, resulting in 300+ crashes and two deaths.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/19/16  
WEAU 13 News reports on hunters taking the woods for the 2016 gun deer opener and shares new rules and regulations to be aware of.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/21/16  
NBC Nightly News reports more than two feet of lake-effect snow has fallen in parts of upstate New York, as the Northeast gets an early taste of winter. Also, a tsunami warning is issued after quake strikes off Japan's Fukushima prefecture.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/22/16  
NBC Nightly News reports a massive snowstorm could create headaches for Thanksgiving travelers.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/27/16  
WEAU 13 News reports the WI DNR reports low harvest totals and "0" fatal accidents for the 2016 gun deer season.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/29/16  
NBC Nightly News reports three are dead and 14,000 are evacuated as wildfires ravage Tennessee towns.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/30/16  
NBC Nightly News reports deadly tornadoes follow deadly wildfires in Southeastern U.S.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/01/16  
UW Extension's Jerry Clark talks about gifts for gardeners.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/01/16  
NBC Nightly News reports death toll rises to 10 in aftermath of Tennessee wildfires.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/02/16  
NBC Nightly News reports on the Tennessee wildfires where at least 13 are dead and 1,000 structures have been damaged.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/04/16  
WEAU 13 News reports the U.S. Army Corps of Engineers denies an easement for the Dakota Access Pipeline.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/05/16  
NBC Nightly News reports arctic blast set to bring wintry weather to much of the U.S.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/07/16  
NBC Nightly News reports the "Polar Vortex" to make a return to country's midsection.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/08/16  
NBC Nightly News reports on the arctic chill that has brought plunging temperatures and dangerous winter conditions to a large section of the U.S.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/08/16  
Brienne Markin was interviewed about the Beaver Creek Reserve Nature Calendar for sale.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/09/16  
NBC Nightly News reports an arctic blast drops temperatures below normal in 45 U.S. states.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/11/16  
WEAU 13 News reports Western Wisconsin gets its first major snowfall of the season and crews work hard to clean up.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/12/16  
NBC Nightly News reports winter weather triggers more than 3,000 flight cancellations.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/13/16  
NBC Nightly News reports on the plunging temperatures for nearly 30 million Americans in the Midwest.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/19/16  
NBC Nightly News reports brutal cold continues in the Midwest but warmer temps are coming.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/21/16  
Tina Gilbertson with the Wisconsin Milk Marketing Board shares recipes with dairy ingredients for holidays.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/26/16  
NBC Nightly News reports on the winter storm that has made it for messy travel for the Plains and Northeast.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/29/16  
NBC Nightly News reports fourteen million people are under winter weather advisories from a storm that is forecasted to pound New England with more than a foot of snow.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/30/16  
NBC Nightly News reports New England got two feet of snow in some places!

## **HEALTH/MEDICAL**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/03/16  
NBC Nightly News reports that officials warn of return of virus linked to devastating paralysis in kids.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/05/16  
NBC Nightly News reports hundreds of drugs have been dropped from some prescription plans.

WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/05/16  
WEAU 13 News reports kids in Eau Claire County can get vaccinated for free.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/06/16  
WEAU 13 News reports nearly 1,000 people came out to support and raise awareness for breast cancer.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/12/16  
The importance of flu shots was discussed with the health department.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/13/16  
NBC Nightly News reports Pfizer is fined over \$100 million for hiking epilepsy drug prices 2,600% in U.K.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/17/16  
Lou Kelsey and Rick Wallin were interviewed about the "Harvest Gala" for the Epilepsy Foundation of Western Wisconsin.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/19/16  
Rick Wallin and Lou Kelsey were interviewed about the "Harvest Gala" for the Epilepsy Foundation of Western Wisconsin.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/20/16

WEAU 13 News reports local healthcare officials talk about the importance of regular screenings in preventing and treating breast cancer.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/28/16

NBC Nightly News reports researchers say calcium supplements actually increase risk of heart disease.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/28/16

NBC Nightly News reports Johnson and Johnson pays 70 million for baby powder cancer link.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/02/16

NBC Nightly News reports diabetes patients struggle as insulin costs soar.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/07/16

Sara Carstens with Mayo was interviewed about National Diabetes Month, symptoms and prevention.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/11/16

NBC Nightly News reports doctors embrace “de-prescribing” over-medicated patients.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/16/16

NBC Nightly News reports on how to protect yourself from surprise medical bills after emergencies.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/16/16

WEAU 13 News reports experts caution hunters about eating venison when the deer was killed by lead bullets.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/18/16

NBC Nightly News reports that according to research, exercise can help concussion patients recover faster.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/20/16

WEAU 13 News reports Eau Claire County teams up to help kids impacted by family members who are using drugs.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/20/16

WEAU 13 News reports a popular brand of hummus is recalled due to Listeria concerns.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/25/16

NBC Nightly News reports your allergy to penicillin may be non-existent. Also they report on Fentanyl and how it is dangerous to K-9 dogs, officers and first responders.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/29/16  
NBC Nightly News reports on a recent study where 1 in 6 breast cancer patients have symptoms other than lumps.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/30/16  
WEAU 13 News reports a Western Wisconsin woman and her doctor share their story of managing pain with opioids.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/01/16  
WEAU 13 News reports the Medical Reserve Corps is seeking volunteers for its revitalized program.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/01/16  
NBC Nightly News reports ingredient in "magic mushrooms" may help cancer patients, studies suggest.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/05/16  
NBC Nightly News reports online insomnia treatment may be a cure for sleep disorder.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/07/16  
Alzheimer's Fundraiser calendars from Dove Healthcare was discussed.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/08/16  
NBC Nightly News reports mumps are at a 10-year high in 2016, says the CDC.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/11/16  
WEAU 13 News reports a non-profit homeless shelter is asked to increase its safety measures after two incidents this fall.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/13/16  
WEAU 13 News reports VA clinic administrators update the public following a mass infection scare.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/15/16  
Dan Elblad was interviewed about the "Slim Down Challenge" in the Chippewa Valley.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/20/16  
NBC Nightly News reports on a new type of heart attack which mostly affects younger women. It's a SCAD heart attack and happens when a tear forms in a blood vessel in the heart, and the average victim is 42 years-old and 10-20 percent of them have just given birth.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/21/16  
NBC Nightly News reports on a new study published in the New England Journal of Medicine that provides new information about when to provide children with antibiotics.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/27/16  
NBC Nightly News reports an online community for colon cancer patients empowering many.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/29/16  
NBC Nightly News reports on ways to treat early morning insomnia.

## **CHILDREN/YOUTH**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/03/16  
NBC Nightly News reports that officials warn of return of virus linked to devastating paralysis in kids.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/05/16  
WEAU 13 News reports on "Kids N' Cops," a program where tens of thousands of dollars was raised for kids to go shopping for winter clothes.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/13/16  
Tracey Smiskey was interviewed about "Men Who Cook" through the Boys and Girls Club.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/13/16  
WEAU 13 News reports a concert series works to raise money and awareness for homeless students in the Eau Claire School District.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/23/16  
WEAU 13 News reports a boy with special needs gets a birthday party he will never forget!

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/24/16  
Teri Ouimette was interviewed about Chippewa Falls Trick or Treat hours and gives trick or treaters helpful hints.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/25/16  
Wayne Marek was interviewed about the upcoming Eau Claire Children's Theatre productions.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/28/16  
NBC Nightly News reports Johnson and Johnson pays 70 million for baby powder cancer link.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/03/16  
NBC Nightly News reports Melania Trump speaks about against cyberbullying against children.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/11/16  
Lisa Poeschel and Kim Gillett were interviewed about the "Ladies Night Out" to benefit "Girls on the Run."

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/14/16

Wayne Marek was interviewed about the upcoming Eau Claire Children's Theatre production of "The Little Mermaid."

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/15/16

NBC Nightly News reports on a family who always has an extra seat at the table for a child in need.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/16/16

WEAU 13 News reports a young musician is playing at Carnegie Hall in New York City.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/22/16

NBC Nightly News reports a Tennessee school bus crashed, killing 5 children.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/30/16

WEAU 13 News reports a forum at the Eau Claire YMCA is getting teens involved in politics and community issues.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/07/16

Collins-Fuerbringer was interviewed about buying books for kids for the holidays.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 12/09/16

Brianne Markin was interviewed about the "Christmas Bird Count" event for kids.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 12/12/16

Carol Breslin was interviewed about the Tiny Tots Playhouse.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/12/16

Wayne Marek was interviewed about the upcoming Eau Claire Children's Theatre production of "Nun-crackers."

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/13/16

WEAU 13 News reports a woman invents an easy way for kids to put on gloves.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/15/16

WEAU 13 News reports on a local school who won \$3,000 to help students with sensory needs.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/19/16

NBC Nightly News reports on a Bronx librarian who is bringing books to homeless children which inspires hope in NYC.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/21/16

NBC Nightly News reports on a new study published in the New England Journal of Medicine that provides new information about when to provide children with antibiotics

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/26/16

Wayne Marek was interviewed about the upcoming Eau Claire Children's Theatre production of a murder mystery.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/29/16

Eau Claire Parks and Rec talk about a family New Year's Eve party and staying fit in the New Year.

## **EDUCATION**

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/03/16

Director Tammy Tillottson was interviewed about the Children's Dyslexia Center holding different awareness events.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/03/16

WEAU 13 News reports Eau Claire Area School District leaders discuss the budget for the 2016-17 school year.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/07/16

An upcoming Chippewa Valley Technical College car care seminar was discussed.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/11/16

Rod Schultz was interviewed about Life Insurance Month.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/12/16

NBC Nightly News reports for Oregon Elementary School, homework is now history due to a study that found little evidence that homework benefits elementary kids so she ended the practice.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/13/16

Special Education students were interviewed about "Special Angels" from EC Memorial and North.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/17/16

Meghan Kulig was interviewed about the upcoming "Regis Catholic Schools Live Auction."

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/21/16

The upcoming Chippewa Valley Technical College Fall Open House was discussed.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/09/16

WEAU 13 News reports a local school district is creating a spending plan after a \$5.8 million a year referendum is passed.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/10/16  
Harold "Diz" Kronenberg talks about his new book "A Tribute to Sacrifice," with co-author, Warren Hermodson.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/17/16  
WEAU 13 News reports Eau Claire schools find out how they measure up against other districts in the State of WI.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/27/16  
WEAU 13 News reports UW Madison loses its ranking for research and claims it's because of state budget cuts.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/29/16  
Mike DeRosa was interviewed about the Unmet Needs donation drive through Burger King.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/06/16  
WEAU 13 News reports the UW System announces tuition hikes for some students to offset a budget shortfall.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/19/16  
Denise Wenz and Mike Hanke were interviewed about the AMVETS effort to start an all women veterans post in Chippewa Valley.

## **CULTURAL DEVELOPMENT**

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/04/16  
Christopher Jorgenson with UWEC's Women's and LBGT Center Center was interviewed about the Eau Queer Film Festival at UW-Eau Claire.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/13/16  
WEAU 13 News reports a popular Christmas display is looking for volunteers to help hang lights.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/20/16  
The "Hammers and Heels Benefit" for Hope Gospel Mission and Habitat for Humanity was discussed.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/26/16  
Frank Bartella was interviewed about the Chippewa Valley Theatre Guild's "Dead Man's Cell Phone."
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/03/16  
NBC Nightly News reports Clinton campaigns in N.C., where many black voters feel targeted.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/07/16  
NBC Nightly News reports the Latino vote could be the turning point of Presidential election.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/08/16  
NBC Nightly News reports an historic surge in Latino voters could give Clinton victory in Florida.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/11/16  
NBC Nightly News reports after divisive election, Veteran's Day takes on greater meaning.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/19/16  
WEAU 13 News reports a holiday tour of homes raises money for the Chippewa Valley Symphony.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/23/16  
Geoff Peterson was interviewed about the upcoming Chippewa Valley Jazz Orchestra concert.
- MEET THE PRESS, 8:00am, National, (segments may vary) 11/27/16  
Sen. Marco Rubio addressed the future of U.S. relations with Cuba after Friday's death of dictator Fidel Castro.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 11/28/16  
Teri Ouimette was interviewed about the upcoming Chippewa Falls parade.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/28/16  
NBC Nightly News reports on Fidel Castro's death and how Cuba's former leader leaves a controversial legacy.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/02/16  
Kevin Grady talks about "Junie B" held at the Eau Claire Children's Theatre.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/05/16  
NBC Nightly News reports oldest-known Pearl Harbor veteran gets ready for the 75<sup>th</sup> anniversary of Pearl Harbor by starting to get in shape with help from a trainer.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/07/16  
NBC Nightly News reports on Pearl Harbor, 75 years later.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/08/16  
Anita Keeler was interviewed about the "TubaChristmas" event taking place in Menomonie.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/09/16  
The Harp Ensemble performs holiday tunes.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 12/13/16  
Dawn Comte was interviewed about the upcoming Clearwater Parade.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 12/27/16  
Amy Person-Foss and Mary Goetsch were interviewed about the New Year's Eve family event happening at the Indoor Sports Center.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/27/16  
NBC Nightly News reports Japanese leaders pays respects at Pearl Harbor Memorial.

## **SCIENCE/TECHNOLOGY**

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/05/16  
WEAU 13 News reports local 4-H kids get to learn about science and technology by using drones.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/09/16  
WEAU 13 News reports local kids learn about the latest in agriculture technology.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/13/16  
NBC Nightly News reports Pennsylvania is one of 15 states that is not using paper vote records. This means if challenges are raised, there is no way to do a recount by hand.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 11/29/16  
Jennifer Chapman and Paul Thomas were interviewed about the Art and Science "Dedicated Desire and Unmatched Reason."

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/30/16  
Dick Knapinski was interviewed about the EAA Airventure museum offering a rare nose art exhibit.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/13/16  
WEAU 13 News reports a woman invents an easy way for kids to put on gloves.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/21/16  
NBC Nightly News gives an update on Zion, the first child with a double hand transplant.

## **FAMILY VALUES**

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/18/16  
Brooke Berg with UW Extension talks about the upcoming Mental Health Summit for kids and teens.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/20/16  
WEAU 13 News reports Donald Trump's daughter campaigns for her father in Eau Claire, talking about his plan to make childcare more affordable.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/24/16  
Brook Berg, UW-Extension Family Living Educator, talks about the Mental Health Summit for kids.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/27/16  
Kelly Christianson with Family Promise of the Chippewa Valley and Dan Robinson with Sojourner House were interviewed about the "Homeless and Hunger" event in Eau Claire.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/31/16  
Halloween safety was discussed with ECPD Officer, Kyle Roder.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/02/16  
WEAU 13 News reports a local non-profit serving the area's homeless population searches for a location for its shelter.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/08/16  
Mike DeRosa with Burger King talks about the Unmet Needs Program through the VFW that helps military families.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/15/16  
Brooke Berg with UW Extension talks about digital media and kids.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/16/16  
Community Foundation Week features Sue Bornick and Sue McIntyre talking about philanthropy and the Women's Giving Circle.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/17/16  
Community Foundation Week features Sue Bornick and Jodi Emerson from Fierce Freedom.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/17/16  
Director Emily Moore was interviewed about the Feed My People match program.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/20/16  
WEAU 13 News reports experts weigh in on how to avoid talking politics during family Thanksgiving get-togethers.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 11/22/16  
Rob Gerber and Gloria Godchaux were interviewed about the free Hope Gospel Thanksgiving dinner offered to families.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/22/16  
Katie Rhoten and Maggie Cook with Gordy's were interviewed about Katharine's Wish Toy Drive.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/23/16  
NBC Nightly News reports Thanksgiving travel reaches pre-recession levels in U.S.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/27/16  
WEAU 13 News reports a local grocery store teams up to help an area toy drive.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/30/16  
NBC Nightly News reports that the company, Pantagonia, is allowing parents to bring their children to work with them every day!

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/01/16  
WEAU 13 News reports a group of citizens are coming together to help solve issues for low-income families.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/04/16  
WEAU 13 News reports on a special tree that allows community members to remember loved ones.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/13/16  
Brooke Berg with the UW Extension talks about college transition for students and parents.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 12/14/16  
Dan Ekblad was interviewed about the "Slim Down Challenge" for a healthier 2017.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/28/16  
Dori Pulse shares information about divorce seminars.

## **SUBSTANCE ABUSE / ADDICTION**

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/10/16  
Christopher Jorgenson was interviewed about the "Walk a Mile Event" for Domestic Abuse Awareness.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/14/16  
NBC Nightly News reports from Nevada where a law to legalize recreational marijuana is on the ballot this November.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/18/16  
NBC Nightly News reports on the drug, Pink, a drug twice as powerful as heroin but legally available on web.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/24/16  
Joe Luginbill, campaign chair, was interviewed about the “More Kids Drug Free” campaign which focuses on prescription drug abuse.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/01/16  
NBC Nightly News reports there are marijuana issues on the ballot in multiple states on election day. This could be a historic day for the country’s legalization movement.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/07/16  
The upcoming “Bridge to Hope” quilt tour was discussed.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/20/16  
WEAU 13 News reports Eau Claire County teams up to help kids impacted by family members who are using drugs.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/28/16  
Eau Claire police officer Kyle Roder was interviewed about the upcoming meth awareness forum.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/30/16  
WEAU 13 News reports a collaborated effort is working to crack down on the Chippewa Valley’s meth problem.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/13/16  
WEAU 13 News reports a man is facing meth and theft charges after burglarizing a store.

## **VIOLENCE**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/03/16  
NBC Nightly News reports that Kim Kardashian was robbed at gunpoint of \$10M in jewelry in Paris.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/03/16  
WEAU 13 News reports an Eau Claire County man is accused in a stabbing homicide death.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/05/16  
NBC Nightly News reports a Superhero funeral was held for a boy killed in S.C. school shooting.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/06/16  
WEAU 13 News reports a La Crosse man pleaded guilty to murder charges.

- DATELINE NBC , National, 120 minutes 8:00pm, 10/07/16

A daughter's quest to understand more about the mysterious death of her mother cracks open a 30-year-old cold case. Dennis Murphy reports.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/13/16

WEAU 13 News reports a baby is killed after being run over by a horse.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/14/16

NBC Nightly News reports feds are on a manhunt for a serial kidnapper targeting children at home.

- DATELINE NBC , National, 60 minutes 8:00pm, 10/14/16

Dateline NBC investigates the mysterious murder of a Spokane, WA businessman as he was exposed to a tangled web of evil that extended from the Pacific Northwest into the North Dakota oil patch.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/20/16

NBC Nightly News reports Arizona police released chilling new 911 calls amid search for a serial killer.

- DATELINE NBC , National, 120 minutes 8:00pm, 10/21/16

Dateline NBC reports on a story about the death of a beloved Tennessee man that is believed to be a suicide. But when a son questions his mother, he uncovers a dark family conspiracy.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/24/16

NBC Nightly News reports a manhunt is underway for a double murder suspect in Oklahoma crime sprees.

- DATELINE NBC , National, 120 minutes 8:00pm, 10/28/16

Halloween weekend becomes a real life horror when a Jacksonville firefighter discovers a brutal scene inside his darkened bedroom. Andrea Canning reports.

- DATELINE NBC , National, 60 minutes 7:00pm, 10/29/16

When a prominent couple is found murdered on their Nebraska farm, the investigation is opened by the discovery at the crime scene of a small, golden ring. Keith Morrison reports.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/31/16

NBC Nightly News reports the 911 calls were released and the Orlando nightclub gunman's voice was heard in chilling 911 calls. Also, a manhunt for an Oklahoma fugitive ends in a deadly police shootout.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/02/16

NBC Nightly News reports on gunman's ambush attack that leaves two officers dead in Iowa.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/02/16

WEAU 13 News reports a UW Stout student is beat to death and police are searching for the person or persons responsible.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/04/16

NBC Nightly News reports investigators made their second disturbing discovery Friday after finding a body on the same property where a missing woman was held captive for months.

- DATELINE NBC , National, 120 minutes 8:00pm, 11/04/16

Dateline NBC reports on an investigation of a death that initially looks like it was due to natural causes. But as police learn about an unconventional love triangle in his life, the investigation goes in a new direction.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/09/16

WEAU 13 News reports La Crosse police and UW-La Crosse administrators are investigating a racial hate crime in a neighborhood near campus.

- DATELINE NBC , National, 120 minutes 8:00pm, 11/11/16

A son enlists with help of his attorney father after he watches a "Dateline NBC" report on the murder of a college student Michelle O'Keefe. They soon discover disturbing questions that help reopen the case in a way no one saw coming. Keith Morrison reports.

- DATELINE NBC , National, 60 minutes 7:00pm, 11/12/16

Police officer Levi Chavez and his wife Tera live in suburban Albuquerque, New Mexico. After mysterious incidents happen at their house, Levi comes home to find a horrific scene in their bedroom. Josh Mankieicz reports.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/16/16

NBC Nightly News reports prosecutors in Minnesota have filed charges against the police officer who fatally shot Philando Castile. The incident gained national attention after being livestreamed on Facebook.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/16/16

WEAU 13 News reports a benefit is held for a slain mother in Eau Claire.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/16/16

WEAU 13 News reports investigators clear two women in the death case of a UW-Stout student.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/17/16

NBC Nightly News reports on a video that shows an officer punching a woman during her arrest, which is sparking outrage.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/18/16

NBC Nightly News reports the cop in Philando Castile shooting appears in court, intends to plead not guilty.

- DATELINE NBC , National, 120 minutes 8:00pm, 11/18/16

Dateline NBC reports on a remarkable new chapter in a case with many twists and turns. In June 2015, Russell Faria's conviction for the murder of his wife was overturned. After he was acquitted, new allegations took the story in a stunning direction.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/19/16

WEAU 13 News reports Brendan Dassey's attorney talks about all the back and forth in the appeals process for his client's murder case.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/21/16

NBC Nightly News reports four police officers have been shot within 24 hours across three states.

- DATELINE NBC , National, 120 minutes 8:00pm, 11/25/16

Dateline NBC reporter, Andrea Canning tells the story of a woman who falls to her death while hiking with her husband in Rocky Mountain National Park. Rangers question if her death was an accident or a heinous act of violence. Will a buried secret soon be revealed?

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/28/16

NBC Nightly News reports a student at Ohio State plowed a car into a crowd, jumped out and stabbed several people with a butcher knife.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/01/16

WEAU 13 News reports a man is sentenced to federal prison for a gun crime.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/02/16

NBC Nightly News reports gunman released after shooting death of former NFL star.

- DATELINE NBC , National, 120 minutes 8:00pm, 12/02/16

Dateline NBC reports on a story about a 19-year-old wife of a Marine that vanished without a trace in the California desert, and investigators launch a massive search and soon uncover a secret love triangle and a mystery with multiple suspects.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/04/16

WEAU 13 News reports a suspect is still on the loose following a gas station robbery.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/06/16

WEAU 13 News reports a man who claimed his wife died in a car accident is charged with her murder.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/07/16

NBC Nightly News reports two officers have been shot in Georgia and a manhunt is underway for the gunman.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/08/16  
NBC Nightly News reports two officers are dead after being shot by gunman in Georgia.

- DATELINE NBC , National, 120 minutes 8:00pm, 12/09/16  
When a captivating woman is found dead in her garage, detectives in Frisco, Texas uncover a series of suspects – all of them connected in different ways to her complicated and secretive life. Josh Mankiewicz reports.

- DATELINE NBC , National, 60 minutes 8:00pm, 12/16/16  
Dateline NBC reports on the final chapter in a gripping murder case and one man's extraordinary journey through the courts in upstate New York and the children who stood by him to the end.

- DATELINE NBC , National, 60 minutes 9:00pm, 12/16/16  
Dateline NBC interviews Dalia Dippolito, who denies solicitation to commit first-degree murder after she was accused of hiring a hit man who turned out to be an undercover police officer, to murder her husband in 2009.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/19/16  
NBC Nightly News reports on the chilling video that shows an assassin shoot and kill Russian Ambassador in Ankara.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/20/16  
NBC Nightly News reports ISIS claims responsibility for Berlin Christmas market attack, police release suspect.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/22/16  
NBC Nightly News reports Berlin attack suspect was on U.S. terror watch list.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/23/16  
NBC Nightly News reports that the FBI calls on police departments to remain vigilant on Christmas weekend.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/26/16  
NBC Nightly News reports more than 40 people were shot and many killed in Chicago over the holiday weekend.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/29/16  
NBC Nightly News reports cities around the world are beefing up security for New Year's Eve. Also, data shows killings of officers, especially ambush killing, spiked in 2016.

- DATELINE NBC , National, 120 minutes 8:00pm, 12/30/16  
A nursing student disappears from a San Francisco Bay area parking garage in daylight and her friends start getting strange texts from her phone.

## **Economy/Business**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/03/16  
NBC Nightly News reports leaked tax documents show Trump claimed \$916M in losses in 1995.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/05/16  
NBC Nightly News reports smoking Samsung phone triggers evacuation of Southwest airlines flight.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/06/16  
WEAU 13 News reports that work has officially begun on the new Confluence Arts Center in Eau Claire.
- MEET THE PRESS, 8:00am, National, (segments may vary) 10/09/16  
Trump campaign manager, House Minority Leader Pelosi joins "Meet the Press with Chuck Todd" this Sunday plus the latest on Hurricane Matthew.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/10/16  
NBC Nightly News reports Samsung asks global partners to stop selling and exchange problem phones.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/11/16  
Becky Seelen was interviewed about the upcoming Eau Claire Business Expo.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/12/16  
NBC Nightly News reports WikiLeaks continues releasing hacked Clinton official's emails.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/13/16  
NBC Nightly News reports Trump devolves into conspiracy theories as campaign descends into chaos.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/13/16  
NBC Nightly News reports Samsung battery recall draws more attention to smartphone fires.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/14/16  
NBC Nightly News reports the CIA is prepping for possible cyber strike against Russia.

- MEET THE PRESS, 8:00am, National, (segments may vary) 10/16/16

In an exclusive “Meet the Press” interview, Vice President Joe Biden addressed the recent sexual assault allegations against Republican presidential nominee Donald Trump, telling moderator Chuck Todd that he “was embarrassed that this is even being discussed” and that it isn’t disqualifying to more voters because he doesn’t “know how deeply it’s sunk into the consciousness.” Republican vice presidential nominee Gov. Mike Pence also joined the network broadcast, telling Todd that he and Trump “will absolutely accept the result of the election.”

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/18/16

NBC Nightly News reports President Barack Obama downplayed Donald Trump’s suggestion that November’s election is “rigged.”

- MEET THE PRESS, 8:00am, National, (segments may vary) 10/23/16

In an exclusive interview with moderator Chuck Todd, Democratic vice presidential nominee Sen. Tim Kaine addressed whether he and former Sec. Hillary Clinton would pursue a version of T.P.P. if elected, noting “we aren’t against trade,” but “we haven’t talked about that in particular.”

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/24/16

NBC Nightly News reports on the election and how Trump asserts that they are “winning” while the polls show a different story.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/25/16

NBC Nightly News reports a major increase in Obamacare premiums could affect millions of Americans.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/26/16

NBC Nightly News reports Trump’s Presidential run appears to be damaging his business.

- MEET THE PRESS, 8:00am, National, (segments may vary) 10/30/16

Robby Mook, campaign manager for Democratic presidential nominee Hillary Clinton, reacted to Friday’s letter from FBI Director James Comey which cited new “pertinent” emails in the Clinton probe and defended senior aide Huma Abedin’s connection to the emails.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/01/16

NBC Nightly News reports gas prices likely to be impacted by Alabama gas line explosion and fire.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/02/16

NBC Nightly News reports polls are tightening with six days to go, as Trump seizes momentum.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/02/16

WEAU 13 News reports a major fundraising campaign is launched for a downtown development program.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/03/16

NBC Nightly News reports U.S. Intel preparing for possible election day cyber-attacks.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/04/16

NBC Nightly News reports Samsung issues recall of millions of washing machines that could suddenly explode while in use.

- MEET THE PRESS, 8:00am, National, (segments may vary) 11/06/16

"Meet the Press" reports that Hillary Clinton leads Donald Trump by four points nationally in a new NBC News/Wall Street Journal Poll.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/07/16

NBC Nightly News reports Feds are on high alert for possible election day cyber-attacks.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/08/16

NBC Nightly News reports the poll shows Clinton ahead in several battleground states but aides tell NBC News that the campaign remains worried about states like North Carolina, Michigan and New Hampshire. Trump aims for a shocking victory.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/09/16

Ginny Close was interviewed about the Fair Trade Sale.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/09/16

NBC Nightly News reports on President-Elect Donald Trump winning the presidency.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/09/16

WEAU 13 News reports on a major event center complex coming to town and discusses the next steps for the project.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/11/16

NBC Nightly News reports on Obamacare and how President-elect Trump has told the Wall Street Journal that he is open to keeping some of the provisions of the "Obamacare" law that 22 million Americans now rely on for basic health insurance. Also a judge orders Amazon to pay back millions for app charges.

- MEET THE PRESS, 8:00am, National, (segments may vary) 11/13/16

In an exclusive interview this morning, Sen. Cory Booker addressed the recent protests against President-elect Donald Trump across the country. Kellyanne Conway, the former campaign manager for President-elect Trump, also joined the show.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/14/16

NBC Nightly News reports that Indiana factory workers expect Trump to fulfill promise on jobs.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/15/16  
NBC Nightly News reports mortgage rates spike following Trump's presidential victory.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/17/16  
NBC Nightly News reports that the interest rates could jump next month.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/17/16  
WEAU 13 News reports a local craft brewery hits a roadblock as it tries to expand and move into a larger building.

- MEET THE PRESS, 8:00am, National, (segments may vary) 11/20/16  
When asked by "Meet the Press" moderator Chuck Todd if he can "equivocally rule out a registry for Muslims, Reince Priebus, chief of staff for President-elect Donald Trump, responded: "Look, I'm not going to rule out anything. But, but I wouldn't-- We're not going to have a registry based on a religion."

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/21/16  
Kyran Hamill was interviewed about "Christmastime in the City" for downtown Eau Claire.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/21/16  
NBC Nightly News reports Black Friday sales in stores were down 12 percent last year and this year, shoppers plan to spend half of their holiday budget online.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/22/16  
NBC Nightly News reports Trump veered away from several campaign promises during a meeting with the New York Times, including saying he would likely not push to prosecute Hillary Clinton.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/23/16  
NBC Nightly News reports on Black Friday and gives shoppers an idea what to buy and when.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/24/16  
NBC Nightly News reports millions attend Macy's Thanksgiving Day Parade amid high security.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/25/16  
NBC Nightly News reports tens of millions hit the stores, in person and online, this Black Friday, as the rush to grab "must-sell" products devolved into matters of life-and-death for some overzealous customers.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/28/16  
NBC Nightly News reports Trump pushes baseless claim that 'millions' voted illegally in election.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/28/16  
NBC Nightly News reports on ways that people can keep their gifts safe after deliveries are left on their porches.

- MEET THE PRESS, 8:00am, National, (segments may vary) 12/04/16  
In an interview this morning with "Meet the Press" moderator Chuck Todd, Vice President-elect Mike Pence said that President-elect Trump's "call from the democratically-elected leader of Taiwan" was "a courtesy call." When asked if the administration-elect would be reaching out to the Chinese government this week to calm the waters, Pence replied, "I wouldn't expect so. But to be honest with you, the waters here seem like a little bit of a tempest in a teapot."

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/06/16  
NBC Nightly News reports Trump threatens to cancel Air Force One upgrade and Boeing stock slips.

- MEET THE PRESS, 8:00am, National, (segments may vary) 12/11/16  
Reince Priebus, chief of staff to President-elect Donald Trump and outgoing chair of the Republican National Committee, told "Meet the Press" moderator Chuck Todd that, when it comes to the reports of Russian interference in the election, they just don't know whether it's true or not.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/11/16  
WEAU 13 News reports local tourism officials hope for cold weather this season so it will lead to increased revenue.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/12/16  
NBC Nightly News reports lawsuits accuse major retailers of advertising fake sales.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/14/16  
NBC Nightly News reports data from one billion accounts stolen in newly-disclosed hack.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/15/16  
NBC Nightly News reports experts say to not delete your Yahoo account despite one billion being compromised.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/16/16  
NBC Nightly News reports credit cards offer hidden benefits that could save money in big ways.

- MEET THE PRESS, 8:00am, National, (segments may vary) 12/18/16  
In his first interview since the election, former Clinton campaign chair John Podesta exclusively told "Meet the Press" moderator Chuck Todd, "the first time I was contacted by the F.B.I. was two days after WikiLeaks started dropping my emails," adding, "that was the first and last time" he talked to the F.B.I. about his hacked email account.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/22/16  
NBC Nightly News reports on the holiday travel rush which is underway for millions of Americans.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/23/16  
NBC Nightly News reports on the holiday shopping rush as Christmas nears.

- MEET THE PRESS, 8:00am, National, (segments may vary) 12/25/16  
Chuck Todd talks about campaign and President-elect Trump interviews.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/26/16  
NBC Nightly News reports an estimated \$1 trillion was spent during the record breaking holiday season.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/27/16  
NBC Nightly News shows videos on bizarre post-holiday chaos erupting at multiple U.S. malls.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/27/16  
NBC Nightly News reports on a consumer alert: Despite erasing, personal data likely remains on devices.