

## Memorandum



To: Public File  
From: Jolene, Jensen, Executive Assistant/Programming  
Re: Issues and Programs Report, 4th Quarter 2015  
Date: January 7, 2016

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, 2015. 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 4th 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 3,231 PSA's (too numerous to list) that ran on WEAU 13 News (13.1) in 4<sup>th</sup> quarter, 2015.

fungus but loses control of it just as they head back to Treetog. With Tom and Twigs still stuck, Tom exhorts Zigzoo to continue his quest for the antidote. He works exuberantly, without any gadgets, and is successful in restoring the health of Treetopolis.

**[Educational Message: Properly motivated, you can achieve a lot on your own and without depending on gadgets to get the job done.]**

**For 4th Quarter 2015**  
**October - December, 2015**

THE FOLLOWING PROGRAMMING FOR THE 4TH QUARTER 2015 CONTRIBUTED, AS PART OF NBC'S OVERALL PROGRAMMING, TO SERVE THE EDUCATION AND INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER.

**THE WIZ LIVE! (TV-G)** Aired 12/3/2015 (LIVE); Reprise telecast 12/19/2015 8-11PM ET)  
A live musical event updating the Broadway show that brought OZ to life and featured Dorothy in a funky sing-along journey down the yellow brick road. With the help of her friends The Tin Man, The Cowardly Lion, The Scarecrow and the Mysterious Wizard of OZ, young Dorothy learns the value of loving and appreciating the gifts that life has given you. NBC's presentation of The Wiz Live could be heard with video description available through the Secondary Audio Program feature on your TV or set-top box.

**DOLLY PARTON's COAT OF MANY COLORS (TV-G)** Aired 12/10/2015 9-11pm ET; Encore telecast 12/25/2015 9-11pm ET

"Dolly Parton's Coat of Many Colors" is based on the inspiring true story of living legend Dolly Parton's remarkable upbringing. This once-in-a-lifetime movie special takes place inside the tight-knit Parton family as they struggle to overcome devastating tragedy and discover the healing power of love, faith, and a raggedy patchwork coat that helped make Parton who she is today.

The film is set in the Tennessee Great Smokey Mountains in 1955. It is neither a biopic nor musical about Dolly's whole life and performing career, but rather a family-oriented faith-based story about the incidents in her and her family's life around the time she was 9 years old.

**4th Quarter 2015 PSAs**

**NETWORK PUBLIC SERVICE SCHEDULE OCTOBER 2015**

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20151003	FRI-1ST LOOK	4:25:44 AM	0:15	ZNBC5126H	PSA 2015 TMYK Alison Sweeney Environment :15
20151003	TREE FU	9:57:07 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151003	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151003	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151003	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151003	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151003	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151003	LAZYTOWN	12:26:06 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151003	LAZYTOWN	12:26:21 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151010	LAZYTOWN	9:26:14 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151010	TREE FU	9:56:50 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151010	TREE FU	9:57:05 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151010	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151010	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST

20151010	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151010	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151010	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151013	MONEY AN	3:51:22 AM	0:15	ZNBC5128H	PSA 2015 TMYK Benjamin Stockham Environment :15
20151017	FRI-1ST LOOK	4:23:51 AM	0:15	ZNBC5126H	PSA 2015 TMYK Alison Sweeney Environment :15
20151017	TREE FU	9:57:07 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151017	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151017	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151017	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151017	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151017	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151017	LAZYTOWN	12:25:30 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151017	LAZYTOWN	12:25:45 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151024	FRI-1ST LOOK	4:25:25 AM	0:15	ZNBC5128H	PSA 2015 TMYK Benjamin Stockham Environment :15
20151024	TREE FU	9:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151024	TREE FU	9:57:07 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151024	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151024	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151024	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151024	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151024	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151024	LAZYTOWN	12:23:55 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151031	FRI-1ST LOOK	4:24:46 AM	0:15	ZNBC5126H	PSA 2015 TMYK Alison Sweeney Environment :15
20151031	LAZYTOWN	9:25:37 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151031	LAZYTOWN	9:25:52 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151031	TREE FU	9:57:07 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151031	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151031	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151031	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151031	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151031	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST

#### NETWORK PUBLIC SERVICE SCHEDULE NOVEMBER 2015

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20151107	FRI-1ST LOOK	4:25:25 AM	0:15	ZNBC5128H	PSA 2015 TMYK Benjamin Stockham Environment :15
20151107	TREE FU	9:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151107	TREE FU	9:57:07 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151107	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151107	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151107	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151107	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151107	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151107	LAZYTOWN	12:25:55 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151114	FRI-1ST LOOK	4:24:43 AM	0:15	ZNBC5126H	PSA 2015 TMYK Alison Sweeney Environment :15
20151114	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151114	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151114	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151114	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151114	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151114	LAZYTOWN	12:25:43 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151114	LAZYTOWN	12:25:58 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151114	TREE FU	12:57:07 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15

20151121	FRI-1ST LOOK	4:26:15 AM	0:15	ZNBC5128H	PSA 2015 TMYK Benjamin Stockham Environment :15
20151121	TREE FU	9:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151121	TREE FU	9:57:07 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151121	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151121	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151121	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151121	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151121	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151121	LAZYTOWN	12:26:22 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151128	FRI-1ST LOOK	4:24:08 AM	0:15	ZNBC5126H	PSA 2015 TMYK Alison Sweeney Environment :15
20151128	TREE FU	9:57:07 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151128	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151128	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151128	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151128	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151128	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151128	LAZYTOWN	12:25:38 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151128	LAZYTOWN	12:25:53 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15

#### NETWORK PUBLIC SERVICE SCHEDULE DECEMBER 2015

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20151205	FRI-1ST LOOK	4:25:09 AM	0:15	ZNBC5128H	PSA 2015 TMYK Benjamin Stockham Environment :15
20151205	TREE FU	9:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151205	TREE FU	9:57:07 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151205	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151205	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151205	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151205	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151205	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151205	LAZYTOWN	12:25:47 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151212	TREE FU	9:57:07 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151212	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151212	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151212	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151212	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151212	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151212	LAZYTOWN	12:25:16 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151212	LAZYTOWN	12:25:31 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151219	FRI-1ST LOOK	4:24:41 AM	0:15	ZNBC5128H	PSA 2015 TMYK Benjamin Stockham Environment :15
20151219	TREE FU	9:56:50 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151219	TREE FU	9:57:05 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151219	RUFF RUFF	10:26:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151219	ASTROBLAST	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151219	ASTROBLAST	10:57:17 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151219	CLANGERS	11:26:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151219	LUNA	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151219	LAZYTOWN	12:25:27 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151225	FRI-1ST LOOK	4:24:41 AM	0:15	ZNBC5126H	PSA 2015 TMYK ALISON SWEENEY ENVIRONMENT
20151226	RUFF RUFF	9:57:07 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151226	ASTROBLAST	10:26:32 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151226	ASTROBLAST	10:26:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20151226	CLANGERS	10:57:17 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20151226	LUNA	11:25:47 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151226	LAZYTOWN	11:56:52 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20151226	LAZYTOWN	11:57:07 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20151226	TREE FU	12:25:47 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15

## **NBC NETWORK NON-BROADCAST EFFORTS**

**October - December, 2015**

### **NBC NETWORK NON-BROADCAST EFFORTS**

#### **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](http://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 9-9:30am.

## **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: 10/01/2015 – 12/31/2015

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.

### **CHIPPEWA VALLEY THEATRE GUILD ESCANABA IN DA MOONLIGHT**

9/21/15 – 11/10/15

WEAU produced and ran a commercial for Chippewa Valley Theatre Guild's production of "Escanaba in da Moonlight." WEAU ran "Run of Site" television and internet ads promoting the production.

### **BOYS & GIRLS CLUBS – MEN WHO COOK**

AIR DATES: 10/12/2015 – 10/24/2015

EVENT DATE: 10/24/2015

WEAU produced and aired PSA's for the Boys and Girls "Men Who Cook" fundraiser. WEAU's Darren Maier participated as one of the celebrity chef's in the event.

### **EPILEPSY FOUNDATION OF WESTERN WI – Harvest Gala**

AIR DATES: 11/05/2015 – 11/12/2015

EVENT DATE: 11/13/2015

WEAU produced and aired PSA's for the Epilepsy Foundation's "Harvest Gala." WEAU's Bob Gallaher emceed the event.

### **BOYS & GIRLS CLUB – KID STOCK PROGRAM**

AIR DATES: 11/11/2015 – 12/31/2015

WEAU produced and aired PSA's for the Boys and Girls Club "Kid Stock" fundraiser.

### **FESTIVAL FOODS TURKEY TROT (Boys and Girls Clubs & YMCA)**

AIR DATES: 11/16/2015 – 11/25/2015

WEAU produced and aired PSA's for the Festival Foods "Turkey Trot" fundraiser.

### **CHIPPEWA FALLS HIGH SCHOOL – MARCHING CARDINALS**

AIR DATES: 11/13/2015 – 12/13/2015

WEAU produced and aired PSA's for the Marching Cardinals, a Chippewa Falls High School band fundraiser.

**EAU CLAIRE CLEARWATER PARADE**

AIR DATES: 12/15/2015 – 12/21/2015

EVENT DATE: 12/21/2015

WEAU produced and aired PSA's for Eau Claire's "Clearwater Winter Parade."

**PROJECT ROADBLOCK: Drunk Driving Campaign**

AIR DATES: 12/28/2015 – 1/11/2016

WEAU broadcast specific PSA's to deter drunk driving for the upcoming year.



# COMMUNITY PARTICIPATION

## **Bob Gallaher, Anchor**

November 12, 2015

Bob participated in the 2015 "Philanthropy Day" held at the Florian Gardens in Eau Claire.

November 12, 2015

Bob participated in the 1<sup>st</sup> annual "Golden Apple Awards" banquet for the Eau Claire Area School District. The event was held at Wild Ridge Golf Course in Eau Claire.

November 13, 2015

Bob emceed the "Harvest Gala" which is an Epilepsy Fundraiser held at the Florian Gardens in Eau Claire.

## **Kathy Wright, General Sales Manager**

December 1, 2015

Kathy volunteered her time as a bell ringer for the Salvation Army.

## **Judy Clark, Anchor**

October 1, 2015

Judy read a chapter of a book for the anti-bullying project at Northstar Middle School in Eau Claire.

October 29, 2015

Judy helped with a Leadership Eau Claire tour and answered questions at the station.

November 12, 2015

Judy helped with a Leadership Menomonie tour and answered questions at the station.

December 5, 2015

Judy took part in the "Bridge to Wonderland Parade" in Chippewa Falls.

December 19, 2015

Judy took part in the "Clearwater Parade" in Eau Claire.

## **Darren Maier, Meteorologist**

October 24, 2015

On behalf of WEAU, Darren participated in the "Men Who Cook" event. 300+ people attended the event.

### **Monica Ott, Meteorologist**

October 1, 2015

Monica modeled clothing and walked the catwalk to help raise money for breast cancer research. This fashion show, benefitting The National Breast Cancer Foundation, was held at the Green Oasis Gardens in Lake Hallie.

December 4, 2015

Monica participated in a cupcake donation event. The event was called "Festival of Toys with WAYY" and a dozen of Monica's cupcakes were auctioned off with the winning bid reaching \$35!

December 14, 2015

Monica visited Southview Elementary School in Chippewa Falls to talk with 2<sup>nd</sup> graders about weather, seasons, types of storms and storm damage.

### **Amanda Tyler, Reporter**

October 4, 2105

Amanda participated in a public speaking engagement at UWEC. Amanda talked to a UWEC journalism class about journalism and communications.

November 4, 2015

Amanda participated in a Chippewa Valley School Journalism Association event held at UWEC. High school students attended this event and topics covered were journalism and news.

### **Lindsey Veremis, Anchor**

October 20, 2105

Lindsey attended the Eau Claire Business Expo in Eau Claire to help promote station job opportunities/services.

November 4, 2015

Lindsey attended a Journalism Fall Conference at UW-Eau Claire where she helped instruct high school students about journalism basics/how to select powerful quotes.

November 25, 2015

Lindsey traveled to UW-Eau Claire where she was a guest lecturer. She spoke about communications from a journalist's perspective, job talk, and explained how TV stations work.

December 2, 2015

Judged chili entries at an area chili cook-off fundraiser. This event took place at Eau Claire's CVTC.

**Danielle Wagner, Anchor/Reporter**

October 20, 2105

Danielle and Drew Williams met with and greeted people at the Eau Claire Business Expo on October 20.

**Drew Williams, Meteorologist**

November 5, 2015

Drew hosted the Annual Big Brother's - Big Sisters Gala at Florian Gardens in Eau Claire. There were about 150 people in attendance. Drew introduced the award winners, described silent auction items and helped with other fundraising activities.

November 19, 2015

Drew talked to a group of 2<sup>nd</sup> graders at St. Joseph's School in Menomonie. Drew talked about general weather topics.

December 19, 2105

Drew volunteered with the Salvation Army to hand out toys to needy families at the Salvation Army building in Eau Claire. There were about 200 families that came out to the event.

## **4<sup>th</sup> Quarter 2015 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.

## **FAMILY VALUES**

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/02/15  
Facilitator Dori Pulse was interviewed about the upcoming Stepfamily RX conference in Eau Claire.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/07/15  
Brook Berg with our Family Living Today segment talks about SIDS awareness and safe sleep issues.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/08/15  
WEAU 13 News reports on a new playground in Eau Claire that includes activities for the entire family to enjoy.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/16/15  
The "Women's Wealth Summit" was discussed.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/20/15  
WEAU 13 News reports on a farmer who honored his wife's life by planting fields of sunflowers.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/25/15  
WEAU 13 News reports on a fundraiser that is held in honor of a fallen deputy.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/29/15  
The L.E. Phillips Senior Center is looking toward the future. Mary Pica Anderson and Dan Deignan explain the story.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/01/15  
Jessica Barickman was interviewed about the Memory Café in Chippewa County and dementia-friendly communities.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/12/15  
Community Foundation Week was discussed with Sue Bornick and the Darnell family.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/12/15  
Feed My People and The Community Table join forces to promote "Giving Tuesday."
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/17/15  
Brook Berg with the UW-Extension talks about early literacy in our Family Living Today segment. Shelley Collins Fuerbringer with the Eau Claire library was also interviewed.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/18/15  
Sue Bornick and Sarah French were interviewed about Community Foundation week.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 11/20/15  
John Allie and Rob Gerber from the Hope Gospel Mission were interviewed about the upcoming Hope Gospel Thanksgiving dinner.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 11/23/15  
Santa Claus will be in Chippewa Falls! Teri Ouimette, Director at the Chippewa Falls Main Street and Santa were interviewed.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/24/15  
Feed My People and The Community Table talks about "Giving Tuesday." Rachel Keniston and Emily Moore were interviewed.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/25/15  
WEAU 13 News reports a local church gears up to serve hundreds of people a free Thanksgiving meal.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/29/15  
WEAU 13 News reports that families in West Central Wisconsin are flocking to local tree farms to find the perfect Christmas tree.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/15/15  
Family Living Educator, Brook Berg talks about different parenting styles.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/17/15  
Dawn Comte was interviewed about the Clearwater Winter Parade in Eau Claire.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/21/15  
Arlena Schott with Garden Wise has ideas for home-crafted gifts.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/21/15  
Dawn Comte recaps the Clearwater Winter Parade.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/30/15  
A divorce care series was discussed with Dori Pulse.

## **VIOLENCE**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/01/15  
NBC Nightly News reports a mass shooting at an Oregon Community College leaves 13 dead and 20 injured.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/02/15  
NBC Nightly News reports the names have been released of the deceased in the Oregon College shooting. The shooter wrote a hate-filled letter which was found at the scene of the shooting.

- MEET THE PRESS, 8:00am, National, (segments may vary) 10/04/15  
Today's Meet the Press reports on Thursday's tragic shootings in Oregon, the United States turns again to a conversation focused on gun control and mental illness. President Obama immediately politicized the shootings to reignite the national debate, calling for action on gun safety legislation, while 2016 presidential contenders responded to the tragedy on the campaign trail. Chuck and the panel examine the ongoing national conversation and the likelihood of follow through in Washington.

- MEET THE PRESS, 8:00am, National, (segments may vary) 10/04/15  
Today's Meet the Press reports on Russia as they began strategic airstrikes in Syria in the fight against ISIS, warning the U.S. to steer clear of Syria's airspace. The bombings have come under question from U.S. officials on whether the strikes are also targeting rebels trying to overthrow Russia's longtime ally President Bashar Assad. What does this mean for the U.S. and its strategy? Chuck talks with two former presidential advisers, Stephen Hadley and Michael McFaul, on the developing situation overseas.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/09/15  
NBC Nightly News reports President Obama arrived in Roseburg to pro-gun protests and met with the families of victims of last week's college shooting.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/11/15  
WEAU 13 News reports UW-System officials discuss safety plans that are in place in case there is ever an active shooter at school.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/13/15  
NBC Nightly News reports renewed violence fuels fears in Israeli-Palestinian conflict.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/14/15  
NBC Nightly News reports after a spate of stabbings in the escalating Israeli-Palestinian conflict, a knife-wielding man was shot dead in East Jerusalem before an NBC News team.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/16/15  
NBC Nightly News reports the family of a teen shot dead by a cop during a traffic stop, sues a Michigan officer.

- DATELINE NBC, 8:00pm, National, 60 minutes, 10/16/15

A 16 year-old confessed to a double murder in El Paso Texas and is sentenced to life in prison. A local businessman hears of the case 10 years later, and his investigation leads him to believe the teen was coerced into a confession and wrongfully convicted so he starts up the investigation.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/19/15

NBC Nightly News reports Oscar Pistorius was released from prison after serving less than a year.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/20/15

WEAU 13 News reports UW Eau Claire police teach the community how to respond to and prevent active shooter situations.

- DATELINE NBC, 8:00pm, National, 60 minutes, 10/23/15

Dateline reveals the inside story of the case of the notorious 1990 NYC subway murder, featuring Holt's interviews with Hincapie, including an exclusive TV interview in prison one year ago.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/25/15

WEAU 13 News reports on the stabbing in Eau Claire.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/27/15

NBC Nightly News reports the FBI is going to investigate video of a female student body-slammed by a cop in South Carolina.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/28/15

WEAU 13 News reports lawmakers push to legalize switchblades but local police officers say it may not be a good idea.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/29/15

WEAU 13 News reports school administrators share details on how they prepare for school emergencies.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/30/15

NBC Nightly News reports Obama approves deployment of U.S. ground forces in Syria.

- DATELINE NBC, 9:00pm, National, 60 minutes, 10/30/15

A retired corrections officer mysteriously dies from antifreeze poisoning in rural Ohio. Detectives uncover multiple suspects during a five-year investigation that cause two families to collide.

- DATELINE NBC, 7:00pm, National, 60 minutes, 10/31/15

Dennis Murphy reports on the mysterious deaths inside a traveling commune led Daniel Perez and a 10-year investigation that turned up a chilling supernatural tale.



- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/04/15  
NBC Nightly News reports that evidence indicates it was likely a bomb that brought down the Russian Metrojet plane.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/05/15  
NBC Nightly News reports it is probable that a bomb downed a Russian airliner.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/06/15  
NBC Nightly News reports that the shooting of a nine-year-old was a likely targeted killing according to police.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/06/15  
NBC Nightly News reports the ISIS operatives are bragging about downing a Russian Metrojet plane.

- DATELINE NBC, 9:00pm, National, 60 minutes, 11/06/15  
A Las Vegas cocktail waitress and mother is found murdered in her home, far from the glittering lights of the Strip, leading authorities to wonder if there was a predator at large. The death investigation has only just begun.

- MEET THE PRESS, 8:00am, National, (segments may vary) 11/8/15  
As the investigation into the crash of a Russian charter flight develops, speculation of a possible act of terrorism continues after President Putin decided Friday to suspend all flights to Egypt. Sen. Dianne Feinstein, vice chairman of the Senate Select Committee on Intelligence, and Michael Leiter, former director of the U.S. National Counterterrorism Center, join the show to discuss the latest.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/11/15  
NBC Nightly News reports the police arrested a University of Missouri student for alleged racist death threats.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/11/15  
WEAU 13 News reports an Eau Claire man is arrested on prostitution charges.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/12/15  
NBC Nightly News reports twin suicide bombings rock Beirut, killing dozens.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/13/15  
NBC Nightly News reports the Paris terror attacks resemble work of Al Qaeda.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/13/15  
NBC Nightly News reports more than 100 are dead in the Paris terror attacks.

- DATELINE NBC, 9:00pm, National, 60 minutes, 11/13/15

A California couple's romantic getaway on a boat turns tragic when the young wife and mother is lost at sea. Did she accidentally drown or was it something more sinister? A model with a checkered past goes undercover to find the truth.

- DATELINE NBC, 7:00pm, National, 60 minutes, 11/14/15

Keith Morrison reports on the murder of beloved college professor, mother and artist, Carol Kennedy. It is a case so unbelievable that it shocked even those most closely involved.

- MEET THE PRESS, 8:00am, National, (segments may vary) 11/15/15

Richard Engel, chief foreign correspondent for NBC News, joins the show live from Paris, and an eyewitness of the attacks speaks live with Chuck. An Obama administration official also joins to discuss the White House's response and the effects on the United States' stance on the Islamic State.

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

NBC Nightly News reports the Belgian mastermind of Paris attacks is believed to be in Syria. French police have raided more than 160 homes and arrested two down suspects, while a manhunt is underway for a suspected accomplice.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/16/15

WEAU 13 News reports a man is in custody after admitting to shooting and killing another man.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/17/15

NBC Nightly News reports terror threats force tens of thousands to evacuate a stadium in Germany.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/18/15

NBC Nightly News reports ISIS threatens New York City in a new propaganda video.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/19/15

NBC Nightly News reports the leader of the French assault team that led the raid at Bataclan theater talks about the hostage siege, where nearly 90 people were massacred.

- MEET THE PRESS, 8:00am, National, (segments may vary) 11/22/15

Panetta, who has served both as Secretary of Defense and CIA director for the Obama administration, said that "we don't have any kind of larger strategy to try to deal with what's happening in the Middle East, what's happening with ISIS" earlier this month at a Fortune event. Sunday, he joined Chuck live to talk about the White House's response to recent terror attacks. NYPD Commissioner Bill Bratton talks with Chuck about our domestic response to potential terror attacks and the state of our homeland security.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/23/15  
NBC Nightly News reports worldwide travel alerts have been issued for U.S. citizens flying overseas.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/24/15  
NBC Nightly News reports a Chicago cop is charged with murder in killing of a black teen.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/25/15  
NBC Nightly News reports President Obama tried to reassure Americans that the nation's security services are ready for anything terrorists might throw at them.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/25/15  
NBC Nightly News reports there are no credible threats as the U.S. begins Thanksgiving holiday. Also, U.S. security officials are focused on improving gaps in airport security.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/25/15  
WEAU 13 News reports the man who was accused of shooting and killing his girlfriend is sentenced to prison.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/26/15  
NBC Nightly News reports police armed with machine guns made raids in a small town outside Brussels in the hunt for Salah Abdeslam, Europe's most wanted man.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/27/15  
NBC Nightly News reports on the multiple injuries reported at a shooting at Planned Parenthood in Colorado.

- DATELINE NBC, 9:00pm, National, 60 minutes, 11/27/15  
A romantic Valentine's Day tryst for a Georgia couple takes a deadly turn. Investigators find themselves stumped until evidence of tire treads at the crime scene and a string of cell phone calls reveal a twisted plot of deceit and murder.

- DATELINE NBC, 7:00pm, National, 60 minutes, 11/28/15  
A model and aspiring Playboy model goes missing after visiting a Miami nightclub with her boyfriend during their New Year's Eve vacation. Within 24 hours of her disappearance, police find her brutally dead.

- MEET THE PRESS, 8:00am, National, (segments may vary) 11/29/15  
Former Defense Secretary Robert Gates, who served for both the Bush and Obama administrations, talks with Chuck about the next steps in the war on ISIS.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/29/15  
WEAU 13 News reports opposition is building in Eau Claire over the release of a convicted sex offender.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/30/15  
NBC Nightly News reports the Colorado Planned Parenthood shooting suspect appears in court. He killed three people and injured nine others during a shooting rampage.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/01/15  
NBC Nightly News reports the U.S. is going to send 150 additional troops to combat ISIS in Iraq and Syria.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/02/15  
NBC Nightly News reports two suspects are dead and the third reportedly detained in the San Bernardino shooting.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/03/15  
NBC Nightly News reports San Bernardino shooters had pipe bombs and thousands of rounds of ammo.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/03/15  
WEAU 13 News gives new details in the California shooting massacre of 14 people.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/04/15  
NBC Nightly News reports San Bernardino mass shooting now a terrorism investigation.
- DATELINE NBC, 9:00pm, National, 60 minutes, 12/04/15  
Dateline covers a story about a beloved doctor who is found brutally murdered in his Texas home. As police investigate the crime, an unexpected tip reveals a sinister tale of obsession, revenge and unrequited love.
- MEET THE PRESS, 8:00am, National, (segments may vary) 12/06/15  
U.S. Attorney General Loretta Lynch joins the show live for her first Sunday show interview to discuss this week's deadly San Bernardino shootings and more. NBC News Chief Justice Correspondent Pete Williams joins Michael Leiter, Leidos EVP and former director of the United States National Counterterrorism Center, for updates on what we know – and still don't know – in the investigation into this week's shooting.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/07/15  
NBC Nightly News learned that the San Bernardino attacker practiced his shooting skills at a Los Angeles – area gun range before the attack.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/10/15  
NBC Nightly News reports the FBI divers search the lake near San Bernardino massacre for clues. The FBI is focusing on the relationship between Syed Farook and the man who sold him two assault rifles used in the shooting.

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

WEAU 13 News reports a man is convicted in connection to an armed robbery.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/11/15

NBC Nightly News reports a possible fire-bomb attack at California Mosque, witnesses say.

- DATELINE NBC, 9:00pm, National, 60 minutes, 12/11/15

A retired corrections officer mysteriously dies from antifreeze poisoning in rural Ohio.

Detectives uncover multiple suspects during a five-year investigation that causes two families to collide.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/14/15

NBC Nightly News reports San Bernardino shooter posted support for Jihad on social media.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/14/15

NBC Nightly News reports numbers compiled by NBC news has found that at least 555 children under the age of 12 have died from firearms since the Newton school shooting.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/15/15

NBC Nightly News reports a bomb threat triggers massive L.A. School closings called a hoax.

- DATELINE NBC, 8:00pm, National, 60 minutes, 12/18/15

Dateline reports on a story about a popular graduate student who is shot dead outside her apartment in Durham, North Carolina. Who would want her dead and why?

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/21/15

NBC Nightly News reports on the deadly Las Vegas strip crash that was no accident. NBC Nightly News also talk about the six Americans that were killed in suicide attacks in Afghanistan.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/24/15

NBC Nightly News reports Christmas celebrations in Bethlehem were overshadowed by violence. Recent clashes have kept tens of thousands of Christians away from Bethlehem, the birthplace of Jesus, for Christmas.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/31/15

NBC Nightly News reports ISIS-inspired New Year's Eve terror plot was foiled in New York.

## **HEALTH/MEDICAL**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/01/15

NBC Nightly News reports that local communities struggle to evaluate the safety and health of a popular artificial turf.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/02/15  
Ned Noel from the City of Eau Claire and Dr. Larry Studt talk about the "Be Fit Forum."
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/06/15  
Eau Claire City County Health Dept. worker, Denise Wirth, was interviewed about getting the flu shot.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/07/15  
NBC Nightly News reports on the skyrocketing costs of life-saving drugs and how it's forcing some who rely on it to make a painful decision on how to manage their care.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/08/15  
Lisa Wells with the Aging and Disability Resource Center of Eau Claire County and Shannon Todd with Our House Senior Living talk about Memory Cafes.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/08/15  
NBC Nightly News reports lead levels in Flint, Michigan water have residents avoiding tap.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/08/15  
WEAU 13 News reports a local volleyball team raises money and awareness for breast cancer.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/15/15  
Dr. Teri Stevenson with Mayo Clinic was interviewed about getting the flu shot.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/16/15  
NBC Nightly News reports the Center for Disease Control is kicking off flu shot season and hoping this year's vaccine is a better match than last year's which proved to be only 20 percent effective.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/19/15  
Lou Kelsey was interviewed about the Epilepsy Foundation of Western Wisconsin's "Harvest Gala."
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/20/15  
Paula Gibson was interviewed about the upcoming caregiver's conference.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/20/15  
NBC Nightly News reports the American Cancer Society is now advising women to get mammograms later, starting at age 45, and less often, if they have an average risk of breast cancer.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/22/15  
Jeanne Hebert with Sacred Heart Volunteers was interviewed about the "Wonderland on the River."

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/26/15  
NBC Nightly News reports that bacon, hotdogs and other processed meats are linked to cancer according to the WHO group.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/02/15  
NBC Nightly News reports at least 8 are hospitalized and dozens sick in Chipotle E.coli outbreak.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/06/15  
NBC Nightly News reports on a new "gene-editing" cancer treatment that saved a dying baby girl's life.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 11/09/15  
Laurie Petties from the EC YMCA and Sara Carstens from Luther-Mayo were interviewed about the upcoming diabetes prevention program.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/17/15  
NBC Nightly News reports that Charlie Sheen is HIV-positive and has paid out millions in hush money.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/20/15  
NBC Nightly News reports E.coli outbreak linked to Chipotle expands.

- WEAU 13 NEWS TODAY, Local, 4 minutes, 10:00am, 11/24/15  
Allison Miller from the American Cancer Society talks about efforts to increase research funding.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/25/15  
Love Light programs at Sacred Heart and St. Joseph's hospitals were discussed.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/25/15  
WEAU 13 News reports UW System campuses are dealing with mump outbreaks among students.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/04/15  
NBC Nightly News reports Chipotle vows to tighten food safety standards in wake of E.coli cases.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/07/15  
NBC Nightly News reports Jimmy Carter's cancer-free announcement shows power of new drugs. Cancer patients are asking about the breakthrough drug he took called Keytruda.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 12/08/15  
Kyle Kriegl, Director American Red Cross Northwest Wisconsin, was interviewed about the American Red Cross nominations.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/10/15  
NBC Nightly News reports Chipotle CEO apologizes to customers for E.coli and Norovirus outbreaks.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/14/15  
Karen Hurd, a local nutritionist is out with a new book on kids and nutrition.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/16/15  
NBC Nightly News reports from the Los Alamos National Laboratory where physicists are manufacturing a radioactive procedure that could possibly revolutionize cancer treatment. NBC Nightly News also discusses a new study that could change the way doctors treat appendicitis.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/17/15  
NBC Nightly News reports on a cutting-edge cancer treatment in the fight against esophageal cancer.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/21/15  
NBC Nightly News reports the CDC reveals more E.coli cases linked to Chipotle.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/22/15  
Lisa DeSenio was interviewed about a hospice quilt being displayed in area.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/23/15  
Registered Dietitian, Diane Dressel with Mayo Clinic talks about holiday weight gain.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/25/15  
NBC Nightly News reports on concussions, brain injuries and football.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/29/15  
Hoping to use her Midas touch to recruit fans to join her on a weight-loss journey, Oprah Winfrey opens up about her battle to keep the pounds off.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/31/15  
NBC Nightly News reports a redesigned heart medical device has been linked to at least a dozen deaths.

## **EDUCATION**

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/08/15  
WEAU 13 News reports on a class of high school students who are learning how to properly care for animals.



- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/12/15

Tammy Tillotson and Heidi Biesterveld were interviewed about Dyslexia Awareness Month and a fundraiser to help out the Children's Dyslexia Center in Eau Claire.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/19/15

The Educational Enrichment Fund of Black River Falls School District was discussed.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/26/15

Robbie Joern and Pastor Mike Wollman were interviewed about American Denial series on race issues in the Chippewa Valley.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/26/15

NBC Nightly News reports on new tests that kids have to take in school and how parents, teachers and students have complained out them for years. A new study says that all those tests don't make kids smarter, they're stressing them out.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/05/15

WEAU 13 News reports that local tow truck operators came together to educate the committee on the new "Move Over Law."

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 11/10/15

Sarah French, Executive Director of Eau Claire Public Schools Foundation was interviewed about the "Golden Apple Awards."

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/24/15

In WEAU 13 News' Assignment Report, they take a look back 25 years to a historic field trip for a local high school band.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/07/15

Shelly Collins-Fuerbringer, Youth Services Manager at the Eau Claire library talks about books to give for kids.

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

WEAU 13 News reports a local technical college wants to help students pay their bills.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/16/15

State Patrol Captain Jerry Voight talks about winter driving and staying safe on the roads.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/28/15

John Stoneberg, Eau Claire Library director, talks about retiring and the changes he's seen over the years.

## **SUBSTANCE ABUSE/ADDICTION**

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

WEAU 13 News reports a Black River Falls man was arrested after being found with drug-related materials.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/14/15

Walk a Mile Chippewa Valley event to bring awareness to domestic violence. Chris Jorgenson from Women's Resource Center at UWEC talks about the event.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/20/15

The "More Kids Drug Free" campaign was discussed. This is an annual campaign from Alliance for Substance Abuse Prevention in Eau Claire County.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/20/15

WEAU 13 News reports that 17 people are arrested in a massive drug ring in La Crosse.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/22/15

Joe Luginbill and Sheriff Ron Cramer were interviewed about the "More Kids - Drug Free" effort through Alliance for substance abuse prevention.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/29/15

WEAU 13 News reports law enforcement sends a message to drivers to not drink and drive on Halloween as officers will be out in full-force.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/11/15

WEAU 13 News takes a deeper look at the issue of repeat OWI offenders in Wisconsin and what is being done to stop the problem.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/14/15

NBC Nightly News reports every 19 minutes a baby is born drug-dependent in America, and now an NBC investigation finds an alarming number of those drug-dependent babies die each year in preventable deaths.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/31/15

WEAU 13 News reports local law enforcement agencies look to crack down on drunk drivers this New Year's Eve.

## **CHILDREN/YOUTH**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/01/15

NBC Nightly News reports that local communities struggle to evaluate the safety and health of a popular artificial turf that school kids are playing on.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/05/15  
Sara Antonson was interviewed about the "Men Who Cook Fundraiser" to benefit the Boys and Girls Club in Chippewa Falls.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/06/15  
Tracey Smiskey was interviewed about the Annual "Men Who Cook" fundraiser for the Boys and Girls Club in Chippewa Falls.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/08/15  
Tracey Smiskey from the Boys and Girls Club was interviewed about the upcoming "Men Who Cook" event.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/11/15  
WEAU 13 News reports local kids kick off fall ski jumping event, without snow.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/13/15  
Eau Claire Children's Theatre presents "Little Shop of Horrors."

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/19/15  
Michelle Larson and Holly Hermanson were interviewed about "Kid's Club Spook Night."

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/20/15  
Sara Antonson from the Boys and Girls Club and Jen Bailey from Westconsin Bank were interviewed about the upcoming Kid Stock Campaign.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/21/15  
Bruce King and Joe Luginbill, Alliance Members, were interviewed about the Kids Drug Free Campaign.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/25/15  
WEAU 13 News reports \$30,000 was raised for local kids at a "Men Who Cook" fundraiser.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/26/15  
Sara Antonson and Jen Bailey were interviewed about the Boys and Girls Club "Kid Stock" fundraiser.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/27/15  
Larry Winter was interviewed about the children and families event taking place in Chippewa County.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/27/15  
Wayne Marek was interviewed about the upcoming production of "Alice in Wonderland" through the Eau Claire Children's Theatre.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/05/15  
WEAU 13 News reports an area school district sees a drastic change in its number of Spanish speaking students.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/09/15  
Wayne Marek was interviewed about the Eau Claire Children's Theatre production of "Chitty Chitty Bang Bang."
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/09/15  
NBC Nightly News tells why 44 states have no school bus seat belt requirement.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/10/15  
NBC Nightly News reports U.S. Soccer bans headers for kids 10 and under.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/11/15  
Representatives were interviewed about the "Grief in Children Retreat" held at Mayo Clinic.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/12/15  
WEAU 13 News reports area transportation experts and parents chime in on whether seat belts should be required on buses or not.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/17/15  
WEAU 13 News reports on an area book drive that looks to serve thousands in the Chippewa Valley.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/18/15  
WEAU 13 News reports on a local non-profit group that serves kids. The Boys and Girls Club purchases a church so their group can expand.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/24/15  
NBC Nightly News reports on kids who are spending Thanksgiving in the hospital and the powerful messages they share.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/25/15  
Wayne Marek was interviewed about "Jingle Arrgh the Way," a production at the Eau Claire Children's Theatre.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/08/15  
Local author Andrea Gribble talks about her new book for kids titled "Digital Daze."
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/30/15  
Wayne Marek was interviewed about the "Number the Stars" production through the Eau Claire Regional Arts Center.

## **AGRICULTURE/ENVIRONMENT**

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/01/15  
Angie Horkan with the Wisconsin Beef Council talks about recipes for Crock-tober.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/01/15  
UW Extension's Diana Alfuth talks about what we should be doing in the garden and yard in the fall.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/01/15  
NBC Nightly News reports on Hurricane Joaquin as it intensifies to a category 4 storm.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/02/15  
NBC Nightly News reports torrential rain slams the East Coast as Joachin lingers over the Bahamas.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/05/15  
NBC Nightly News reports on the South Carolina flooding.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/06/15  
NBC Nightly News reports the death toll in the flood-ravaged Carolinas has now reached 17 and the threat of more dam breaches is far from over.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/07/15  
NBC Nightly News reports on the flooding and the dangerously high water levels in South Carolina.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/08/15  
WEAU 13 News reports on the drastic weather changes that are approaching during the fall season.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/08/15  
NBC Nightly News reports on the new evacuations in South Carolina as the Governor warns of new flooding.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/14/15  
The Solar Power Conference at CVTC was discussed.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/15/15  
NBC Nightly News reports that the NOAA is predicting the U.S. will see wild extremes of weather this winter.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/16/15  
NBC Nightly News reports on the flash floods and fast-moving mudslides in California. Nightly News also reports on a Central Texas wildfire that burned dozens of homes.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/21/15  
Patti Stangel and Larry Heagle were interviewed about the "Wildlife Rehabilitation and Release Program" to help orphaned or injured animals.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/22/15  
NBC Nightly News reports Hurricane Patricia strengthens into a dangerous category four hurricane.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/23/15  
Larry Heagle and Patti Stangel were interviewed about the Wildlife Rescue Benefit.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/23/15  
NBC Nightly News reports the strongest hurricane ever slams Mexico's Pacific Coast.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/26/15  
NBC Nightly News reports Hurricane Patricia's wake spurs flood warnings from Louisiana to Florida.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/26/15  
Teyanna Loether, Alice in Dairyland, was interviewed about the diversity of livestock on Wisconsin Farms.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/27/15  
Tina Gilbertson from the Wisconsin Milk Marketing Board was interviewed about Wisconsin dairy meals.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/29/15  
WEAU 13 News gives helpful tips for what to do with yard waste before the Eau Claire County pickup deadline.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/30/15  
NBC Nightly News reports on the massive flooding and the torrential rain that slammed central Texas.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/01/15  
Teyanna Loether, the 68<sup>th</sup> Alice in Dairyland, talks about "Something Special from Wisconsin."
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/02/15  
NBC Nightly News reports a massive crack in the earth was discovered in Wyoming.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/05/15  
Angie Horkan with the Wisconsin Beef Council shared recipes involving meatballs.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/05/15  
UW-Extension's Katie Wantoch talks about Master Gardener Program in Dunn County.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/11/15  
NBC Nightly News reports a wild mix of weather is threatening millions as a ferocious storm system makes its way across the country

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/12/15  
WEAU 13 News reminds hunters on what rules apply when it comes to hunting on private land.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/16/15  
Ruth Forsgren was interviewed about the Holiday Crafting event at Beaver Creek Reserve.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/18/15  
WEAU 13 News reports a local deer farm has been destroyed because of chronic wasting disease.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/19/15  
WEAU 13 News reports on the changes to the upcoming gun deer opener.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/29/15  
WEAU 13 News reports 70 people came together in Eau Claire to show their support for climate change solutions.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/30/15  
NBC Nightly News reports at least 14 are dead as a major storm grips much of the Midwest.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/02/15  
Tina Gilbertson from the Wisconsin Milk Marketing Board talks about baking with real dairy products.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/03/15  
Angie Horkan with the Wisconsin Beef Council shares recipes for holiday roasts.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/03/15  
Mike Travis with UW Extension was interviewed about utilizing fungi with winter cover crops and garden soil.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/09/15  
Diana Alfuth, UW-Extension Horticulture Educator with Pierce County talks about holiday plants.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/09/15  
NBC Nightly News reports that one person is dead as storms batter the Pacific Northwest.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/14/15  
NBC Nightly News reports on the record heat in the Northeast and Midwest and winter storms out West.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/15/15  
NBC Nightly News reports record snow batters the West and record highs heat up the East.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/22/15  
NBC Nightly News reports on El Nino and how it is fueling extreme winter weather across the U.S.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/23/15  
NBC Nightly News reports on the tornado that touched down in Mississippi.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/24/15  
NBC Nightly News reports at least 11 people were killed in storms and tornadoes across the south. The Northeast cities smashed records with the warmest Christmas Eve ever.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/25/15  
NBC Nightly News reports the death toll rises to 14 after storms and tornadoes ravage south. NBC Nightly News also reports on the warm Christmas for the Eastern U.S. as snow piles up out west.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/28/15  
NBC Nightly News reports on the tornadoes, blizzards and heavy rain that have hit much of the country's middle section, leaving dozens dead and it's not over yet.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/28/15  
WEAU 13 News reports strong winds and heavy snow cause a Citgo gas station canopy to collapse.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/29/15  
NBC Nightly News reports rare December flooding prompts Missouri to go into a State of Emergency.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/29/15  
WEAU 13 News reports on the recent snow to the area and the snow clearing.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/30/15  
NBC Nightly News reports the Midwest flooding death toll is at 20 as rivers continue to rise.



## **SCIENCE/TECHNOLOGY**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/12/15  
NBC Nightly News takes a look at what water looks like in space.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/12/15  
NBC Nightly News reports a new study shows hands-free technology can keep a person distracted for up to 27 seconds after using voice command technology in your car.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/15/15  
NBC Nightly News reports new chip technology in credit cards creates confusion at checkout.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/19/15  
NBC Nightly News reports that the government is pushing for a plan to register all drones as pilots have had some close calls with drones near airports.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/05/15  
NBC Nightly News reports on a new tool in the battle of the bulge ... could a "balloon in a pill" be the next weight loss weapon?
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/17/15  
WEAU 13 News reports a group of area tech companies came together to raise awareness for their industry in the Chippewa Valley.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/24/15  
NBC Nightly News reports a key step in its drive to make reusable rockets, a space transportation company, Blue Origin, successfully landed a suborbital rockets back at its launch site.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/10/15  
WEAU 13 News reports Altoona makes a push towards renewable energy by purchasing solar panels.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/14/15  
NBC Nightly News reports that drone owners must now register with the FAA.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/15/15  
NBC Nightly News reports experimental headgear extends lives of patients with brain cancer.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/22/15  
NBC Nightly News reports that for the first time ever, a rocket on a payload mission has returned and successfully landed on Earth, a feat that could change the future of space travel.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/28/15  
WEAU 13 News reports an area center is taking in old electronic devices after the holidays.

## **CULTURAL DEVELOPMENT**

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/05/15

Geoff Peterson was interviewed about the upcoming Chippewa Valley Jazz Orchestra.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/07/15

Howard White was interviewed about the Master Singers Fall Concert.

WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/09/15

Chippewa Falls Marching Cardinals host the "Music Along the Chippewa" marching band competition. Mike Renneke and Fritz Ausman were interviewed about the event.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/13/15

Liz Lemke from Silicon Graphics and Andy Neborak from Eau Claire Express Baseball were interviewed about the Murder Mystery Dinner Mingle, "Hawaiian Homicide."

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 10/21/15

Director, Ben Richgruber was interviewed about the Eau Claire Regional Arts Center's lineup for the next couple weeks.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 10/23/15

Seth Hale and Dana Strothenke, Theatre Majors, were interviewed about UWEC Theatre's production of "You Can't Take it with You."

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/03/15

Deb Johnson was interviewed about the "Taste of the North" for the Heyde Center.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/05/15

WEAU 13 News reports an area school district sees a drastic change in its number of Spanish speaking students.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/05/15

WEAU 13 News reports an area music festival moves closer to setting up a new campsite for upcoming events.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/10/15

Author Mike Perry talks about new books and appearance at Heyde Center.

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

NBC Nightly News reports on towns all across America that remember their Veterans.

- MEET THE PRESS, 8:00am, National, (segments may vary) 11/15/15

After two University of Missouri officials resigned this week after criticism of how racist incidents on campus were handled, universities are on notice as college students nationwide protest racism on campus. Chuck speaks with David Boren, president of the University of Oklahoma, where a fraternity's racist bus chant went viral in March and sparked outrage across the country. Boren and Chuck will discuss the responses from universities across the country and if Boren's political background helped how he handled the situation at OU.

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

NBC Nightly News reports more than a dozen U.S. Governors refuse to accept Syrian refugees.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/18/15

Deb Johnson was interviewed about the upcoming holiday happenings at the Heyde Center.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/19/15

Jon Thorpe was interviewed about the Chippewa Valley Symphony Orchestra's "Christmas Stroll."

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/23/15

Scott Morfitt was interviewed about what's coming up at the State Theatre.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/02/15

Director Gary Schwartzhoff was interviewed about "Ye Olde Madrigal Dinner" at UW Eau Claire.

- MEET THE PRESS, 8:00am, National, (segments may vary) 12/06/15

Dalia Mogahed, director of research at the Institute for Social Policy and Understanding, and Asra Nomani, author of "Standing Alone: An American Woman's Struggle for the Soul of Islam," speak with Chuck Todd and the panel about the ongoing national dialogues on Islam in the United States and anti-Muslim rhetoric.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/08/15

Nobuyoshi Yasuda was interviewed about the upcoming Chippewa Valley Symphony Christmas Concert.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/10/15

"Tuba Christmas" was performed by the Ludington Guard Band from Menomonie.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/10/15

NBC Nightly News reports that 57 percent of Americans oppose Trump's plan to ban Muslims from entering the U.S.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/14/15

Ben Richgruber was interviewed about the upcoming Eau Claire Regional Arts Center events.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/16/15  
Cathy Statz was interviewed about the upcoming Master Singers Christmas Concert.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 12/17/15  
Ben Richgruber was interviewed about the upcoming Eau Claire Regional Arts Center events.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/23/15  
NBC Nightly News reports on the chaos at the Minneapolis airport as the "Black Lives Matter" protest snarls traffic.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/24/15  
NBC Nightly News reports Christmas celebrations in Bethlehem were overshadowed by violence. Recent clashes have kept tens of thousands of Christians away from Bethlehem, the birthplace of Jesus, for Christmas.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 12/29/15  
Russell Slack was interviewed about the upcoming Chippewa Valley Theatre Guild's production.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/30/15  
WEAU 13 News reports a local cultural event looks for designers for its newest logo.

## **BUSINESS/ECONOMY**

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/12/15  
WEAU 13 News reports Xcel Energy wants to increase its rates and many oppose the plan.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/12/15  
NBC Nightly News reports LinkedIn is the latest company to offer unlimited vacation days.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 10/13/15  
Promotions Manager Andrew Felix was interviewed about the upcoming WEAU changes with programming and new channels.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/13/15  
NBC Nightly News reports *Playboy* magazine is going to stop publishing nude photos.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/14/15  
NBC Nightly News reports that Walmart says Amazon hikes are taking big bite out of profits.
- MEET THE PRESS, 8:00am, National, (segments may vary) 10/18/15  
Today's Meet the Press reports on Vice President Joe Biden's decision to not to run for president and Rep. Paul Ryan's announcement to not run for Speaker of the House.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/19/15  
NBC Nightly News reports that Amazon cracks down on fake reviews in new lawsuit.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 10/27/15  
NBC Nightly News reports REI is closing its stores on Black Friday.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 10/28/15  
WEAU 13 News reports the Republican presidential candidates square off on the economy in the third GOP debate.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/03/15  
NBC Nightly News reports President Obama offers a candid look at 2016 election climate.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 11/04/15  
Kimera Way and Ken Van Es update the progress of Sonnentag Complex for UW-Eau Claire.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/10/15  
NBC Nightly News reports that Federal prosecutors say three men pulled off the largest hacking attack ever against some of the nation's biggest banks and financial firms.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/16/15  
WEAU 13 News reports workers at Kohler Co. are set to strike for the first time since 1983.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/17/15  
WEAU 13 News reports developers look to fill space at the new Haymarket Landing building in downtown Eau Claire.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 11/19/15  
WEAU 13 News reports a real estate developer wants to build residential and retail space where a parking lot sits now.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 11/24/15  
Salina Heller was interviewed about "Let it Glow and Christmastime in the City" taking place in Downtown Eau Claire.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/26/15  
NBC Nightly News reports some of the best deals are only available to people who follow a company on social media, as Thanksgiving has become the fastest growing online shopping day of the year.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/27/15  
NBC Nightly News reports on skyrocketing Black Friday Sales and how some people think that this is making Black Friday obsolete.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 11/30/15  
NBC Nightly News reports online shopper's power record-setting cyber Monday.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/03/15  
NBC Nightly News reports the 20 wealthiest Americans are worth more money than the bottom 152 million.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/03/15  
WEAU 13 News reports that Chippewa Falls residents could see a tax increase for the first time in years.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/11/15  
NBC Nightly News reports decoy packages catch thieves in act of stealing off your doorstep.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/18/15  
NBC Nightly News reports one hundred million Americans are expected to travel over the holidays.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/21/15  
NBC Nightly News reports U.S. gas prices fall below \$2 a gallon for the first time in six years.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 12/29/15  
NBC Nightly News reports following attacks in Paris and San Bernardino, the Department of Homeland Security is looking to ensure consistency in the IDs used to board flights, to mitigate the threat of terrorism.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 12/29/15  
WEAU 13 News reports the State is increasing the cost to attend Wisconsin's public parks and trails.