

## Memorandum



To: Public File  
From: Jolene, Jensen, Executive Assistant/Programming  
Re: Issues and Programs Report, 2nd Quarter 2016  
Date: July 6, 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 April 1 – June 30, 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 2nd 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 2,793 PSA's (too numerous to list) that ran on WEAU 13 News (13.1) in 2<sup>nd</sup> quarter, 2016.

**For 2nd Quarter 2016**  
**April - June, 2016**

THERE WAS NO OTHER PROGRAMMING FOR THE 2ND QUARTER 2016 THAT CONTRIBUTED, AS PART OF NBC'S OVERALL PROGRAMMING, TO SERVE THE EDUCATION AND INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER.

**2nd Quarter 2016 PSAs**

**NETWORK PUBLIC SERVICE SCHEDULE APRIL  
2016**

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20160402	NOODLE	9:56:57 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160402	NOODLE	9:57:12 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160402	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160402	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160402	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160402	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160402	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160402	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160402	CHICA	11:56:57 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160402	CHICA	11:57:12 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160402	ASTROBLAST	12:26:47 PM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160407	MONEY AN	3:50:35 AM	0:15	ZNBC61071H	PSA 2016 TMYK Hoda Kotb NBC Today Environment "Sho
20160409	NOODLE	9:56:57 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160409	NOODLE	9:57:12 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160409	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160409	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160409	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160409	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160409	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160409	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160409	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160409	CHICA	12:26:57 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160409	CHICA	12:27:12 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160416	NOODLE	9:56:57 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160416	NOODLE	9:57:12 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160416	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160416	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160416	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160416	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160416	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160416	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160416	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160416	CHICA	12:26:57 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160416	CHICA	12:27:12 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160423	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160423	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
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20160423	CHICA	12:27:12 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160423	NOODLE	12:56:57 PM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160423	NOODLE	12:57:12 PM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160430	NOODLE	9:56:57 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160430	NOODLE	9:57:12 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160430	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160430	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160430	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160430	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160430	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160430	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160430	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160430	CHICA	12:26:57 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160430	CHICA	12:27:12 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15

#### NETWORK PUBLIC SERVICE SCHEDULE MAY 2016

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20160507	FRI-1ST LOOK	4:24:36 AM	0:15	ZNBC61071H	PSA 2016 TMYK Hoda Kotb NBC Today Environment "Sho
20160507	NOODLE	9:56:57 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160507	NOODLE	9:57:12 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160507	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160507	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160507	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160507	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160507	RUFF RUFF	11:26:17 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160507	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160507	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160507	CHICA	12:26:57 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160507	CHICA	12:27:12 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160514	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160514	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160514	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160514	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160514	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160514	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160514	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160514	CHICA	12:26:57 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160514	CHICA	12:27:12 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160514	NOODLE	12:56:57 PM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160514	NOODLE	12:57:12 PM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160521	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160521	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160521	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160521	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160521	RUFF RUFF	11:26:17 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160521	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160521	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160521	CHICA	12:26:57 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160521	CHICA	12:27:12 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160521	NOODLE	12:56:57 PM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15

20160521	NOODLE	12:57:12 PM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160528	CHICA	9:26:57 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160528	CHICA	9:27:12 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160528	NOODLE	9:56:57 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160528	NOODLE	9:57:12 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160528	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160528	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160528	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160528	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160528	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160528	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160528	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up

#### NETWORK PUBLIC SERVICE SCHEDULE JUNE 2016

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20160604	FRI-1ST LOOK	4:24:34 AM	0:15	ZNBC61071H	PSA 2016 TMYK Hoda Kotb NBC Today Environment "Sho
20160604	FLOOGALS	4:56:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160604	FLOOGALS	4:56:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160604	NINA'S WORLD	5:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160604	NINA'S WORLD	5:26:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160604	RUFF RUFF	5:56:17 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160604	RUFF RUFF	5:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160604	ASTROBLAST	6:26:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160604	CHICA	6:56:57 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160604	CHICA	6:57:12 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160604	NOODLE	7:26:57 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160604	NOODLE	7:27:12 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160611	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160611	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160611	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160611	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160611	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160611	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160611	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160611	CHICA	12:26:57 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160611	CHICA	12:27:12 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160611	NOODLE	12:56:57 PM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160611	NOODLE	12:57:12 PM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160618	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160618	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160618	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160618	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160618	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160618	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
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20160618	NOODLE	12:56:57 PM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160618	NOODLE	12:57:12 PM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160625	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160625	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160625	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
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20160625	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160625	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
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### **NBC NETWORK NON-BROADCAST EFFORTS**

**April - June, 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](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: 04/01/16 – 6/30/16

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.

### **BIG BROTHERS BIG SISTERS-NORTHWEST WISCONSIN**

AIR DATES: 3/06/16-4/15/16

WEAU produced and aired PSA's to encourage registration and pledges for the Big Brothers Big Sisters "Bowl for Kids Sake" event.

### **BOYS AND GIRLS CLUBS: GREAT FUTURES DINNER**

AIR DATES: 3/22/16 – 4/05/16

EVENT DATE: 04/14/16

WEAU produced and aired PSA's for the Chippewa Valley Boy's and Girl's Club "Great Futures" Dinner.

### **BOYS AND GIRLS CLUBS: Festival Foods Donations**

AIR DATES: 6/29/2016 – 7/10/2016

WEAU produced and aired PSA's for the Festival Foods "Dollar Donation Drive" to benefit the B&GC.

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### **CHETEK FISHY FOUR**

AIR DATES: 6/28/2016 – 7/01/2016

EVENT DATE: 7/02/2016

WEAU aired PSA's for the Chetek Fishy Four fundraiser run/walk.

### **TRINITY EQUESTRIAN CENTER – HORSEPOWER FOR VETS**

Air Dates: 6/01/2016 – 6/23/2016

Event Date: 6/25/2016

WEAU produced and aired PSA's for the annual "Trinity Equestrian Center Horse Power for Vets" fundraiser and outreach event.

### **CHIPPEWA VALLEY GIRL SCOUTS – THIN MINT SPRINT**

Air Dates: 5/26/2016 – 6/10/2016

Event Date: 6/11/2016

WEAU produced and aired PSA's for the Girl Scouts annual "Thin Mint" Spring Fundraiser.

**CHIPPEWA VALLEY THEATRE GUILD – FAIRY TALE BALL**

Air Dates: 4/22/2016 – 5/05/2016

Event Date: 5/06/2016

WEAU Produced and aired PSA's for the CVTG "Fairy Tale Ball Fundraiser." WEAU Anchor Nikki Junewicz emceed the event.

**BOYS AND GIRLS CLUB – WINE AND CHEESE**

Air Dates: 4/25/2016 – 5/06/2016

Event Date: 5/07/2016

WEAU produced and aired PSA's for the annual Boys and Girls Club Wine and Cheese Fundraiser.

**EPILEPSY FOUNDATION – STROLL IN THE PARK**

Air Dates: 4/07/2016 – 5/06/2016

Event Date: 5/07/2016

WEAU produced and aired PSAs for the annual "Stroll in the Park" fundraiser for the Epilepsy Foundation of West Central Wisconsin. WEAU anchor Judy Clark emceed the event.

**CHIPPEWA FALL ROTARY – SPRINGFEST**

Air Dates: 4/10/2016 – 4/29/2016

Event Dates: 4/29/2016 – 5/01/2016

WEAU produced and aired PSAs for the Chippewa Falls Rotary Springfest event.

**CHIPPEWA VALLEY THEATRE GUILD – "9 TO 5 THE MUSICAL"**

Air dates: 4/9/2016 – 4/21/2016

WEAU produced and ran a commercial for Chippewa Valley Theatre Guild's production of "9 to 5 the Musical."

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**CHIPPEWA VALLEY THEATRE GUILD – "THE MUSIC MAN"**

Air dates: 6/10/2016 – 6/23/2016

WEAU produced and ran a commercial for Chippewa Valley Theatre Guild's production of "The Music Man." We ran "Run of Station" commercials promoting the production.



## COMMUNITY PARTICIPATION

### Tom Benson, Production Manager

#### Station Tours

April 21

9:30am – Small group tour (stayed for the 10am News)

11:30am – High school class from Prairie Farm (stayed for the Noon News)

#### Station Tour

April 28

4pm – Family tour of station

#### Station Tour

May 18

9:30am – Moms of Eau Claire Club tour

#### Station Tour

May 30

11:30am – Tom gave a small group a tour of the station.

### Judy Clark, Anchor

April 14

Judy emceed the Boys and Girls Club Great Futures Dinner in Chippewa Falls which was held at the Avalon Conference Center.

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April 21

Judy emceed the Children's Legacy Luncheon in Eau Claire which was held at Florian Gardens. The event honors people who made a difference in the lives of children.

May 7

Judy served as a walk leader for the Epilepsy Stroll at Irvine Park in Chippewa Falls. This was a fundraiser for the Epilepsy Foundation of Western Wisconsin.

May 9

Judy spoke to the Athena group (high achievers group) at Chippewa Falls High School regarding broadcasting.

May 17

Judy served as a Montessori Film Festival Judge. She helped judge 42 kids' films.

June 14

Judy emceed ribbon cutting at Irvine Park in Chippewa Falls.

Darren Maier, Meteorologist

May 7

Darren emceed the "March For Babies" walk in Owen Park.

May 10

Darren gave a 90 minute presentation on El Nino to 20 people at the LE Phillips Senior Center in Eau Claire.

May 25

Darren visited Eau Claire's NorthStar Middle School to talk to three 6<sup>th</sup> grade classes about weather.

Monica Ott, Meteorologist

April 12

Monica attended a kindergarten school talk at Parkview Elementary School in Chippewa Falls. Spoke about seasons, bad weather, and what to wear depending on the season.

April 30

Monica emceed the MS Walk in Eau Claire from 8:30AM-12PM.

May 18

Monica gave a tour of the weather center to a "mom's group." Explained how the green screen works, facilitated kids "doing weather" and answered questions from the moms.

May 19

Monica visited 6<sup>th</sup> graders at Chippewa Falls Middle School to talk about fronts, air masses and wicked weather.

Kathy Wright, General Sales Manager

June 10

Kathy volunteered at "Breakfast in the Valley" from 8-10AM held at the Eau Claire County Fairgrounds. Five sales representatives from WEAU also attended this event.

June 6

Kathy worked a golf outing for Veterans from 8am-11am at Hickory Hills Golf Course in Eau Claire.

June 15

Kathy worked the concession stand for Elk Mound Youth Baseball.

**Michael Strubel, Account Executive**

June 10

On behalf of WEAU, Michael volunteered at Breakfast in the Valley which was located at the Eau Claire County Expo Center. Roughly 3,000 people were served breakfast.

**Amanda Tyler, Anchor/Reporter**

May 4

Amanda spoke at "Careers on Wheels" which was a career fair held at Altoona Elementary. Spoke to K-5<sup>th</sup> graders about journalism and future career choices.

**Danielle Wagner, Anchor/Reporter**

June 11

Danielle volunteered at the "Thin Mint Sprint" for Girls Scouts at Carson Park. This was a 5K event with proceeds going to programming for local Girl Scouts.

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**2<sup>nd</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.

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## **Agriculture/Environment**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/01/16  
NBC Nightly News reports more snow for the Northeast as storms batter the Southeast.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/04/16  
NBC Nightly News reports another batch of Spring snow blankets Northeast U.S.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/06/16  
NBC Nightly News reports hundreds are forced to evacuate as wildfires roll through Oklahoma and Kansas.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 04/07/16  
Angie Horkan with the Wisconsin Beef Council makes tacos.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/12/16  
NBC Nightly News reports softball-sized hail slams Texas as severe weather moves across the South.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 04/14/16  
Arlena Schott with "Garden Wise with Arlena" shows off the top garden trends of 2016.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/15/16  
NBC Nightly News reports a powerful 7.0 quake strikes Japan after an earlier quake kills nine.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/18/16  
NBC Nightly News reports deadly flash floods hit Houston amid 'unprecedented' rainfall. NBC Nightly News also reports that more than 350 are dead and 22,500 injured after powerful quake hits Ecuador.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/19/16  
NBC Nightly News reports Ecuador quake death toll nears 500 as hope for survivors fades.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/20/16  
NBC Nightly News reports Ecuador quake death toll rises to 525, with hundreds feared missing.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/25/16  
NBC Nightly News reports nearly 18M at risk for large hail, damaging winds and tornadoes.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/26/16  
NBC Nightly News reports 70M Americans face a severe weather threat across central U.S.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/26/16  
NBC Nightly News reports on the South as they brace for more dangerous storms.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/04/16  
NBC Nightly News reports entire Canadian city of 80,000 (Alberta) was forced to flee from wildfire.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/05/16  
Angie Horkan with the Wisconsin Beef Council makes burgers for National Burger Month.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 05/05/16  
UW Extension's Trisha Wagner talks about soil tests.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/05/16  
NBC Nightly News reports a monster Canadian wildfire grows, leaving apocalyptic scenes in path.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/05/16  
WEAU 13 News reports several counties are under a burn ban in light of tomorrow's big warm up.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/09/16  
NBC Nightly News reports a violent tornado causes major damage amid outbreak in Oklahoma.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/11/16  
NBC Nightly News reports 27 million Americans at risk for severe weather as system moves east.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/15/16  
WEAU 13 News reports police warn of a common traffic move that could be illegal: passing slow farm equipment.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/16/16  
Garden designs were discussed with Jerry Clark, Agriculture Agent for UW-Extension.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/24/16  
WEAU 13 News reports Chippewa County officials are asking community members for water samples for testing.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/26/16  
NBC Nightly News reports severe storms and tornadoes tear through the plains states.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 05/27/16  
Jim Ignarski was interviewed about the free fishing event through Chippewa Valley YMCA.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/31/16  
NBC Nightly News reports that at least nine are dead as unprecedented flooding rips through Texas.
- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 06/02/16  
UW-Extension's Erin LaFaive talks about the recent freeze and the effect on plants.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/02/16  
Angie Horkan with the Wisconsin Beef Council makes steaks on the grill.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/06/16  
Breakfast in the Valley is discussed and the importance of ag industry with Bob Bosold.
- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 06/08/16  
Breakfast in the Valley's committee members were interviewed about the upcoming event.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/14/16  
Tina Gilbertson with Wisconsin Milk Marketing Board talks about June Dairy Month.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/17/16  
NBC Nightly News reports wildfires are fueled by a scorching heatwave spread across western states.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/21/16  
NBC Nightly News reports nine million people are under heat alerts with temperatures over 100 degrees.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/22/16  
NBC Nightly News reports parts of the Midwest, including the Chicago area, is facing threat of tornadoes.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/24/16  
NBC Nightly News reports at least 20 are dead in historic West Virginia flooding.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/30/16  
Angie Horkan with the Wisconsin Beef Council makes burgers for July Fourth celebrations.

## **HEALTH/MEDICAL**

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/04/16  
Kristin Wogahn and Eric Nelson were interviewed about the Chippewa Valley Free Clinic Fundraiser.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/05/16

Sarah Lewis from the Mayo Clinic was interviewed about the upcoming Mayo Health Fair.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/05/16  
NBC Nightly News reports a new no-surgery weight loss procedure shows promise, study shows.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/07/16  
NBC Nightly News reports a “liquid biopsy” blood test could help fight lung cancer, study shows. Also NBC Nightly News reports that there is growing evidence that fasting diets really work.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 04/11/16  
Lou Kelsey and Rick Wallin with Epilepsy Foundation of Western Wisconsin were interviewed about the upcoming “Stroll in the Park” for Epilepsy.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/13/16  
NBC Nightly News reports the Zika virus, according to the CDC, could be scarier than we initially thought.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/13/16  
NBC Nightly News reports Napster co-founder Sean Parker pledges \$250M to fight cancer.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/14/16  
Lou Kelsey with Epilepsy Foundation of Western Wisconsin was interviewed about the “Epilepsy Stroll in the Park.”

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/14/16  
NBC Nightly News tells viewers how Cheap Trick uses the power of music to help children with autism.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/19/16  
NBC Nightly News reports a promising new treatment for stroke patients when every second counts.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/20/16  
NBC Nightly News reports experts fear this could be an exceptionally bad allergy season amid a rise in allergies linked to an outdoor threat potentially more serious than pollen.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/22/16  
NBC Nightly News reports U.S. suicide rates reach a 30 year high, especially for women.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/24/16  
NBC Nightly News reports on the first Zika-related death in U.S. reported in Puerto Rico.



- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/26/16  
NBC Nightly News reports on a promising new approach to treating children with ADHD.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/27/16  
Shelley Janke and Amanda Hensiak were interviewed about the Health Aging Expo.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/28/16  
Judy Meinen and Joe Rothengass were interviewed about the Wellness Fair.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/28/16  
NBC Nightly News reports on a fitness strategy that has a lot of people talking, and there's new evidence that the so-called one minute workout" really does work.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 04/28/16  
Jill Wendtland and Matt Selvig were interviewed about the UCP Walk.
- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/28/16  
Gene Amann was interviewed about the UCP Walk.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/29/16  
Jackie Rasmussen and Jenny Shafer were interviewed about the HSHS St. Joseph's Hospital Charity Ball.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/03/16  
NBC Nightly News reports nearly 30 percent of antibiotic prescriptions are unnecessary.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/03/16  
NBC Nightly News reports Johnson & Johnson loses a \$55M case linking powder ingredient to cancer.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/04/16  
NBC Nightly News reports President Obama drinks Flint's filtered water during visit.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/05/16  
NBC Nightly News reports the FDA followed through on its promise to regulate the \$3.5 billion E-cigarette industry in an effort to snuff out what the government sees as an alarming increase in young users.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 05/05/16  
Lisa Wells, Dementia Care Specialist was interviewed about Brain Health Friday.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/06/16  
NBC Nightly News reports the FDA warns a certain antipsychotic drug can cause compulsive behaviors such as urges to gamble, binge eat, shop and have sex.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/09/16

The "Meet to Eat" for the Free Clinic was discussed. This Open Door Clinic Benefits those in the Chippewa Falls area.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/11/16  
NBC Nightly News reports the FDA is seeking to redefine healthy and natural foods.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/12/16

Hailey Krajewski was interviewed about the Blondes vs Brunettes flag football game for Alzheimer's Association.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/12/16  
NBC Nightly News reports strokes are on the rise among younger adults, a study finds.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 05/12/16

The Stroke Awareness event was discussed through Mayo Clinic Health System.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/13/16  
NBC Nightly News reports on the high costs of ER visits and how it can leave you in major debt.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 05/17/16

Camp Wabi for kids struggling with weight issues was discussed. Representatives from the YMCA and Mayo Clinic Health System were interviewed.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/18/16  
NBC Nightly News reports cancer drug used by President Carter shows signs of being a breakthrough.
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- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/20/16  
NBC Nightly News reports the FDA rolls out new nutritional labeling for the first time in 20 years.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/23/16  
NBC Nightly News reports a new at-home test could help in the colon cancer battle.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/23/16

Camp Wabi is a summer camp for kids struggling with weight issues. Joni Gilles, RN and camp director Brian Moore were interviewed about the event.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/24/16  
NBC Nightly News reports celiac disease affecting millions of Americans often goes undiagnosed.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/24/16  
WEAU 13 News reports a new study recommends weight loss surgery for help with diabetes.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/25/16  
NBC Nightly News reports the use of cardiac stress tests have skyrocketed, but a leading cardiologist says they're often unnecessary and can lead to more expensive and riskier procedures.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 05/25/16  
Mary Kay Brevig and Kayla Dubiel were interviewed about the upcoming Community Blood Drive.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 05/26/16  
Georgia Smith from HSHS Sacred Heart was interviewed about Cancer Survivor's Day.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/26/16  
NBC Nightly News reports long-feared drug-resistant superbug was found for the first time in the U.S.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 05/27/16  
Pam Hehl and Vern Weeks were interviewed about the Dementia Support Group.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/27/16  
NBC Nightly News reports government study links cellphone radiation to cancer.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/31/16  
NBC Nightly News reports on medical billing errors and they are more common than what patients might think. Some studies have found that up to 80 percent of bills can contain errors.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/01/16  
NBC Nightly News reports baby with Zika-linked microcephaly was born in New Jersey. The FDA also asks food industry for sharp reduction of salt.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 06/06/16  
ALS Walk and Wheel-A-Thon in Chippewa Falls was discussed. Sue Hennig lost her husband to ALS and she was interviewed about the event.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/07/16  
Sue Hennig was interviewed about the ALS Walk & Wheel-A-Thon.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/07/16  
NBC Nightly News reports that Brazilian researchers predict very few Zika cases at Rio Olympics.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/08/16  
Mid Life Crisis issues were discussed with a Mayo Clinic Health System psychotherapist.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/08/16  
NBC Nightly News reports on a California Clinic treating patients with cancer risk genes.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/09/16  
NBC Nightly News reports on a rare urgent alert from the FDA's inspector general, who examined 30 food recalls and found that the FDA can be very slow to act.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/15/16  
NBC Nightly News reports contrary to findings 25 years ago that coffee was possibly carcinogenic, researchers now say coffee actually may protect you from uterine cancer and lower the risk of liver cancer by 15%.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/15/16  
Dr. Jeff Jones and Dr. Kent Vandehaar were interviewed about the WDA Mission of Mercy event where dentists offer free medical care to 2,000 patients.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 06/22/16  
WEAU 13 News reports local lawmakers and LGBT advocates say gay men should be able to donate blood more readily.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/23/16  
Rhonda Brown was interviewed about the Mental Health First Aid in Chippewa County.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 06/23/16  
WEAU 13 News reports a new report shows a popular measure to prevent the flu is actually ineffective.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/29/16  
NBC Nightly News reports on Tom Brokaw's cancer fight. NBC Nightly News also reports the FDA calls for review of safety, effectiveness of hand sanitizer.

## CHILDREN/YOUTH

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/01/16  
Sergeant Ben Frederick was interviewed about the Eau Claire Junior Police Academy.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 04/04/16  
Tracey Smiskey and Aaron Hunt were interviewed about the upcoming Boys and Girls Club of Chippewa Falls "Great Futures Dinner."

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/06/16  
Jack Usher and Alana Till were interviewed about the upcoming Youth Leadership Conference in Eau Claire.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/11/16  
Mike Cohoon, Youth Pastor at Landmark Christian Church, was interviewed about "Food for Kidz."
- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/11/16  
Children's Legacy Luncheon will be honoring people in the area who have made a difference in children's lives. Sue Bornick with EC Community Foundation was interviewed about the event.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 04/12/16  
WEAU 13 News reports the Eau Claire City Council members proclaim April as child abuse awareness month.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 04/14/16  
WEAU 13 News reports Altoona parents are concerned about how their kids will get to and from Pederson Elementary School.
- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/18/16  
Wayne Marek was interviewed about "Fancy Nancy," the Musical by the Eau Claire Children's Theatre.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/21/16  
Meagan Kennedy was interviewed about the upcoming Chippewa Falls Springfest 5K for Kids and Fun Mile.
- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/22/16  
Wes Escondo was interviewed about the upcoming Big Brothers Big Sisters "Bowl for Kids' Sake."
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/25/16  
NBC Nightly News reports that researchers have concluded that there is an "astounding" surge in children harmed by laundry pods.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/26/16  
NBC Nightly News reports Trump looks to regain momentum in New York after his loss in Wisconsin.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 04/27/16  
WEAU 13 News reports a proposed project plan is approved for a handicap-accessible baseball field in the Chippewa Valley.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 05/03/16  
Tracey Smisky was interviewed about the "Evening of Wine and Cheese" for the Boys and Girls Club.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/05/16  
WEAU 13 News reports Packers linebacker Clay Matthews is the featured speaker at a fundraiser for local Boy Scouts.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 05/09/16  
Rachael Manning was interviewed about teen drinking and "Parents Who Host Lose the Most."
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 05/11/16  
Wil Denson, author and professor, talks about his new children's book.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/12/16  
WEAU 13 News reports local 5<sup>th</sup> graders learn water safety skills before the summer months are here.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/15/16  
WEAU 13 News reports a local bar donates old furniture to the Boys and Girls Club.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 05/17/16  
Jill Albright and Jennie Schoenrock, PTO Members, were interviewed about the Parkview Elementary "Color Run."
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/25/16  
Carrie Andringa and Renee Erickson were interviewed about the upcoming event, "Thin Mint Sprint" for the Girl Scouts.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/26/16  
WEAU 13 News reports a local non-profit agency serving kids in the Chippewa Valley gets ready to move into a bigger building.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 06/21/16  
WEAU 13 News reports a local school is working to make play more inclusive.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 06/22/16  
WEAU 13 News reports a water ski club receives a grant to buy new adaptive skis for kids with disabilities.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 06/23/16  
Lindsay Kohls and Sara Novotny were interviewed about the 4-H Summer Day Camps.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 06/27/16  
Spencer Larson was interviewed about the upcoming Eau Claire Express Kids Day.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 06/27/16  
Wayne Marek was interviewed about the Eau Claire Children's Theatre's "101 Dalmatians."

## **Economy/Business**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/01/16  
NBC Nightly News reports California and New York are poised to raise minimum wage to \$15.

- MEET THE PRESS, 8:00am, National, (segments may vary) 04/03/16  
Today's Meet the Press reports on Presidential candidate, Sen. Hillary Clinton.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/06/16  
NBC Nightly News reports Trump looks to regain momentum in New York after Wisconsin loss.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 04/07/16  
WEAU 13 News reports police are searching for the person who stole money from a local bar.

- MEET THE PRESS, 8:00am, National, (segments may vary) 04/10/16  
Today's Meet the Press reports on Presidential candidate, Sen. Bernie Sanders.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/12/16  
Downtown Eau Claire Inc. is holding an "Our City" cleanup. Salina Heller was interviewed about the event.

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- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/14/16  
NBC Nightly News reports 85M more U.S. vehicles may face Takata airbag recall.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/18/16  
Teri Ouimette, Director of Chippewa Falls Main Street, talks about Earth Day Clean-up.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/20/16  
NBC Nightly News reports Harriet Tubman will replace President Andrew Jackson on the \$20 bill.

- MEET THE PRESS, 8:00am, National, (segments may vary) 04/24/16  
Today's Meet the Press reports on Sen. Ted Cruz and the election.

- MEET THE PRESS, 8:00am, National, (segments may vary) 04/24/16  
Today's Meet the Press reports Sen. Bernie Sanders and the upcoming election.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 04/27/16

WEAU 13 News reports Menard Inc. agrees to change its policies after being called out by a national labor board.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/29/16  
NBC Nightly News reports the Ringling Brothers elephants are taking their final bow.

- MEET THE PRESS, 8:00am, National, (segments may vary) 05/01/16  
Today's Meet the Press reports on the election.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/04/16  
NBC Nightly News reports 40 million more Takata airbags ordered recalled.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/04/16  
WEAU 13 News reports a downtown Eau Claire hotel opens its doors for guests.

- MEET THE PRESS, 8:00am, National, (segments may vary) 05/08/16  
Today's Meet the Press reports on Presidential candidate Donald Trump and other political matters.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 05/10/16  
Amber Hoffman and Emily Eck, Employment and Training Specialists, were interviewed about the upcoming Job Expo.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/12/16  
WEAU 13 News reports Eau Claire County advances an ordinance that would wage for contracted employees.
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- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/17/16  
NBC Nightly News reports that consumer reports find that nearly half of sunscreens don't meet SPF claims.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/18/16  
Linda John with Visit Eau Claire Tourism was interviewed about business for the summer season.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/18/16  
NBC Nightly News reports millions of Americans' pay could rise thanks to new overtime rule.

- MEET THE PRESS, 8:00am, National, (segments may vary) 05/22/16  
Today's Meet the Press reports new national poll numbers from NBC News/Wall Street Journal.



- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/24/16  
NBC Nightly News reports Zika concerns fuel spike in bug spray sales.

- MEET THE PRESS, 8:00am, National, (segments may vary) 05/29/16  
Today's Meet the Press reports on the Presidential candidates and political matters.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 05/30/16  
Brian Sandy was interviewed about the "Taste of the Valley" at Phoenix Park.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/01/16  
NBC Nightly News reports cars are still being sold with potentially defective Takata airbags.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 06/03/16  
The upcoming Parade of Homes was discussed. This event is sponsored through the Chippewa Valley Home Builders Association.

- MEET THE PRESS, 8:00am, National, (segments may vary) 06/05/16  
Today's Meet the Press reports on political issues and campaigns.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/09/16  
The upcoming Parade of Homes in the Chippewa Valley was discussed.

- MEET THE PRESS, 8:00am, National, (segments may vary) 06/12/16  
Today's Meet the Press reports on the Presidential candidates and the Orlando shootings.

- MEET THE PRESS, 8:00am, National, (segments may vary) 06/19/16  
Today's Meet the Press reports on foreign issues and the presidential campaign.

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- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/21/16  
NBC Nightly News reports Trump sends personal plea to supporters as the campaign is low on cash.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 06/23/16  
WEAU 13 News reports a new hotel celebrates its grand opening in downtown Eau Claire.

- MEET THE PRESS, 8:00am, National, (segments may vary) 06/26/16  
Today's Meet the Press reports on the Presidential campaign and latest poll numbers.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/27/16  
NBC Nightly News reports the Supreme Court strikes down controversial Texas abortion law. Also Ikea recalls tens of millions of dressers over tipping concerns.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/29/16  
NBC Nightly News reports security is heightened at U.S. airports as nation preps for holiday.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/30/16  
NBC Nightly News reports U.S. drivers of over 300,000 Hondas to stop driving immediately.

## **EDUCATION**

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 04/05/16  
Lisa Wells and Joe Barden were interviewed about Senior Americans Day for lifelong learning.
  - WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 04/07/16  
WEAU 13 News reports UW schools each submit a report on the impact of last summer's budget cuts.
  - NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/14/16  
NBC Nightly News reports "Credible" is a marketplace for refinancing student debt, where users simply enter their loan information, then compare offers from approved lenders.
  - NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/03/16  
NBC Nightly News reports Detroit Schools closed for second day amid teacher 'sickout.'
  - WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/04/16  
WEAU 13 News reports 120 students and teachers are honored for their hard work over the last year.
  - WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/05/16  
WEAU 13 News reports a local UW system school is still coping with budget cuts imposed by the state last year.
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- 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 05/11/16  
"The Past Passed Here" educational recreation event in Chippewa Falls was discussed. Jim Schuh and Teri Opsahl were interviewed about the event.
  - NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/13/16  
NBC Nightly News reports the Obama Administration sends out new guidance to schools on transgender students.
  - WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/26/16  
WEAU 13 News reports the Eau Claire City Council approves funding for its first ever paid intern.
  - WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/26/16  
WEAU 13 News reports UW Eau Claire is highlighted in a guide on student improvement.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 06/21/16  
WEAU 13 News reports that a new report ranks Wisconsin as one of the worst states in the entire country when it comes to teen driving.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/22/16  
UW-Eau Claire Chancellor James Schmidt talks about the budget cuts and the impact.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/27/16  
The Eau Claire Library director and youth services director talk about summer reading programs

## **CULTURAL DEVELOPMENT**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/08/16  
NBC Nightly News reports on the Pope's new document on marriage.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/08/16  
Deb Boyd was interviewed about the "Savoring the Arts" event at the Heyde Center.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/12/16  
Menomonie Singers Jerry Hui and Hal Schroetter talk about their upcoming concert.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 04/12/16  
WEAU 13 News reports Eau Claire City leaders get an inside look at the first phase of the confluence project.

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- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/14/16  
Conductor Ivar Lunde was interviewed about the Eau Claire Chamber Orchestra's upcoming concert.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/15/16  
"9 To 5 the Musical" by the Chippewa Valley Theatre Guild was discussed.

WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/19/16  
Bob Baca with UW-Eau Claire Jazz Studies was interviewed about the upcoming Eau Claire Jazz Festival.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 04/21/16  
Bob Baca, Ron Keezer and Joe Casey were interviewed about the Eau Claire Jazz Festival 50<sup>th</sup> anniversary.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/25/16  
NBC Nightly News reports North Carolina's transgender law spurs protests at State's Capitol.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 05/09/16  
"Evil Dead," The Musical by the Eau Claire Children's Theatre, was discussed by Wayne Marek.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/17/16  
NBC Nightly News takes a rare look at tributes left behind at the Vietnam Veterans Memorial.

WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 05/18/16  
Jill Wendtland was interviewed about the upcoming Nigerian Concert.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 06/20/16  
Chippewa Valley Theatre Guild presents "The Music Man." Katie Schumacher was interviewed about the event.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 06/22/16  
WEAU 13 News reports a Chippewa woman is working to fight vandalism with her own art.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/30/16  
Sculpture Tour Eau Claire was discussed.

WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 06/30/16  
David Tank was interviewed about his new book on Dunn County.

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## **SCIENCE/TECHNOLOGY**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/13/16  
NBC Nightly News reports a man paralyzed for years after breaking his neck is now able to move his hand, thanks to a chip implanted in his brain by doctors.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/14/16  
NBC Nightly News reports MasterCard is rolling out selfie technology that will let you verify payments with your face, and with online fraud rampant, cyber security experts say selfies could be a solution.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/18/16  
NBC Nightly News reports drone crashes into passenger jet, highlighting a growing danger. 2.5 million drones are expected to crowd the skies by the end of 2016.

## **FAMILY VALUES**

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 04/01/16  
Dori Pulse, Facilitator, was interviewed about the upcoming Stepfamily Rx Conference.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/05/16  
NBC Nightly News reports San Francisco is the first U.S. city to require fully paid parental leave for new parents.
- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/13/16  
Dori Pulse was interviewed about the Stepfamily RX conference.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 04/13/16  
Eau Claire County Crime Stoppers was discussed. Dave Fitzpatrick with the Altoona Police Department was interviewed.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 04/26/16  
Brook Berg with UW Extension talks about e-parenting, raising young kids and technology.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 05/09/16  
Rachael Manning was interviewed about teen drinking and "Parents Who Host Lose the Most."
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/11/16  
The Post Office's "Stamp Out Hunger" event was discussed. Emily Moore with Feed My People and Tina Dunn with the Eau Claire Post Office were interviewed about the event.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/17/16  
Brook Berg with UW-Extension in Eau Claire County was interviewed about the Successful Children's Network with United Way volunteer network.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/19/16  
Lisa Hudson with Lutheran Social Services and James McCarter, foster parent, were interviewed about Foster Care Month.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/22/16  
WEAU 13 News reports a carnival works to raise money for church family mission trips.
- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 06/06/16  
Lisa Hudson was interviewed about the "Horsepower for Veterans" program at Trinity Equestrian Center.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 06/13/16  
Mike Meinke and Donald Schwartz were interviewed about the Shrine Circus.

- WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 06/15/16  
Nick White and Joel Heil were interviewed about the Veterans event at Carson Park.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/16/16  
Toni Mattison was interviewed about the "Horsepower for Veterans" for the Trinity Equestrian Center's therapy program for veterans.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 06/20/16  
Michelle Dingwall and Jay Fahl were interviewed about Freedom Fest.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 06/21/16  
Brook Berg and Pamela Warren-Armstrong with UW-Extension talk about the importance of keeping up with family routines in the summer.

## **SUBSTANCE ABUSE / ADDICTION**

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 04/12/16  
WEAU 13 News reports a Chippewa Falls man is arrested for his 5<sup>th</sup> OWI over the weekend.
  - WEAU 13 NEWS @ FIVE, Local, 2 ½ minutes, 5:00pm, 04/25/16  
"Parents Who Host Lose the Most" campaign was discussed. This campaign targets underage drinking.
  - NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/29/16  
NBC Nightly News reports the Prince death investigation focuses on prescription painkillers and his doctor.
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- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/04/16  
WEAU 13 News reports the DA is getting involved in the investigation into the death of music legend, Prince.
  - WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 05/10/16  
Eau Claire County ID Checks compliance was discussed. Sgt Brian Schneider with Eau Claire police was interviewed.
  - NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/10/16  
NBC Nightly News reports fatal accidents involving drivers high on marijuana soars.
  - DATELINE NBC , National, 60 minutes 6:00pm, 05/15/16  
Matt Lauer has a candid interviewed with Michael Phelps about his DUI, rehab stay and the road to Rio.

## **VIOLENCE**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/01/16  
NBC Nightly News reports ISIS "madman" would use nuclear weapons for mass murder.

- DATELINE NBC , National, 60 minutes 9:00pm, 04/01/16  
Dateline NBC reports a wife reports a prowler and shots fired in her backyard. Her husband, an Olympic bronze medalist, is dead. Was it murder or an act of self-defense?

- DATELINE NBC , National, 60 minutes 7:00pm, 04/02/16  
Dateline NBC reports on the case of a 26 year-old model and aspiring Playboy who goes missing after visiting a Miami nightclub with her boyfriend during their New Year's vacation. Within 24 hours of her disappearance, police find her brutally murdered.

- DATELINE NBC , National, 60 minutes 9:00pm, 04/03/16  
Dateline NBC reports on a story about an Idaho woman who fell in love with her married boss and the affair eventually led to a violent confrontation.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/08/16  
NBC Nightly News reports teen accused in killing of University of Texas freshman. Also two US airmen were killed in shooting at Texas base.

- DATELINE NBC , National, 60 minutes 7:00pm, 04/09/16  
Dateline NBC reports a family's American dream turns into a nightmare when their mother is murdered in their home one night. The mystery goes unsolved for years until a new detective reopens the case, resulting in an undercover sting operation and unexpected twists and turns.

- DATELINE NBC , National, 60 minutes 9:00pm, 04/10/16  
Dateline NBC reports twin sisters find their mother murdered in their Georgia home. As police begin to investigate, they discover that the sisters may know something that could turn this case upside down.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/12/16  
NBC Nightly News reports video suggests possible hit and run before killing for former Saints player.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/12/16  
NBC Nightly News reports an accused Planned Parenthood gunman was "happy" after attack.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/13/16  
NBC Nightly News reports coroner confirms former NFL player Will Smith was shot 7 times in the back.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/14/16  
NBC Nightly News reports a body was found on the University of Texas campus ID'd as a student and the killer is still at large.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/15/16  
NBC Nightly News reports a video of school spanking reignites debate over corporal punishment.

- DATELINE NBC , National, 60 minutes 9:00pm, 04/15/16  
Dateline NBC reports on a murder in Colorado which uncovers secrets, lies, and a mystery that had been buried for years.

- DATELINE NBC , National, 60 minutes 9:00pm, 04/22/16  
Dateline NBC reports on a story about a Cornell student and star athlete that is caught up in the middle of a homicide investigation.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 04/22/16  
WEAU 13 News reports a former Eau Claire teacher was found murdered in a Twin Cities suburb.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/22/16  
NBC Nightly News reports eight are dead in Ohio execution-style murders and the killer is being sought.

- MEET THE PRESS, 8:00am, National, (segments may vary) 04/24/16  
Today's Meet the Press reports on Sen. Ted Cruz and the election. Meet the Press also talks about the Osama Bin Laden raid five years later.

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- DATELINE NBC , National, 60 minutes 9:00pm, 04/24/16  
Dateline NBC reports two mothers and their teenaged daughters are murdered in a suburb of Maryland, and investigators try to figure out if this is the work of a serial killer.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/25/16  
NBC Nightly News reports President Obama says he is sending up to 250 additional special operations troops to train and assist local medical forces fighting ISIS in Syria.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 04/27/16  
WEAU 13 News reports a man and his two children are found dead in what police are calling a double murder suicide.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/28/16  
NBC Nightly News reports an airstrike on a pediatric hospital has left dozens dead in Aleppo.



- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/28/16

NBC Nightly News reports a sniper shoots man wearing hoax bomb at Baltimore TV station.

- DATELINE NBC , National, 60 minutes 9:00pm, 04/29/16

Dateline NBC reports on a wife and mother of three who is found dead in her bathtub. Was it an accident or murder?

- DATELINE NBC , National, 60 minutes 7:00pm, 05/01/16

Dateline NBC reports on a story about a Cornell student and star athlete who gets caught in the middle of a homicide investigation and the community is in shock.

- DATELINE NBC , National, 60 minutes 8:30pm, 05/06/16

Dateline NBC reports on a story about a teenaged girl who is murdered at a scenic spot on a Utah river.

- DATELINE NBC , National, 60 minutes 9:00pm, 05/08/16

Dateline NBC reports on a story about a wife and mother of three that disappear without a trace. Could her home's security cameras hold the key to solving the mystery?

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/11/16

NBC Nightly News reports an off-duty officer shoots and kills a man on a deadly Mass. stabbing spree.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/12/16

Video shows apparent beating of a driver after a chase, and the troopers are suspended.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/13/16

Murder rates are soaring dramatically in 20 major cities, statistics show.

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- DATELINE NBC , National, 60 minutes 9:00pm, 05/13/16

Dateline NBC reports police find a mother and son shot to death in their home in a small town in Texas and questions arise over whether the husband may have been behind their deaths.

- DATELINE NBC , National, 60 minutes 7:00pm, 05/14/16

Dateline NBC reports a popular graduate student was shot dead outside her apartment in North Carolina. Who would want her death and why? Detectives get a lead from a 911 caller and discover the student's finance may hold the key to solving the case.

- DATELINE NBC , National, 60 minutes 9:00pm, 05/15/16

Dateline NBC reports a young bride is found beaten to death in an empty warehouse parking lot in Miami. As detectives begin to investigate, suspicious details of the newlywed's lifestyle are uncovered.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/17/16  
NBC Nightly News reports on the bombings that have killed almost 200 people across Baghdad in one week.
  - NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/18/16  
NBC Nightly News talks about the abduction of 276 school girls from the Nigerian town of Chibok nearly two years later.
  - DATELINE NBC , National, 60 minutes 9:00pm, 05/20/16  
Dateline NBC reports on a woman's chilling story about a girl's abduction and murder that helps re-open a case that has haunted a New York town for decades.
  - DATELINE NBC , National, 60 minutes 9:00pm, 05/22/16  
Dateline NBC reports on a story about a young woman who was killed after attending a New Year's Eve party. Four years later it would be up to a jury to decide whether it was suicide or murder.
  - NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/25/16  
NBC Nightly News reports that powerful tornadoes touched down in Kansas.
  - WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 05/26/16  
WEAU 13 News reports on a new report from the Eau Claire Police Department that show some crimes are going up and other are going down.
  - DATELINE NBC , National, 60 minutes 8:00pm, 05/27/16  
Dateline NBC reports on a story where a veterinarian is found shot to death in his Montana home and a mystery begins that spans nearly two decades.
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- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/31/16  
NBC Nightly News reports 68 people were shot in Chicago during a violent Memorial Day weekend.
  - NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/01/16  
NBC Nightly News reports two are dead in a shooting on UCLA campus in California.
  - NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/08/16  
NBC Nightly News reports four are killed in a mass shooting at Tel Aviv Shopping Center.
  - NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/09/16  
NBC Nightly News reports a man is freed nine years after being wrongly convicted of murder at age 14.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/13/16  
NBC Nightly News reports on the Orlando massacre and how America's deadliest mass shooting unfolded. The gunman, Omar Mateen, has been investigated by the FBI previously after he made comments to co-workers expressing support for violent extremism.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/14/16  
NBC Nightly News reports officials say Omar Mateen's wife told them she was with the gunman when he bought ammunition and that she drove him to Pulse nightclub at least once.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/15/16  
NBC Nightly News reports the body of a two-year-old that was dragged into water by an alligator at Disney hotel has been found.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/16/16  
NBC Nightly News reports the Orlando gunman texted his wife and used Facebook during killing spree.
- DATELINE NBC , National, 60 minutes 7:00pm, 06/17/16  
Dateline NBC takes a compelling new look at the Manson murders, the mystery that gripped the country during the summer of 1969.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 06/21/16  
WEAU 13 News reports investigators learn more about Omar Mateen's action leading up to the Orlando shooting.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/28/16  
NBC Nightly News reports the Istanbul airport was attacked, leaving dozens killed and wounded.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/30/16  
NBC Nightly News reports the July 4<sup>th</sup> security will be heightened across U.S. after the Istanbul attack.