

# Memorandum



To: Public File  
From: Jolene, Jensen, Executive Assistant/Programming  
Re: Issues and Programs Report, 1st Quarter 2016  
Date: April 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 January 1 – March 31, 2016. The following pages include a list of issue-oriented projects our station has participated in, a description of issue-oriented programming, and community participation.

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

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

## **Public Service Announcements**

Also during 1<sup>st</sup> quarter, WEAU 13 News aired various public service announcements from local, regional and national organizations in order to inform and educate the public about the above various issues of concern. Our Promotions Manager ran a report which listed approximately 3,422 PSA's (too numerous to list) that ran on WEAU 13 News (13.1) in 1<sup>st</sup> quarter, 2016.

**For 1st Quarter 2016**  
**January - March, 2016**

THERE WAS NO OTHER PROGRAMMING FOR THE 1ST QUARTER 2016 THAT CONTRIBUTED, AS PART OF NBC'S OVERALL PROGRAMMING, TO SERVE THE EDUCATION AND INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER.

**1st Quarter 2016 PSAs**

**NETWORK PUBLIC SERVICE SCHEDULE JANUARY 2016**

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20160102	LAZYTOWN	9:56:35 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160102	LAZYTOWN	9:56:50 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160102	NINA'S WORLD	10:26:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160102	RUFF RUFF	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160102	RUFF RUFF	10:57:17 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160102	ASTROBLAST	11:27:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160102	CLANGERS	11:55:47 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160102	LUNA	12:27:07 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160109	FRI-1ST LOOK	4:24:08 AM	0:15	ZNBC5126H	PSA 2015 TMYK Alison Sweeney Environment :15
20160109	NINA'S WORLD	10:26:47 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160109	RUFF RUFF	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160109	RUFF RUFF	10:57:17 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160109	ASTROBLAST	11:27:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160109	CLANGERS	11:55:47 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160109	LUNA	12:26:52 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160109	LUNA	12:27:07 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160109	LAZYTOWN	12:56:01 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160116	FRI-1ST LOOK	4:25:26 AM	0:15	ZNBC5128H	PSA 2015 TMYK Benjamin Stockham Environment :15
20160116	LAZYTOWN	9:54:46 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160116	LAZYTOWN	9:55:01 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160116	NINA'S WORLD	10:26:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160116	RUFF RUFF	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160116	RUFF RUFF	10:57:17 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160116	ASTROBLAST	11:27:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160116	CLANGERS	11:55:47 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160116	LUNA	12:27:07 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160123	FRI-1ST LOOK	4:25:11 AM	0:15	ZNBC5126H	PSA 2015 TMYK Alison Sweeney Environment :15
20160123	LAZYTOWN	9:57:16 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160123	NINA'S WORLD	10:26:47 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160123	RUFF RUFF	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160123	RUFF RUFF	10:57:17 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160123	ASTROBLAST	11:27:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160123	CLANGERS	11:55:47 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160123	LUNA	12:26:52 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160123	LUNA	12:27:07 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160130	FRI-1ST LOOK	4:24:54 AM	0:15	ZNBC5128H	PSA 2015 TMYK Benjamin Stockham Environment :15
20160130	NINA'S WORLD	10:26:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160130	RUFF RUFF	10:57:02 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160130	RUFF RUFF	10:57:17 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160130	ASTROBLAST	11:27:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15

20160130	CLANGERS	11:55:47 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160130	LUNA	12:27:07 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160130	LAZYTOWN	12:56:47 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160130	LAZYTOWN	12:57:02 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15

#### NETWORK PUBLIC SERVICE SCHEDULE FEBRUARY 2016

AIR DATE	SHOW TITLE	HIT TIME	DURATION	MATERIAL ID	PRODUCT TITLE
20160206	LAZYTOWN	9:56:23 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160206	FLOOGALS	10:26:32 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160206	NINA'S WORLD	10:56:32 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160206	NINA'S WORLD	10:56:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160206	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160206	ASTROBLAST	11:56:47 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160206	CLANGERS	12:25:47 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160206	CLANGERS	12:26:02 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160213	FLOOGALS	10:26:32 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160213	NINA'S WORLD	10:56:32 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160213	NINA'S WORLD	10:56:47 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160213	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160213	ASTROBLAST	11:56:47 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160213	CLANGERS	12:26:02 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160213	LAZYTOWN	12:56:49 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160213	LAZYTOWN	12:57:04 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160220	FRI-1ST LOOK	4:25:15 AM	0:15	ZNBC61070H	PSA 2016 TMYK Lester Holt NBC News Environment "Ch
20160220	FLOOGALS	10:26:32 AM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160220	NINA'S WORLD	10:56:32 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160220	NINA'S WORLD	10:56:47 AM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160220	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160220	ASTROBLAST	11:56:47 AM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160220	CLANGERS	12:25:47 PM	0:15	CNFT0046000H	NBC ENT PSA 2015: AD COUNCIL - THIS IS A FOREST
20160220	CLANGERS	12:26:02 PM	0:15	ZNBCMC5127H	PSA 2015 TMYK Benjamin Stockham Health :15
20160220	LAZYTOWN	12:56:37 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160225	MONEY AN	3:51:08 AM	0:15	ZNBC61044H	PSA 2016 TMYK Hoda Kotb NBC Today Diversity "Somet
20160227	FRI-1ST LOOK	4:24:13 AM	0:15	ZNBC61004H	PSA 2016 TMYK Ari Zucker NBC DOOL Community "Text
20160227	LAZYTOWN	9:56:57 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160227	LAZYTOWN	9:57:12 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160227	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160227	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160227	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160227	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160227	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160227	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160227	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160227	CLANGERS	12:25:47 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160227	CLANGERS	12:26:02 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15

**NETWORK PUBLIC SERVICE SCHEDULE MARCH 2016**

<b>AIR DATE</b>	<b>SHOW TITLE</b>	<b>HIT TIME</b>	<b>DURATION</b>	<b>MATERIAL ID</b>	<b>PRODUCT TITLE</b>
20160305	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160305	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160305	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160305	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160305	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160305	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160305	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160305	CLANGERS	12:25:47 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160305	CLANGERS	12:26:02 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160305	LAZYTOWN	12:57:01 PM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160305	LAZYTOWN	12:57:16 PM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160310	MONEY AN	3:52:44 AM	0:15	ZNBC61044H	PSA 2016 TMYK Hoda Kotb NBC Today Diversity "Somet
20160312	FRI-1ST LOOK	4:24:49 AM	0:15	ZNBC61004H	PSA 2016 TMYK Ari Zucker NBC DOOL Community "Text
20160312	LAZYTOWN	9:57:04 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160312	LAZYTOWN	9:57:19 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160312	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160312	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160312	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160312	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160312	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160312	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160312	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160312	CLANGERS	12:25:47 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160312	CLANGERS	12:26:02 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160319	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160319	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160319	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160319	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160319	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160319	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160319	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160319	CLANGERS	12:25:47 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160319	CLANGERS	12:26:02 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15
20160319	LAZYTOWN	12:56:56 PM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160319	LAZYTOWN	12:57:11 PM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160324	MONEY AN	3:49:16 AM	0:15	ZNBC61044H	PSA 2016 TMYK Hoda Kotb NBC Today Diversity "Somet
20160326	FRI-1ST LOOK	4:24:26 AM	0:15	ZNBC61004H	PSA 2016 TMYK Ari Zucker NBC DOOL Community "Text
20160326	LAZYTOWN	9:57:02 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160326	LAZYTOWN	9:57:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160326	FLOOGALS	10:26:17 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160326	FLOOGALS	10:26:32 AM	0:15	ZNBC61076H	PSA 2016 TMYK Tim Kubart Sprout Environment - Fish
20160326	NINA'S WORLD	10:56:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160326	NINA'S WORLD	10:56:47 AM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160326	RUFF RUFF	11:26:17 AM	0:15	ZNBC61096H	PSA 2016 TMYK Tim Kubart Sprout Health - Food Rain
20160326	RUFF RUFF	11:26:32 AM	0:15	ZNBCMC5165H	PSA 2015 TMYK Kaitlin Becker Health :15
20160326	ASTROBLAST	11:56:47 AM	0:15	ZNBC61054H	PSA 2016 TMYK Tim Kubart Sprout Education "Once Up
20160326	CLANGERS	12:25:47 PM	0:15	ZNBC61086H	PSA 2016 TMYK Tim Kubart Sprout Financial Ed - Pig
20160326	CLANGERS	12:26:02 PM	0:15	ZNBCMC5104H	PSA 2015 TMYK Bob Harper Health :15

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

January – March, 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: 01/01/16 – 3/31/16

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.

### **CHIPPEWA VALLEY THEATRE GUILD**

#### **"AND THEN THERE WERE NONE"**

12/28/15 – 1/8/16

WEAU produced and ran a commercial for Chippewa Valley Theatre Guild's production of "And Then There Were None." The station ran television and internet ads promoting the production.

### **CHIPPEWA VALLEY THEATRE GUILD**

#### **"VANYA AND SONIA AND MASHA AND SPIKE"**

2/1/16 – 2/12/16

WEAU produced and ran a commercial for Chippewa Valley Theatre Guild's production of "Vanya and Sonia and Masha and Spike." The station ran television commercials promoting the production.

### **CHIPPEWA VALLEY THEATRE GUILD**

#### **"THE CEMETERY CLUB"**

2/29/16-3/11/16

WEAU produced and ran a commercial for Chippewa Valley Theatre Guild's production of "The Cemetery Club." Station ran television commercials promoting the production.

### **UWEC SHAMROCK SHUFFLE**

AIR DATES: 2/16/16-3/11/16

EVENT DATE: 03/14/16

WEAU produced and aired PSA's for the UW-Eau Claire Athletics Department "Shamrock Shuffle" fundraiser.

### **MAYO CLINIC – DRAGON BOAT REGISTRATION**

AIR DATES: 3/02/16 – 3/30/16

WEAU produced and aired PSA's to encourage registration for the Mayo Clinic's "Dragon Boat" competition.

### **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.

### **UCP TELETHON**

AIR DATES: 1/15/16 – 01/30/16

EVENT DATE: 01/30/16

WEAU produced and aired PSA's for the United Cerebral Palsy annual telethon. Several WEAU staff and anchors participated in the telethon broadcast.

### **UCP SNOWBIZ**

AIR DATES: 1/03/16 -01/30/16

EVENT DATE: 01/30/16

WEAU produced and aired PSA's for the United Cerebral Palsy annual SnowBiz fundraiser. Several WEAU staff and anchors participated in this event.

### **UWEC "JIGS UP"**

AIR DATES: 1/10/16

EVENT DATE: 02/06/16

WEAU produced and aired PSA's for the University of Wisconsin-Eau Claire "Jig's Up" fundraiser.

### **SPECIAL OLYMPICS OF WISCONSIN**

AIR DATES: 01/15/16 – 02/27/16

EVENT DATES: 02/13/16 & 02/28/16

WEAU produced and aired PSA's for the Wisconsin Special Olympics "Polar Plunge" fundraiser. Several WEAU anchors participated in and judged this event.

### **JUNIOR ACHIEVEMENT "HERO'S GALA"**

AIR DATES: 1/28/16 – 2/15/16

EVENT DATE: 02/18/16

WEAU produced and aired PSA's for the Junior Achievement "Hero's Gala." WEAU anchor, Judy Clark, emceed the event.



**BOYS AND GIRLS CLUB "KID STOCK"**

AIR DATES: 01/01/16 – 01/31/16

WEAU produced and aired PSA's for the Boys and Girls Clubs "Kid Stock" fundraising campaign.

**EAU CLAIRE CHILDREN'S THEATER – "JEOPARDY!" FUNDRAISER**

AIR DATES: 2/10/16 – 2/24/16

EVENT DATE: 02/25/16

WEAU produced and aired PSA's for the ECCT "Jeopardy!" event. WEAU staff provided technical support for this event and anchor Justus Cleveland emceed the event.

**SILVERMINE INTERNATIONAL SKI COMPETITION**

AIR DATES: 1/15/16 – 02/11/16

EVENT DATE: 02/12 & 02/13/16

WEAU produced and aired PSA's for the Silvermine International Ski Jumping Competition. WEAU staff was involved in the event.

**PROJECT ROADBLOCK: Drunk Driving Campaign**

AIR DATES: 12/28/15 – 1/11/16

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

# COMMUNITY PARTICIPATION

## **Tom Benson, Production Manager**

January 6, 2016

Tom gave a tour of the station to a senior citizens group.

January 13, 2016

Tom gave a tour of the station to a local area high school.

February 8, 2016

Tom met with a job shadow at the station. The foreign exchange student was interested in learning more about media and television.

February 24, 2016

Tom attended and participated in a Job Fair at Chippewa Valley Technical College in Eau Claire.

March 7, 2016

Tom gave a tour of the station to a local area high school.

## **Judy Clark, Anchor**

March 1, 2016

In honor of Pi Day, Judy traveled to CVTC to get pied in the face to help raise funds for the United Way.

March 8, 2016

Judy emceed at a Junior Achievement event at CVTC. Staff, students and high school students from around the area attended the event. Judy served as host/judge for the "High School Business Challenge" which was a six-hour event. Students learned how to properly run a business through a computer program. The students went through rounds which Judy timed and then filled time with trivia questions.

## **Erin O'Brien, Reporter**

February 9, 2016

Erin visited UW-La Crosse's Media Management Class. Erin talked to UW-LaCrosse Juniors and Seniors about her job as a reporter, collaboration between WEAU and FOX 25/48, future of TV news, etc.

### **Monica Ott, Meteorologist**

March 31, 2016

Monica visited the Prairie Farm Elementary School to talk to 1<sup>st</sup> grade students about meteorology, tools of her job, forecasting, what her job entails, seasons, cloud types and more.

March 31, 2016

Monica visited the Prairie Farm Elementary School to talk to 3rd grade students about meteorology, Wisconsin climate, types of storms, severe weather, safety precautions during severe weather, and more.

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

February 11, 2016

Kathy spoke at UWEC at an American Marketing Association meeting about networking and WEAU.

February 12, 2016

Kathy spoke about marketing through the American Marketing Association at an UWEC regional conference.

### **Station Employees**

February 13, 2016

Several WEAU employees participated in Wisconsin's Special Olympics Polar Plunge fundraiser. Several WEAU anchors participated in and judged this event which took place in Eau Claire.

**1<sup>st</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.

## **FAMILY VALUES**

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/05/16

Dori Pulse was interviewed about a Divorce Care program for people going through a divorce.

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

WEAU 13 News reports safety officials are offering free car seat checks for families.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/18/16

Michelle Larson with the Eau Claire Indoor Sports Center was interviewed about the upcoming Family Fest.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/19/16

Family Living Today segment on when kids can stay home alone. Brook Berg with UW Extension and Paula Pater with HSHS Sacred Heart Hospital were interviewed.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/26/16

NBC Nightly News reports a government panel of independent experts recommends all women be screened for depression before and after birth.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/31/16

WEAU 13 News reports a special ceremony honors the lives of those lost at an area hospital.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/01/16

Karen Kraus was interviewed about the Polar Plunge for Special Olympics coming up.

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

NBC Nightly News reports on a story where a mother hears her deceased son's heartbeat after they donated her son's heart to a little girl.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/16/16

Family Living Today segment talks about different generations and why it's important to understand differences. Brook Berg with UW Extension was interviewed.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/23/16

An Empty Bowls fundraiser for Feed My People Food Bank was discussed. This fundraiser helps area families in need.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/28/16

WEAU 13 News reports 600 people "freeze for a reason" in Eau Claire to benefit local Special Olympics athletes.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/15/16

Family Living Today segment talks about an upcoming BRAIN conference. Brook Berg with the UW Extension and Paulette Magur with City County Health Dept. were interviewed.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 03/15/16

Alex Edwards and Cora Quinn from WAXX Radio were interviewed about the Sensory Movie.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/20/16

WEAU 13 News reports March is National Social Workers Month and WEAU talks to local Social Workers about how the field is changing.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/27/16

WEAU 13 News reports families come together to celebrate Easter at area churches.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 3/29/16

Claire Lindstrom and Adam Mohr were interviewed about the upcoming retirement program.

## **VIOLENCE**

- DATELINE NBC, 8:00pm, National, 60 minutes, 01/01/16

Police in Denver had a suspect linked to 19-year-old Kenia Monge's disappearance but had little evidence to work with. When a woman is attacked in a neighboring town, the pieces begin to fit together to help solved the crime. Keith Morrison reports.

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

NBC Nightly News reports New Year's attack leaves two dead in Tel Aviv and gunman at large.

- DATELINE NBC, 7:00pm, National, 60 minutes, 01/02/16

Leslie and Fred Mueller were married for nearly 27 years with three grown children. During a weekend away, an afternoon hike ended with a tragic drowning. It would take more than five years and hundreds of pieces of evidence to try to solve the mystery.

- MEET THE PRESS, 8:00am, National, (segments may vary) 01/03/16

The future of gun control is discussed. President Obama is expected to press ahead with executive actions on gun control this month, meeting with Attorney General Loretta Lynch to discuss the measures on Monday about the state's controversial gun culture.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/05/16

NBC Nightly News reports on a chilling new ISIS video with features new 'Jihadi John' and a little boy who promises violence against non-believers.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/08/16

NBC Nightly News reports an officer was shot three times by a man who pledged allegiance to ISIS in what officials are calling an ambush attack.

- DATELINE NBC, 8:00pm, National, 120 minutes, 01/08/16

Keith Morrison tells the story of a troubling small-town murder. When a young and handsome veterinarian, Bryan Bein, was found shot to death in his Montana home, a mystery began that would space nearly two decades.

- DATELINE NBC, 7:00pm, National, 60 minutes, 01/09/16

A young Iowa man is shot dead in his bed in the middle of the night, asleep next to his fiancée. Who would want him dead and why? Bizarre coincidences and quick thinking help lead to a surprising new answer. Keith Morrison reports.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/14/16

NBC Nightly News reports ISIS claims Paris-style terror attacks in Jakarta.

- DATELINE NBC, 8:00pm, National, 60 minutes, 01/15/16

Rachel Buffett speaks to Josh Mankiewicz about being at the center of a grisly Southern California murder investigation involving his brother's former fiancé and her friend, an Army veteran.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/22/16

NBC Nightly News reports 5 are dead in Saskatchewan School shooting.

- DATELINE NBC, 9:00pm, National, 60 minutes, 01/29/16

The State of Wisconsin vs. Steven Avery case was discussed. In this one-hour special, Dateline's Andrew Canning is on the ground in Manitowoc County, WI with a new look at the controversial case surrounding the 2005 murder of Teresa Halbach.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/31/16

WEAU 13 News reports 60 are killed in twin suicide bombings by ISIS in Syria.

- DATELINE NBC, 9:00pm, National, 60 minutes, 02/05/16

When a beloved firefighter, Sam Dreher, is murdered just outside Sarasota, Florida, investigators discover a twisted tale of secrets, lies and infidelity.

- DATELINE NBC, 7:00pm, National, 60 minutes, 02/06/16

After Barbara George is found unconscious and bleeding in the back of the comic book store in Detroit, she is rushed to the hospital. What the nurse finds launches a mystery spanning decades.

- DATELINE NBC, 6:00pm, National, 60 minutes, 02/07/16

A 16-year-old confessed to a double murder in El Paso, Texas, and was sentenced to life in prison. When a local businessman heard of the case 12 years later, his investigation led him to believe the teen was coerced into a confession and wrongfully convicted.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/07/16

WEAU 13 News reports one man is dead and another is seriously injured following a shooting in Sparta.

- DATELINE NBC, 9:00pm, National, 60 minutes, 02/12/16

After college student Jamie Hart is found murdered, detectives struggle to find leads. But before a suspect is named, the attacker strikes again, and then again, leaving a Texas town on edge. Andrea Canning reports.

- DATELINE NBC, 7:00pm, National, 60 minutes, 02/13/16

A missionary's wife and mother of three is found dead in her house on Valentine's Day. As authorities begin to investigate, questions surrounding the murder begin to hit close to home.

- DATELINE NBC, 6:00pm, National, 60 minutes, 02/14/16

Robert Davis faced police questioning about the killing of a young mother and her son, after two neighborhood teens accused him of helping them in the robbery –turned murder. Davis denied any involvement and after interrogation, he confessed to the crime he claimed he didn't commit. For more than a decade, his lawyer struggled to prove that Davis' confession was false and coerced. Dateline investigates.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/21/16

WEAU 13 News reports that six people are killed in a random Michigan shooting.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/25/16

WEAU 13 News reports up to four people might be dead in a mass shooting in Kansas at a lawn care plant.

- DATELINE NBC, 8:00pm, National, 60 minutes, 02/26/16

Andrew Canning tells the story of a woman who falls to her death while choking with her husband in Rocky Mountain National Park. Rangers question if her death was an accident or a heinous act of violence.

- DATELINE NBC, 6:00pm, National, 60 minutes, 02/28/16

A woman goes missing in a small town in rural Michigan, her husband becomes the primary suspect. But eyewitnesses and surveillance cameras support this alibi that he was in Virginia the day she disappeared, more than 700 miles away.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/28/16

WEAU 13 News reports two are killed in Virginia, including a rookie police officer, while responding to a domestic dispute call.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/29/16

NBC Nightly News reports a 14-year-old gunman wounds four in an Ohio school shooting.

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

NBC Nightly News reports video allegedly shows a Baltimore school officer slapping and kicking a teen.



- DATELINE NBC, 9:00pm, National, 60 minutes, 03/04/16

When a beloved couple is brutally murdered in their South Carolina home, the investigation exposes a feud and tears a family apart. Dennis Murphy reports.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/10/16

NBC Nightly News reports five were killed in a mass shooting at a cookout. Two gunmen ambushed a family gathering near Pittsburgh.

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

NBC Nightly News reports violence and vulgarity erupt at a Trump rally in St. Louis.

- DATELINE NBC, 9:00pm, National, 60 minutes, 03/11/16

An army captain, back from serving abroad, is found dead in her El Paso home. The news stuns her tight-knit military community. Her husband has an alibi, but what about her family and friends? Dateline NBC reports on the story.

- DATELINE NBC, 7:00pm, National, 60 minutes, 03/12/16

A young wife and mother is found dead after a house fire in a small Kansas town. Investigators question what went wrong. Was it an act of murder?

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

WEAU 13 News reports on the protests that erupt with violent fights at Trump rallies.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/18/16

NBC Nightly News reports Paris attacks suspect, Salah Abdeslam was captured in a Belgian terror raid.

- DATELINE NBC, 9:00pm, National, 60 minutes, 03/18/16

Keith Morrison reports on a Chicago woman from a large family that was missing for a few days. Much of the city joins in the search and then detectives begin to suspect that a man in her life has many secrets.

- DATELINE NBC, 7:00pm, National, 60 minutes, 03/19/16

When Kathleen Peterson is found dead at the bottom of a staircase in her North Carolina mansion, authorities wonder if her death was a terrible accident or something much darker. Dennis Murphy reports.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/21/16

NBC Nightly News reports police launch a manhunt for the Paris attacks suspect.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/22/16

NBC Nightly News reports at least 31 are dead and more than 200 injured in Brussels terror attacks.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/23/16

NBC Nightly News reports Arizona couple describes horror of Brussels airport terror bombings.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/23/16  
WEAU 13 News reports police demonstrate a new non-lethal weapon to help stop robbery suspects.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/24/16  
NBC Nightly News reports Brussels attacks may have targeted Americans.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/25/16  
NBC Nightly News reports anti-terror raids have led to nine arrests across Europe.
- DATELINE NBC, 9:00pm, National, 60 minutes, 03/25/16  
Keith Morrison reports on a former beauty queen found lifeless in her bathtub. After her frantic husband calls 9-1-1, her daughters begin to suspect there may be more to the story.
- DATELINE NBC, 7:00pm, National, 60 minutes, 03/26/16  
A film-maker obsessed with "Dexter" is connected to the case of a missing man. Was it a publicity stunt or something far darker? Keith Morrison reports.
- MEET THE PRESS, 8:00am, National, (segments may vary) 03/27/16  
In the wake of Tuesday's terrorist attacks in Brussels, NBC News' Keir Simmons updates the show from Brussels; national security expert Michael Leiter and NBC News' Richard Engel discuss how the brothers who attacked the subway and the airport were listed in U.S. terror databases as well as how numerous terror plots have been thwarted in the U.K., France, Belgium and Germany.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/28/16  
WEAU 13 News reports on a jail incident that sends a worker to the hospital.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/31/16  
NBC Nightly News reports a gunman opens fire at Virginia bus station and multiple victims were injured.

## **HEALTH/MEDICAL**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/06/16  
NBC Nightly News reports Chipotle sales plunge amid federal investigation into E. Coli outbreak.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/06/16  
NBC Nightly News reports new dietary guidelines urge Americans to dramatically cut sugar. Limit intake to no more than 10% of daily calories.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/10/16  
WEAU 13 News reports safety officials are offering free car seat checks for families.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/14/16  
NBC Nightly News reports U.S. health officials are considering a travel warning that would urge pregnant women not to travel to certain areas where the Zika virus has been blamed for thousands of birth defects.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/15/16  
NBC Nightly News reports a travel warning for pregnant women has been delayed despite Zika Virus fears.
- DATELINE NBC, 6:00pm, National, 60 minutes, 01/17/16  
Keith Morrison shares the incredible story of a resilient Oregon family, whose five kids are at risk of a rare and life-threatening heart disease. One of their children undergoes a second heart transplant as another's heart begins to fail.
- DATELINE NBC, 7:00pm, National, 60 minutes, 01/17/16  
Victims of Michigan oncologist Farid Fata's horrific crimes and the family members of patients who died while under his care share their unfathomable stories of misdiagnosis and overtreatment.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/18/16  
NBC Nightly News reports Hawaii baby with brain damage is first U.S. case linked to Zika virus. Experts are warning that mosquitos could bring Zika to the U.S.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/19/16  
Jen Engaldo and Tyler Horel, Kwik Trip Store Leaders and Snowbiz Committee Members, were interviewed about the upcoming UCP Snow Biz.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/19/16  
NBC Nightly News reports Michigan Governor says of the Flint water crisis that it is a slowly unfolding nightmare as some 9,000 children under the age of 6 may have been exposed to dangerous levels of lead.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/22/16  
NBC Nightly News reports that Dole salad is being recalled due to listeria outbreak.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/25/16  
NBC Nightly News reports that experts warn about the different disease symptoms in men and women.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/26/16  
Dave Piltz with UCP was interviewed about UCP benefits, Snow Biz and the Starfest Telethon.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/26/16  
Mari McHenry and Virginia McHenry were interviewed about the UCP Telethon and Snow Biz.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/26/16  
NBC Nightly News reports from Flint where city officials and the plumbers union say there are no current lead pipes that are being replaced despite the water crisis.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/26/16  
NBC Nightly News reports a government panel of independent experts recommends all women be screened for depression before and after birth.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/27/16  
NBC Nightly News reports experts warn it is only a matter of time before Zika virus spreads to the U.S.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/29/16  
NBC Nightly News reports on Felipe Rocha who is one of more than 4,000 babies born in Brazil since October with a neurological condition linked to the Zika virus.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/31/16  
WEAU 13 News reports a dangerous virus linked to birth defects cause people to change travel plans.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/01/16  
WEAU 13 News reports local health officials warn of possible lead contamination in water in Wisconsin.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/02/16  
NBC Nightly News reports that sexual contact has led to Zika transmission in the United States.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/03/16  
Dr. Peter Kluge with Eau Claire Medical was interviewed about heart health advice and information.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/04/16  
Kerry Burnside, Physical Therapist with HSHS Sacred Heart Hospital, was interviewed about the upcoming "Got Red" event.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/04/16  
NBC Nightly News reports Florida expands state of emergency over Zika virus fears.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/05/16  
NBC Nightly News reports legal U.S. marijuana sales soared to \$5.4B in 2015.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/08/16  
NBC Nightly News reports heartburn medicine may be linked to an increased chronic kidney disease.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/09/16  
Dr. Dale Taylor was interviewed about an "Alive Inside" documentary screening as part of a music and memory presentation.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/09/16  
NBC Nightly News reports U.S. Olympic star, Hope Solo, may boycott Olympics over Zika fears.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/10/16  
NBC Nightly News reports a new study suggests healthy living may reduce risk of developing dementia.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/11/16

Dr. Tom Carmody was interviewed about upcoming heart events at Mayo Clinic Health System.

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

NBC Nightly News reports the CDC urges congress to pass emergency funds to stop a Zika outbreak.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/15/16

NBC Nightly News reports popular heartburn drugs have been linked to dementia risk and kidney disease.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/16/16

Cardiovascular Surgeon Tom Carmody was interviewed about the upcoming heart events at Mayo Clinic Health System.

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

NBC Nightly News reports on one way a company is bringing down costs of generic drugs.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/17/16

Barbara Arnold was interviewed about the upcoming Chippewa Valley WellFEST.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/17/16

NBC Nightly News reports testosterone treatment may benefit men with "low T" study shows.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/18/16

NBC Nightly News reports if you want to reduce your cholesterol, doctors suggest lowering stress.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/22/16

Teri Ouimette, Director of CF Main Street, was interviewed about the "Paint the Town Red" in Chippewa Falls.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/22/16

NBC Nightly News reports the CDC raises cancer risk estimates for Lumber Liquidators Flooring.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/23/16

Becky and Claudia Cater were interviewed about HDSA Team Hope Walk about Huntington's Disease and Rare Disease Day.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/25/16

Jennifer Sherbinow and Caroline Wee were interviewed about "Healthy Kids Day" held in the Chippewa Valley.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/25/16

NBC Nightly News reports lead warnings are issued for pregnant women and kids in Jackson, Mississippi.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/26/16  
NBC Nightly News reports Zika infections confirmed in 9 pregnant women in the U.S.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/29/16  
NBC Nightly News reports lack of sleep may increase junk food cravings one study shows.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/04/16  
NBC Nightly News reports a new study finds drop in allergies for children introduced to peanuts early.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/07/16  
March is National Nutrition Month. Susan Kasik-Miller talks about eating healthy.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/23/16  
NBC Nightly News reports how "natural" food labels are misleading consumers.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/07/16  
NBC Nightly News reports the first uterus transplant in U.S. marks new frontier in medicine.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/08/16  
NBC Nightly News reports the CDC reports that Puerto Rico will be ground zero for Zika outbreak in U.S.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/13/16  
WEAU 13 News reports local travel agents talk about the impact the Zika virus has on spring break trips.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/14/16  
NBC Nightly News reports migraines may worsen during menopause, a study shows.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/15/16  
NBC Nightly News reports the CDC issued new guidelines in effort to stop U.S. painkiller epidemic.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/15/16  
NBC Nightly News reports the NFL acknowledges a direct link between football and brain disorders.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/17/16  
NBC Nightly News reports on how accidental medicine poisoning is sending more children to the ER.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/23/16  
WEAU 13 News reports the Supreme Court deliberates on whether there is a conflict between the Affordable Care Act and religious freedom.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 03/24/16  
Kendall Rosemeyer was interviewed about the HSHS Sacred Heart Annual Golf and Tennis Classic.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/30/16  
NBC Nightly News reports a blood test nicknamed "baby deadline test" that is used to be used for women already struggling to get pregnant is now being used to predict infertility problems.

## **EDUCATION**

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/04/16

Project Search is a program to get young people with disabilities jobs. This is an Immersion project at Mayo Clinic. Nick White and Karen Peikert were interviewed about the project.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/04/16

Project Search program that helps youth with disabilities find jobs. Nick White with Career Development Center and Joel Dimock with Eau Claire School District were interviewed.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/08/16

NBC Nightly News reports on the "Electric Education Strategy" which Atlanta's Ron Clark Academy introduced and its making quite the difference!

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/12/16

Meghan Kulig was interviewed about the Open House for Regis Catholic Schools.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/15/16

Dr. Selika Ducksworth-Lawton was interviewed about the Martin Luther King Jr. Remembrance Day.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/20/16

Jenny Almquist with Fierce Freedom was interviewed about a Human Trafficking program at UW-Eau Claire.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/27/16

Jenny Shafer was interviewed about the Mardi Gras for McDonell Central High School event.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/01/16

WEAU 13 News reports the Eau Claire Area School Board sets a timeline for a possible referendum on the fall ballot.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/08/16

WEAU 13 News reports Wisconsin lawmakers discuss their strategies for making college more affordable for students.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/17/16

Shelby Mahder and Bryce Wathke were interviewed about the NorthStar Middle School book drive.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/21/16

WEAU 13 News gives an inside look at a growing trend in higher education and non-traditional students.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/01/16  
Allyson Gommer was interviewed about the upcoming Summer Institute held at UW-Eau Claire.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/01/16  
A representative from CVTC was interviewed about the upcoming Chippewa Valley Technical College Manufacturing Open House.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/13/16  
WEAU 13 News reports the Eau Claire Area School District discusses pushing class start times back for students.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/27/16  
WEAU 13 News reports Governor Walker visits UWEC to talk about his plan for college affordability.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/28/16  
Mark Gunderman was interviewed about CVTC's upcoming Open House.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/28/16  
WEAU 13 News reports CVTC is adding a new communicational-based program that hopes to help students become more career ready.

## **SUBSTANCE ABUSE/ADDICTION**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/03/16  
NBC Nightly News reports on New Hampshire's heroin crisis with record overdose deaths.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/05/16  
NBC Nightly News reports legal U.S. marijuana sales soared to \$5.4B in 2015.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/08/16  
WEAU 13 News reports local law enforcement weighs in on a new proposal to tighten drinking and driving laws.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/11/16  
WEAU 13 News reports local police officers come together to discuss plans for fighting La Crosse's heroin problem.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/12/16  
NBC Nightly News reports on one man's struggle to overcome his heroin addiction.



- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/29/16  
Pat Stein with Bolton Refuge House was interviewed about "Teen Dating Violence Month."
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/01/16  
WEAU 13 News reports officials believe meth may be the motivator behind a rash of thefts.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/18/16  
NBC Nightly News reports the Air Force alleged drug use among airmen at nuclear base.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/21/16  
NBC Nightly News reports a flight attendant flees LAX after her bag, which was loaded with drugs, was about to be inspected.

## **CHILDREN/YOUTH**

WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/06/16  
Wayne Marek was interviewed about the Eau Claire Children's Theatre second half of the season.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/10/16  
WEAU 13 News reports a local youth hockey organization is looking for ways to raise money to improve its rink.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/11/16  
Wayne Marek was interviewed about the Eau Claire Children's Theatre's "Murder Mystery Theatre."

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/28/16  
Carrie Andringa with Girl Scouts of Northwestern Great Lakes was interviewed about Girl Scout cookie sales.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/02/16  
Wayne Marek was interviewed about the upcoming production of "Snow White and the Seven Dwarfs" with Eau Claire Children's Theatre.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/11/16  
WEAU 13 News reports young ski jumpers prepare for the Silver Mine Ski Invitational.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/15/16  
Wayne Marek was interviewed about the Eau Claire Children's Theatre "Main Street Kids" and "Jeopardy!" events.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/21/16  
WEAU 13 News reports two local elementary schools are awarded for their service to disadvantaged kids.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/24/16

WEAU 13 News reports local retailers offer families with special needs kids a cart to make shopping easier.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/25/16

Jennifer Sherbinow and Caroline Wee were interviewed about "Healthy Kids Day" held in the Chippewa Valley.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/25/16

WEAU 13 News gives viewers an inside look at how Amber Alerts are issued in Wisconsin.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/29/16

Wayne Marek was interviewed about the Eau Claire Children's Theatre's production of "Camelot."

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

NBC Nightly News reports children help get shelter dogs' tails wagging by reading to them.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/09/16

National expert Dr. Justin Patchin gave a presentation on cyberbullying.

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

WEAU 13 News reports the Eau Claire Area School District discusses pushing class start times back for students.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/15/16

Jennifer Rooney talks about the "Once Upon a Prom" event for girls looking for prom dresses.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/17/16

NBC Nightly News reports on how accidental medicine poisoning is sending more children to the ER.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/22/16

Mike Sullivan and Arnie Johnson were interviewed about the Saving Grace Church Spaghetti Supper for Weekend Kids' Meals.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/24/16

Rob Teutenberg was interviewed about the Special Olympics Basketball game with Chippewa Falls Police Dept.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/27/16

WEAU 13 News reports from Action City where local kids came together for an Easter egg hunt.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 03/28/16

Courtney Schoenberger with EC Indoor Sports Center was interviewed about the Xcel Energy Kid's Expo.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/29/16  
Becca Embert was interviewed about an Early Learning Conference for providers, teachers and parents.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/31/16  
Minette Ponick was interviewed about the upcoming Children's Legacy Luncheon, an event to bring attention to people who make a difference in children's lives.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/31/16  
Tracey Smiskey was interviewed about the Great Futures Dinner for Boys and Girls Club.

## **AGRICULTURE/ENVIRONMENT**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/01/16  
NBC Nightly News reports at least 24 people have died and nine million remain under a flood threat as the Coast Guard monitors three major rivers across the Midwest due to record flooding.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/03/16  
WEAU 13 News reports the Eau Claire area sledding hills have opened due to the recent snowfall.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/05/16  
UW-Extension's Jerry Clark was interviewed about "All-American Selections" for 2016 and best of flowers and veggies.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/05/16  
NBC Nightly News reports El Nino-fueled storms forecast to soak drought-stricken California.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/06/16  
NBC Nightly News reports El Nino is drenching California with a brutal wintry mix.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/07/16  
UW-Extension Agriculture Agent, Jerry Clark talks about pruning during the winter months.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/10/16  
WEAU 13 News reports on an owl, injured on a highway that is rehabilitated and released back into the wild.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/12/16  
Beaver Creek Reserve volunteer Larry Bennett talks about feeding birds in winter.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/12/16  
NBC Nightly News reports on massive pileups in multiple states triggered by winter weather.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/19/16  
NBC Nightly News reports on a major snowstorm possible for millions in Eastern US.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/21/16  
NBC Nightly News reports on a colossal snowstorm that is set to unleash fury on some 88 million Americans.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/22/16  
NBC Nightly News reports a monster snowstorm begins working its way up the East Coast. This upcoming snowstorm is triggering cancellations and delays.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/25/16  
NBC Nightly News reports at least 40 are dead after historic blizzard hits the East Coast.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/26/16  
NBC Nightly News reports homes are on the verge of collapse in California due to El Nino erosion. NBC Nightly News also reports on the East Coast as they struggle to dig out from a crippling snowstorm.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/29/16  
UW-Extension's Erin LaFaive was interviewed about the Winter Garden Seminar in Eau Claire County.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/02/16  
NBC Nightly News reports a massive winter storm is pummeling states like Iowa, Colorado and Nebraska with snow, while tornado watches have been issued across the South.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/03/16  
NBC Nightly News reports on the tornadoes that tore across the south as severe weather threatens millions.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/08/16  
NBC Nightly News reports a blizzard is blasting New England with snow, ice and flooding.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/11/16  
Laura Kasdorf and Linda Stockinger were interviewed about the UW-Extension Think Spring Garden Seminar.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/15/16  
Brienne Markin and Randy Rykal were interviewed about Beaver Creek Reserve Beekeeping and Discovery Center.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/16/16  
NBC Nightly News reports El Nino-fueled storms spawn tornadoes in the South and record snow in the North.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/17/16  
The upcoming Chippewa Valley Home and Garden Show was discussed.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/22/16

Dave Rill was interviewed about the upcoming Pheasants Forever Chippewa Valley Chapter Banquet.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/24/16

NBC Nightly News reports a deadly storm system leaves a path of destruction as it moves east.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/25/16

NBC Nightly News reports tornadoes carve deadly path of destruction from North to South.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/03/16

UW-Extension Katie Wantoch from Dunn County talks about the upcoming Spring Begins Seminar.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/04/16

NBC Nightly News reports a new study finds drop in allergies for children introduced to peanuts early.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/09/16

NBC Nightly News reports deadly storms bringing severe flooding to parts of the South.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/10/16

NBC Nightly News reports death toll rises as historic flooding hits parts of the South.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/15/16

NBC Nightly News reports on the historic flooding across the South.

WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/20/16

WEAU 13 News reports on the high waters that force a water rescue in Dunn County.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/21/16

Diane Alfuth from the UW-Extension was interviewed about starting seeds in the spring.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/22/16

WEAU 13 News reports on the snowstorm headed our way which could leave some areas with over 12 inches of snow.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/23/16

NBC Nightly News reports Spring snowstorm grinds travel to a halt across Colorado.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/23/16

WEAU 13 News reports more elk are delivered to Jackson County from Kentucky in hopes of rebuilding the herd.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/24/16

NBC Nightly News reports on the Spring storm that brings a blast of snow to Midwest and tornadoes to the south.

- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 03/30/16  
Erika Gillett and Amy Penterman, members of the Thorp FFA, were interviewed about the upcoming Farm Toys and Craft Show.

## **SCIENCE/TECHNOLOGY**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/06/16  
NBC Nightly News reports that North Korean leader Kim Jong claims his country set off a hydrogen bomb, but White House and nuclear experts are doubtful.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/08/16  
NBC Nightly News reports on the first passenger drone which could cost a person up to \$300,000.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/11/16  
NBC Nightly News reports on NASA and the next astronauts who may step foot on Mars.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/24/16  
NBC Nightly News reports NASA astronaut Scott Kelly looks back on his year in space.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/25/16  
NBC Nightly News reports on a battle between Apple and the FBI. Insiders say the company is working on a new version of the iPhone that would be impossible to unlock by anyone but the user.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/03/16  
NBC Nightly News reports that U.S. soccer legend, Brandi Chastain, is to donate brain to science.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/04/16  
NBC Nightly News reports Astronaut Scott Kelly discusses his year in space.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/07/16  
NBC Nightly News reports the first uterus transplant in U.S. marks new frontier in medicine.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/17/16  
NBC Nightly News reports automatic emergency braking will be standard in most cars by 2022.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/30/16  
NBC Nightly News reports a blood test nicknamed "baby deadline test" that is used to be used for women already struggling to get pregnant is now being used to predict infertility problems.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/31/16  
NBC Nightly News reports that for couples having trouble conceiving, there's a growing practice offering new hope, embryo adoption.

## **CULTURAL DEVELOPMENT**

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/14/16  
Liz Hart was interviewed about the Eau Claire Chamber Orchestra free family concert.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/19/16  
Gary Schwartzhoff was interviewed about the upcoming Cabaret at UW Eau Claire.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 01/20/16  
Allison Prill and Daniel Modl were interviewed about the Chi Hi Jazz Jam at the Heyde Center.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 01/25/16  
Wil Denson's book "Curtain Up, Light the Lights ... A History of the Green Ram Summer Theatre" was discussed.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/28/16  
Barbara Shafer was interviewed about the upcoming Banbury Art Crawl at Banbury Place.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/07/16  
WEAU 13 News reports on a library fundraiser that sells donated books from the community.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/09/16  
Nobuyoshi Yasuda and Tony Zammit were interviewed about the Chippewa Valley Symphony Orchestra concert.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 02/10/16  
Director Jake Lindgren and Actor Mack Hastings were interviewed about the upcoming production of "Peter Pan."
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/16/16  
NBC Nightly News reports that Bernie Sanders and Hillary Clinton have begun speaking about racial disparities in America in very blunt terms. They are both in battle for Afro-American votes.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/16/16  
NBC Nightly News reports the Pope questions Trump's Christianity and Trump fires back.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/07/16  
Sue Kelly was interviewed about the Chippewa Valley Theatre Guild's presentation of "The Cemetery Club."
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/08/16  
Chippewa Valley Orchestra presents the Youth Concert. Nobu Yasuda and Tony Zammit were interviewed about the event.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/13/16  
Warren Hermodson and Gary Rambo were interviewed about the CV Sing.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/14/16  
Greg Adams and Deb Johnson were interviewed about Power of Words, a teen poetry workshop held at the Heyde Center.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/18/16  
Scene and Hurd presents Passion of the Christ. Information was given about this upcoming event.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/21/16  
NBC Nightly News reports Obama and Castro speak out on human rights and the path forward while in Cuba. Also, Trump's speech was boycotted by Jewish leaders at Pro-Israel conference.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/25/16  
NBC Nightly News reports scientists say that Shakespeare's skull may be missing from grave.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/29/16  
LeRoy Janske was interviewed about the upcoming Vietnam Veterans Day event.

## **BUSINESS/ECONOMY/POLITICAL**

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/01/16  
NBC Nightly News reports the boom is over for North Dakota town as prices of oil continue to drop.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 01/03/16  
WEAU 13 News reports Governor Scott Walker is expected to visit Chippewa Falls for the groundbreaking of a new hotel.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/06/16  
NBC Nightly News reports Chipotle sales plunge amid federal investigation into E. Coli outbreak.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/06/16  
NBC Nightly News reports \$500M Powerball jackpot triggers lottery fever across U.S.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/07/16  
NBC Nightly News reports stocks plummet over China economy fears.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/08/16  
NBC Nightly News reports 292,000 new jobs this week but this can't stave off Dow's 1,000 point drop this week.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/12/16  
NBC Nightly News reports President Obama prepares his final State of the Union Address.



- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/13/16  
NBC Nightly News reports millions of Americans are lining up for a chance to win the life-changing \$1.5 billion jackpot, which could jump to \$2 billion if no one wins.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/14/16  
Scott Rogers with Eau Claire Chamber of Commerce was interviewed about Chippewa Valley Rally's lobbying efforts by business leaders to Madison.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/18/16  
NBC Nightly News finds Iranians are optimistic for a sanctions-free economy.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/19/16  
NBC Nightly News reports Sarah Palin endorses Donald Trump for President in 2016.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 01/21/16  
RCU's Mary Ginder was interviewed about becoming financially fit for the New Year.
- MEET THE PRESS, 8:00am, National, (segments may vary) 01/24/16  
NBC News' Chuck Todd interviews Hillary Clinton; Sen. Bernie Sanders, and former Sec. Bob Gates on the election.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 01/27/16  
NBC Nightly News reports Walmart store closures sending shockwaves across small towns in America.
- MEET THE PRESS, 8:00am, National, (segments may vary) 01/31/16  
"Meet The Press With Chuck Todd" goes live from Iowa. Sen. Ted Cruz, Sen. Bernie Sanders, Sen. Marco Rubio were all interviewed.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/04/16  
NBC Nightly News reports from San Francisco where the area is getting ready for the Super Bowl and how law enforcement agencies are pouring in to protect the massive gathering and potential target.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 02/05/16  
Bob McCoy was interviewed about the upcoming Eau Claire Area Chamber of Commerce Chamber trips.
- MEET THE PRESS, 8:00am, National, (segments may vary) 02/07/16  
"Meet The Press With Chuck Todd" is live from N.H. Former Sec. Hillary Clinton, Donald Trump and Sen. Bernie Sanders were interviewed about campaign strategies and the election.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/07/16  
WEAU 13 News reports local grocery stores are busy prepping shelves before the Super Bowl game.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/10/16  
NBC Nightly News reports gas prices have fallen below \$2 a gallon in almost every U.S. state.

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

WEAU 13 News reports the two Presidential candidates from the democratic party square off on the economy in a televised debate.

- MEET THE PRESS, 8:00am, National, (segments may vary) 02/14/16

Is the Democratic presidential race turning into a referendum on Sen. Bernie Sanders, not former Sec. Hillary Clinton? Will Donald Trump win South Carolina? Will Sen. Sanders' relationship with President Obama be an effective South Carolina storyline? The roundtable discusses all of this and more from the week in politics.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 02/19/16

NBC Nightly News reports the federal government warns people that all "hover boards" currently on the market are unsafe.

- MEET THE PRESS, 8:00am, National, (segments may vary) 02/21/16

This Sunday morning, another big win for Donald Trump, now the undisputed Republican frontrunner. Trump, Rubio, and Cruz all join Chuck Todd. Plus Hillary Clinton gets the win she so desperately needed in Nevada.

- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 02/24/16

Tom Barland and Ben Richgruber were interviewed about the Confluence Arts Center Design and fundraising.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/24/16

WEAU 13 News reports downtown Eau Claire businesses are honored for their contributions to the heart of the city.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 02/25/16

WEAU 13 News reports Governor Scott Walker says unemployment numbers are the lowest they've been since 2001 while at a visit to Fort McCoy.

- MEET THE PRESS, 8:00am, National, (segments may vary) 02/28/16

"Meet The Press with Chuck Todd" talks to Trump, Cruz, Sanders, and Kasich. NBC News also has recent poll numbers.

- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/01/16

WEAU 13 News reports a new nation-wide study ranks Eau Claire County 5<sup>th</sup> in the state for home owners.

- MEET THE PRESS, 8:00am, National, (segments may vary) 03/06/16

Romney, Graham, Spacey were interviewed about the election. Also, new Michigan poll numbers from NBC News are given.

- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/09/16

Eau Claire Energy Co-op presents its annual meeting.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/09/16  
NBC Nightly News reports the IRS and FBI issue urgent warning over pervasive tax fraud and scam.
- MEET THE PRESS, 8:00am, National, (segments may vary) 03/13/16  
Trump, Cruz, Gov. Kasich were interviewed about the election. New OH, FL and IL poll numbers were updated. Will the primary season last another three months? How much responsibility does a candidate bear for what happens at his or her events? What can we expect from this coming Tuesday's primaries? The roundtable discusses all of this and more from the week in politics.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/14/16  
Elaine Coughlin with DECI was interviewed about an upcoming Jump-Start Downtown Business Competition.
- WEAU 13 NEWS @ FIVE, Local, 2½ minutes, 5:00pm, 03/17/16  
Elaine Coughlin was interviewed about a Jump-Start Downtown Business Competition in Eau Claire.
- MEET THE PRESS, 8:00am, National, (segments may vary) 03/20/16  
Kasich, McConnell, and Reid were interviewed. Though the energy and math are there, will there be a unified strategy to stop Trump? What will President Obama's more active role in the Clinton vs. Sanders race look like? How will Arizona, the biggest delegate prize on Tuesday, play out for the GOP? The roundtable discusses all of this and more from the week in politics.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 03/25/16  
NBC Nightly News reports a growing online fraud is costing U.S. travelers millions, as people book rental vacation properties, show up and find out that their rental was never for rent.
- WEAU 13 NEWS TODAY, Local, 8 minutes, 10:00am, 03/28/16  
Karman Briggs was interviewed about the upcoming Women's Business Conference by Western Dairyland.
- WEAU 13 NEWS @ TEN, Local, Time varies, 10:00pm, 03/28/16  
WEAU 13 News reports on the WI primary and how the presidential candidates are coming to campaign in Wisconsin, including Eau Claire.
- WEAU 13 NEWS @ NOON, Local, 2½ minutes, 12:00pm, 3/29/16  
Claire Lindstrom and Adam Mohr were interviewed about the upcoming retirement program.