

Memorandum



To: Public File
From: Jolene, Jensen, Executive Assistant/Programming
Re: Issues and Programs Report, 2nd Quarter 2021
Date: July 6, 2021

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, 2021. 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 Traffic Manager ran a report which listed approximately 739 PSA's (too numerous to list) that ran on WEAU 13 News (13.1) in 2nd quarter, 2021. NBC also airs "The More You Know" PSA's.

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

04/01 – 06/30/2021

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.

Fishy Four 21

06/15-06/30

Spot Promoting the Fishy Four 2021 tournament.

UW Health PSA

06/10-06/30

Spot promoting good health practices.

Ridin For a Reason

05/15-06/04

Spot that promotes 2021 “Ridin’ for a Reason,” an event that raises funds against breast cancer.

Rockonsin

05/15-06/30

Spot promoting 2021 “Rockonsin,” a state-wide band competition.

Diaper Drive

05/04-05/21

Promoted the “Diaper Drive” the station held to help families in need.

Girl Scouts

04/29-5/13

Promoted their fundraiser gala and invited people to the silent auction.

Beacon House

04/26-06/30

Spot creating awareness for the Beacon House and what they do to help the community.

Past Passed Here

04/26-05/09

Spot that promoted the 2021 event, "Past Passed Here."

Zorn Arena Vax

04/26-06/30

Spot that created awareness for the Covid vaccination clinic at Zorn Arena in Eau Claire.

Clear Water Clues

04/26-5/30

Spot that promoted the "Clear Water" clues event.

Revive the Valley

04/01-04/23

Spot that promoted the return to normalcy in the Chippewa Valley.

EC Chamber – Vaccine

04/01-05/15

Spot that had leaders from the Chamber of Commerce encourage people to get the Covid vaccine.

COMMUNITY PARTICIPATION

****Community participation was down this quarter due to COVID-19 cancellations****

Judy Clark, Anchor

April 6

Interviewed by Northwestern Bank's Jerry Kuehl for his podcast, "Banker with a Beer." Talked about 30 years in the news in Eau Claire and the growth of the Chippewa Valley.

May 13

Appeared via Zoom for the Chippewa Falls Chamber of Commerce "Women's Event." Was part of a panel talking about balancing careers and family and the challenge of time.

Tyler Mickelson, Anchor

May 6

Emceed and served as trivia host of Jeopardy!, a Trivia Challenge Fundraiser sponsored by the EC Children's Theatre. Community Members across Western Wisconsin participated in the event.

June 8

Volunteered and participated at the Chippewa Community Chamber Outing at Lake Hallie Golf Course. Business community members of Chippewa County participated in the fundraiser.

June 12

Volunteered as a fundraiser organizer and spokesperson at a Bloomer Ball Youth Fundraiser at the Bloomer Youth Baseball Complex. Area families across Chippewa County attended.

June – August

Volunteered as a Little League Baseball Coach at Bloomer Elementary School for 1-3 Graders.

Jimmie Kaska, Digital Producer

April 20

Spoke to UW-Superior Promethean (student paper) staff via Zoom. UW Superior Promethean student staff and advisors attended the event. Jimmie spoke about what it's like to work in media and digital media, gave tips about college studies, and talked about career planning.

Danielle Wagner, Anchor

May 13

Danielle was the (virtual) emcee for the Girl Scouts "Women of Courage, Confidence, and Character" annual banquet.

May 15

Danielle emceed and participated in the "Fido & Friends Fun Run" at Carson Park/Eau Claire. This is an Eau Claire County Humane Association Fundraiser raising awareness for pet adoption.

June 7

Danielle participated in the "Bark in the Park" fundraiser with the Eau Claire Express baseball team supporting the National Canine Cancer Foundation. Danielle led the dog parade around the field ahead of the game held at Carson Park/Eau Claire.

Michael Strubel, General Sales Manager

May 5

Michael participated in the 2021 Chippewa Falls "Excellence in Education Banquet" held at Lake Wissota Golf Course. Students in the top 5% of their class from Chippewa Falls and McDonnell Central Catholic High Schools and their favorite teacher, parents, family, and friends attended the event.

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, 12-12:30pm
Monday-Friday, 4pm-4:30pm
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, 7-11am; Saturday, 7-8:30am; 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 and 12:35am.

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

2nd Quarter 2021
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.

NBC News' 'TODAY'
7:00am – 11:00am
Segments vary in length –average 2-5 minutes

Monday, May 10

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Reopening America: Cleveland. Operation Baby Lift. We Belong: AAPI Heritage Month—The Rise in Activism with a Younger Generation. (health, children)

Tuesday, May 11

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. The Social Challenge: An Eye-Opening Look at the Dangerous Things Kids Can Buy Online Including Drugs, Weapons and more. (health, children)

(9-10 a.m.) Reopening America: Kevin Love on Mental Health Awareness Month. (health)

(10-11 a.m.) Guest: Vanessa Williams on Black Theatre United's Release of *Stand for Change*. Tips Day Tuesday: Gardening Hacks with Jill Bauer. (cultural, environmental)

Wednesday, May 12

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Women Are Essential: The Story of Dr. Kati Kariko, the Lead Researcher Who Discovered mRNA, Which Helped Create the Moderna and Pfizer Vaccines. (health)

(10-11 a.m.) Guest: Barbara Corcoran on podcast *Business Unusual* and *Shark Tank*. (business)

Thursday, May 13

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. On the Money TODAY: What You Need to Know About Tax Filings This Year. (health, business)

(9-10 a.m.) Guest: Kate the Chemist on *The Awesome Book of Edible Experiments*. (science)

(10-11 a.m.) Women's Health Month with Dr. Natalie Azar. (health)

Friday, May 14

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. The Social Challenge: How the Pandemic Screen Time Impacted Our Kids. (health, children)

Monday, May 17

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. 3 Tips for Tax Day! (health, business)

Tuesday, May 18

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Wednesday, May 19

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Restaurant Restart: Three Resilient Female Seattle Chefs Beat the Challenges of Staying Open During the Pandemic. Groundbreaking 3D Printer Hearing Device for US Veteran. (health, business, technology)

(9-10 a.m.) Consumer Confidential: Michelle Singletary on *What to Do With Your Money When Crisis Hits*. (business)

Thursday, May 20

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Shortage of Psychologists for Kids and One Hospital's Solution. TODAY Wellness: Spices to Keep on Hand for a Healthy Pantry. (health, children)

(9-10 a.m.) Impact Thursday: Asian American Girl Club Founder Ally Maki. (cultural)

Friday, May 21

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. NFL Players Speak Out on Mental Health. (health)

Monday, May 24

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

(9-10 a.m.) Navigating Pet Separation Anxiety with Dr. Brett Levitzke. (health)

(10-11 a.m.) Two Months until the Olympics! (business)

Tuesday, May 25

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Restaurant Restart: Brooklyn Brewery Making History – The First African American Brewery in NYS. TODAY's Consumer: Germ Meter Tracks Your Home Desk. (health, cultural)

Wednesday, May 26

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Honoring Our Military: How a 3D Printer Hearing Device is Helping U.S. Veterans. (health, technology)

(10-11 a.m.) Celebrating Our Graduates. Power of Kindness to One Senior. (education)

Thursday, May 27

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Tulsa: 100 Years After the Massacre. (health, violence)

(10-11 a.m.) Hoda and Jenna Throw a Virtual Graduation Ceremony. Celebrate Our Graduates. It Is Never Too Late to Graduate. (education)

Friday, May 28

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Reopening America: The Indy 500 is Back with Crowds with Mike Tirico. (health, business)

(9-10 a.m.) Consumer Confidential: Memorial Day Travel Look Ahead. (business)

Monday, May 31

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Honoring Our Military: Fort Bragg's Soldier's Wife Gets a New Start and Shares a Message of Hope After Struggling During the Pandemic. (health)

Tuesday, June 1

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Wednesday, June 2

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Celebrating Pride: Past, Present, Future. Mind Matters: NFL Players Speak Out of Mental Health. (health)

Thursday, June 3

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

(10-11 a.m.) Celebrating Pride: When My Kid Came Out. (children)

Friday, June 4

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Consumer: Germ Meter Tracks Your Home Desk. (health)

Monday, June 7

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Tuesday, June 8

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

(10-11 a.m.) Guests: Anna Paquin on Amazon's *Flack*. Help My Finances with Suze Orman. (business)

Wednesday, June 9

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Immigration Week: Reunification Road Trip. How a Michigan Judge Gave a Drug Dealer a Second Chance and Sixteen Years Later Swore Him in as an Attorney. (health, cultural, addiction)

Thursday, June 10

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Friday, June 11

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Monday, June 14

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Tuesday, June 15

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Advances in Alzheimer's, Ten Years Since the Passing of Sargent Shriver. (health)

Wednesday, June 16

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Celebrating Pride: Past, Present, Future – A Look at Trans Rights in America. (health, cultural)

(9-10 a.m.) Guest: Kareem Abdul-Jabbar on History Channel's *Fight the Power: The Movements That Changed America*. Celebrate Pride – Generation Next: The GenderCool Project. (cultural)

Thursday, June 17

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Friday, June 18

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Juneteenth: Chef Adrian Lipscombe Works to Establish Black Foodways with 40 Acres and a Mule Project. Ahead of Amazon Prime Day, Walmart and Target's Plans to Compete. Summer Safety: Tick Explosion Coast-to-Coast. (health, cultural, business)

Monday, June 21

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Tuesday, June 22

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Wednesday, June 23

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Thursday, June 24

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Friday, June 25

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

Monday, June 28

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. Young People Share Warning Signs for Parents at Risk Kids. (health, children)

Tuesday, June 29

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. West Virginia Foster Care Family Update. (health, family)

Wednesday, June 30

(7-9 a.m.) TODAY brings the latest news and up-to-date information on the coronavirus pandemic. (health)

WEAU 13 NEWS AT NOON ISSUES AND PROGRAMMING
Interviews average 2 minutes 30 seconds

IMPORTANT NOTICE: Due to the COVID-19, WEAU was unable to schedule 'Live' in-studio interviews.

Children/Youth

Health/Medical

Education

Substance Abuse/Addiction/Violence

Agriculture/Environment

Cultural Development

Economy/Business

Science/Technology

Family Values

WEAU 13 NEWS AT 4 ISSUES AND PROGRAMMING FCC LOG
Interviews are approximately 4 minutes long

IMPORTANT NOTICE: Due to the COVID-19, WEAU was unable to schedule 'Live' in-studio interviews.
(The interviews below were performed off-site and/or recorded)

Children/Youth

Health/Medical

April 21- Harvest of the Month with Ruth Chipps, RD, features a recipe for Edamame.

May 26- Harvest of the Month with Ruth Chipps, RD, features a healthy recipe using lettuce, Garlic Parmesan Romaine Salad.

June 23 -Harvest of the Month with Ruth Chipps, RD, features a recipe for heart-healthy snap peas.

Education

Substance Abuse/Addiction/Violence

Agriculture/Environment

April 2- Wisconsin Beef Council's Angie Horkan shares a recipe for beef sausage and egg muffin cups.

April 7- Alice in Dairyland, Julia Nunes talks about Wisconsin's connection to Earth Day and how agriculture is related to sustainability.

April 16- Wisconsin Potato Growers Association's Sara Avena features a recipe to start the morning out right with potato breakfast toasts.

April 27- Dairy Farmers of Wisconsin's Tina Peterson shares a recipe and information about different types of cheese in Wisconsin.

May 4- Dairy Farmers of Wisconsin's Tina Peterson shares ideas for Mother's Day and for celebrating National Cheese Month.

May 11- Wisconsin Beef Council's Angie Horkan shares recipes for steak on the grill.

June 2- Wisconsin Potato Growers Association's Sara Avena features a recipe for twice baked potatoes.

June 3-Wisconsin Beef Council's Angie Horkan shares a recipe for spicy Hawaiian Burgers.

June 9- Wisconsin Potato Growers Association's Sara Avena features a recipe for salmon and potato skewers on the grill.

June 25- Wisconsin Potato Growers Association's Sara Avena features a recipe for Warm Roasted Potato Salad.

Cultural Development

June 17-Dr. Selika Ducksworth-Lawton, organizer of Uniting Bridges, talks about the Juneteenth celebration in Eau Claire and the significance of it being a national holiday.

Economy/Business

Science/Technology

Family Values

WEAU 13 NEWS AT 5 ISSUES AND PROGRAMMING FCC LOG

Interviews average 3 minutes

IMPORTANT NOTICE: Due to the COVID-19, WEAU was unable to schedule 'Live' in-studio interviews.

Children/Youth/Health

Health/Medical

Education

Substance Abuse/Addiction/Violence

Agriculture/Environment

Cultural Development

Economy/Business

Science/Technology

Family Values

NBC NIGHTLY NEWS
ISSUES AND PROGRAMMING SUMMARIES
Times vary

BUSINESS/ECONOMY

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/02/21
NBC Nightly News reports U.S. economy gains 916,000 jobs as vaccinations spur labor market recovery.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/07/21
NBC Nightly News reports U.S. economy added 266,000 jobs last month despite estimates of more than 1 million.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/11/21
NBC Nightly News reports four Republican-led states look to end the \$300 weekly unemployment benefit. Will others do the same?
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/17/21
NBC Nightly News reports monthly child tax credit payments from Covid stimulus will start hitting bank accounts of millions of families on July 15.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/28/21
NBC Nightly News reports Russian SolarWinds hackers are at it again, Microsoft says.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/04/21
NBC Nightly News reports Facebook suspends Trump's accounts for 2 years, citing public safety risks.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/08/21
NBC Nightly News reports social media and shopping websites were sent offline during a massive outage early Tuesday.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/10/21
NBC Nightly News reports consumer prices surged 5 percent in May, fastest pace since 2008.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/13/21
NBC Nightly News reports G-7 leaders pledge over one billion coronavirus vaccine doses for poorer nations. Also, President Biden speaks after CDC drops most mask requirements for vaccinated people.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/27/21
The Tokyo Games' opening ceremony is coming up on July 23 and Japanese officials are adamant they can host the games safely and successfully.

SUBSTANCE ABUSE/ADDICTION

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/26/21
NBC Nightly News reports Johnson and Johnson reaches \$230 million settlement over claims it helped fuel opioid crisis in New York.

VIOLENCE

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/06/21
NBC Nightly News reports a shooting involving U.S. Navy sailors in Maryland left two people critically wounded and the suspect dead.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/06/21
NBC Nightly News reports at least one person is dead and four are critical in shooting at Texas industrial park. Also, Chauvin trial takes psychological toll on police violence victims.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/20/21
NBC Nightly News reports Israel agrees to cease fire in Gaza after 230 Palestinians and 12 Israelis killed in 11 days of violence.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/30/21
NBC Nightly News reports two are dead and over 20 injured in Miami mass shooting. Also, as lockdowns ease in Europe, police warn of a new threat: Terrorism.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/12/21
NBC Nightly News reports on mass shooting in Austin, Texas.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/17/21
NBC Nightly News reports 9 injured in series of drive-by shootings in Arizona, suspect in custody.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/27/21
After 50 police officers resign, Portland grapples with its message to combat rising violence.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/26/21
Violent encounters with police sends thousands of people to the ER every year.

AGRICULTURE/ENVIRONMENT

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/12/21
NBC Nightly News reports the Western U.S. is the driest it has been in 1,200 years, raising questions about a livable future.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/14/21
NBC Nightly News reports extreme temperatures in the West to shatter records, raise alarm for wildfire conditions.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/14/21
NBC Nightly News reports fire engulfs Illinois chemical plant as firefighters try to avoid environmental nightmare.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/21/21
NBC Nightly News reports Tropical Storm Claudette regains strength after deadly impact.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/21/21
NBC Nightly News reports wildfires break out across Western states amid hottest week in history.

CHILDREN/YOUTH

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/04/21
NBC Nightly News reports schools are disciplining kids with virtual classes. Advocates say that while schools are trying to keep everyone safe, this may violate students' rights, especially if they have disabilities.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/23/21
Covid vaccine linked to rare heart problems in youth, CDC panel finds.

SCIENCE/TECHNOLOGY

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/03/21
NBC Nightly News reports U.K. launches world's largest underwater monitoring system to collect never-before-recorded information about unknown parts of the ocean.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/07/21
NBC Nightly News reports a huge Chinese rocket will likely crash down this weekend, but no one knows where.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/12/21
NBC Nightly News reports NASA spacecraft detects a constant 'hum' deep in the cosmos.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/14/21
NBC Nightly News reports China becomes the second nation in history to land a rover on Mars.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/17/21
NBC Nightly News reports newly leaked video appears to show a UFO flying and disappearing underwater off California.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/25/21
NBC Nightly News reports on a total lunar eclipse, full moon and supermoon, all coming together on the same night.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/27/21
NBC Nightly News reports sci-fi creators weigh in on aliens, pending UFO report.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/01/21
NBC Nightly News reports an unknown object smashes into International Space Station.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/04/21
NBC Nightly News reports Government UFO report finds no evidence of alien spacecraft – but doesn't rule it out either.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/07/21
NBC Nightly News reports Amazon founder Jeff Bezos will fly to space next month on first crewed flight of a rocket made by his company, Blue Origin.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/13/21
NBC Nightly News reports as UFO buzz enthralls D.C., believers and skeptics agree: The truth is out there, and we need to find it.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/27/21
NBC Nightly News reports on a \$70,000 robot promised to reduce crime. Results range from comical to tragic.

FAMILY VALUES

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/12/21
NBC Nightly News reports how the pandemic has changed the way mothers think about parenting.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/19/21
NBC Nightly News reports families enter a new phase of pandemic life because of COVID.

CULTURAL DEVELOPMENT

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/09/21
NBC Nightly News reports Prince Philip, Queen Elizabeth II's husband and the longest-serving consort of any British monarch, dies at 99.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/30/21
NBC Nightly News reports mysterious stone structures in Saudi Arabia believed to be thousands of years older than Stonehenge, Egyptian pyramids.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/13/21
NBC Nightly News reports a 2,000-year-old skeleton on doomed Vesuvius rescue mission in ancient remains identified as senior Roman soldier.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/25/21
NBC Nightly News reports Black America has been forever changed by George Floyd.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/27/21
NBC Nightly News reports ocean explorer discovers 5 sunken WWII subs, giving closure to hundreds of families.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/13/21
NBC Nightly News reports New Zealand's Maori may have been discovered in Antarctica 1,300 years before Westerners, study says.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/17/21
NBC Nightly News reports President Biden signs bill making Juneteenth a federal holiday.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/26/21
NBC Nightly News reports discovery of "Dragon Man" skull in China prompts rethink of human evolution.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/29/21
A 4,400-year-old life-size wooden snake unearthed in Finland may have been a staff used in "magical" rituals by a Stone Age shaman, according to a study released Monday. It was found perfectly preserved in a buried layer of peat about 75 miles northwest of Helsinki, where archaeologists think Neolithic peoples lived 4,000 to 6,000 years ago.

EDUCATION

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/04/21
NBC Nightly News reports schools are disciplining kids with virtual classes. Advocates say that while schools are trying to keep everyone safe, this may violate students' rights, especially if they have disabilities.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/28/21
NBC Nightly News reports classrooms become the battleground for balancing critical race theory and patriotism.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/06/21
NBC Nightly News reports school districts are sharing students' records with law enforcement. Is that legal?
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/21/21
NBC Nightly News reports on how parents are concerned on the past year of online kindergarten. Was it a waste?

HEALTH/MEDICAL

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/06/21
NBC Nightly News reports why you really need to get the second dose of a two-shot vaccine.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 04/07/21
NBC Nightly News reports one in four American adults are now fully vaccinated, CDC says.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/04/21
NBC Nightly News reports the FDA preparing to authorize Pfizer Covid vaccine for 12-to 15-year-olds as early as next week.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/09/21
NBC Nightly News reports flu cases went from 200,000 to less than 2,000 last year. The decrease in cases could set up an environment ripe for flu's return.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/10/21
NBC Nightly News reports the FDA authorizes Pfizer vaccine for children ages 12 – 15.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 05/13/21
NBC Nightly News reports the CDC drops most mask requirements.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/05/21
NBC Nightly News reports what AIDS should have taught us: 40 years after America's first reported AIDS case, survivors want you to know it's not over.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/07/21
NBC Nightly News reports FDA approves Alzheimer's drug from Biogen, against expert advice.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/10/21
NBC Nightly News reports laughing gas shows promise for treatment-resistant depression, small trial finds.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/14/21
NBC Nightly News reports Novavax says its Covid vaccine is highly effective in U.S. Trials, including against variants.

- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/15/21
NBC Nightly News reports Covid “variant of concern’ delta now accounts for 10 percent of new U.S. cases, CDC says.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/20/21
NBC Nightly News reports in one West Virginia County, they must get creative to find safe drinking water.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/22/21
NBC Nightly News reports Delta variant is greatest threat to eliminating Covid in U.S. Fauci warns.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/23/21
Covid vaccine linked to rare heart problems in youth, CDC panel finds.
- NBC Nightly News, National, 3-5 minutes (segments may vary) 5:30pm, 06/23/21
NBC Nightly News reports U.S. life expectancy drops by horrific amount during pandemic.

DATeline NBC
ISSUES AND PROGRAMMING SUMMARIES
60 minutes

- Dateline NBC, National, 8pm, 04/02/21
(Violence) When Vashti Seacat is found dead after a house fire, investigators question if her death is an act of murder.
- Dateline NBC, National, 8pm, 04/09/21
(Violence) When Jane Bashara is found dead in her SUV, the investigation into her murder reveals a tangled web of sex and lies. *Dateline* goes inside the case with new details and interviews about the prominent family's dark secrets. The two-hour broadcast also features the informant who helped the FBI expose a hit-for-hire plot in the case, all caught on tape, speaking out for the first time.
- Dateline NBC, National, 8pm, 04/16/21
(Violence) THE STORY: When Kathleen Schroll makes a phone call that names her killer right before her death, it leads to the arrest of a father for murder. But two trials and 12 years later, authorities begin to wonder if he was the victim, not the villain.
- Dateline NBC, National, 8pm, 04/30/21
(Violence) THE STORY: Wyn Reed is an Oregon actress cast as a killer in "From the Dark," a small-budget horror film. When filming wraps, a real-life plot twist reveals Wyn's real name is Tucker - and she has been charged with killing her uncle. Both the filmmakers and the detectives find themselves wondering where the performance ends and reality begins.
- Dateline NBC, National, 8pm, 05/01/21
(Violence) THE STORY: When Stephen Moore suddenly disappears in New Jersey, his whereabouts remain a mystery until a car erupts in flames in a nearby town, leading to a major break in a case.
- Dateline NBC, National, 8pm, 05/07/21
(Violence) THE STORY: Sarah Pagel is only seven when her mother, Renee Pagel, is found stabbed to death. After the case goes cold for more than a decade, a bombshell reignites the investigation.
- Dateline NBC, National, 7pm, 05/08/21
(Violence) When luxury car dealer Eric Somuah is found dead, a lack of evidence stalls the case for a year until one clue breaks it wide open.
- Dateline NBC, National, 8pm, 05/08/21
(Violence) When a couple in rural South Carolina is brutally murdered in their home, the investigation into who committed the heinous act tears a family apart.

- Dateline NBC, National, 8pm, 05/21/21
(Violence) Elizabeth Sullivan, a mother of two, suddenly vanishes in 2014. Nearly two years later, her body is found in the San Diego Bay, but medical examiners say she had only been dead for about a month. Friday's two-hour broadcast features an inside look at the investigation to unravel what really happened to Sullivan, as well as an exclusive interview with the person found guilty of killing her.
- Dateline NBC, National, 8pm, 06/04/21
(Violence) When a complicated Texas love triangle ends in murder, a pink gun leads to an arrest until new evidence prompts investigators to rethink the case.
- Dateline NBC, Syndicated, 11am, 06/07/21
(Violence) Craig and Laura Rideout appeared happy but, after a contentious separation revealed an ugly secret, one of them would soon be dead. Clues pointed to four possible killers and left investigators wondering if this murder was all in the family.
- Dateline NBC, Syndicated, 11am, 06/08/21
(Violence) Halee Rathgeber enjoyed taking care of others, so it made sense that she hoped to become a nurse. What made no sense was that someone wanted her dead. The crime scene told detectives little, but a jaw-dropping moment in the courtroom spoke volumes.
- Dateline NBC, Syndicated, 11am, 06/09/21
(Violence) Michele and Lloyd Neurauder were devoted to their three daughters, even after divorce. When Michele was found dead in her home, police suspected suicide. Then, they uncovered a deadly betrayal too twisted to be true.
- Dateline NBC, Syndicated, 11am, 06/10/21
(Violence) Craig and Laura Rideout appeared happy but, after a contentious separation revealed an ugly secret, one of them would soon be dead. Clues pointed to four possible killers and left investigators wondering if this murder was all in the family.
- Dateline NBC, Syndicated, 11am, 06/11/21
(Violence) Nick popped the question and Kristy said yes. They were busy planning their future when she found him dead in the bedroom. Police questioned spurned lovers and office enemies before a tip from Nick's brother helped reveal the true killer.
- Dateline NBC, Syndicated, 11am, 06/14/21
(Violence) Angila Wilder was a busy mom, working to make her dream of becoming a nurse come true. Then she was murdered. At first, investigators thought it looked like an open-and shut case, but it would take an elaborate sting to uncover the truth.
- Dateline NBC, Syndicated, 11am, 06/15/21
(Violence) Emma Walker was a fun-loving teen with her whole life ahead of her. Then, she was shot dead in her bed. Detectives were facing a tough investigation. Whoever murdered Emma had been brazen and it would take a bold plan to catch her killer.

- Dateline NBC, Syndicated, 11am, 06/17/21

(Violence) Private First Class Karlyn Ramirez had a job she loved and a baby she adored. Then, she was shot dead in her home. Her killer thought he had covered his tracks, but investigators uncovered a plot so devious, it defied imagination.

- Dateline NBC, Syndicated, 11am, 06/18/21

(Violence) Cassy Farrington had two beautiful kids, a doting boyfriend and an exciting new job. Then she was found dead in her bathtub. Cassy's parents were determined to solve the mystery, stopping at nothing until they found justice.

- Dateline NBC, National, 9pm, 06/25/21

Dateline correspondent Josh Mankiewicz will report on Shapearl Wells' journey to find answers after her son was shot and killed in Chicago. During the one-hour broadcast, Wells opens up about her son's murder, as well as her podcast *Somebody*, which documented her own investigation into whether Chicago police detectives did enough to try to solve the case.

WEAU 13 NEWS AT 10PM
ISSUES AND PROGRAMMING FCC LOG
Times vary but average 2-3 minutes
(below stories may air in other WEAU newscasts as well)

04/01/2021

Contagious Disease Ordinance (health) – After the Wisconsin Supreme Court struck down the statewide mask mandate, the contagious disease ordinance in the City of Eau Claire and Eau Claire County went into effect. City Council President Terry Weld says it's basically a continuation of the previous statewide mandate, just at the local level. These local ordinances are currently set to expire June 30.

Burglary Suspect (violence) – The Eau Claire Police Department released surveillance video of a recent burglary at a gun store. You can see the suspect trying (and failing) to break at least two glass cases. The police department is asking for the public's help in identifying the suspect.

Drug Arrest (substance abuse/addiction) – A traffic stop in Trempealeau County led to two drug arrests. During the traffic stop, near Osseo, a K9 alerted to narcotics. During a search of the vehicle, officers found 2.5 pounds of cocaine with a street value of \$100,000.00

04/09/2021

Kids & COVID (health, children) – Wisconsin health officials warn of a concern trending of increasing COVID cases in kids. The state reports twice as many cases in kids this month compared to last month. Health officials say there's also encouraging news as Pfizer requests emergency use authorization from the FDA to use its vaccine in kids ages 12-15.

Mask & Allergies (health) – Gundersen Health System says seasonal allergy sufferers who wear masks outdoors, are experiencing fewer symptoms. Allergists recommend having a tight-fitted mask, using a mask with a thicker material, and washing the mask regularly to help alleviate some of your seasonal allergy symptoms.

Child Abuse Prevention (children) – April is Child Abuse Prevention Month. Health officials say this is a good time to educate the public on some of the signs of abuse. While some signs are physical, such as cuts or bruises, not all forms of abuse are physical. Behaviorists say a child who becomes more aggressive or isolated may also be experiencing abuse.

04/14/2021

Oktoberfest logo unveiled (economy) – After being forced to cancel last year's Oktoberfest event in Chippewa Falls, the plan is to have the event again this coming September with a portion of the profits going to local organizations. Today, Oktoberfest unveiled the logo for 2021. It was designed a UW-Stout graduate who studied graphic design. It was supposed to be last year's logo, but it got carried over to this year's event.

Business Donations (children or business) – SHIFT Cyclery and Coffee Bar in Eau Claire collected and donated food and household items to Brooklyn Center Schools. Due to protests after the fatal shooting of a black man by a police officer, the schools are forced to return to virtual learning and businesses are closed to help keep people safe. As a result, children and families don't have access to food and other essential items. The owner of SHIFT says something needed to be done to help. She organized a similar donation drive last year following the death of George Floyd.

Tip Jar Fundraise (business/economy) – A Chippewa Falls radio station hosted a fundraiser to give tips to local restaurants impacted by pandemic. WWIB is handing out nearly \$13,000 to 16 area restaurants.

04/26/2021

Vaccine Help (health) – The Buffalo County Health and Human Services Department is trying a new approach to get people vaccinated. Health officials are asking to visit businesses, organizations, and churches to answer questions about the vaccines. They're also asking place to sign up to host a vaccine clinic.

Fairfax Pool Opening (business) – The Fairfax Pool in Eau Claire is set to re-open June 5 after not being open during the 2020 summer season due to COVID and repairs. This summer, COVID protocols will be in place, including capacity limits, social distancing and limited time in the locker rooms.

Boys and Girls Clubs (children) – Local restaurants are stepping up to support the Boys and Girls Clubs in Eau Claire, Menomonie, Chippewa Falls, and Black River Falls. Funds raised will help children attend summer camp. The clubs serve children from second grade up to 18 years of age.

05/10/2021

Insta For Kids (family values) – WI AG Josh Kaul joins other Attorneys General opposing Facebook's planned launch of an Instagram app for children ages 13 and younger. Some parents say Facebook CEO Mark Zuckerberg is only do it to make money. Zuckerberg says

the app will allow parents more control over the kids' online activity. A UWEC social media professor says kids are already online and on the app without protections, which this may help offer.

Hmong Vaccine Clinic (health/cultural development) – The Eau Claire City County Health Department is using a mobile clinic at the Eau Claire Hmong Mutual Assistance Office to help vaccinate more of the Hmong population in the county. Monday's clinic provided 200 Moderna shots to Hmong community members.

10,000 Vaccines (health) – The mass clinic at Zorn Arena on the UWEC campus surpasses 10,000 vaccine doses given. The clinic opened in March and switched to a mass clinic in April. The Pfizer and Johnson and Johnson vaccines are available at the clinic in Eau Claire.

Art Sculptures (education) – Art students at UW-Eau Claire construction art sculptures out of items they found in nature as part of a final class project. The students even utilized litter as part of their projects.

05/19/2021

Masks & Businesses (business) – After the Eau Claire City Council and the Eau Claire County Board voted Tuesday to repeal local mask ordinances, it's now up to businesses to decide whether to require employees and customers to wear masks. If a business requires you to wear a mask, and you refuse to wear one and refuse to leave, you could be charged with trespassing.

SWAT Training (violence) – Regional SWAT Teams met in Barron County for a yearly training. The training included potential real-life scenarios, such as an active shooter situation.

05/28/2021

Chi-Hi Graduation (education) – Chippewa Falls High School held a parade for its 2021 seniors instead of the traditional graduation ceremony. Seniors say it was a tough year, but it also made them more resilient.

Covid Vaccine and Teen Hearts (medical) – A cardiologist with Marshfield Medical Center in Eau Claire says he believes a link between inflammation in the heart and the COVID-19 vaccine in teenagers is unlikely. He says inflammation in teens is usually a temporary condition and can be caused by a number of things. He says if you do experience a fever or chest discomfort, contact your doctor.

06/03/2021

Last Day of School (education) – Thursday, June 3 was the last day of school for students in the Eau Claire Area School District. In his first year as superintendent, Michael Johnson says it was a challenging year balancing keeping students in school with keeping students healthy along with balancing multiple forms of learning.

ICU Covid Patients (medical) – While the Wisconsin Department of Health Services reports a drop in COVID-19 hospitalizations, Mayo Clinic Health System says it's seeing more patients with COVID requiring the ICU. Mayo says those needing to be hospitalized tend to be people who are not vaccinated.

Sports Mental Health (health) – Tennis player Naomi Osaka withdrawing from the French Open due to depression and mental health is shining a spotlight on this topic. A local sports psychiatrist says professional athletes talking about mental health opens the door for more youth in sports to also talk about it.

Community Foundation Campaign (economy) – The Eau Claire Community Foundation announces a year-long campaign to help nonprofits. The foundation is rolling out a new online grant catalog that will help nonprofits raise money through crowd funding.

06/15/2021

Clark County Homicide Case (violence) – A \$1 million cash bond is set for the suspect in a Clark County Homicide. Jesus Contreras Perez is charged in the disappearance and presumed death of Cassandra Ayon. She is the mother of his child, and she was last seen leaving a friend's home in October.

Diversity in Brewing Award (cultural development) – Leinenkugel Brewing Company in Chippewa Falls is launching a scholarship in collaboration with UW-Madison. The Jake Leinenkugel Diversity in Brewing Award is a \$50,000 scholarship for minority and LGBTQ+ students pursuing a degree in brewing or fermentation sciences.

06/22/2021

Algae Blooms (environment) – A Menomonie man believes blue-green algae blooms on Lake Menomin killed his dog. He says his dog died shortly after swimming in the water. The DNR says the blooms can be fatal if enough is ingested. The man wants the DNR and the health department to put up more signs warning people about the dangers, so what happened to his dog doesn't happen to anyone else.

Hiding a Corpse Case (addiction) – A trial date is set for an Eau Claire County man accused of hiding a corpse after a man died from a drug overdose. Toby Cleasby was reported missing in November 2018. His body was found a month later in Roger Minck's home. Law enforcement officers allege Cleasby went there for drugs, overdosed, and Minck tried to hide his body. A five-day trial is scheduled to start September 13.

Country Fest Cleaning (health) – County Fest begins Thursday, and organizers hired a Tennessee company to help keep concert goers safe. 3P America is spraying an anti-microbial solution on every commonly touched surface. The company says the solution will hold for up to 30 days and fight against harmful pathogens, including COVID-19.

Covid Plan For Schools (education) – The Wisconsin Department of Health Services is launching a new program to test school children for COVID-19 this fall. DHS will work to connect the schools that opt into labs. The labs supply testing, collect swabs, test the specimens, and send results – free of charge. Participation is voluntary. The program is funded through a federal grant.

06/25/2021

Girl Scout Cookie Sales (economy/business) - The Girl Scouts of the Northwestern Great Lakes are sold out of sweet treats until 2022. Girl Scouts everywhere had to find innovative ways to reach cookie customers. Here in the West region (Barron, Rusk, Taylor, Clark, Chippewa, Dunn, Eau Claire, Trempealeau, and Buffalo Counties), girls sold nearly 275,000 boxes of cookies. Staff members with the Girl Scouts Service Center in Eau Claire say the girls still had cookie booths, but had to change their sales approach due to COVID, such as not being at the main entrance of businesses and following social distancing guidelines. Online cookies sales saw a huge boost this year with nearly triple the sales.

UWEC Welcome Center (education) – A new welcome center opens its doors on the UW-Eau Claire campus. The Flesch Family Welcome Center is located on lower campus. It's named after Tom and Jeanie Flesch who graduated from UWEC in the 70s. The goal is to have the \$5.5 million center be an easy location for prospective students, alumni and donors who visit campus to find.

MEET THE PRESS TOPICS
Airs Sundays, 8:00am and 12:35am
Various topics covered (Business/Economy, Health, Environment,
Violence, and Cultural)
Times vary

April 4

This Sunday: A fourth Covid wave as cases are climbing. States are dropping restrictions and domestic air travel is up, as the CDC relaxes guidance for vaccinated people. But is the US getting back to normal too soon? Also, rebuilding America.

April 11

This Sunday, America and the world on fighting Covid.

April 18

This Sunday: A vaccine pause. Health officials temporarily stop the use of the Johnson and Johnson vaccine after at least eight people suffer dangerous blood clots. Dr. Anthony Fauci states "You're talking about tens and tens and tens of millions of people who have received the vaccine with no adverse effect, this is a really rare event.:

April 25

This Sunday: After the verdict. Guilty. Guilty. Guilty. The country exhales. It feels like we just got a breath of fresh air. But does Derek Chauvin's guilty murder verdict indicate real change or was it an isolated high-profile event? The jury did its job and hopefully we here in the Congress will do our job and pass criminal justice reform. This morning, we'll hear what the verdict means to many African Americans. Also the CDC is no longer recommending a pause to the Johnson and Johnson vaccine.

May 2

This Sunday: The return of big government. President Biden proposing a huge increase in government spending. The American Jobs Plan will be the biggest increase in non-defense research and development on record. Six trillion dollars on social spending, infrastructure, climate change, health care and more.

May 9

The good news on Covid. Models, once projecting really grim news, now offer reasons to be quite hopeful for what the summer may bring. Bistros, Broadway and ballgames preparing to come back. The CDC projecting a sharp decline in cases, hospitalizations and deaths.

May 16

The announcement so many wanted to hear. If you are fully vaccinated, you no longer need to wear a mask. Millions of Americans now ready to resume close-to-normal lives.

May 30

Republicans block the January 6th commission. Only six Republicans vote for an independent panel to investigate the assault on the Capitol.

Growing concerns that the coronavirus leaked from that lab in Wuhan, China, prompt President Biden to order a new U.S. intelligence investigation. We need to get to the bottom of this, whatever the answer may be. Guests this morning: former Deputy National Security Advisor Matthew Pottinger and Dr. Peter Hotez of Baylor University. And the anniversaries of two racially charged events: the murder of George Floyd -- and the 1921 Tulsa race massacre. How the Floyd case and its aftermath may have helped a nation acknowledge what happened in Tulsa 100 years ago. Joining me for insight and analysis are NBC News White House correspondent Geoff Bennett, former Obama deputy campaign manager Stephanie Cutter, Ayesha Rascoe, White House correspondent for NPR, and former White House political director for President George W. Bush, Sara Fagen.

June 6

This Sunday, the cyber threat. We're one step away from cities being plunged into darkness. Ransomware attacks targeting American institutions from coast to coast.

June 20

President Biden faces challenges here at home. A new Democratic compromise on voting rights. Putin deflects evidence of Russian cyberhacking but both leaders say they hope for a better relationship. And for the third time Obamacare survives a Supreme Court challenge.

June 27

A case of bipartisanship appears to break out on infrastructure. We all gave some to get some because what we did was put first the needs of our country. This group came together and actually got the job done but soon threatens to break down after President Biden says a larger plan must also be part of the deal. Where does the deal stand now? Guests this morning: Republican Senator Bill Cassidy of Louisiana and Democratic Congresswoman Alexandria Ocasio-Cortez of New York. And the Justice Department sues Georgia over its new voting law.

NBC NETWORK NON-BROADCAST EFFORTS

April - June, 2021

NBCUniversal's *The More You Know* website:

Since 1989, *The More You Know* has brought the nation's most important social issues to the forefront, and remains a trusted voice for sharing knowledge to improve lives and inspire action.

The More You Know's comprehensive website (themoreyouknow.com) includes in-depth resource and referral information on the campaign's important focus issues including:

- HEALTH – fighting childhood obesity, encouraging nutrition and physical fitness
- ENVIRONMENT – encouraging everyday actions that reduce environmental impact
- EDUCATION – recruiting new teachers and promoting their long-lasting impact
- DIGITAL LITERACY & INTERNET SAFETY - sharing online safety tips and information
- DIVERSITY – embracing differences and promoting inclusion, tolerance and respect
- COMMUNITY – contributing to the common good and create a positive impact on those around you
- CIVIC ENGAGEMENT - volunteering, voting or advocating are key to stronger communities, safer neighborhoods and happier citizens

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.

For 2nd Quarter 2021
April 1, 2021 – June 30, 2021

THERE WAS NO OTHER PROGRAMMING FOR THE 2ND QUARTER OF 2021, THAT CONTRIBUTED, AS PART OF NBC'S OVERALL PROGRAMMING, TO SERVE THE EDUCATION AND INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER.

2nd Quarter 2021 PSAs

DOW	Air Date	Start Time	Program	Promo Title	House #	Air Time
<u>NETWORK PUBLIC SERVICE SCHEDULE APRIL 2021</u>						
Sat	04/03/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	10:24:17 a
Sat	04/03/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPI "No Room" :15	ZNBC20180H	10:54:17 a
Sat	04/03/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Speaking Up for Justice :15	ZNBC201105H	11:24:17 a

Sat	04/03/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPI "Time of Crisis" :15	ZNBC20179H	11:54:17 a
Sat	04/10/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Be Vocal :15	ZNBC20199H	10:24:17 a
Sat	04/10/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPI "No Room" :15	ZNBC20180H	10:54:17 a
Sat	04/10/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Speaking Up for Justice :15	ZNBC201105H	11:24:17 a
Sat	04/10/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPI "Time of Crisis" :15	ZNBC20179H	11:54:17 a
Sat	04/17/2021	08:30:00 a	NBC NEWS - NIGHTLY NEWS FOR KIDS	PSA 2020, The More You Know, COVID-19 AAPI "No Room" :15	ZNBC20180H	08:40:53 a
Sat	04/17/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	10:24:17 a
Sat	04/17/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPI "No Room" :15	ZNBC20180H	10:54:17 a
Sat	04/17/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Use Your Voice Against Injustice :15	ZNBC201103RH	11:24:17 a
Sat	04/17/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPI "Time of Crisis" :15	ZNBC20179H	11:54:17 a
Sat	04/24/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	10:24:17 a
Sat	04/24/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPI "No Room" :15	ZNBC20180H	10:54:17 a
Sat	04/24/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Speaking Up for Justice :15	ZNBC201105H	11:24:17 a
Sat	04/24/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPI "Time of Crisis" :15	ZNBC20179H	11:54:17 a

NETWORK PUBLIC SERVICE SCHEDULE MAY 2021

Sat	05/01/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	10:24:17 a
Sat	05/01/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPI "No Room" :15	ZNBC20180H	10:54:17 a
Sat	05/01/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Speaking Up for Justice :15	ZNBC201105H	11:24:17 a

Sat	05/01/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPJ "Time of Crisis" :15	ZNBC20179H	11:54:17 a
Sat	05/08/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	10:24:17 a
Sat	05/08/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPJ "No Room" :15	ZNBC20180H	10:54:17 a
Sat	05/08/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Speaking Up for Justice :15	ZNBC201105H	11:24:17 a
Sat	05/08/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPJ "Time of Crisis" :15	ZNBC20179H	11:54:17 a
Sat	05/15/2021	08:30:00 a	NBC NEWS - NIGHTLY NEWS FOR KIDS	PSA 2020, The More You Know, Diversity, Equity & Inclusion Use Your Voice Against Injustice :15	ZNBC201103RH	08:40:53 a
Sat	05/15/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	10:24:17 a
Sat	05/15/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Use Your Voice Against Injustice :15	ZNBC201103RH	10:54:17 a
Sat	05/15/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPJ "No Room" :15	ZNBC20180H	11:24:17 a
Sat	05/15/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPJ "Time of Crisis" :15	ZNBC20179H	11:54:17 a
Sat	05/22/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Be Vocal :15	ZNBC20199H	10:24:17 a
Sat	05/22/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Speaking Up for Justice :15	ZNBC201105H	10:54:17 a
Sat	05/22/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	11:24:17 a
Sat	05/22/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Use Your Voice Against Injustice :15	ZNBC201103RH	11:54:17 a
Sat	05/29/2021	08:30:00 a	NBC NEWS - NIGHTLY NEWS FOR KIDS	PSA 2020, The More You Know, Diversity, Equity & Inclusion Be Vocal :15	ZNBC20199H	08:40:53 a
Sat	05/29/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Use Your Voice Against Injustice :15	ZNBC201103RH	10:24:17 a
Sat	05/29/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Speaking Up for Justice :15	ZNBC201105H	10:54:17 a
Sat	05/29/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPJ "No Room" :15	ZNBC20180H	11:24:17 a

Sat	05/29/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	11:54:17 a
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NETWORK PUBLIC SERVICE SCHEDULE JUNE 2021

Sat	06/05/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Use Your Voice Against Injustice :15	ZNBC201103RH	10:24:17 a
Sat	06/05/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, COVID-19 AAPI "No Room" :15	ZNBC20180H	10:54:17 a
Sat	06/05/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Speaking Up for Justice :15	ZNBC201105H	11:24:17 a
Sat	06/05/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Use Your Voice Against Injustice :15	ZNBC201103RH	11:54:17 a
Sat	06/12/2021	07:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	NBC NEWS PYV OLYMPICS :15	015G808NBC11021H	07:24:17 a
Sat	06/12/2021	07:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	NBC NEWS PYV OLYMPICS :15	015G808NBC11021H	07:54:17 a
Sat	06/12/2021	08:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	NBC NEWS PYV OLYMPICS :15	015G808NBC11021H	08:24:17 a
Sat	06/12/2021	08:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	NBC NEWS PYV OLYMPICS :15	015G808NBC11021H	08:54:17 a
Sat	06/19/2021	07:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	07:24:17 a
Sat	06/19/2021	07:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	07:54:17 a
Sat	06/19/2021	08:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	08:25:00 a
Sat	06/19/2021	08:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Teaching Kids About Equity :15	ZNBC20198H	08:54:17 a
Sat	06/26/2021	10:30:00 a	TMYK WILD CHILD 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Be Vocal :15	ZNBC20199H	10:54:17 a
Sat	06/26/2021	11:30:00 a	TMYK ONE TEAM: THE POWER OF SPORTS 30 MIN (4 SEG)	PSA 2020, The More You Know, Diversity, Equity & Inclusion Speaking Up for Justice :15	ZNBC201105H	11:54:17 a
Sat	06/26/2021	10:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #1 30 MIN (4 SEG)	NBC NEWS PYV OLYMPICS :15	015G808NBC11021H	10:24:17 a
Sat	06/26/2021	11:00:00 a	TMYK EARTH ODYSSEY WITH DYLAN DREYER #2 30 MIN (4 SEG)	NBC NEWS PYV OLYMPICS :15	015G808NBC11021H	11:24:17 a