



## QUARTERLY LIST OF PROGRAMMING PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

OCTOBER 1 – DECEMBER 31, 2020

The following issues were identified as significant and addressed by WMTV in order to serve the community and act in the public interest as set forth by the Federal Communications Commission:

- 1. Education** – Class sizes, Connectivity, Teacher Retirements, School Referenda and Student Safety. They've long been issues of importance to our local viewers. This year, because of the pandemic, we've branded our commitment to these issues as "Navigating School." We also have a special, year-long series called "Class During COVID," where we are following 5 different classrooms and sharing monthly reports (the classes range from Kindergarten to College and include virtual, in person and blended models).
- 2. Politics** – This will include issue-based stories from all levels, with an emphasis on local and state, and the Presidential and Congressional fall elections. There is a renewed push in Wisconsin for redistricting and a non-partisan board is set to hold statewide hearings, in advance of a legislative vote in 2021.
- 3. Local Business and Tourism** – Due to the impact of the pandemic, we've launched a new series "Supporting Our Small Businesses." Stories airing as part of that project -OR- those touching on the impact of cancelled events—due to the pandemic and/or demonstrations and looting downtown will fall under this category. This is also for coverage of events bringing tourism dollars into the viewing-area.
- 4. Consumer Concerns** - We've renewed our commitment to investigative journalism and other consumer-driven stories (scams, recalls, problem solving). Stories branded under the "NBC15 Investigates" franchise will be targeted to this category unless they fit another category better.
- 5. Severe Weather and Preparedness** – for First Alert Days, our Weather Radio programming events, and other stories where we've assigned additional resources to cover storms (on approach, during and the aftermath).
- 6. COVID-19 Pandemic** – This category is to detail coverage of the decisions and impact of decisions made by our legislative leaders, the toll on and also research being done at our local health care facilities, as well as impact on the workforce.
- 7. Social Justice** – This explores race relations within our communities, including the heightened tensions and demonstrations in downtown Madison, in particular.
- 8. Crime and Public Safety** - Increased gang activity, stolen vehicles and home break-ins, gun control. Stories fitting the "social justice" category will not go here.
- 9. Community Impact/Outreach** - This will be for stories re: personal appearances made by NBC15 Staff. It will also include the NBC15 School Shout Out (where classrooms wish our viewers good morning), our hallmark Share Your Holidays Campaign (celebrating its 25<sup>th</sup> year in 2020 to raise funds for Second Harvest Foodbank of Southern Wisconsin), the CareBox Campaign (to raise funds supporting \$10 boxes of healthy, fresh food for those impacted by the pandemic), and our "Something to Smile About" and "Making A Difference" franchises featuring the good deeds of people in our viewing area.

**DESCRIPTION OF PROGRAMS PROVIDING MOST  
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

<u>PROGRAM</u>	<u>DAYS</u>	<u>TIMES</u>
<b>The Morning Show</b>	Monday-Friday	4:30-7:00am
<b>The Morning Show Weekend</b>	Saturday	5:00-7:00am
<b>The Morning Show Weekend</b>	Sunday	6:00-9:00am
<b>15 News at 11am</b>	Monday-Friday	11:00-11:30am
<b>15 News at 4pm</b>	Monday-Friday	4:00-4:30pm
<b>15 News At 5</b>	Monday-Friday	5:00-5:30pm
<b>15 News At 6</b>	Monday-Saturday	6:00-6:30pm
<b>CW News at 9 (WMTV DT2)</b>	Monday-Sunday	9:00-9:30pm
<b>15 News at 10</b>	Monday-Friday	10:00-10:35pm
<b>15 News at 10</b>	Saturday-Sunday	10:00-10:30pm

All of the above programs are locally produced news programs presenting a mix of news, weather, sports, and issue-related feature stories. Issue-responsive program segments are usually two to four minutes in duration, unless otherwise indicated.

**Early Today** Monday-Friday, 3-4:30am

This business news and consumer show gives viewers breaking business news and stock market action from the domestic and foreign exchanges.

**Today** Monday-Friday, 7:00-11:00am

This three-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment, and sports. NBC 15 provides local 1 minute 25 second news cut-ins at 7:27am, 7:57am, 8:27am and 8:57am.

**Weekend Editions of Today** Saturday, 7:00-9:00am & Sunday, 9:00-10:00am

Both weekend broadcasts continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human-interest stories, covering topics related to health and finance, and presenting the latest sports and weather information. NBC 15 provides local 1 minute 25 second news cut-ins on Saturday at 7:27am, 7:57am, 8:28am and a 1 minute 16 second cut-in on Sunday at 9:27am.

**NBC Nightly News** Monday-Friday, 5:30-6:00pm

“NBC Nightly News” provides reports and analysis of the day’s most newsworthy national and international events. It offers solution-driven programming that delves into the toughest issues facing our society today. Each Friday the “Making A Difference” segment profiles men and women who have helped improve the human condition.

**NBC Nightly News – Weekend** Saturday & Sunday, 5:30-6:00pm

The weekend editions of “NBC Nightly News” provide complete and timely reports on national and international events that take place on Saturday and Sunday.

**Dateline NBC** Friday, 9-10:00pm, Saturday 8-10:00pm

This network program has pioneered a unique approach to prime-time news programming, with its multiple-nights-per-week franchise. With this schedule, the one-hour newsmagazine enables NBC News to

present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

**Meet The Press** Sunday, 10:00-11:00am

This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast. Transcripts - <https://www.nbcnews.com/meet-the-press/meet-press-transcripts-n51976>

**I. EDUCATION**

**NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

10/1 6 PM COVID BAND 6P IT'S NOT WHAT YOU HEAR BUT WHAT YOU SEE... THAT MAKES THIS BAND CLASS DIFFERENT AT MILTON MIDDLE SCHOOL. NYLON COVERS ON EVERY INSTRUMENT ALLOW THE MUSICIANS TO PLAY SAFELY.

10/2 4:30 AM MIDDLETON WITHDRAW EARLIER THIS WEEK, THE MIDDLETON CROSS PLAINS SCHOOL DISTRICT DECIDED TO KEEP KIDS LEARNING ONLINE UNTIL ALL OF PUBLIC HEALTH MADISON AND DANE COUNTY'S METRICS ARE MET.

10/4 WKND 9 PM COLLEGE LEARNING COVID 9P WITH COVID CLEARING OUT CLASSROOMS AND SENDING STUDENTS TO VIRTUAL LEARNING ALL OVER THE STATE... A NEW REPORT SHOWS EVEN OLDER STUDENTS ARE STRUGGLING TO KEEP UP. CANVAS, A LEADING LEARNING MANAGEMENT SYSTEM, TOOK A GLOBAL SURVEY... IT REVEALED NEARLY 70% OF STUDENTS REPORT THEY ARE FALLING BEHIND ON THEIR STUDIES DUE TO THE PANDEMIC. REPRESENTATIVES WITH CANVAS SAY A LOT OF THE ISSUES CAN BE SOLVED WITH BETTER COMMUNICATION.

10/14 10 PM MIN PT MEETING 10P AFTER DEMANDING THE BOARD RECONSIDER -- MINERAL POINT CROSS COUNTRY, VOLLEYBALL AND BOYS SOCCER ARE BACK. SET TO RESUME IMMEDIATELY. FOOTBALL WILL RETURN IN A COUPLE WEEKS. FOLLOWING THEIR LAST COMPETITION, ALL THE ATHLETES WILL NEED TO QUARANTINE AND TAKE ONLINE CLASSES FOR FOURTEEN DAYS. IT'S THE CONSENSUS MET DURING AN EMERGENCY BOARD MEETING AMID DIFFERING OPINIONS.

11/5 4 PM UW ENROLLMENT 4P HOWEVER ENROLLMENT OF UNDERREPRESENTED STUDENTS OF COLOR INCREASED BY TWO PERCENT, UW SYSTEM CAMPUSES EXPERIENCED AN ENROLLMENT DECREASE OF 6 PERCENT AMONG FIRST-YEAR STUDENTS, FAR LESS THAN THE ESTIMATED 16 PERCENT DROP NATIONALLY. IN TOTAL NEARLY 164,500 STUDENTS ARE ENROLLED AT THE SYSTEMS 13 UNIVERSITIES ACCORDING TO THE PRELIMINARY DATA.

11/17 6 PM MONROE VIRTUAL 6P AS COVID-19 CASES SKYROCKET STATEWIDE THE MONROE SCHOOL DISTRICT IS TAKING ACTION SHIFTING ALL SCHOOLS ONLINE FOR TWO WEEKS.

11/18 5 PM LAKE MILLS TEACHERS 5P MORE THAN 3,500 COVID-19 CASES IN JEFFERSON COUNTY. TEACHERS IN THE LAKE MILLS SCHOOL DISTRICT HAVE REACHED OUT TO WEAC UNION LEADERS WITH THEIR HEALTH CONCERNS. LAKE MILLS DISTRICT ADMINISTRATOR SAYS IT WORKS CLOSELY WITH THE COUNTY HEALTH DEPARTMENT TO MONITOR CASES. THERE ARE 1,600 STUDENTS IN THE DISTRICT AND RIGHT NOW 1.5 PERCENT HAVE TESTED POSITIVE ALONG WITH FIVE STAFF MEMBERS.

12/1 11 AM TEST SCORES FOR THE FIRST TIME, WE'RE GETTING TO SEE THE IMPACT OF REMOTE LEARNING ON OUR NATION'S CHILDREN.

12/11 9 PM MMSD CHANGES 9P THE THIRD QUARTER FOR M-M-S-D STUDENTS BEGINS AT THE END OF JANUARY. THE DISTRICT IS EXPECTED TO ANNOUNCE ITS PLAN BY JANUARY 8.

12/19 SAT 6AM HYBRID LEARNING WITH THE RING OF THE LUNCH BELL SAUK PRAIRIE HIGH STUDENTS ARE ON THE MOVE BUT ONLY THOSE WITH LAST NAMES A THROUGH K . PRINCIPAL CHAD HARNISCH EXPLAINS -- ONLY HALF OF THE STUDENT BODY IS IN SCHOOL AT ONCE. IT SWITCHES OFF EVERY OTHER DAY WITH THE REST -- WHO'S CURRENTLY LEARNING FROM HOME. CREATING MORE ROOM FOR SOCIAL DISTANCING AS WELL AS FACE-TO-FACE OPPORTUNITIES FOR CONNECTION. THIS IS SAUK PRAIRIE'S HYBRID MODEL SIXTEEN WEEKS IN.

**Today and Weekend Today** (Segments vary but are usually 5-7 minutes in length)

Today's Parenting segments air each week with experts offering advice on a wide variety of subjects including safety tips, nutrition, behavior modification, etc.

## II. POLITICS

**NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

10/2 5 AM DEMOCRACY IN PARK AM THIS COMES AFTER STATE ASSEMBLY SPEAKER ROBIN VOS AND SENATOR SCOTT FITZGERALD URGED THE CITY CLERK'S OFFICE TO CANCEL THE EVENT. THE G-O-P LEADERS CLAIMED IT WAS A "ILLEGAL COLLECTION OF BALLOTS" AND ARGUED THERE ARE OTHER WAYS VOTERS CAN SAFELY TURN IN THEIR BALLOTS.

10/5 6 PM TRUMP BIDEN CAMPAIGN 6P BEFORE PRESIDENT TRUMP WAS ADMITTED TO THE HOSPITAL HE CANCELED A CAMPAIGN STOP IN JANESVILLE.

10/7 5 PM VP DEBATE 5P

10/13 4 PM PENCE WAUKESHA 4P PRESIDENT DONALD TRUMP'S RE-ELECTION CAMPAIGN CONTINUES TO BE PRESENT IN OUR STATE. TODAY VICE PRESIDENT MIKE PENCE WAS IN WAUKESHA AT WELDALL MANUFACTURING. HE SPOKE TO SUPPORTERS ABOUT WHAT HE SAYS THE TRUMP ADMINISTRATION HAS ACCOMPLISHED, HIGHLIGHTING THE ECONOMY SPECIFICALLY.

10/16 10 PM RALLY PREVIEW 10P AFTER A WEEK OF RECORD-BREAKING COVID NUMBERS IN WISCONSIN, DOCTOR ANN HELMS URGES THE PRESIDENT TO CANCEL HIS SATURDAY TRIP. A MEMBER OF THE "COMMITTEE TO PROTECT MEDICARE" -- SHE FEARS THAT AN ASYMPTOMATIC TRUMP SUPPORTER COULD BE THE NEXT "SUPERSPREADER" IN JANESVILLE. ACCORDING TO THE ROCK COUNTY SHERIFF, THE CROWD WILL TAKE A SHUTTLE TO AND FROM THE RALLY AT THE SOUTHERN WISCONSIN REGIONAL AIRPORT. I ASKED THE CAMPAIGN HOW MANY PEOPLE WILL BE ALLOWED ON THE BUS AT A TIME.

10/17 SAT 10 PM TRUMP RALLY COVERAGE PRESIDENT TRUMP COVERED A LOT OF GROUND IN HIS SPEECH -- HIGHLIGHTED HIS SUPPORT OF LAW ENFORCEMENT AND ENCOURAGED PEOPLE TO GET OUT AND VOTE.

10/20 11 AM KENOSHA MARCH IN-PERSON ABSENTEE VOTING STARTED TODAY IN WISCONSIN AND ONE GROUP WAS UP ALL NIGHT ENCOURAGING PEOPLE TO CAST THEIR BALLOT EARLY. THIS MARCH FROM KENOSHA TO MILWAUKEE INCLUDES THE FAMILY OF JACOB BLAKE. BLAKE WAS SHOT SEVEN TIMES IN THE BACK BY A POLICE OFFICER BACK IN AUGUST. THEY STARTED AT 12:30 THIS MORNING, AND PLAN TO WALK 33 MILES TODAY TO GET THEIR MESSAGE OUT.

11/2 5 PM MINORITY TURNOUT 5P CHANGES IN BLACK VOTER TURNOUT OVER THE YEARS. WISCONSIN, A BLUE STATE SINCE 1988. THAT IS UNTIL 2016 WHEN DONALD TRUMP TURNED IT RED - BY LESS THAN ONE PERCENTAGE POINT. NON-PROFIT ORGANIZATIONS LIKE FREEDOM INC ARE WORKING TO MAKE SURE IT DOES. EDUCATING COMMUNITIES OF COLOR.

11/3 6 AM ELECTION DAY THE POLLS OPEN AT SEVEN THIS MORNING AND WILL STAY OPEN UNTIL EIGHT TONIGHT. OUR ERIN SULLIVAN IS LIVE FROM ONE OF THOSE VOTING SPOTS

HERE IN MADISON. ERIN, THE POLLS HAVEN'T EVEN OPENED AND THIS ELECTION IS ALREADY A HISTORIC ONE.

11/4 10 PM RECOUNT 10P AND AS BRITTNEY ERMON EXPLAINS-- IT'S THAT RAZOR THIN MARGIN-- THAT'S PUSHED PRESIDENT DONALD TRUMP TO VOW TO CALL FOR A RECOUNT. BRITTNEY BREAKS THAT PROCESS DOWN FOR US. IT'S NOT AS STRAIGHTFORWARD AS IT MAY SEEM.

11/6 9 PM HAVEN REACTION 9P TOO CLOSE TO CALL... DAYS AFTER THE 2020 ELECTION, JOE BIDEN LEADING IN ALL THREE OF THOSE STATES AS OF FRIDAY MORNING. STILL NOTHING IS OFFICIAL. PROF. HAVEN SAYS WE MAY NOT GET ALL THE VOTE TOTALS UNTIL NEXT WEEK. AS WE WAIT -- PRESIDENT TRUMP'S COMMENTS ON POSSIBLE ELECTION FRAUD CONTINUES TO RAISE CONCERN.

11/11 5 AM POMPEO TRANSITION AM WE HAVEN'T HEARD FROM PRESIDENT TRUMP IN PERSON SINCE LAST THURSDAY, BUT ON TWITTER HE CONTINUES HIS ACCUSATIONS OF WIDESPREAD VOTER FRAUD. SO FAR, SEVERAL WORLD LEADERS HAVE CONGRATULATED PRESIDENT-ELECT BIDEN BUT SECRETARY OF STATE MIKE POMPEO RAISED EYEBROWS YESTERDAY WITH HIS RESPONSE TO THE TRANSITION, REFUSING TO ACCEPT BIDEN'S VICTORY.

11/19 6 PM WEC RECOUNT 6P NEW VIDEO TONIGHT-- PREPARATIONS ARE UNDERWAY TO BEGIN A REQUESTED RECOUNT OF VOTES IN MILWAUKEE AND DANE COUNTIES. BALLOTS WERE LOADED INTO BINS THIS MORNING, TAKEN TO THE WISCONSIN CENTER IN MILWAUKEE. DEPUTIES WILL BE STAGED THERE 24-HOURS A DAY TO MONITOR THE BALLOTS.

12/14 10 PM WI ELECTOR 10P WISCONSIN'S 10 ELECTORAL VOTES ARE OFFICIALLY CAST FOR PRESIDENT-ELECT JOE BIDEN. NBC15 HAD THE OPPORTUNITY TO SPEAK WITH ONE OF THE 10 ELECTORS FOR WISCONSIN TODAY.

12/15 9 PM MCCONNELL CONGRATS 9P ONE DAY AFTER THE 20-20 ELECTION BECAME OFFICIAL WITH THE ELECTORAL COLLEGE VOTE, SENATE LEADER MITCH MCCONNELL CONGRATULATED PRESIDENT ELECT JOE BIDEN FROM THE SENATE FLOOR. WISCONSIN'S ELECTORAL COLLEGE VOTED TO GIVE BIDEN ITS 10 ELECTORAL VOTES YESTERDAY.

12/22 4 PM RECOUNT COSTS DANE COUNTY SAYS THE RECOUNT EFFORT COST THEM NEARLY 730 THOUSAND DOLLARS. A THIRD OF THAT WENT TO PAY TABULATORS. PRESIDENT TRUMP'S CAMPAIGN PAID 3 MILLION DOLLARS IN ADVANCE FOR RECOUNTS IN DANE AND MILWAUKEE COUNTIES. IF COSTS COME BELOW ESTIMATES, HIS CAMPAIGN WILL BE REFUNDED. MILWAUKEE COUNTY HAS YET TO RELEASE ITS FINAL RECOUNT COSTS.

### III. LOCAL BUSINESS AND TOURISM

#### **NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

10/1 5 PM SUN PRAIRIE SMALL BIZ SO MANY BUSINESS OWNERS THAT I'VE SPOKEN WITH IN OUR AREA HAVE SUCH A POSITIVE ATTITUDE IN THE FACE OF A HARSH REALITY. TRYING TO MAKE ENDS MEET, SOME SHOPS OR RESTAURANTS ARE FORCED TO MAKE TOUGH DECISIONS FOR THEIR STAFF AND HOURS OF OPERATION. THAT'S IN ADDITION TO INCURRING EXTRA COSTS TO KEEP UP WITH COVID-19 SAFETY MEASURES.. THE SUN PRAIRIE CHAMBER OF COMMERCE EXECUTIVE DIRECTOR TELLS ME THAT IF SMALL BUSINESSES ARE FORCED TO SHUT THEIR DOORS. IT CAN HAVE A TRICKLE DOWN EFFECT IN THE COMMUNITY.

10/16 10 PM LODI WELLNESS 10P WILLOW TREE WELLNESS HELD IT'S GRAND OPENING THIS PAST WEEKEND. THE WELLNESS CENTER IS SPECIFICALLY DESIGNED TO PROVIDE MENTAL HEALTH COUNSELING, PHYSICAL THERAPY, YOGA, AND MASSAGE SERVICES. THE WELLNESS PROVIDERS CONSIDER THE NEW CENTER IN A RURAL COMMUNITY ESPECIALLY IMPORTANT FOR COMMUNITY MEMBERS.

10/28 9 PM RESTAURANT REACTION 9P NAT-BAR MUSIC LAST MINUTE SCRAMBLING-- IT'S THE NORM FOR LUCAS SIMON-WAMBACH AS HE MANAGES SCONNIEBAR IN THE MIDST OF UNCERTAINTY HE SAYS SATURDAY WAS SUPPOSED TO BE A MONEY MAKER: A BADGER GAME DAY ON HALLOWEEN. A FEW DOORS DOWN ON REGENT STREET, LUCKY'S BAR, ISN'T SO LUCKY MANAGER SCOTT HELLESTAD SAYS THE FIRST BADGER GAME.

11/14 6AM HOLIDAY BUSINESSES 5P THE GLITTER WORKSHOP AT HILLDALE MALL ONLY OPENED A MONTH AGO BUT OWNER NAOMI RICHARDSON IS ALREADY GETTING IN THE HOLIDAY SPIRIT. RICHARDSON STARTED HER BUSINESS 15 YEARS AGO. SHE SAYS SHE GETS 30 PERCENT OF HER ANNUAL SALES DURING THE HOLIDAYS. BUT UNDER COVID-19 RESTRICTIONS -- SMALL BUSINESS OWNERS HAVE TO WORK EVEN HARDER. RICHARDSON EXPANDED ONLINE SHOPPING AND NOW OFFERS SOCIALLY - DISTANCED WORKSHOPS. OTHER SMALL BUSINESSES HAVE MADE SIMILAR ADJUSTMENTS.

11/24 11 AM KALAHARI PARADE 11THE KALAHARI RESORTS AND CONVENTIONS FLOAT IS RETURNING TO THE MACY'S THANKSGIVING DAY PARADE THIS WEEK. THESE ARE IMAGES OF THE FLOAT FROM LAST YEAR. THE FLOAT SHOWS HIPPOS, LIONS, ELEPHANTS AND GIRAFFES AROUND A WATERING HOLE. 120 POUNDS OF GLITTER WERE USED TO MAKE THE RIVER SHINE. THE MACY'S THANKSGIVING DAY PARADE WILL BE AIRING FROM 9 TO NOON RIGHT HERE ON NBC 15 ON THURSDAY.

12/10 4 PM OVERTURE HERE IN MADISON, OVERTURE HAS ITS OWN FUNDRAISER CALLED THE INTERMISSION CAMPAIGN. LAST WEEK IT WAS ANNOUNCED AN ANONYMOUS DONOR WILL MATCH ALL DONATIONS THROUGH THE END OF THE YEAR. THE OVERTURE CENTER IS HOPING TO RAISE A MILLION AND A HALF DOLLARS. IT'S BEEN CLOSED SINCE THE PANDEMIC BEGAN, IT HAS LOST MORE THAN 10 MILLION DOLLARS IN REVENUE.

12/15 4 PM ICE WINE THE ICE WINE FROM THIS YEAR'S HARVEST WILL BE AVAILABLE NEXT YEAR.

12/20 6AM HELP FOR BIZ 10P 46%. THAT'S HOW MANY WISCONSIN RESTAURANT OWNERS ARE CONSIDERING CLOSING THEIR DOORS UNTIL THE PANDEMIC ENDS. SOME SAY THEY WON'T HAVE THE MEANS TO REOPEN. NBC15'S BRITTNEY ERMON SPOKE TO A LOCAL, AWARD-WINNING CHEF WHO SAYS HIS FUTURE IS IN OUR HANDS.

**Today and Weekend Today** (Segments vary but are usually 5-7 minutes in length)

Each week this program features "Your Money" segments with experts discussing various subjects regarding personal finance.

#### **IV. CONSUMER CONCERNS**

**NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

10/12 10 PM COVID SCAMS 10P JUST ANOTHER DAY... SCROLLING THROUGH SOCIAL MEDIA... WHEN AN AD CAUGHT HER EYE... ONE CLICK IS ALL IT TOOK... BUT THE REGRET LASTED MUCH LONGER... FEELING DECEIVED, TESHA EMAILED THE SELLER ASKING FOR HER MONEY BACK BUT HAD NO LUCK GETTING THINGS RESOLVED. 50 DOLLARS WASTED, SO SHE TURNED TO THE WISCONSIN BETTER BUSINESS BUREAU FOR HELP.

10/13 4 PM APPLE DEVICES 4P APPLE'S 5-G SMARTPHONE LINEUP IS FINALLY HERE. THE COMPANY RELEASED 4 NEW I-PHONES, ALL PART OF THE I-PHONE 12 SERIES. APPLE ALSO ROLLED OUT ITS NEW VERSION OF ITS SMART SPEAKER CALLED THE HOME POD MINI.

10/19 6 PM HALLOWEEN SPENDING 6P 148 MILLION --- THAT'S HOW MANY ADULTS PLAN TO TAKE PART IN HALLOWEEN-RELATED ACTIVITIES THIS YEAR. THAT NUMBER DOWN SLIGHTLY FROM THE 172 MILLION WHO CELEBRATED IN 2019 ACCORDING THE NATIONAL RETAIL FEDERATION.

11/9 5 PM PROJECT MONEY SARAH REDUCING DEBT AND INCREASING SAVINGS. IT'S WHAT OUR FOUR PROJECT MONEY TEAMS ARE WORKING ON WITH FINANCIAL COACHES FROM SUMMIT CREDIT UNION. TONIGHT, WE ARE CHECKING IN WITH SARAH DUCHEMIN... THINGS THAT HAVE WORKED FOR YOUR BUDGET... INCLUDING D-I-Y REPAIR.

11/18 10 PM SMALL TURKEY 10P IF YOU'RE STILL GROCERY SHOPPING FOR THANKSGIVING YOU WON'T RUN INTO A TURKEY SHORTAGE -- BUT IT MAY BE HARDER TO FIND A SMALLER BIRD.

11/22 6AM UV DEVICES SHINING A LIGHT ON CORONAVIRUS. ULTRA-VIOLET OR U-V LIGHT TECHNOLOGY IS IN USE TO DISINFECT AND SANITIZE SPACES, FROM BUSINESSES TO SCHOOLS. EVEN THE DANE COUNTY JAIL USES UV-LIGHT AS A TOOL FOR CLEANING. UV LIGHT MACHINES ARE ALSO COMMONLY USED IN HOSPITALS.

12/7 10 PM PET SCAMS 10P \$750. THAT'S THE AVERAGE AMOUNT PEOPLE ARE SCAMMED OUT OF WHEN TRYING TO BUY A PET ONLINE. AS NBC15'S TAJMA HALL REPORTS: THESE DODGY DOG DEALS ARE HAPPENING MORE THAN EVER DURING THE PANDEMIC.

12/15 11 AM BUSINESS TRAVEL AS STATES ROLL OUT INCREASED COVID-19 PRECAUTIONS DURING THIS COVID-19 SPIKE, AIRLINES ARE STRUGGLING TO LURE BACK ONE OF THE INDUSTRY'S MAIN CASH COWS... BUSINESS TRAVELERS.

12/23 5 AM FDA WHOLE FOODS AM THE FOOD AND DRUG ADMINISTRATION IS ISSUING A STERN WARNING TO WHOLE FOODS AFTER A SERIES OF RECALLS. AS MANY AS 30 RECALLS THIS PAST YEAR WERE PROMPTED BY UNDECLARED ALLERGENS ON INGREDIENT LABELS. THE LETTER FROM THE F-D-A'S "CENTER FOR FOOD SAFETY AND APPLIED NUTRITION" SAYS IT'S A PATTERN THE UPSCALE GROCER CHAIN NEEDS TO CORRECT. THERE WERE SIMILAR PATTERNS OF RECALLS IN PREVIOUS YEARS.

### **Powerhouse Home Energy**

Saturdays 5-5:30pm – Informative 30-minute weekly programs produced by Alliant Energy shows homeowners how to make their homes more energy efficient, thereby saving viewers money.

## **V. SEVERE WEATHER AND PREPAREDNESS**

### **NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

11/24 11 AM SNOW TRAFFIC THE SNOW MADE THE COMMUTE A LITTLE SLIPPERY THIS MORNING WITH A COMBINATION OF SNOW AND SLUSH ON AREA ROADS.

12/11 5 PM SNOW PREPS 5P THE SAME GOES FOR MADISON'S BUS ROUTES AND A FEW OTHER CHUNKS OF ROAD THAT HAVE CHANGED. THOSE CUTS REDUCED THE USE OF SALT BY 7 PERCENTS. BUT THAT SINGLE DIGIT ADDS UP TO 15 FEWER TONS OF SALT FOR EVERY STORM.

12/11 10 PM SNOW EMERGENCIES 10P SUN PRAIRIE AND JANESVILLE ARE UNDER A SNOW EMERGENCY TONIGHT. IN JANESVILLE, ALL VEHICLES HAVE TO BE OFF THE STREET BY 10 IN THE MORNING TOMORROW AND HAVE TO STAY OFF UNTIL THE ROADS ARE CLEAR. THE SAME GOES FOR SUN PRAIRIE, STARTING AT 3:30 TOMORROW AFTERNOON.

12/29 4 PM ELISE LIVE HIGHWAY AND STREET DEPARTMENTS ARE PREPARING DEAL WITH THIS INCOMING SNOWSTORM.

12/29 9 PM MADISON PLOWS 9P IN CROSS PLAINS, STERLING EVERT, THE OWNER OF HOME LAND ENTERPRISES IS LOOKING AT A BUSY WEDNESDAY WITH TEN JOBS AND COUNTING. BUT HE'S READY FOR MORE WORK. THIS TIME WITH PLOWZ AND MOWZ-- AN APP THAT INTRODUCES UNSHOVELED DRIVEWAYS TO INDEPENDENT CONTRACTORS, LIKE EVERT. SOME ARE STICKING TO

THEIR NORMAL ROUTES, LIKE JOEL GRANT WITH MAPLE LEAF INC. WHEN THE CLOCK HITS MIDNIGHT GRANT SAYS HE'LL SEND OUT 75 PLOW TRUCKS.

## VI. COVID-19 PANDEMIC

### **NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

10/1 5 PM GOV PRESSER 5P UNDER THE ORDER -- OUT-OF-STATE LICENSED HEALTHCARE PROVIDERS WILL BE ALLOWED TO PRACTICE IN WISCONSIN.

10/2 4:30 AM LATEST CASES THIS NEWS COMES AS WISCONSIN IS CONTINUING TO SEE SURGES OF CORONAVIRUS ACROSS THE STATE. ACCORDING TO THE C-D-C, THE BADGER STATE RANKS THIRD NATIONALLY IN GROWING COVID-19 CASES. RIGHT HERE IN DANE COUNTY, CONFIRMED CASES SURPASSED 10-THOUSAND YESTERDAY.

10/3 5AM HOSPITAL NEWSER AM HOSPITAL BEDS ARE FILLING UP FAST ACROSS WISCONSIN WITH ABOUT AN 81-PERCENT IN USE, ACCORDING TO THE DEPARTMENT OF HEALTH SERVICES. WHILE THE STATE SEES AN INCREASE IN HOSPITALIZATIONS, DANE COUNTY SITS IN THE CLEAR FOR NOW. IN TOTAL UW HEALTH, SSM HEALTH, ST. MARY'S HOSPITAL AND UNITY POINTY HEALTH MERITER HAVE CLOSE TO 175 ADULT I-C-U BEDS. LESS THAN TEN ARE BEING USED FOR COVID-19.

10/5 9 PM ANTIBODY COCKTAIL 9P LANE MANNING SAYS HE'S ON THE MEND AFTER TESTING POSITIVE FOR THE CORONAVIRUS. HE GOT WORD OF A REGENERON TRIAL AT UW-HEALTH. THE STUDY EXAMINES AN EXPERIMENTAL DRUG THAT STOPS COVID IN ITS TRACKS. SO HE SIGNED UP. MANNING SAYS HE RECEIVED THE DRUG THROUGH AN IV - A NEARLY 6 HOUR PROCESS. BUT AFTERWARDS HE SAID HIS SYMPTOMS IMPROVED. WILLIAM HARTMENT IS THE PRINCIPAL INVESTIGATOR OF THE TRIAL. HE SAYS THE DRUG DECREASES VIRAL LOAD AND RECOVERY TIME.

10/6 10 PM EVERS NEW ORDER 10P AN EFFORT TO KEEP PEOPLE AND THE CORONAVIRUS APART. THE LATEST EMERGENCY ORDER PUTS A CAP ON HOW MANY CAN BE INDOORS AT THE SAME TIME. SONG GAO IS THE BRAIN BEHIND UW MADISON'S MOBILITY MAP. SINCE MARCH, HE'S TRACKED MOVEMENT USING ANONYMOUS CELL PHONE DATA. NEARLY A FLAT LINE IN MOVEMENT CORRELATING WITH THE GOVERNOR'S SAFER AT HOME ORDER. SINCE ITS EXPIRATION -- GAO'S NOTICED AN INCREASE IN MOVEMENT HITTING AN ALL-TIME HIGH ON LABOR DAY.

10/12 5 PM MASK INJUNCTION 5P THE STATE-WIDE MASK MANDATE WILL STAY IN EFFECT TONIGHT. A ST. CROIX COUNTY JUDGE REFUSED TO ISSUE AN INJUNCTION AGAINST IT. WHILE THE CASE WAS BEING DECIDED. THE "WISCONSIN INSTITUTE FOR LAW AND LIBERTY" FILED THE LAWSUIT LAST MONTH. THE GROUP SAYS IT PLANS TO FILE AN APPEAL ON THIS "CRITICAL CONSTITUTIONAL MATTER." THE GOVERNOR ISSUED A LETTER THIS AFTERNOON TO G-O-P LEADERS SAYING HE WELCOMES A MEETING ON FEEDBACK ON THE EMERGENCY ORDER.

10/13 11 AM WI PRISON OUTBREAK 11 ANOTHER WISCONSIN PRISON IS DEALING WITH A CORONAVIRUS OUTBREAK. THE DEPARTMENT OF CORRECTIONS SAYS THE RACINE CORRECTIONAL INSTITUTION AND STURTEVANT TRANSITIONAL FACILITY HAD 127 ACTIVE CASES AMONG PRISONERS AS OF YESTERDAY. TWO OTHER WISCONSIN PRISONS ARE DEALING WITH OUTBREAKS TOO. THE KETTLE MORRAINE CORRECTIONAL INSTITUTION HAS 412 ACTIVE CASES. THE OSHKOSH CORRECTIONAL INSTITUTION HAS 346.

10/20 4 PM DHS EVERS 4P TODAY IS THE FIRST DAY OUR STATE HAS REPORTED MORE THAN 4 THOUSAND NEW COVID-19 CASES IN A SINGLE DAY. TODAY THE DEPARTMENT OF HEALTH SERVICES REPORTED NEARLY 46 HUNDRED NEW CASES. KEEP IN MIND, THAT'S IN PART DUE TO THE WEEKEND WEBSITE UPDATE.



10/21 10 PM CONTACT TRACING 10P CONTACT TRACERS IN CRISIS AS COVID CASES CONTINUE TO SPIKE. MADISON AND DANE COUNTY PUBLIC HEALTH OFFICIALS SAY THEY CAN'T KEEP UP PUBLIC HEALTH. OFFICIALS SWITCHED TO A CRISIS MODEL -- UNDER THE PLAN -- HEALTH OFFICIALS WILL CONTACT PEOPLE WHO TEST POSITIVE, EXPLAIN THEY SHOULD QUARANTINE AND STRESS THE INFECTED INDIVIDUAL SHOULD REACH OUT TO PEOPLE THEY'VE BEEN IN CONTACT WITH THEMSELVES. DANE COUNTY'S HEALTHCARE SYSTEM IS ALSO FACING CHALLENGES.

11/11 9 PM SPORTS PROTEST THE CORONAVIRUS TOOK AWAY THEIR SEASON. ON WEDNESDAY THE CO-CAPTAINS OF THE MCFARLAND HIGH VOLLEYBALL TEAM RALLIED WITH THE GROUP CALLED "OPEN DANE COUNTY PUBLIC AND PRIVATE SCHOOLS". CRULL SAYS THE COMMUNITY SHOULD CONSIDER THE MENTAL HEALTH IMPACTS ON STUDENTS. DATA FROM UW-MADISON SHOWS MORE THAN TWO THIRDS OF HIGH SCHOOL ATHLETES SURVEYED SINCE THE PANDEMIC REPORTED FEELINGS OF ANXIETY AND DEPRESSION AT LEVELS TYPICALLY REQUIRING MEDICAL INTERVENTION.

11/14 5AM PFIZER UPDATE AM IT HOPES TO APPLY FOR REGULATORY APPROVAL BY THE END OF THE MONTH. EXPERTS SAY IT WILL TAKE SEVERAL WEEKS TO GET A VACCINE APPROVED.. MEANWHILE, PFIZER HOPES TO DISTRIBUTE 7.6 MILLION DOSES OF THE VACCINE PER DAY FROM DISTRIBUTION CENTERS IN MICHIGAN. THE COMPANY WILL ALSO HAVE ADDITIONAL DISTRIBUTION FROM AN EXISTING CENTER RIGHT HERE IN PLEASANT PRAIRIE.

11/16 10 PM PLASMA SHORTAGE 10P A PLEA FOR PLASMA. THE NEED FOR CONVALESCENT PLASMA IS GROWING IN THE BADGER STATE AS COVID CASES CONTINUE TO CLIMB.

11/17/2020 9 PM Tue GYM IMPACT 9P BRITTNEY SPOKE TO SOME OF THE PEOPLE WORKING OUT AT THE PINNACLE HEALTH AND FITNESS CLUB AND THEY TELL ME THIS IS A PART OF THEIR WEEKLY ROUTINE. IT'S A WAY TO BURN SOME CALORIES AND STRESS. BUT THE OWNER TELLS ME THIS IS THE LAST CLASS UNTIL EMERGENCY ORDER #10 IS LIFTED. IT'S A WEEKEND MORNING ROUTINE FOR EMILY OSIECKI AND HER MOM AT PINNACLE HEALTH AND FITNESS SHE SAYS THE WORKOUT CLASS TAKES WEIGHT OFF HER SHOULDERS BUT AS OF MIDNIGHT TUESDAY, HER CLASS AND ALL OTHERS LIKE IT, ARE CANCELLED UNDER EMERGENCY ORDER NUMBER 10. ALL IN PERSON INDOOR WORKOUT CLASSES ARE BANNED BECAUSE THEY'RE CONSIDERED MASS GATHERINGS. UNDER THE ORDER -- NO INDOOR GATHERINGS OF ANY NUMBER ARE PERMITTED.

11/18 5 AM WISCONSIN COVID NOW, WITH THOSE NUMBERS RISING, REPUBLICANS IN THE WISCONSIN LEGISLATURE ARE COMING TO THE TABLE, AFTER EIGHT MONTHS WITHOUT ACTION ON COVID-19. ASSEMBLY SPEAKER ROBIN VOS SHARED HIS IDEAS YESTERDAY, WHICH INCLUDED INCREASING CONTACT TRACING AND RAPID TESTING. THIS COMES ON THE SAME THE DAY GOVERNOR TONY EVERS PUBLICALLY SENT OUT HIS OWN PACKAGE OF LEGISLATION.

11/23 5 AM ASTRAZENECA UPDATE NEW OVERNIGHT... ANOTHER PROMISING VACCINE. ASTRAZENECA SAYS ITS CORONAVIRUS SHOT IS "HIGHLY EFFECTIVE" IN PREVENTING COVID-19.

12/7 5 PM VACCINE HUB 5P UW AND S-S-M HEALTH WILL BE HOLDING CENTERS IN BETWEEN SHIPMENT AND DISTRIBUTION OF PFIZER'S VACCINE.

12/9 6 PM TREATMENT AND PREVENTION 6P WHILE WAITING FOR A COVID-19 VACCINE UW HEALTH IS LAUNCHING NEW TREATMENTS FOR PEOPLE WHO TEST POSITIVE FOR THE VIRUS. AS NBC15'S SANIKA BHARGAW EXPLAINS THEY HOPE IT CAN TAKE THE PRESSURE OFF HOSPITALS.

12/10 4 PM PFIZER LATEST A MUCH-AWAITED MEETING IS UNDERWAY RIGHT NOW TO DETERMINE IF PFIZER'S CORONAVIRUS VACCINE WILL BE GREENLIGHTED BY THE F-D-A.

12/11 10 PM PFIZER APPROVED 10P THIS AUTHORIZATION IS FOR EMERGENCY USE. FEDERAL OFFICIALS SAY DISTRIBUTION OF THE FIRST 2.9 MILLION DOSES COULD BEGIN WITHIN 24 HOURS. THE F-D-A SAYS PFIZER'S VACCINE IS SAFE AND EFFECTIVE BUT INITIAL DOSES WILL BE SCARCE. ACCORDING TO THE C-D-C, FIRST IN LINE WILL BE HEALTH CARE WORKERS AND NURSING HOME

RESIDENTS. THE BADGER STATE IS EXPECTED TO FOLLOW THAT RECOMMENDATION. IT'S UNLIKELY THAT THE GENERAL PUBLIC WILL HAVE ACCESS UNTIL THE SPRING.

12/14 9 PM MASS VAX DRILLS 9P PRACTICE, PLAN AND PREPARE. THE CORNERSTONES OF PUBLIC HEALTH. THREE MONTHS AGO, LAFAYETTE COUNTY HEALTH OFFICIALS LED A MASS VACCINATION EXERCISE. EXPLORING THE BEST WAY TO DISTRIBUTE MEDICINE TO THE COMMUNITY COUNTY HEALTH OFFICIALS ALSO TESTED A DRIVE THRU SHOT CLINIC OFFICIALS USED THE EXPERIENCE TO FILL GAPS AND FIX PROBLEMS CREATING A SOLID PLAN FOR THE REAL DEAL.

12/15 11 AM SSM VACCINE S-S-M HEALTH EXPECTS ABOUT 2 THIRDS OF TODAY'S SHIPMENT TO GO TOWARDS VACCINATING THEIR EMPLOYEES. THE REMAINING THIRD WILL BE DIVIDED UP AND SHARED WITH OTHER VACCINE SITES ACROSS THE STATE.

## VII. SOCIAL JUSTICE

### **NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

10/6 4:30 AM RACIST STICKERS AM MIDDLETON POLICE ARE INVESTIGATING REPORTS FROM SEVERAL RESIDENTS AROUND MIDDLETON HIGH SCHOOL OF NEWSPAPERS WITH RACIST STICKERS ATTACHED TO THEM. RESIDENTS DESCRIBE THE STICKERS AS "DISTURBING" AND PROMOTING "WHITE SUPREMACY AND NEO-NAZI PROPAGANDA." IT'S STILL NOT KNOWN OF RESIDENTS WERE SPECIFICALLY TARGETED OR WHY.

10/12 10 PM INDIGENOUS PEOPLES DAY 10P ABIGAIL ADAMS... TAKING THE CHRISTOPHER -- OUT OF COLUMBUS SHE STARTED A PETITION IN JUNE TO REMOVE THE STATUE -- ARGUING IT DOESN'T ADDRESS ANY OF COLUMBUS' CONTROVERSIAL HISTORY. THE HO-CHUNK PRESIDENT MARLON WHITEEAGLE SAYS REMOVING THE STATUE MARKS A STEP IN THE RIGHT DIRECTION. WHITEEAGLE SAYS COLUMBUS DAY ONLY TELLS ONE SIDE OF THE STORY.

10/14 5 AM TOSA UPDATE AM LOCAL SHOPS REMAIN BOARDED UP AND SAY WHILE THEY SUPPORT THE RIGHT TO PROTEST, THEY HOPE IT REMAINS PEACEFUL.

10/21 9 PM POPE SAME SEX 9P HOLY WISDOM MONASTERY IN MIDDLETON IS WHERE CHARLES MCLIMANS SAYS HE AND HIS HUSBAND WERE EMBRACED. MCLIMANS, WHO IS CATHOLIC, IS ALSO THE MONASTERY'S C-E-O. THE FORMER "TONE" OF THE VATICAN EVEN LED MCLIMANS TO QUIT BECOMING A PRIEST. MATTHEW SARGENT, WHO TEACHES SOCIOLOGY OF RELIGION AT MADISON COLLEGE, EXPLAINS -- FRANCIS HAS SHOWN HIS SUPPORT FOR CIVIL UNIONS OVER THE YEARS BUT NEVER AS POPE.

10/29 9 PM VOTING RALLY BREONNA TAYLOR, GEORGE FLOYD, JACOB BLAKE AND ALVIN COLE ALL HAD THEIR LIVES ALTERED BY ENCOUNTERS WITH POLICE. NOW THEIR FAMILIES ARE FOCUSED ON MOBILIZING YOUNG BLACK VOTERS. THE FAMILIES SAY CHANGE WON'T COME BY JUST MARCHING IN THE STREETS. THEY SAY REAL CHANGE - COMES WHEN PEOPLE VOTE AND CHANGE LEADERSHIP.

11/25 5 AM 8 CAN'T WAIT AM MADISON MAYOR SATYA RHODES-CONWAY SAYS THE CITY NOW SCORES AN EIGHT-OUT-OF-EIGHT FOR BEST POLICE PRACTICES RECOMMENDED BY THE 8 CAN'T WAIT CAMPAIGN.

11/25 9 PM PRO BONO LAWYER FOR PATRICK SMITH, HIGH WATER BILLS ARE HARD ENOUGH TO HANDLE. HE SAYS THE BILLS CAUSED AN ONGOING DISPUTE WITH HIS LANDLORD AND NOW HE WANTS TO FIGHT AN EVICTION. TO SORT THIS OUT, SMITH IS LOOKING FOR A LAWYER -- ONE WITHOUT A HEFTY PRICE TAG. "LEGAL SERVICE ORGANIZATIONS" OR LSO'S OFFER FREE AID FOR PEOPLE WHO QUALIFY. ACCORDING TO THE STATE BAR OF WISCONSIN, LSO'S HAVE LACKED THE

FUNDING AND ARE TURNING AWAY NEARLY HALF OF THOSE WHO NEED HELP. THE BAR CALLS THIS THE "JUSTICE GAP."

12/7 9 PM DACA 9P A POLICY ROLLERCOASTER -- THE DEFERRED ACTION FOR CHILDHOOD ARRIVALS PROGRAM MET MANY CHANGES IN 2020. NAT PROTEST IN JULY, THE DHS SECRETARY LAID OUT NEW RULES FOR DACA PROTECTIONS. THE RENEWABLE TWO WORK PERMIT SLASHED TO ONE YEAR. AND NEW APPLICATIONS NO LONGER ALLOWED. ON FRIDAY A FEDERAL JUDGE RULED THOSE CHANGES ARE INVALID. ALONDRA QUECHOL... A SO-CALLED "DREAMER"- CALLS IT A TEMPORARY FIX TO A PERMANENT PROBLEM. THE 24-YEAR-OLD HAS LIVED IN THE UNITED STATES SINCE SHE WAS THREE. SHE'S ONE THE NEARLY 800,000 YOUNG PEOPLE.

12/18 9 PM MCFARLAND EQUITY 6P FIGHTING AGAINST RACIAL INJUSTICE, YOU CAN SEE THESE IMAGES FROM A GATHERING IN MCFARLAND BACK IN JUNE. THE RALLY HAPPENED FOLLOWING THE DEATH OF GEORGE FLOYD.

12/21 5 AM RITTENHOUSE MERCH ACCORDING TO THE WEBSITE MORE THAN \$20,000 HAS ALREADY BEEN RAISED. RITTENHOUSE FACES LIFE IN PRISON IF CONVICTED OF FIRST-DEGREE INTENTIONAL HOMICIDE. HE'S EXPECTED TO RETURN TO COURT IN JANUARY.

12/28 4 PM VEL PHILLIPS A BOARD IN CHARGE OF STATUES AT THE STATE CAPITOL WILL BE CONSIDERING A STATUE OF WISCONSIN'S FIRST BLACK SECRETARY OF STATE NEXT MONTH.

## VIII. CRIME AND PUBLIC SAFETY

### **NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

10/2 9 PM MAUSTON NEW 9P SPARTA P-D SAYS ON AUGUST 8TH, OFFICERS MCKENNA HUFFMAN AND BRIAN RAABE WERE INVOLVED IN A FIGHT AT RANDALL'S UPTOWN BAR IN MAUSTON. ONE MAN WAS INJURED. SPARTA POLICE ARE NOW REFERRING POSSIBLE CRIMINAL CHARGES TO THE MONROE COUNTY D-A'S OFFICE. FIRST, AGAINST OFFICER RAABE, INCLUDING DISORDERLY CONDUCT AND BATTERY. CHARGES ARE ALSO BEING REFERRED FOR THREE OTHER MEN IN THEIR EARLY 20's. RIGHT NOW, OFFICER HUFFMAN IS NOT FACING CHARGES. CITY OFFICIALS IN MAUSTON SAY THIS IS JUST THE FIRST OF TWO INCIDENTS THAT RESULTED IN MEMBERS OF THE MAUSTON POLICE DEPARTMENT BEING PLACED ON ADMINISTRATIVE LEAVE.

10/4 6AM MOTORCYCLE ROAD SAFETY 6P A SPIKE IN COMPLAINTS OVER MOTORCYCLE RACING IN MADISON. NBC15 INVESTIGATES WHAT THE CITY IS DOING TO CRACK DOWN. ELISE ROMAS FOUND THAT MORE THAN 800 PEOPLE FILED TRAFFIC COMPLAINTS WITH POLICE FROM JULY THROUGH SEPTEMBER. JUST TWO WEEKS AGO, A 27-YEAR-OLD MAN DIED FROM COMPLICATIONS IN A MOTORCYCLE CRASH HERE NEAR MARATHON DRIVE AND WHITNEY WAY, ON THE WEST SIDE. SHE ASKED THE CITY WHAT THEY'RE DOING TO IMPROVE SAFETY.

10/7 6 AM TEAR GAS AM OVERNIGHT THE MADISON COMMON COUNCIL VOTED AGAINST A MEASURE THAT WOULD'VE BANNED MADISON POLICE FROM USING TEAR GAS AND PEPPER SPRAY. AN ALTERNATIVE RESOLUTION THAT WOULD'VE ONLY BANNED TEAR GAS STARTING IN FEBRUARY ALSO FAILED. INSTEAD, COUNCIL MEMBERS DECIDED TO WAIT TO MAKE A DECISION UNTIL AFTER A STUDY OF TEAR GAS ALTERNATIVES IS COMPLETE. THOSE FINDINGS ARE DUE IN JANUARY.

10/9 10 PM CAMBRIA CONNECTION 10P CAMBRIA WISCONSIN FEDERAL PROSECUTORS ALLEGE THAT SEVERAL MEN CHARGED IN A KIDNAPPING PLOT AGAINST THE GOVERNOR OF MICHIGAN HAD A TRAINING SITE NEAR THE WISCONSIN VILLAGE.

10/15 9 PM DEVILS LAKE UPDATE 9P THE SUSPECT IS DESCRIBED AS ROUGHLY 6 FOOT TALL MAN WEARING A DARK HEAD AND FACE COVERING. HE WAS LAST SEEN HEADING WEST ON THE GROTTOS TRAIL AT THE PARK. THAT'S WHERE THE VICTIM'S BODY WAS DISCOVERED. THE NAME OF THE PERSON KILLED HAS NOT BEEN RELEASED. AN AUTOPSY IS SCHEDULED FOR TONIGHT. ANYONE WITH INFORMATION IS ASKED TO CONTACT THE SAUK COUNTY SHERIFF'S OFFICE. THAT NUMBER IS ON YOUR SCREEN RIGHT NOW.

11/5 9 PM GRANT CO 911 A NEW LOCATION AND A SYSTEM UPGRADE. INSIDE THIS OFFICE, GRANT COUNTY'S 9-1-1 DISPATCH IS IN ITS FINAL TESTING STAGES. DISPATCHER CHRIS JOHLL HAS SEEN THE TECHNOLOGY HERE EVOLVE SINCE '95. HE SAYS HE'S EXCITED TO REACH, AND ULTIMATELY HELP, MORE PEOPLE THROUGH TEXTS. THE SYSTEM WILL ALSO AUTOMATICALLY TRIGGER TEXTING MODE IF TALKING IS NOT AN OPTION.

11/8 6AM MINERAL POINT SHOOTING NEW OVERNIGHT... MADISON POLICE ARE INVESTIGATING AN ATTEMPTED HOMICIDE FOLLOWING A SHOOTING ON THE CITY'S WEST SIDE LAST NIGHT. ONE MAN IS NOW IN THE HOSPITAL WITH LIFE-THREATENING INJURIES.

11/10 6 PM PLAINFIELD CRASH CHARGES 6P CHARGES IN THE FEBRUARY CRASH THAT KILLED A SIX-YEAR-OLD.

11/13 6 PM STOLEN TREE 6P NEW INFORMATION ABOUT THIS TREE, OR RATHER, WHAT'S LEFT OF IT AFTER SOMEONE SEVERED AND STOLE IT FROM THE UW ARBORETUM. NBC15'S CAROLINE PETERSON SHARES WHAT WE KNOW ABOUT A POSSIBLE TIMELINE FOR THIS THEFT.

12/3 6 PM DAVID KAHL 6P \$1,000,000... THAT'S THE BAIL SET FOR THE MAN ACCUSED IN THE 2008 MURDER OF BRITTNEY ZIMMERMANN. SUSPECT DAVID KAHL MADE HIS INITIAL APPEARANCE TODAY AND AS CAROLINE PETERSON REPORTS, EMOTIONS RAN HIGH.

12/10 10 PM CAR WASH 10P MAGIC CAR WASH IS A FAMILY BUSINESS AND DAN FOOR'S LIVELIHOOD. ONE LOCATION IS IN MADISON THE OTHER IN MIDDLETON. IN THE LAST MONTH BOTH OF THEM HAD A BREAK IN. FOOR SAYS THIEVES ARE BREAKING INTO THE SELF-SERVE BAYS AND OUTDOOR VACUUMS. LEAVING HIM A \$6,000 BILL TO FIX THE EQUIPMENT. THIS IS WHAT THE FRONT OF THE STATION IS SUPPOSED TO LOOK LIKE BEFORE YOU PAY TO GET YOUR CAR VACUUMED. BUT THIS IS WHAT IT LOOKED LIKE AFTER SOMEONE CAME BY AND SMASHED THE PAY STATION OPEN, TAKING THE MONEY INSIDE.

12/16 5 AM HIT AND RUN AM POLICE SAY THIS MAN-- (sar-bah-geet) SARBJIT (bull-ar) BHULLAR HIT LAMARA WITH HIS CAR AND DROVE OFF. AUTHORITIES ARRESTED HIM FOR FELONY HIT AND RUN CAUSING INJURY. INVESTIGATORS TRACKED HIM DOWN USING SURVEILLANCE VIDEO.

12/22 11 AM GARAGE BREAK IN 9P THE MADISON POLICE DEPARTMENT IS ASKING FOR YOUR HELP, IDENTIFYING THIS PERSON. POLICE SAY THE SUSPECT GOT INTO A PRIVATE UNDERGROUND PARKING GARAGE ON SHERMAN AVENUE BACK IN SEPTEMBER. THE SUSPECT TRIED TO PULL ON SEVERAL DOOR HANDLES ON CARS PARKED INSIDE. A BIKE WAS ALSO STOLEN BUT LATER RECOVERED. ANYONE WITH INFORMATION SHOULD CALL MADISON AREA CRIME-STOPPERS.

12/28 4 PM DEATH INVESTIGATION A DEATH INVESTIGATION IS UNDERWAY AFTER A MAN'S BODY WAS FOUND AT AN EAST SIDE MADISON PARK.

## **IX. COMMUNITY IMPACT/OUTREACH**

### **NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

10/9 5 PM FOOD FIGHT A NEW INITIATIVE FOR A MADISON RESTAURANT. BASSETT STREET BRUNCH CLUB IS BACK OPEN FOR CARRYOUT OR OUTDOOR DINING. BUT EVEN WHEN THEY WERE CLOSED... THEY WERE GIVING BACK.

10/15 9 PM TINY HOMES FOR HOMELESS 9P THE NONPROFIT OCCUPY MADISON OFFICIALS SAY IT'S A STEP IN THE RIGHT DIRECTION BUT MORE HAS TO BE DONE TO GET THE HOMELESS OFF THE STREETS.

10/21 5 PM SYH BARREL ROLL OUT 5P A 61 PERCENT INCREASE IN THE NUMBER OF PEOPLE FACING FOOD INSECURITY. THAT'S THE PROJECTED IMPACT COVID-19 IS HAVING ON THOSE DEALING WITH HUNGER IN SOUTHERN WISCONSIN. NBC15'S GABRIELLA RUSK SHARES HOW THE

NBC15 SHARE YOUR HOLIDAYS CAMPAIGN FOOD DONATION BARRELS ARE HELPING TO PROVIDE MEALS TO THOSE IN NEED.

10/24 5AM FLOWERS FOR HEROS SUPER SOME EARLY RECIPIENTS HAVE BEEN TEACHERS, LOCAL VOLUNTEERS, AND SMALL BUSINESS OWNERS. THE FLOWER SHOP PLANS TO SURPRISE SOMEONE WITH A NEW AWARD EACH WEEK.

11/5 5 PM SYH ONE WEEK OUT (ERIN ON CAM) FOR OUR VIRTUAL CAMPAIGN KICK-OFF THIS YEAR, WE'RE INVITING YOU GUYS AT HOME TO REGISTER FOR FREE TO JOIN US FOR DINNER AND DRINKS VIA ZOOM. YOU CAN ORDER A COCKTAIL KIT TO GO FROM STATELINE DISTILLERY, THAT'S LIVE RIGHT NOW ON NBC15.COM. YOU CAN ALSO ORDER YOUR "TO GO" MEAL KIT FROM ANY ONE OF THREE FOOD FIGHT RESTAURANTS. THEN GO PICK-UP YOUR FOOD AND DRINKS TO GO ON THE 12TH AND SIT DOWN AND JOIN US VIRTUALLY FROM 6:30-7:30 PM FOR AN EVENING OF FUN FOR A GOOD CAUSE.

11/11 10 PM MAD UW MIA ON THIS VETERANS DAY WE ARE REMEMBERING THE VETERANS WHO NEVER MADE IT HOME... THE MISSING IN ACTION, WHOSE FAMILIES ARE STILL WAITING AND WONDERING. A GROUP COMPRISED MOSTLY OF VOLUNTEERS AT THE U-W IS MAKING A DIFFERENCE, WORKING TO FIND THOSE MISSING HEROES-- IN HOPES OF BRINGING THEM HOME.

11/12 9 PM FURLOUGHED TO FULL TIME DAN THORSTAD DOESN'T HAVE MUCH TIME TO STAND AROUND AND CHAT. THAT'S BECAUSE HE'S BUSY HELPING FEED NEEDY FAMILIES IN SOUTHERN WISCONSIN. THORSTAD WORKS AS A VOLUNTEER COORDINATOR FOR SECOND HARVEST FOOD BANK OF SOUTHERN WISCONSIN. THIS JOB IS BRAND NEW. HE'S ONLY BEEN WORKING HERE FOR A FEW MONTHS. BEFORE THIS, THORSTAD WORKED AS A DATA PROCESSOR FOR A PRINTING COMPANY FOR ALMOST 23 YEARS. BUT HE REFUSED TO FEEL SORRY FOR HIMSELF. A WEEK AFTER HE WAS FIRED, THORSTAD MADE A CHANGE.

11/28 6AM RURAL HUNGER 10P HOLIDAY HUNGER. LOCAL FOOD BANKS DONATING MEALS TO THOSE IN NEED ON THANKSGIVING. NBC15'S BRITTNEY ERMON SHARES SOME OF THE UNIQUE CHALLENGES FACING RURAL COMMUNITIES AS THEY WORK TO ADDRESS FOOD INSECURITY.

12/1 4 PM SYH PREVIEW INTERVIEW 1. KRIS, LET'S GO BACK IN TIME. WHAT COMES TO MIND WHEN YOU THINK ABOUT THAT FIRST YEAR AND THE IMPACT OF SHARE YOUR HOLIDAYS ON SECOND HARVEST AND THE PEOPLE YOU SERVE? 2. WE HAVE A PLAN TO MAKE SURE PEOPLE ARE SAFE AND THERE'S NO CONTACT WITH OTHERS... HOW WILL IT WORK TOMORROW? 3. WHAT ARE THE ITEMS THAT YOU NEED THE MOST RIGHT NOW? 4. THE SCHOOL AND BUSINESS DRIVE IS A BIG PART OF THE CAMPAIGN BUT NOW WITH VIRTUAL LEARNING AND PANDEMIC PLANS FOR BUSINESSES WILL TOMORROW'S DRIVE HELP FILL SOME OF THAT GAP? 5. OF COURSE MONEY IS ALSO ACCEPTED OR PEOPLE CAN DONATE ONLINE. AGAIN, THE CELEBRATION FOOD DRIVE IS TOMORROW, DECEMBER 2ND IN THE ALLIANT ENERGY CENTER PARKING LOT FROM 2:30 TO 7:00 PM. WE HOPE TO SEE YOU THERE! OUR GRAND FINALE IS ONE WEEK FROM TOMORROW. WEDNESDAY, DECEMBER 9.

12/7 10 PM SYH MIDDLETON OUTREACH MINISTRY WE'RE NOW JUST DAYS AWAY FROM THE GRAND FINALE OF OUR SHARE YOUR HOLIDAYS CAMPAIGN AND WE STILL HAVE WORK TO DO TO REACH OUR GOAL OF RAISING 5 MILLION MEALS. WE NEED YOUR HELP TO FIGHT HUNGER RIGHT HERE IN OUR COMMUNITY.

12/13 8AM SYH FOOD FOR THOUGHT MANY FAMILIES ARE STRUGGLING WITH FOOD INSECURITY AND THE PANDEMIC HAS MADE THE PROBLEM WORSE. AS NBC15'S TIM ELLIOTT SHOWS US, THERE ARE PEOPLE HERE IN MADISON DOING THEIR PART TO MAKE SURE NO ONE GOES HUNGRY.

12/15 11 AM DONATIONS NATIONAL SECOND HARVEST FOODBANK OF SOUTHERN WISCONSIN HAS DISTRIBUTED 55 PERCENT MORE FOOD THAN LAST YEAR. ALREADY DISTRIBUTING NEARLY 12 MILLION MEALS DURING THE PANDEMIC WHEN TYPICALLY, THEY DISTRIBUTE NEARLY 15 MILLION MEALS A YEAR.

12/17 5 AM TOY DONATION AM IN TOTAL, W-P-S PURCHASED 758 GIFTS FOR FAMILIES IN NEED. THAT'S ABOUT \$17,000 IN PRESENTS. THOSE WILL GO TO MORE THAN 300 CHILDREN ATTENDING HENDERSON.

12/22 4 PM CHARITY DONATIONS CHARITIES ARE STRUGGLING TO KEEP UP WITH DEMANDS FOR FOOD, SHELTER, AND GIFTS THIS HOLIDAY SEASON AMID THE CORONAVIRUS PANDEMIC. ORGANIZATIONS ARE GETTING CREATIVE AND MAKING IT EASIER THAN EVER TO DONATE. OUR WASHINGTON NEWS BUREAU REPORTER JILLIAN ANGELINE HAS MORE.

12/24 5 AM SECOND HARVEST DEAL SECOND HARVEST FOODBANK OF SOUTHERN WISCONSIN WILL BE ABLE TO TAKE CARE OF MORE FAMILIES STRUGGLING WITH HUNGER OVER THE WINTER MONTHS AHEAD THANKS TO AN EXTENDED AGREEMENT WITH DANE COUNTY.

12/28 6 PM LASAGNA LOVE IN MADISON THERE'S A SAYING THAT THE WAY TO SOMEONE'S HEART IS THROUGH THEIR STOMACH. FOR "LASAGNA LOVE"... A NATIONAL MOVEMENT COOKING LASAGNAS TO HELP OUT THOSE WHO NEED A HAND, THAT SAYING HOLDS TRUE. ISABEL LAWRENCE SHARES-- THE LASAGNA LOVE FELT RIGHT HERE IN THE MADISON COMMUNITY.

12/30 4 PM BPNN THE BADGER PRAIRIE NEEDS NETWORK SAYS MORE THAN ONE MILLION POUNDS OF FOOD WAS DISTRIBUTED SINCE MARCH. THEY'VE SEEN A 500 PERCENT INCREASE IN NEW HOUSEHOLDS COMPARED TO LAST YEAR. LOOK UP BADGER PRAIRIE IN ASSETS.

### **NBC News Special Reports**

10/1 12:04-12:10AM President Trump's coronavirus diagnosis  
 10/1 12:16-1:01AM President Trump's coronavirus diagnosis  
 10/2 9:44-9:52AM Briefing about President Trump's coronavirus diagnosis  
 10/2 4:15-6:00PM President Trump going to Walter Reed Hospital for precautions since testing positive for COVID10/2  
 10/2 9:00-10:00PM NBC special report on President Trump being hospitalized for Covid-19  
 10/3 10:39-11:05AM President Trump health update  
 10/3 6:15-6:20PM President Trump released by Walter Reed Medical Center  
 10/4 10:41-10:58AM Doctors giving update on President Trump's condition  
 10/5 1:48-2:00PM Update on President Trump's health condition  
 10/5 2:12-2:40PM Update on President Trump's health condition  
 10/5 5:36-6:00PM President leaving the hospital and returning back to the White House  
 10/12 8:00-8:50AM Amy Coney Barrett confirmation hearings  
 10/12 12:51-1:15PM Amy Coney Barrett Supreme Court confirmation hearings  
 10/13 8:00-9:08AM Amy Coney Barrett confirmation hearings.  
 10/25 7:24-7:25PM Senate confirmation vote of Judge Barrett  
 11/4 1:00-3:40PM Election results coverage  
 11/4 6:30-10:00PM Special election coverage  
 11/5 12:10-12:31PM 2020 Presidential election results coverage  
 11/5 3:21-4:00PM 2020 Presidential election results coverage  
 11/5 5:47-5:59PM 2020 Presidential election results coverage  
 11/6 8:10-10:14AM Update on the 2020 election  
 11/6 11:30AM-12:58PM Update on the 2020 election  
 11/7 10:25-11:31AM Call of the Presidential election for Joe Biden  
 11/7 7:28-7:57PM Joe Biden's victory speech  
 11/8 12:29-12:30PM Death of Alex Trebek and Joe Biden visiting his son's grave  
 11/8 5:53-5:54PM Update on election coverage and the death of Alex Trebek  
 11/9 10:53-11:00AM President-Elect Joe Biden's address on his covid-19 plan  
 11/13 3:25-3:40PM President Trump delivered a Covid-19 vaccine update

12/11 9:08-9:09PM FDA approving the Pfizer Covid19 vaccine

### **WMTV Local News Special Reports**

11/10 6:05-6:12PM Governor Ever's Covid-19 executive order  
 11/12 1:32-1:45PM WI DHS Covid-19 update  
 11/18 1:32-1:43PM WI DHS Covid-19 update  
 11/20 5:49-5:52PM Press briefing on the Wauwatosa mall shooting  
 11/24 1:33-1:44PM WI DHS Covid-19 Update  
 12/14 1:32-1:39PM Dane Co Health Services press conference on the update for the Covid19 vaccine in the state.  
 12/14 9:18-9:20PM Amber Alert crawl ran  
 12/14 9:43-9:44PM Amber Alert crawl ran  
 12/17 1:33-1:43PM WI DHS Covid-19 update  
 12/22 1:33-1:45PM WI DHS Covid-19 update

### **Severe Weather Cut-ins**

None

### **Public Service Report for NBC15 (WMTV) 4<sup>th</sup> Quarter 2020**

Name the top three public service campaigns/activities your station participated in during the last quarter. What organizations were the beneficiaries of these initiatives?

1. **NBC15 Share Your Holidays:** Raised more than 5 Million Meals—benefits *Second Harvest Foodbank of Southwest Wisconsin*
2. **NAMIWalks:** Raised more than \$175,000 benefits *NAMI Dane County*

How much airtime was donated in support of these efforts (e.g., news coverage, PSAs, live broadcasts, other on-air support, etc.)? List the dollar value, where calculable.

1. **NBC15 Share Your Holidays,** ran multiple PSA campaigns and awareness of finale coverage. Approx. value more than \$30,000 Website links on NBC15.com; Virtual Kickoff and Television Special during Primetime, coverage on Finale Day Sort-A-Thon/Phone-a-Thon; Multiple Station Employee Participation
2. **NAMIWalks:** Ran Promos, approx \$6000 value. Website links on NBC15.com; Station Participation/Emcee at Event

How much money did your station help raise for local charities and causes during the past quarter? What organizations were the beneficiaries?

More than \$2 Million

Second Harvest Foodbank of Southern Wisconsin (from food and monetary donations)

NAMI Dane County

In addition to monetary donations, what quantifiable results can you point to due to the last quarter's campaigns (e.g., pounds of food collected, volunteers recruited, etc.)?

NBC15's Share Your Holiday Raised more than 5 Million Meals (includes monetary and food donations)

What off-air events supported local causes (e.g. event emcees, coordination of collection drives, visits to schools, etc.)?

**Speaker—University of Missouri (1 hour)**  
**Emcee—NAMIWalk (1 hour)**  
**Board President—American Adverting Federation (25 hours)**  
**Attendee—Middleton Ambassadors Meeting (1 hour)**  
**Volunteer—NRSSH Good Food News Video Editing (2 hours)**  
**Attendee—NRSSH meeting (1 hour)**  
**Emcee—YWCA Rock Co Women of Distinction/Cooking for a Cause Virtual event (4 hours)**  
**Emcee—Gigi’s Playhouse Virtual Gala (1 hour)**  
**Member—Cambridge Chamber of Commerce (4 hours)**  
**Member—American Advertising Federation (2 hours)**  
**Coach—Flag Football Verona (4 hours)**  
**Panel Moderator—Badger Herald virtual Event (2 hours)**  
**President—AAF Madison Meetings (20 hours)**  
**Coach—Sun Prairie Youth Softball (6 hours)**  
**Board President—Sun Prairie Youth Football (4 hours)**  
**Board President—Sun Prairie Youth Football (4 hours)**  
**Virtual Tour—Sun Prairie Token Springs Elementary (1 hour)**  
**Member—Middleton Chamber Ambassadors Meeting (1 hour)**  
**Member—NRSSH Meeting (1 hour)**  
**Blood Donation—Red Cross (1 hour)**  
**Meeting—BCCN (2 Hours)**  
**Phone Calls—Alzheimer Alliance (1 hour)**  
**Member—Cambridge Chamber of Commerce (3 hours)**  
**Member—AAF Madison (3 hours)**

Has your station provided election-related programming and activities designed to register voters or inform voters about candidate and issues (e.g. debates, candidate interviews, voter registration drives, etc.)?

**\*Not this quarter.**

How did your station provide coverage in a time of crisis or assist with disaster relief efforts?

**Running PSAs for COVID-19 information/help// encouraging people to wear masks, buy local.**

How many employees contributed to the community during the past quarter? Estimate the number of volunteer hours donated?

**19 employees, approx. 95 hours**

**NBC15 Sponsored Community Events  
 4<sup>th</sup> Quarter 2020**

**NAMIWalks “Walk Your Way” Virtual Event**

October 4, 2020

Raises funds for NAMI Dane County

Promos Ran August 2020 – Oct 2020

News Coverage, Emcee at event

Event Raised more than \$175,000



**NOVEMBER**

**NBC15 Share Your Holidays (kickoff)**

November 12, 2020

Benefits Second Harvest Food Bank of Southern WI

Aired special television kick off event, 30 minute special during primetime

Promoted kickoff via newscasts and social media

PSAs for SYH 25 Campaign (runs through December)

**DECEMBER**

**Share Your Holidays Grand Finale**

December 9, 2020

Benefits Second Harvest Food Bank of Southern WI

Coverage from Phone-a-Thon and Sort-a-Thon throughout newscasts

PSAs for SYH 25 Campaign (runs through December)

Raised more than 5 Million Meals

**CANCELED IN Q4 DUE TO COVID:**

**Wonder Ball (Benefiting Madison's Children's Museum)**

**Butterfly Gala (Benefiting Agrace)**