



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

**JULY 1 – SEPTEMBER 30, 2015**

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. Educational Issues** – including education standards, school safety, alternative schools, as well as informative programming.
- 2. Family Issues** – including building stronger families, family values, domestic violence, racism, and alternative lifestyles.
- 3. Health and Fitness** – including exercise, dieting, disease prevention and new treatment options.
- 4. Local Economy / Financial Issues** – including business development, community infrastructure, and personal finances.
- 5. Consumer Information** – including information on new products and consumer alerts on existing products.
- 6. Environmental Issues** – including information on global warming, energy conservation, recycling, and specie preservation.
- 7. Politics** – including information on state and local news, international news, and homeland security.

**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	4:00-4:430pm
<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>15 News at 10</b>	Monday-Friday	10:00-10:35pm
<b>15 News at 10</b>	Saturday-Sunday	10-10:30pm

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, 4-4:30am

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 five-minute news cut-ins at 7:25am, 7:55am, 8:25am, 8:55am, 9:25am and 9:55am.

**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 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, Sunday nights, various times/lengths

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.

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

7/1 – AM: School lunch rooms nationwide will soon offer yogurt as a meat substitute. Yogurt maker Chobani has been selected by the u-s department of agriculture to supply its Greek yogurt as part of the federal school lunch program this fall.

7/7 – AM: The UW Madison will take a nearly 59 million dollar hit this budget year under a total 250 million cut to the UW system in the state budget. UW system leaders released their 20-15 to 20-16 budget yesterday. The plan also shows UW-Milwaukee taking an 18 million dollar cut.

7/9 – AM: The state Supreme Court will hear a lawsuit challenging the governor's power to block new education rules. The case centers on a law Governor Walker signed in 2011.

7/13 – 6pm: Johnson Creek Dome School -- construction begins on the first-of-its-kind facility. It's a dome school, which will save on energy and increase safety during severe weather.

7/17 – 4pm: A UW professor is under fire after she admitted to searching for prospective UW students on Twitter to discourage them from attending the UW. Sara Goldrick-Rab says she wanted to inform them of changes to the system, which she said would put academic freedom in jeopardy in the state.

7/21 – 4pm: With the academic year just around the corner, some local districts are introducing a new model of learning that will take your child to the next level. The Belleville School District has a program aimed at giving teachers in districts around Wisconsin the tools for a higher level learning.

7/27 – 4pm: The Madison School District released new information today on how students are doing in their second annual report detailing last year's progress on their strategic framework.

7/30 – 6pm: Sun Prairie gang study -- comprehensive look at how many students are in gangs, how they act at school, and what can be done to alleviate the problem.

7/31 – 6pm: Madison Police teamed up with some of our youth to get them solving a few crimes on their own. It's called the Cyber Kids Academy and a few kids graduated from the program today. The camp teaches participants about cyber safety, by having them solve an internet technology based crime.

8/3 – AM: In just a few short weeks thousands of bright eyed freshmen will arrive on campuses across the country. It will be a big change for those students, but we can't forget it will also mean mom and dad will have some adjusting to do as well.

8/4 – 5pm: At a summer camp in old world Wisconsin, you can take a step back in time. It challenges kids to survive in the 1800's and learn from living a simple life.

8/8 – 6pm: The Southern Wisconsin and Northern Illinois Fire and Rescue Association are celebrating a century of rescues and 79 years of the Monroe Fire School. It is a special facility with all the technology necessary to train firefighters for any type of fire.

8/12 – 4pm: Every year a local organization provides school supplies to kids in need, but this year, Porchlight has hit a road block, and is now hoping the community steps up to help before school starts.

8/16 – AM: Coordinators for Stuff the Bus are grateful for the community's support in helping kids in need by giving them the necessary supplies to go back to school.

**NBC 15 News Continued**

8/19 – 4pm: Looking for a job and going to job fairs can be stressful, but an event being held this Friday is hoping to make the job search a little bit easier.

8/23 – AM: As millions of children begin a new school year, a serious problem is getting worse: there simply aren't enough teachers.

8/25 – 6pm: Bus inspections -- The State Patrol inspects every bus, every year before school starts. There are 11,000 inspections in all to try to keep kids safe.

8/26 – 4pm: Crossing guards in Madison take part in mandatory training today before the school year starts.

9/4 – 4pm: The DeForest School District was closed on Friday following an threat to the district on Thursday. DeForest police say they've arrested two juvenile males in connection with the threats. The shutdown has been lifted since and classes will resume on Tuesday.

9/8 – 11am: A UW Madison fundraising drive has generated about \$250M.

9/10 – 4pm: A replacement for the Badger Exam has been approved by the DPI. It will be called the Wisconsin Forward Exam and will reportedly be shorter and less expensive. It will also be given online. Students will start taking in next spring.

9/14 – AM: The University of Wisconsin system eliminated 36 positions to help cope with state budget cuts. Administrative and academic affairs positions were cut to help save costs.

9/15 – 6pm: A state lawmaker wants to change the way how the state school super is chosen.

9/21 – 6pm: “Tell us” is a new UW campaign to combat sexual assaults on campus.

9/29 – AM: The first meeting of a task force to study urban education needs in the state will be held today. Madison superintendent, Jennifer Cheatham and UW system president Ray Cross will testify.

**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.

**Think It Up – Friday 9/11 7-8pm**

All four U.S. broadcast networks aired a star-studded “roadblock” telecast fundraising event in support of **Think It Up**, EIF's new national education initiative. **Think It Up** seeks to inaugurate a new movement in support of the nation's students, teachers and schools, helping generate excitement about learning everywhere in America and building a sense of optimism about the changes underway in classrooms across the country. Because education is the cornerstone of our democracy and economy, **Think It Up** aims to renew a sense of promise for all of America's public school students. With new technologies, ingenuity and higher expectations, we are living today in the most dynamic era in learning and education since free public schools were established in the US 150 years ago. The telecast spotlights powerful stories of teachers and students working together on the types of projects to be supported through the initiative.

**II. HUMAN RELATIONS / FAMILY****NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

7/3 – 6pm: Tonight at the Stoughton fair many community members were having a good time at the grandstand for the 5th annual pig wrestling event.

7/12 – 5pm: Governor Scott Walker's sons say they support their father's beliefs and opinions when it comes to policies even if they don't always agree. Matt and Andy Walker say they believe in issues like same-sex marriage, although their Republican father has spoken out against it.

7/17 – 6pm: Madison's police chief says the amount of shots fired reports are decreasing in the city thanks to citizen awareness.

7/18 – AM: Abortion rights opponents -- including some now in Wisconsin -- are getting even louder in their call for an investigation into Planned Parenthood. This follows a taped conversation of a National Planned Parenthood executive allegedly talking about preserving fetal body parts, so they can be sold.

**NBC 15 News Continued**

7/23 – 6pm: A Madison father used a nail gun and a knife to kill his 16 year old son, who suffered from Angelman's Syndrome.

7/25 – 6pm: Family and friends gathered in Grantsburg to honor a loved one on Sunday. The visitation and funeral for Sgt. Carson Holmquist, who was killed last week in Chattanooga at a military center, was laid to rest in his small Wisconsin hometown.

7/28 – 5pm: Pro-life activists gathered in more than 65 cities across the country today, to protest the recent allegations of questionable behavior at Planned Parenthood.

7/30 – 4pm: Police say, following recent deaths after traffic stops, there are some dos and don'ts of what to do when you get pulled over. Police say that you should not open your car door and keep your hands visible. Police also say that officers should never pull people out of cars, cuss, or be anything less than professional. They stress that the relationship should be cordial. Things like turning your music down to be respectful.

8/1 – AM: A 4-year-old child in Milwaukee was killed after having a television fall on him. Parents can take precautions by purchasing devices to help prevent accidents.

8/5 – 5pm: The Badger Prairie Needs Network, formerly known as the Verona Area Needs Network is set to open tomorrow. They have a new certified kitchen for the pantry and will hold cooking classes.

8/7 – 6pm: Columbia Correctional is having staffing issues which is raising security concerns at the prison.

8/8 – 10pm: Sunday marks the one-year anniversary of the shooting death of Michael Brown. Law enforcement in Ferguson, Missouri says it has made strides forward with more police training, more minority officers being hired, and municipal court reforms.

8/15 – 6pm: - A death could have been avoided for a family if smoke detectors were in use.

8/18 – 4pm: A Muscoda woman is recovering from broken bones, cuts, and bruises, after authorities she was beaten by her boyfriend, who then killed himself.

8/20 – 10pm: We talk to experts to find out when is it a good time to give your child a cellphone.

8/22 – AM: A Madison stabbing is showcasing how complex domestic violence issues can be. According to End Abuse Wisconsin in 2013, 55 people were killed in a domestic related incident in this state. Last year Domestic Abuse Intervention Services in Dane County fielded more than 11,000 calls on their help-line.

8/27 – 5pm: Wausau police say a man used a baby as a shield when he surrendered to tactical officers following a standoff.

8/28 – AM: Search warrants filed in Wood County show a break up lead a boy to kill his ex-girlfriend's mother. 47-year-old Theresa Coates Was shot to death in her Saratoga home August 17th. Authorities say the victim's daughter had just broken up with the shooter that day, a 17-year-old boy from Nekoosa.

8/31 – 11am: The results are in from the 6 month-long study to increase racial equity in Dane County. Implemented over four years, the county will work to level out the ratio of minorities to whites in the jail, and ensure communities of color share in the county's prosperity.

9/1 – 11am: A county clerk in Kentucky is acting against the Supreme Court, saying she won't defy God by granting a marriage license to a same-sex couple.

9/2 – 4pm: Not many women get so much scrutiny when making a parenting decision as Yahoo CEO Marissa Mayer did recently. She says she's pregnant again, and won't be taking much time off, which has ignited a debate about maternity leave.

9/3 – AM: Two bills in the state legislature could cut millions from Planned Parenthood. The assembly's health committee held a hearing yesterday on the measures.

9/9 – 10pm: Proposals would help addicts find treatment and education for heroin use.

9/11 – 4pm: Police in Sun Prairie are investigating a domestic related homicide in Providence Common that happened around noon on Friday.

9/12 – AM: Authorities are warning parents to keep an extra eye on their children's online activity after a 21-year-old Oshkosh man was arrested this week after police say he had online contact with more than 60 girls and women since June. Police say the victims could be from anywhere in the state.

9/17 – 5pm: A "Take Back the Bike Path" march will be held tonight to raise awareness of a sexual assault victim in Madison.

**NBC 15 News Continued**

9/19 – AM: New recommendations will address issues in the Dane County criminal justice system. Over the summer three work-groups focused on the list of 31 recommendations. The groups addressed racial disparity, mental health and safety issues in the county's criminal justice system.

9/27 – 5pm: A Virginia high school is considering implementing its own bathroom policy for transgender students after a transgender student says he is unable to use the boy's bathroom because he was born a girl but identifies as male.

9/30 – 4pm: Homeless teens in the area now have a safe place to turn to for help. Today, Briarpatch youth services held its ribbon cutting ceremony for the opening of its new shelter.

**NBC Nightly News**

Making A Difference On the Homefront, an extension of NBC Nightly News, is an effort to shine a light on veterans, military families and the issues affecting them across the country. In particular, these segments will attempt to assist military veterans find employment.

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

- Each week this program features “Forever Young” segments with experts discussing various subjects of special interest to those viewers over 50 years of age.

**We Have a Dream – Sunday 9/6 12-1pm**

In this uplifting homage to Dr. Martin Luther King Jr., “We Have A Dream” celebrates the lives and achievements of prominent African-American leaders who have persevered against all odds. Denzel Washington, Oprah Winfrey, Tiger Woods, and President Barack Obama are among the long list of A-list celebrities to collaborate on this extraordinary and moving television special.

**Clear The Shelters – Monday 9/7 11-11:30am**

This 30-minute special highlights the importance of finding forever homes for shelter animals. The special showcases the amazing success of a cross-country initiative to “Clear The Shelters.” Using a proven model from the Dallas NBC station where over 2,000 dogs were adopted in one day, the special spotlights the amazing adoptive families, unsung heroes who work at the shelters and of course, adorable pets who are being welcomed into new homes.

**III. HEALTH AND FITNESS****NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

A fitness segment appears in the 5pm newscast every Friday, which we call “Fitness Friday.”

A fitness segment also appeared in the 11am newscast every Monday.

7/2 – 10pm: New study shows women in the U.S. are gaining more weight than they should during pregnancy.

7/5 – 5pm: Some call Ibogaine the miracle drug because its helped many drug addicts kick their addictions. A McFarland man credits the drug to his ability to get clean after being addicted to heroin and other drugs throughout much of his life.

7/7 – 6:00pm: Air quality was low today because of wildfires in Canada.

7/14 – 4pm: The waiting times at Veterans' Affairs Hospitals continue to prove problematic and in some cases, deadly. The most common disability amongst veterans is impaired hearing, and the waiting time for treatment is unacceptable according to Wisconsin Representative Sean Duffy.

7/15 – AM: Experts say more focus is needed to prevent or delay the decline in physical activity during the early adolescent years -- when lifelong habits often begin. A new study reveals more activity is needed to improve the physical fitness of children and teens.

7/16 – 11am: Pain relievers will soon have stronger warnings about the risks of heart attack and stroke.

**NBC 15 News Continued**

7/21 – 5pm: The FDA has released a new warning for people who take pain relievers like Advil or Aleve, saying it could increase your risk of heart attack or stroke.

7/25 - AM: An inexpensive and widely available drug to treat osteoporosis could substantially increase breast cancer survival rates.

7/28 – 4pm: A new partnership is looking to increase access to mental health care in Dane County. It's called the Comprehensive Community Services Program or CCS, and already more than 200 providers have agreed to participate.

7/29 – 10pm: A brain-eating amoeba found in the water supply of a Louisiana county last week prompted some serious concern.

7/31 – 10pm: A medical marijuana review panel has approved the use of medical marijuana for children who have autism.

8/2 – 5pm: The Best Dam Bike Ride took place on Sunday. The event is for MS research and support. It raises awareness and funds for the cause.

8/3 – 10pm: New concussion technology -- Washington-based company has come up with a mouth guard for football players to monitor head hits.

8/9 – AM: Back-to-school is often a time when parents think about getting their kids to the doctor for their annual wellness exam. It's important to remember that a pediatrician can address issues in children -- not just physical -- but social and emotional ones too.

8/13 – AM: New research shows adjusting the timing of invitro fertilization could improve success rates among older women.

8/13 – 6pm: Safety advice for families after encountering rabid bats Six children in Rock County needed to be vaccinated for rabies after touching a sick bat.

8/15 – 4pm: Asthma impacts one in ten adults and children in Dane County, and an event taking place today they're hoping to out run the long-term lung disease.

8/20 – 5pm: Former President Jimmy Carter says his cancer has shown up in his liver and on his brain and that he will undergo radiation treatment.

8/20 – 6pm: New study shows 40 percent of girls are not getting the HPV vaccine.

8/21 – AM: A new report says nearly all contact lens wearers are at risk for eye infections. A Centers for Disease Control survey found one-third of the 41-million Americans who wear contacts have seen doctors for red or painful eyes.

8/24 – 11am: A study suggests playing tackle football at a young age makes athletes more prone to brain changes.

8/25 – 4pm: Cryotherapy is a new treatment blasting freezing nitrogen on patients from head to toe. Treatments are said to provide everything from muscle inflammation relief to skin tightening and even weight loss, but there's no science to prove its benefits yet.

8/29 – AM: After a patient undergoes heart surgery, the process is not complete. It takes work to get the heart back working to its full potential.

9/3 – 4pm Eating breakfast is the most important meal of the day. According to UW Health, breakfast provides nutrients that support children's growth and may prevent against disease. They also say it's important to incorporate all food groups for a balanced breakfast.

9/5 – AM: Experts say getting the flu shot early in the fall could prevent the greatest number of flu cases.

9/9 – 5pm: A new smoking ordinance could soon take effect in Beloit. The proposal would ban smoking in front of all city of Beloit buildings.

9/10 – 11am: 2 people have died from eating cucumbers contaminated with Salmonella.

9/11 – 11am: Wisconsin's largest business lobby is opposing a bill to ban research on tissue from aborted fetuses, saying it would impede medical research.

9/16 – 11am: We had a great guest in today to talk about the Walk for Wishes event this weekend. Johnathan Jordan's son has a rare disease and Make-A-Wish granted him a wish to go on a Disney Cruise a couple years ago.

9/18 – 5pm: The brains of 87 of 91 former professional football players tested positive for a disease linked to depression and dementia.

**NBC 15 News Continued**

9/23 – 4pm: The pharmaceutical company that tried to raise the price of a life-saving drug by 5,000 percent is backing down from that. Turing pharmaceutical's CEO says public outrage over the price influenced his decision to lower it.

9/29 – 11am: The head of Planned Parenthood was on Capitol Hill today, answering questions about fetal tissue and federal funding.

**IV. LOCAL ECONOMY / FINANCE****NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

7/6 – 4:00pm: The Joint Finance Committee looked into plans for a Bucks' Arena in Milwaukee. The measure calls for 250-million in tax dollars to help pay for the project. Democrats aren't happy with the lack of public input during today's hearings.

7/8 – 6:00pm: Local company is receiving gov't aid to help build business and job growth.

7/9 – 4:00pm: The Madison Regional Economic Partnership has become part of the Obama Administration's Manufacturing Communities Partnership initiative. MadREP is one of 12 designees named under the initiative that allows federal assistance that impact agriculture, food and beverage industries. Leaders say the program will revamp agriculture in the state, which is a leader in the field nationwide, even worldwide.

**NBC 15 News Continues**

7/13 – AM: Governor Walker signed the 73 billion dollar state budget into law ahead of today's announcement. He vetoed more than a hundred items before finally signing.

7/18 – 11am: The unemployment rate in WI was 4.6% last month. That's the same as it was in May.

7/28 – 6pm: - A new arena for the Bucks was approved and we look at what it means for taxpayers in our area.

8/10 – 4pm: The pedestrian bridge over University Ave between Lake St and Park St is starting to come down today.

8/12 – 5pm: Wisconsin Gov. Scott Walker has signed a bill that commits \$250 million in taxpayer money to pay for a new arena for the NBA's Milwaukee Bucks.

8/12 – 6pm: Oscar Mayer layoffs -- 165 people went to work this morning without knowledge that they were losing their jobs. Layoffs are part of a nationwide re-organization plan.

8/14 – 5pm: The Wollersheim Winery is opening a distillery, which is something that has been in the works for 25 years. Creations at the Prairie du Sac location are mostly made with locally grown ingredients.

8/18 – 5pm: Home sales are strong in Wisconsin. Sales of existing homes rose nearly 17% in July from a year ago.

8/20 – 4pm: The Green Bay Packers announced plans to develop property near Lambeau Field. Titledown District is said to include a high-end hotel built by Kohler. It will also feature a brewery, restaurant, sports medicine facility and a public plaza near the stadium.

8/21 – 6pm: The Milwaukee Bucks, according to a report released on Friday, spent more money in the state lobbying than any other organization during the first half of the year in their successful attempt to get a new arena.

8/24 – 6pm: Harley-Davidson Inc. has unveiled its 2016 model year lineup with new bikes that will soon begin arriving at dealerships nationwide.

8/24 – 10pm: Wall Street Plunge -- how do all of the big drops impact financial accounts here at home? Used sound from a financial advisor about who should be worried (people nearing retirement.)

8/26 – 6pm: Wisconsin company will create more jobs with a new defense contract.

8/30 – AM: A Wisconsin-based Company is planning to suspend work on a major project, a move that could mean up to nearly 200 layoffs.

9/1 – 6pm: Mayor of Madison reveals his capital budget plan.



**NBC 15 News Continued**

9/6 – AM: With fall just around the corner, farmers in Wisconsin are preparing for harvest time. But, one particular specialty crop harvest is already in full swing: Wisconsin-grown hops.

9/7 – 6pm: Workers celebrated the Labor Day holiday at a labor union event. Organizers say they fight hard to build a strong middle class and today's event was prepared to focus on a strong labor movement in the state.

9/8 – AM: Many Americans who lost their homes seven years ago during the real estate bust are returning to the market. They're called "boomerang buyers". Many have rebuilt their credit since losing their homes and experts say they'll be an important part of the real estate market in the years to come.

9/10 – AM: Dollar General is planning to build a multi-million dollar facility in Janesville. The center will be roughly one million square feet.

9/15 – 10pm: Debate over issuing alcohol licenses for businesses on State Street in Madison.

9/16 – AM: A committee of the Milwaukee Common Council has endorsed a 47 million dollar city proposal to help finance the new Milwaukee Bucks downtown arena. The panel made a major change... One block of North Fourth Street would not be closed permanently for a planned public plaza.

9/23 – 4pm: Madison Mayor Paul Soglin is defending plans for the Judge Doyle Square Project for downtown Madison. More than \$46 million of public money will be used for the project, but Mayor Soglin says the city will receive at least \$100 million of new tax base.

9/29 – 10pm: Judge Doyle square expected to be voted on by Common Council tonight. Debate could go into early morning before a vote is taken.

**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.

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

7/3 – 4:00pm: The average American household will spend \$71.23 on food items this year for Independence Day. That's up from last year's average of \$68.16.

7/6 10:00pm: - Prices are increasing on beverages at Starbucks from .05 to .20.

7/10 – 5pm: GM is recalling 780,000 cars, because the rear power lift gates can suddenly fall and hit people.

7/13 – 5pm: Walmart is launching a rival sale to Amazon's recently announced "Prime Day" on Wednesday.

7/20 – 4pm: In 2014 more than \$74 billion were spent in supplies to go back to school, according to the National Retail Federation. Kimberly Hazen from the Wisconsin Better Business Bureau shared some ways to save money.

7/21 – AM: Buying the wrong color car can cost you in the long run. Auto research firm Kelley Blue Book says white, black and silver cars are likely to bring you \*more money at resale.

7/27 – 11am: A popular pet food company is recalling some of its dog food for safety reasons.

Nature's Variety is recalling its Instinct Raw Chicken formula, because of a possible salmonella hazard.

7/29 – 5pm: Madison Mayor Paul Soglin launched a "Green Madison" campaign today. He wants residents to get involved in a competition that could earn the city a \$5 million prize from Georgetown University. It's a national contest to reduce energy consumption.

8/4 – 6pm: Amazon Prime is setting new limits on its service. Now members will only be able to share service with one other person.

8/17 – AM: Free public WIFI is a target for hackers. In a survey by AARP, nearly 30-percent of people admitted to doing personal business through public WIFI.

**NBC 15 News Continues**

8/26 – 11am: Oscar Mayer is recalling millions of pounds of turkey bacon products, because they may spoil before the "best by" date.

9/1 – AM: Wisconsin is one of the best states to drive in, financially. A study by Bankrate looked at factors such as commute times, gas spending, and car thefts.

9/3 – 5pm: Kenosha Beef is recalling 89,000 lbs of pork sausage patties after customers complained of finding small pieces of metal.

9/7 – 5pm: Experts say a tightening job market may add a new wrinkle to retailers' holiday hiring plans, delaying online orders.

9/15 – 11am: A choking hazard has prompted the recall of thousands of water bottles sold exclusively at Target stores. Around 178,000 "Zak designs" 26-ounce water bottles are being recalled in a variety of colors because the inner plastic straw can break.

9/23 – AM: There are new cases of debit card skimming in our area. Skimming devices were found on ATM's in Madison in May and June. Devices have now been found on three ATM's in Madison, three in Fitchburg and one in Monona.

9/25 – 11am: Hyundai is recalling 470,000 Sonatas from the 2011/12 model years due to a critical engine problem.

9/28 – AM: Gas prices are continuing to drop. The national average is now \$2.35 a gallon down \$1.03 in the past year.

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

7/7 – 5pm: The National Weather Service confirms at least 4 tornadoes touched down in Northeastern Wisconsin last night.

7/10 – AM: Two groups are seeking federal protection for a sub-species of moose found in the Midwest. The groups say climate change, a changing habitat, disease and other factors have significantly reduced the moose population.

7/13 – 4pm: We had coverage of storm damage in Columbus and Beaver Dam. We also took the live press conference in Columbus.

7/14 – AM: In Lone Rock, strong winds from the storms damaged trees, and knocked down power lines. The town's fire chief had a tree land on his home damaging his roof and deck.

7/16 – 4pm: The Janesville Police Department has added an electric motorcycle to its fleet. The new bike is 100% electric and doesn't emit any hydrocarbon emissions. It's the first electric motorcycle to be used in the state. It is capable of traveling approximately 150 miles on one charge.

7/20 – AM: It'll be a week of cleanup after severe weather swept through Saturday. The national weather service confirmed a tornado touched down in Rock and Walworth counties.

7/23 – 4pm: Scientists say they've found an earth-like planet that might harbor life. The observation's came from NASA's Kepler space telescope. The older, bigger cousin to earth orbits its star at about the same distance the earth orbits the sun, according to scientists. The planet is in a solar system that is 1,400 light years from our own.

7/26 – AM: The lakes that surround the Capitol are the center of our community, and a local group is working to get all people to enjoy them for years to come. The Clean Lake Alliance celebrated area lakes with the Clean Lake Festival yesterday. Organizers say this event has introduced a lot of people to the lakes, and different ways to take care of them.

8/1 – 10pm: The Governor of California has issued a state of emergency as nearly two dozen wildfires burn through the state. Meanwhile, many others are mourning the loss of a South Dakota firefighter who died in the flames after going to California to help put them out.

**NBC 15 News Continued**

8/3 – 5pm: President Obama unveils the final version of his plan to limit emissions from U.S. power plants. Among other things, the plan imposes stricter carbon dioxide limits on states and will cut pollution from power plants by 32 percent.

8/13 – 4pm: A cougar sighting has been confirmed in Marinette County. The DNR says genetic evidence finds that the sightings recently have been males from a breeding population out West. Cougars are not allowed to be hunted here in Wisconsin. The DNR says they don't pose a threat to the public.

8/16 – 5pm: Crews in China scrambled to clear dangerous chemicals after this past week's blasts. Officials have confirmed the presence of more than 100 tons of deadly sodium cyanide after the toxic chemical leaked as a result.

8/25 – AM: The largest outdoor agriculture show in Wisconsin kicks off today and expect some road closures. The Wisconsin Farm and Technology Days will be held the Statz Farm in the Sun Prairie area.

8/28 – 5pm: Heavy rain from Tropical Storm Erika has caused devastation on the tiny Caribbean island of Dominica, leaving at least 12 people dead.

8/31 – 6pm: - New standards for emissions are causing controversy in the state.

9/13 – 5pm: A wildfire exploded in Northern California, burning up 40,000 acres of land, destroying several homes in less than 12 hours. The Gov. has declared a state of emergency.

9/21 – AM: Volkswagen is apologizing for polluting the air. The EPA says vehicles built in the last seven years used software that evades EPA emissions standards.

9/24 – AM: The DNR has adopted a permanent walleye limit on lakes and rivers within Wisconsin's ceded territory. The three walleye limit will be for non-tribal anglers. The DNR had been adjusting bag limits each year to compensate for the Chippewa tribal harvest.

9/28 – 5pm: Researchers have discovered water on Mars.

**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.

**VII. POLITICS / GOVERNMENT****NBC News Special Reports**

7/1 – 10:07-10:17am – President speaks on the change in Cuban relations.

7/8 – 2:13-2:16pm – NYSE update

7/10 – 9:02-9:15am – removal of the confederate flag in South Carolina

7/15 – 12:22-1:36pm – Presidential news conference

8/5 – 2:30-2:32pm – Tennessee movie theater shooting

8/21 – 3:01-3:03pm – Report on the NYSE down 500 points at closing

8/24 – 8:32-8:37am, 9-9:02am, 3:01-3:04pm – updates on the NY stock exchange

8/26 – 1:17-1:30pm – TV Reporter and photographer were shot in Virginia while on air

9/22 – 2:55-3:30pm – Pope arrives in America

9/23 – 7:44-9:10am, 10:10-10:35am, 2:40-3:09pm – coverage of the Pope's visit in America

9/24 – 7:51-8:21am, 8:58-10:13am – coverage of the Pope's visit in America

9/25 – 8:40-8:45am – Speaker of the House John Boehner resigns

9/25 – 10:13-11:30am – coverage of the Pope's visit in America

9/25 – 12:07-12:20pm – Speaker of the House John Boehner resigns

**NBC 15 Severe Weather Cut-ins**

7/12 – 3:06-3:08am, 3:43-3:45am, 3:56-3:59am

7/13 – 4:15-4:20am, 4:30-5:29am, 6:45-7:22pm, 7:53-7:55pm, 8:49-8:50pm

7/18 – 12:52-12:57pm, 1-2:02pm, 2:15-2:16pm, 2:54-2:56pm

9/17 – 7:50-8:32pm, 8:47-8:50pm

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

7/1 – 5pm: An aide to Gov. Scott Walker who was caught up in a secret investigation into illegal campaigning is suing the prosecutor who conducted the probe, saying he and others infringed on her civil rights by raiding her home and seizing her personal emails.

7/3 – 11am: After a five-week delay, the Legislature's budget-writing committee has given final approval to a new two-year spending plan.

7/9 – 6:00pm: If you carry a fetus to 20 weeks, abortion is out of the question--- that's a bill that just passed out of the legislature today.

7/13 – 10pm: Full recap of Governor Walker's campaign announcement. He officially entered the presidential race in Waukesha today.

7/14 – 5pm: The U.S. announced today it's reached a nuclear deal with Iran after ten years of negotiating.

7/16 – 6pm: A deal in the state senate has been reached over a new arena for the Milwaukee Bucks.

7/19 – 10pm: Gov. Scott Walker's office says he plans to sign a bill that would ban abortions at or beyond 20 weeks of pregnancy on Monday.

7/20 – 5pm: The U.S. Embassy opened in Cuba today.

7/25 – 10pm: Donald Trump is on the attack with Gov. Walker after he says a fundraiser for Walker called him a "dumb dumb".

7/28 – AM: Several GOP contenders are shelling out a lot of cash on TV ads getting ready for the first Republican debate on August 6th. So far nearly eight million dollars has been spent.

7/29 – 10pm: Lawmakers are looking to get rid of federal funding of Planned Parenthood.

7/30 – 11am: Newly released documents show Gov. Scott Walker's office was involved in drafting legislation to overhaul Wisconsin's open records law and keep some government materials secret.

8/3 – 11am: A republican state senator wants to ban exotic pets in Wisconsin as authorities in Milwaukee struggle to find a lion-like animal on the loose. Van Wanggaard of Racine is circulating a bill that would prohibit the possession and sale of dangerous exotic animals.

8/6 – 6pm: Tonight is the first of several Republican presidential debates.

8/10 – 5pm: Bernie Sanders is continuing his tour of the west, drawing record crowds yesterday at a campaign stop in Oregon.

8/11 – 5pm: Republican state lawmakers pushing a bill that would ban research on aborted fetal tissue in Wisconsin say it will not affect ongoing research using existing cell lines.

8/13 – AM: Gov. Walker is campaigning in Illinois today. He's 3rd in the latest CNN/ORC Iowa poll.

8/17 – 5pm: Gov. Walker campaigned at the Iowa State Fair today.

8/19 – 6pm: The governor unveils his plan for health care in the country if he is elected president.

8/20 – 11am: A new Marquette University Law School shows Gov. Scott Walker leads the field of Republican presidential candidates in his home state of Wisconsin.

8/23 – 5pm: Gov. Scott Walker says that his first day in office he will appeal ObamaCare and make sure that Congress members will have the same rules as every other American. Currently, they are exempt.

8/25 – 10pm: Candidate Donald Trump stumps in Iowa to packed crowds.

8/31 – 10pm: Gov. Walker answered a question on meet the press dealing with building a wall that would separate Canada from the U.S.

9/7 – 10pm: Gov. Scott Walker says he's not concern with his recent low poll ratings after emerging as a frontrunner in the 2016 presidential race.

9/9 – 4pm: Donald Trump today called the Iran nuclear deal disgraceful. He did it on Capitol Hill, as the majority of lawmakers tried to find a way to block the agreement.

9/12 – AM: Egypt says hundreds of ISIS-linked militants have been killed over the last four days during an ongoing operations.

**NBC 15 News Continued**

9/14 – 5pm: Gov. Scott Walker is unveiling his plan to propose restrictions on unions nationwide today.

9/16 – 4pm: It's another big night for Republicans, as the party's presidential candidates will take part in their second debate.

9/17 – 4pm: State Superintendent Tony Evers says the Republican proposed amendment that would give the Gov. power to elect the state's Superintendent would be an "attack at the heart of our democracy".

9/20 – 10pm: Carly Fiorina, according to a new CNN national poll, has rocketed to second place in the GOP Presidential race.

9/22 – 11am: The authors of a bill that would outlaw research on tissue from fetuses aborted are trying to persuade the state Senate's health committee to approve the proposal.

9/25 – 5pm: A new Bloomberg poll shows 25% of Democrats say Joe Biden is their top choice for president.

9/25 – 10pm: Gov Walker makes his first public appearance since dropping out of the presidential race.

9/30 – 5pm: A new Marquette University Law School Poll finds Gov. Walker's approval has dropped to 37%. It was 39% in August.

**COMMUNITY PARTICIPATION****Ellen Buss – Program/Traffic Manager**

Saturday morning volunteer at Hymn Sing for Oakwood Village nursing home's memory care unit

**Amy Carlson – News/Weather Anchor / Reporter**

9/5 – Emcee for Bonfire Bash for Middleton Outreach Ministry

9/18 – Madison Symphony Orchestra Gala

9/27 – Emcee for the JDRF Walk

**Ashley Matthews – News Anchor / Reporter**

7/11 – Emcee for the Bacon, Brew & BBQ Fest

7/16 – Reach A Child board meeting

7/20 – Interview for Brava Magazine regarding "Girls On The Run"

9/3 – Reach A Child board meeting

9/18 – Participant at the celebrity dance competition Rhumba 4 Rainbow

9/24 – Interview for Brava Magazine

**Leigh Mills – News Anchor / Reporter**

7/13 – Taste of Madison judge

7/16 – Emcee for the Joan Hanson golf outing

8/20 – Emcee for the NAMI Walk luncheon

8/22 – Emcee for the Madison Mini Marathon

8/24 – DAIS trustee council board meeting

9/11 – DAIS capacity building committee meeting

9/25 – Celebrity bartender for the Badger Open @ the Red Rock Saloon

Geoff Shields – Operations Manager

7/9 – Conducted tour of station for Madison Media Institute students  
 7/9 – Executive meeting of American Legion Post 113 Mt. Horeb  
 7/14, 7/28 – Mt. Horeb Village Cable committee meeting  
 7/17 – Dept. of WI American Legion convention  
 7/24, 7/25 – Mt. Horeb Relay For Life  
 7/26 – American Legion 3<sup>rd</sup> District Meeting & Fundraiser  
 8/9 – American Legion meeting  
 8/10 – Mt Horeb American Legion executive committee meeting  
 8/13 – Mt Horeb American Legion picnic and meeting with boy scouts  
 8/20 – NAMI Walk luncheon  
 8/31 – Design 4 A Difference meeting with Floor 360  
 9/2 – Executive meeting of Mt Horeb American Legion  
 9/10 – Mt Horeb American Legion board meeting  
 9/11 – Mt Horeb American Legion and Fire Dept. 9/11 Memorial Ceremony  
 9/17 – Mt Horeb Chamber of Commerce social  
 9/22 – Mt Horeb Cable committee meeting  
 9/23 – Job Fair / Faculty meet and greet MATC  
 9/24 – Dane County Council of American Legion meeting  
 9/25 – Mentor program – Veteran’s outreach program through the UW  
 9/27 – American Legion golf outing

John Stofflet – News Anchor / Reporter

7/13 – WAGS board meeting  
 7/17 – Emcee for Golf For A Cause fundraiser  
 7/26 – Volunteer for Badger Childhood Cancer Net summer picnic  
 7/26 – Emcee for Ballroom Dance Showcase  
 7/30 – Volunteer for Badger Childhood Cancer Network golf outing  
 8/4 – Badger Childhood Cancer Network board meeting  
 8/8 – Honorary Chair for the Food Allergy Association Walk  
 8/17 – Speaker at the Charity Golf Outing for BCCN  
 8/22 – WI Academy Grad. Service Dogs Walk participant  
 9/5 – Emcee for the Badger Childhood Cancer Network Superhero Run  
 9/8 – Badger Childhood Cancer Network board meeting  
 9/18 – Madison Symphony Orchestra gala  
 9/19 – Judge for the Eastside Club Ribfest

Carlos Tucker – Meteorologist

9/20 – Emcee for the Walk And Run for Make A Wish Foundation

Tom Weeden – Chief Engineer

9/14 – Gave a technical presentation on “software defined radio” to a local amateur radio club, Madison Area Repeater Association.

**Public Service Report for NBC15 (WMTV)  
3<sup>rd</sup> Quarter 2015**

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. **Go Orange! Second Harvest Foodbank.**
2. **Stuff a Bus, Lions and Lioness Club, Madison School Foundation**
3. **Madison Mini-Marathon, UW Health Department “Healthy Women, Healthy Babies”**

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 and Second Harvest Foodbank Go Orange Day, Promotion during all newscasts starting a week before the event, Social Media coverage, news coverage day of event, Interviews.**
2. **Stuff a Bus, 341-:30 length PSAs ran, approximately a \$13,095 value. Live broadcast from event, and web links on nbc15.com.**
3. **Madison Mini Marathon, 236-:30 length PSAs ran, approximately a \$9,000 value. Interview segment, news segment.**

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

**\*\$484,843, Boys and Girls Club, National MS Society, Alzheimers and Dementia Alliance of Wisconsin, Madison School Foundation, UW Health Department “Healthy Women, Healthy Babies Fund,” Second Harvest Foodbank, Make a Wish Foundation, Juvenile Diabetes Research Foundation.**

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.)?

**72,000 Meals Donated**

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

- \*Volunteer, Oakwood Covenant House**
- \*Emcee, Bonfire Bash**
- \*Attendee, Madison Symphony Gala**
- \*Emcee, JDRF Walk**
- \*Participant, Rhumba 4 Rainbow**
- \*Judge, Taste of Madison**
- \*Emcee, Joan Hanson Golf Outing**
- \*Emcee, NAMIWalks Luncheon**
- \*Emcee, Madison Mini-Marathon**
- \*Board Memeber, DAIS Trustee Council meetings**
- \*Charity Bartender, Badger Open**
- \*Tour Guide, WMTV-NBC15**
- \*Attendee, American Legion**
- \*Attendee, Mt. Horeb Village Cable Committee meeting**
- \*Attendee, Relay for Life**
- \*Attendee, WWII Vet. Funeral Honors**
- \*Volunteer, American Legion Boy Scout Picnic**
- \*Attendee, Design for a Difference meetings**
- \*Attendee, NAMI Luncheon**
- \*Attendee, Fire Dept. 9-11 Memorial Ceremony**

- \*Volunteer, Mt. Horeb Community Festival
- \*Attendee, Mt. Horeb Chamber of Commerce Social
- \*Volunteer, Veteran's Outreach Program of UW.
- \*Attendee, MATC Job Fair
- \*Photo Shoot, Share Your Holidays
- \*Talent – Badger Childhood Cancer Network Commercial
- \*Attendee, WAGS Board Meeting
- \*Emcee, Golf for a Cause
- \*Volunteer, Badger Childhood Cancer Network Summer Picnic
- \*Emcee, Ballroom Dance Showcase
- \*Volunteer, Badger Childhood Cancer Golf Outing
- \*Honorary Chairperson, Food Allergy Association Walk
- \*Participant, Service Dog Walk
- \*Volunteer, Yum Yum Festival
- \*Emcee, Badger childhood Cancer Network Superhero Run
- \*Judge, Ribfest
- \*Emcee, Walk for Wishes
- \*Presenter, Madison Area Repeater Association

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.)?

**N/A**

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

**\*Not this quarter**

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

**\*About 8 employees, about 102 volunteer hours donated**



**NBC15 Sponsored Community Events  
2<sup>nd</sup> Quarter 2015**

**APRIL**

**Sweet Revolutions: Home Health United Meals on Wheels**

Thursday, April 9th  
Overture Center for the Arts Lobby  
Leigh Mills helped out with this event  
Created a PSA

**MAY**

**Walk to Cure Arthritis**

Sunday, May 2nd  
Vilas Park  
Zach Nugent helped out with this event  
Created PSA  
\$46,548 raised

**WALK MS**

Sunday, May 3  
Monona Terrace in Madison  
Leigh Mills helped out with this event  
Station participated in walk  
Created a PSA  
\$172,748 raised

**Tour de Cure**

Saturday, May 16  
Madison  
Amy Pflugshaupt helped with this event  
Create a PSA  
\$210,379 raised

**Take Your Brat to Work Day**

Friday, May 22  
Willow Island at the Alliant Energy Center  
Create a promo  
Morning Show live from event & whole station participates  
Approximately \$61,398 raised.

**JUNE**

**Tellurian Swing for Recovery**

Monday, June 8  
Wild Rock in The Dells  
Ashley Matthews helped with this event  
Created a PSA with Ashley Matthews (Sales)