



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

**APRIL 1 – JUNE 30, 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. 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	4:00-4:30pm
<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)**

04/01 AM SHOW - TEACH ONLINE - STUDENTS AND TEACHERS ACROSS THE STATE ARE NOW WORKING FULLY ONLINE AND FOR THE FIRST TIME WE'RE HEARING WHAT IT'S LIKE TO BE PART OF A FULLY VIRTUAL CURRICULUM.

04/03, 9 PM - I MMSD VIRTUAL - NEW TONIGHT--THE MADISON METROPOLITAN SCHOOL DISTRICT WILL START VIRTUAL LEARNING NEXT WEEK AND PARENTS HAVE A LOT OF QUESTIONS.

04/07, 5 PM - I MMSD SUPER SEARCH WE FIRST BROKE THIS NEWS LAST NIGHT DURING OUR 10 P.M. NEWSCASTS -- THE MADISON METROPOLITAN SCHOOL DISTRICT SUPERINTENDENT RESCINDED HIS ACCEPTANCE YESTERDAY.

05/01 6 PM - CLASS OF 2020 - HIGH SCHOOL SENIORS ARE NOW DEBATING THE FUTURE OF THEIR FALL SEMESTER.

05/08 AM SHOW - VO ACT SCORES - KEEPING THE COVID-19 GENERATION COMPETITIVE. THAT'S THE GOAL OF THE UW- BOARD OF REGENTS AFTER IT VOTED TO SUSPEND TEST SCORE REQUIREMENTS.

05/15, 4 PM - VO MMSD ANNOUNCEMENT - NEW AT FOUR -- ONLINE LEARNING WILL CONTINUE FOR MADISON SCHOOL STUDENTS.. THROUGH AT LEAST THIS SUMMER.

06/06, AM SHOW - IN-PERSON CLASS WILL BE BACK IN SESSION THIS FALL IN AT LEAST THREE UW-SYSTEM SCHOOLS

06/07, 5PM - 5 VO SCHOOL RESOURCE OFFICERS - ANOTHER LOCAL RESPONSE TO PROTESTS. THE MADISON TEACHERS UNION IS CALLING FOR SCHOOL RESOURCE OFFICERS TO BE REMOVED FROM HIGH SCHOOLS.

**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. HUMAN RELATIONS / FAMILY**

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

04/11, 10 PM - VO HEALTH DISPARITIES - IN BIG CITIES NATIONWIDE -- THE PANDEMIC IS PARTICULARLY STAGGERING FOR BLACK COMMUNITIES.

04/12, 9 PM - EASTER MEALS DELIVERED - COMMUNITY MEMBERS ARE WORKING OVERTIME TO GIVE BACK THIS HOLIDAY AS MORE FAMILIES FACE UNPRECEDENTED UNCERTAINTY. NBC15'S BRITTNEY ERMON INTRODUCES US TO ONE LOCAL CHEF WORKING TO LIFT SOME OF THAT BURDEN AND SPREAD SOME EASTER CHEER.

04/18, 6 PM - LLP ADOPTION - THE VIRUS IS ALSO PUTTING DREAMS OF ADOPTION ON HOLD FOR MANY FAMILIES AS TRAVEL RESTRICTIONS CONTINUE AND IN-PERSON MEETINGS ARE CANCELED.

05/06, 9 PM - I DMV CHANGES - NEW TONIGHT WISCONSIN TEENS GETTING THEIR DRIVERS' LICENSE CAN NOW OPT OUT OF THE ROAD TEST.

05/20, 5 PM - VO COVID BOOK EXPLAINING THE PANDEMIC TO YOUR KIDS MIGHT BE A LITTLE TRICKY EVEN AS THE WORLD AROUND THEM REOPENS. THINGS MAY NOT BE THE SAME FOR A WHILE.

05/30, 6 PM - PEOPLE IN MADISON ARE PROTESTING AND MARCHING IN SOLIDARITY AGAINST RACIAL INJUSTICE FOLLOWING THE DEATH OF GEORGE FLOYD IN MINNEAPOLIS.

06/05, 4PM - 4 V RACIAL JUSTICE SUMMIT - TODAY THE BOYS AND GIRLS CLUB OF DANE COUNTY PARTNERED WITH MADISON 365 TO HOST A DAYLONG STATEWIDE VIRTUAL SUMMIT ALL TO ADDRESS SOCIAL AND RACIAL JUSTICE FOR BLACK AMERICANS.

06/13, 6 PM - VO MADISON PROTEST – IT WAS A PEACEFUL PROTEST WITH THE ATMOSPHERE OF A SATURDAY AFTERNOON COOKOUT. PROTESTERS SAY THE MESSAGE REMAINS THE SAME -- CALLING FOR JUSTICE AND RACIAL EQUALITY.

### **III. HEALTH AND FITNESS**

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

04/02, 4 PM - VO UW VACCINE - TWO RESEARCHERS AT THE U-W ARE WORKING TO DEVELOP A NEW VACCINE FOR CORONAVIRUS.

04/06, 5 PM - I DHS CALL 04/06/20 AS THE NUMBERS CONTINUE TO RISE SO DOES THE NEED FOR MATERIALS TO HANDLE THIS GLOBAL PANDEMIC RIGHT HERE AT HOME.

04/10, 9 PM - I TELEHEALTH NEED MEDICAL CARE DURING THE CORONAVIRUS CRISIS? THE DEPARTMENT OF HEALTH SERVICES IS URGING YOU TO CONSIDER VIRTUAL OPTIONS \*FIRST\*.

05/14, 11 AM - RECAP ORDER OVERTURNED - RIGHT NOW COMMUNITIES ACROSS OUR STATE ARE STARTING THE PROCESS OF RE-OPENING AFTER GOVERNOR TONY EVERS' "SAFER AT HOME" ORDER EXTENSION WAS STRUCK DOWN BY THE STATE SUPREME COURT YESTERDAY.

05/17, 5 PM - I GYMS REOPEN - WHILE SOME WISCONSIN COUNTIES ARE ALLOWING GYMS TO REOPEN THAT'S NOT THE CASE YET IN DANE AND ROCK COUNTIES. THEIR LOCAL STAY

AT HOME ORDERS ARE SET TO EXPIRE IN JUST OVER A WEEK. NBC15'S SANIKA BHARGAW FOUND OUT HOW SOME GYMS ARE PREPPING TO REOPEN SAFELY.

05/26, AM SHOW - WHO HYDROXY - THE WORLD HEALTH ORGANIZATION IS HITTING 'PAUSE' ON STUDYING HYDROXYCHLOROQUINE (**HYDROXY-CHLORO-QUINN**) AS A POTENTIAL COVID-19 TREATMENT.

06/05, 9 PM - I COVID TRACKER NURSING HOME FOLO NEW FEDERAL DATA SHOWS THE CURRENT COUNT OF NURSING HOME RESIDENTS WHO HAVE DIED FROM COVID-19 AT MORE THAN 31-THOUSAND.

06/09, 5 PM - 5 I ASYMPTOMATIC SPREAD THE WORLD HEALTH ORGANIZATION IS NOW WALKING BACK CLAIMS THAT ASYMPTOMATIC SPREAD OF COVID-19 IS QUOTE - "VERY RARE".

#### **IV. LOCAL ECONOMY / FINANCE**

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

04/03, AM SHOW - VO MILK DUMPING - A BIG PROBLEM FOR THE DAIRY STATE. WISCONSIN DAIRY GROUPS ARE CALLING ON THE FEDERAL GOVERNMENT FOR HELP AFTER THE INDUSTRY LOST NEARLY HALF ITS MARKET WHEN SCHOOLS AND RESTARUANTS CLOSED. SOME FARMERS ARE BEING FORCED TO DUMP THEIR MILK OR CUT BACK ON PRODUCTION.

04/15, 9 PM - I F35 ECON IMPACTTHE F-35 SAGA COMES TO A CLOSE AFTER MADISON, ALONG WITH MONTGOMERY, ALABAMA, WERE CHOSEN TO HOST A SQUADRON OF F-35 JETS.

04/16, 10 PM - SAFER AT HOME EXTENDED. WISCONSINITIES WILL HAVE TO STAY INDOORS FOR ABOUT ANOTHER MONTH FOLLOWING GOVERNOR TONY EVERS' EXTENSION YESTERDAY.

05/04, 6 PM - TOURISM IMPACT - TONIGHT WE'RE LEARNING MORE ABOUT JUST HOW MUCH THE PANDEMIC IS COSTING WISCONSIN'S TOURISM INDUSTRY.

05/07, 4 PM - DWD FUND - NEW AT FOUR -- THE DEPARTMENT OF WORKFORCE DEVELOPMENT SAYS IT COULD RUN OUT OF MONEY BY THIS FALL IF UNEMPLOYMENT REMAINS AS HIGH AS IT IS RIGHT NOW.

05/11, 9 PM - DRIVE IN MOVIES WE LEARNED SOME RETAIL STORES COULD RE-OPEN TODAY UNDER A NEW STATE ORDER, THIS INCLUDES DRIVE IN THEATERS!

06/02, 6 PM - PAINTED WINDOWS, A NEW LOOK FOR STATE STREET AFTER BUSINESESS SUFFERED THREE DAYS OF DAMAGE AND LOOTING.

06/15, AM SHOW - AM VO PHASE 2 DANE CO - TODAY DANE COUNTY IS TAKING THE NEXT STEP TOWARD FULLY REOPENING ENTERING 'PHASE TWO' OF THE FORWARD DANE PLAN.

**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)**

04/01, 10 PM - PLEXIGLASS BOX WE HAVE SEEN COMPANIES AND PEOPLE HELP MAKE MASKS AND FACE SHIELDS FOR HEALTH CARE WORKERS. NOW A HANDFUL OF ENGINEERING COMPANIES ARE TRYING TO PITCH IN, MAKING AN INVENTION THAT STEMS FROM CHINA.

04/15, AM SHOW - FALSE REPORTS REGARDING YOUR STIMULUS RELIEF CHECKS. YOU WILL NOT HAVE TO PAY THAT MONEY BACK.

04/24, 11 AM - VO HOUSE BILL - AND MORE FINANCIAL HELP IS ON THE WAY FOR SMALL BUSINESSES.

05/01, 11 AM - VO FUTURE OF TRAVEL - THESE ARE UNPRECEDENTED TIMES FOR THE TRAVEL INDUSTRY. THIS MORNING, TYPICALLY A PEAK TIME FOR DANE COUNTY AIRPORT, THE TERMINAL WAS PRACTICALLY EMPTY.

05/04, 9 PM - KROGER MEAT – PICK ‘N SAVE ALONG WITH COSTCO IS LIMITING HOW MUCH MEAT CONSUMERS CAN BUY AT THEIR STORES AMID A POTENTIAL FOOD SUPPLY SHORTAGE.

05/13, 5 PM - REOPENING NEXT STEPS THIS AS MORE THAN 200 HAIRSTYLISTS ASK THE GOVERNOR TO ALLOW SALONS TO REOPEN.

06/12, AM SHOW - MICROSOFT IS THE LATEST COMPANY REFUSING TO SELL FACIAL RECOGNITION TECHNOLOGY TO POLICE UNTIL FEDERAL REGULATIONS ARE PUT INTO PLACE.

06/14, 9 PM - AIRPORT FUTURE - AS DANE COUNTY CONTINUES TO MOVE FORWARD WITH REOPENING THE REGIONAL AIRPORT IS SEEING A SLOW RETURN TO AIR TRAFFIC.

## **VI. ENVIRONMENT**

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

04/09, 11 AM - STATE PARKS - TIGHTER RESTRICTIONS ON THE GREAT OUTDOORS. GOVERNOR EVERS ANNOUNCED THE CLOSURE OF 40 STATE PARKS, INCLUDING DEVIL'S LAKE AND GOVERNOR DODGE STATE PARK, BECAUSE OF LITTERING AND VANDALISM.

04/15, 4 PM - BEE SEASON – WITH BEES STARTING TO GET USED TO WARMER WEATHER, BEE MANAGERS ARE ASKING PEOPLE TO NOT USE PESTICIDES TO HELP SAVE THE BEE POPULATION SO THEY CAN HELP POLLINATE CROPS AND VEGETABLES.

04/22, AM SHOW - NEW THIS MORNING - NASA IS RELEASING NEW IMAGES OF NITROGEN DIOXIDE POLLUTION OVER CHINA AND IN THE NORTHEASTERN U-S AMID A MOMENT OF GLOBAL PAUSE. THE IMAGES SHOW A DRAMATIC DROP IN THESE PARTICLES.

05/07, 9 PM - COLD WEATHER IMPACT AS WE MONITOR THE FROST AND FREEZE POTENTIAL SOME FARMERS ARE GETTING CONCERNED.

05/21, 6 PM - V0 YAHARA LAKES NEW MEASURES TO PREVENT FLOODING ALONG THE YAHARA CHAIN OF LAKES IN DANE COUNTY. DREDGING EQUIPMENT IS NOW INSTALLED BETWEEN LAKES MONONA AND WAUBESA TO REMOVE 40-THOUSAND CUBIC YARDS OF SEDIMENT. THAT'S ABOUT 3-THOUSAND DUMP TRUCK LOADS. OFFICIALS SAY IT'S A RESPONSE TO HISTORIC FLOODING IN 2018 AND WE NEED TO BE PREPARED FOR MORE STORMS AS A RESULT OF CLIMATE CHANGE.

05/26, 5 PM - MILTON FLOODING FOR MORE THAN A YEAR -- MILTON HOMEOWNERS HAVE BEEN FIGHTING RISING LAKE LEVELS AND FLOODED YARDS AND GARAGES. NOW THE ARMY CORPS OF ENGINEERS IS STEPPING IN.

06/09, 4 PM - PHEASANT BRANCH - DANE COUNTY IS TAKING ITS NEXT STEPS TO RESTORE A 160 ACRE CONSERVANCY. THE PHEASANT BRANCH CONSERVANCY SITE IN THE TOWN OF SPRINGFIELD WILL HAVE CONCRETE REMOVED AND DEMOLISH STRUCTURES ON THE SITE. THE RESTORATION PROJECT WILL REDUCE MORE THAN 550 POUNDS OF PHOSPHORUS RUNOFFS INTO THE YAHARA CHAIN OF LAKES ANNUALLY.

06/20, AM SHOW - MADISON PARKS HAS SOME UNUSUAL NEW HIRES HELPING OUT WITH ITS CONSERVATION EFFORTS, BY USING GOATS TO COMBAT INVASIVE SPECIES.

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

04/04, AM SHOW - SPECIAL SESSION - GOVERNOR TONY EVERS IS PUSHING FOR A SPECIAL SESSION TODAY TO ADDRESS CHANGES TO THE WISCONSIN PRIMARY.

04/07, 4 PM - POLL CONSOLIDATION - MANY MUNICIPALITIES OPTED TO CONSOLIDATE THEIR POLLING LOCATIONS TO ADDRESS A SHORTAGE OF POLL WORKERS.

04/21, 6 PM - CENSUS ISSUES - THE COVID-19 PANDEMIC HAS FORCED UNIVERSITIES TO SEND STUDENTS HOME FOR THE REST OF THE SEMESTER. THAT'S RAISED QUESTIONS ABOUT HOW THE 2020 CENSUS WILL BE COUNTING COLLEGE STUDENTS.

05/12, AM SHOW - SUPREME COURT - IT'S NOW BEEN EXACTLY A WEEK SINCE THE STATE SUPREME COURT HEARD ORAL ARGUMENTS OVER ENDING GOVERNOR TONY EVERS 'SAFER AT HOME' ORDER.

05/12, 11 AM - SPECIAL ELECTION – TODAY IS WHEN WE FIND OUT WHO WILL TAKE SEAN DUFFY'S SEAT IN THE HOUSE OF REPRESENTATIVES DURING A SPECIAL ELECTION.

05/20, 10 PM - SENATE DEMOCRATS ARE SLAMMING REPUBLICANS FOR NOT BEGINNING NEGOTIATIONS ON ANOTHER CORONAVIRUS RELIEF BILL.

06/05, AM SHOW - NEW THIS MORNING THE AMERICAN CIVIL LIBERTIES UNION IS SUING THE TRUMP ADMINISTRATION ALLEGING PROTESTERS WERE FORCEFULLY REMOVED FROM A PARK NEAR THE WHITE HOUSE.

06/10, 11 AM - GA ELECTION CHAOS - NOW TO A MAJOR STORY IN POLITICS TODAY, FIVE STATES HELD PRIMARIES YESTERDAY AND VOTING IN GEORGIA WAS MARRED BY PROBLEMS.

### **NBC News Special Reports**

4/4 3:05-3:07PM Coronavirus update  
 4/4 4:10-4:12PM Coronavirus update  
 4/5 3:12-3:14PM Surgeon general's comments about the COVID-19 pandemic  
 4/5 4:08-4:10PM New Number in the COVID-19 pandemic  
 5/8 7:30-7:35AM Special report regarding the unemployment report  
 5/12 9:05-10:24AM Dr. Fauci & other heather officials Senate testimony on coronavirus  
 5/27 3:18-3:25PM SpaceX launch delayed  
 5/29 1:08-1:29PM Update on Minnesota.  
 5/29 1:49-2:04PM President Trump Press Conference  
 5/30 2:21-2:30PM SpaceX launch  
 5/31 7:00-8:00PM Report on protests in several U.S cities  
 6/3 3:03-3:16PM Update on the George Floyd case  
 6/4 1:05-3:16PM George Floyd Memorial service  
 6/5 7:30-7:36AM Unemployment numbers for the month of May  
 6/9 11:00AM-3:30PM Funeral for George Floyd  
 6/15 9:03-9:16AM SCOTUS ruling on LGBT rights in the workplace  
 6/18 9:02-9:10AM Supreme Court's decision on the DACA Program  
 6/23 12:09-2:16PM Funeral coverage of Rayshard Brooks  
 6/26 11:37AM-1:00PM Update from the Coronavirus Task Force

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

4/1 1:00-1:02PM Hearing on moving the WI Election date  
 4/3 1:37-1:51PM Governor Evers' live address calling for a special Saturday session  
 4/4 4:04-4:06PM Governor Evers' special session  
 4/6 1:33-1:51PM Governor Evers' talked about suspending the spring primary on Tuesday  
 4/10 1:33-1:48PM Governor Evers gave an update on Covid-19 for the state  
 4/13 1:34-1:46PM Governor Evers gave an update on the Covid-19 situation  
 4/16 1:35-2:04PM Governor Evers gave an update on the Coronavirus situation  
 4/17 12:20-12:26PM Breaking news- arrest of escaped inmates in Rockford, IL  
 4/17 2:34-2:50PM Columbia County Sherriff gave updates on escaped inmates  
 4/20 1:34-1:59PM Governor Evers gave an update on the Coronavirus and announced his Badger Bounce Back plan  
 4/21 12:20-12:34PM Coverage of Vice President Pence's visit to Madison  
 4/23 1:34-1:43PM Governor Evers gave an update on Covid-19  
 4/27 1:32-1:44PM Governor Evers gave an update on the Coronavirus pandemic  
 4/29 1:32-1:49PM Governor Evers gave an update on the Covid-19 pandemic  
 5/11 1:32-1:47PM Governor Evers gave an update on the Badger Bounce Back Plan  
 5/13 7:02-7:15PM WI Supreme Court overruling of the Safer at Home order.  
 5/14 1:32-1:51PM Governor Evers press conference on COVID-19  
 5/18 1:32-1:52PM Governor Evers gave an update on the Coronavirus



5/21 1:35-1:53PM Governor Evers gave an update on the Coronavirus  
 5/30 12:59-1:03PM George Floyd protests downtown  
 5/30 6:28PM-12:16AM Coverage of protesting covering in downtown Madison  
 5/31 10:04-10:37AM Mayor Rhodes-Conway's presser on the overnight violence in Madison  
 5/31 10:00PM-1:30AM Coverage of the second night of protests in the Madison area  
 6/2 11:03-11:09PM Local Protests in Madison  
 6/2 11:37-11:43PM Local Protests in Madison  
 6/3 11:00-11:04PM Update on the downtown George Floyd protest  
 6/4 10:59-11:02PM Update on protests in downtown Madison  
 6/4 11:22-11:25PM Update on protests in downtown Madison  
 6/4 11:42-11:48PM Update on protests in downtown Madison  
 6/23 11:01-11:09PM Coverage on protesters tearing down a statue on the Capitol Square  
 6/24 11:15-11:19PM Protest coverage in downtown Madison

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

5/23 3:22-5:48PM  
 5/26 6:57-6:58PM  
 6/2 7:11-7:12PM, 7:21-7:22PM, 7:29-7:31PM, 7:39-7:41PM, 7:52-7:53PM, 8:03-8:04PM  
 6/2 8:14-8:15PM, 8:27-8:29PM  
 6/26 3:25-3:26PM, 4:50-4:51PM

### **Public Service Report for NBC15 (WMTV) 2nd 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. **Adopt a Dairy Cow;** Produced and Ran :30 PSAs, approx. \$7,500 value. Website Links on NBC15.com; News Coverage,

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. **Adopt a Dairy Cow;** Produced and Ran :30 PSAs, approx. \$7,500 value. Website Links on NBC15.com; News Coverage,

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

**Approximately \$187,00**  
**Second Harvest Foodbank**

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.)?

**Adopt a Dairy Cow provides more than 135,000 gallons of milk to families and individuals in need**

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

**Board President—Sun Prairie Youth Football (10 hours)**  
**Coach—Youth Softball (32 hours)**

**Coach—Verona Little League (8 hours)**  
**Member--Cambridge Chamber of Commerce (9 hours)**  
**Participant—University of Missouri Journalism Student Survey (1 hour)**  
**Participant—Bucky on Parade Anniversary Program (1 hour)**  
**Participant—Birthday Parade for Child Cancer patient**  
**Donor—Blood Drive (1 hour)**

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**  
**PSA for food insecurity relief (CareBox Challenge continued into Q2)**

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

**4 Employees, approximately 64 hours**

**NBC15 Sponsored Community Events**  
**2nd Quarter 2020**

**APRIL**

**Spring into Design**

April 15, 2020

Kick off for Design for a Difference

-CANCELED DUE TO PANDEMIC

**Ace Severe Radio Programming**

April 2020

-CANCELED DUE TO PANDEMIC

**Craylegs Classic**

April 25, 2020

-CANCELED DUE TO PANDEMIC

**MAY**

**BratFest**

May 22, 2020

Take Your Brat to Work Day

Kick off for Brat Fest

Benefits multiple non-profits in area

-CANCELED DUE TO PANDEMIC

**Tellurian Swing Fore Recovery Golf Outing**

May 28, 2020

Benefiting Tellurian Clinic

-CANCELED DUE TO PANDEMIC

**JUNE**

**Adopt a Dairy Cow**

Second Harvest Foodbank of Southern Wisconsin

Created PSAs/News Coverage

Promos Ran May 29 through June 30

**Raised approx. \$187,000**