



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

**OCTOBER 1 – DECEMBER 31, 2013**

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 With Brian Williams” 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 night, 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.

**First Business** Monday-Friday, 3:30-4am

This half-hour program looks at the business day ahead with up-to-the-minute news from Washington, Wall Street and around the world, plus business travel advisories, commodities market reports and sports highlights. Feature reports offer news viewers can use all day: overseas market reports, the business agenda on Capitol Hill, investment opportunities, how-to start or run a small business, new products and services plus entrepreneurial success stories.

## I. EDUCATION

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

10/3 – 4pm: Two legislative committees are holding a public hearing on common core academic standards.

Wisconsin is one of the first states to adopt the voluntary national standards.

10/4 – 11am: The incoming freshman class at the University of Wisconsin-Madison boasts the most Wisconsin residents in 12 years.

10/10 – 11am: Top leaders in the University of Wisconsin System are reviewing a proposed policy spelling out how much cash campuses should keep on hand.

10/11 – 4pm: The UW System has received a 1.2 million dollar grant to help evaluate its new flexible option degree program. Meantime -- the System is appointing a task force to examine the system's remedial-education efforts.

10/14: The Wisconsin Assembly is expected to vote this week on a Republican bill that would make it harder to force public schools to drop American Indian nicknames.

10/16 – 11am: Democratic State Representative Cory Mason and State Senator Dave Hanson are proposing a bill that would require colleges and universities to provide loan counseling.

10/22 – 5pm: Badger players visit an elementary school to talk about the importance of fitness.

10/28 – 4pm; The Middleton-Cross Plains School Board is asking the State Supreme Court to take its case against a teacher who viewed pornography at work.

11/5 – AM: At the Capitol today, the State Senate is set to vote on a bill that would make it harder to force public schools to drop American Indian nicknames and logos.

11/16 – AM: Prospective college students can start signing up for the University of Wisconsin System's new flexible degree program. The initiative allows students to earn college credit by demonstrating knowledge gleaned from the workplace.

12/2 – 11am: The UW system has seen a drop in students enrolled in teacher training classes.

12/5 – 11am: The average debt for last year's graduates was about \$29,000, up from \$26,000 the year before.

12/10 – 4pm: The Janesville School Board will vote on rules for an expanded foreign exchange program. The program would enroll about 150 tuition-paying international students.

12/11 – 4pm: A state assembly committee called together to study the Common Core Academic Standards in Wisconsin is not recommending they be scrapped.

### **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)**

10/7 – AM: Wisconsin's largest nursing home is requesting to close. Kindred Transitional Care, formerly known as Mount Carmel, is requesting permission from the state to close.

10/8 – AM: Parents are being warned about a new synthetic drug in Dane County called N-bomb. Two teenagers have already been hospitalized.

10/9 – AM: Families of military service members killed in action are not getting benefits due to the government shutdown.

10/13 – 5pm: Gilda's club holds 5k in support of those diagnosed with cancer walk to support autism research in Middleton.

10/17 – 4pm: A new survey finds about half of Americans think having children is part of the American Dream. But, more than half of Americans feel it's too expensive to raise children in today's economy.

10/22 – 11am: A high school football team in Texas is facing bullying accusations, because of the final score of a game...91 to nothing. A parent of the losing team filed a formal bullying complaint.

10/25 – 6pm: The death of a 5-year-old in Sun Prairie is being investigated as a homicide.

10/31 – 10pm: Paul Smith a former police officer who was involved in two officer involved shootings shares his story about how these shootings affected his life.

11/4 – AM: Authorities who were searching for a missing 18-year-old from Fitchburg say female bone fragments have been discovered in a burn pit in Rock County.

11/4 – 6pm: A luncheon was held to kick off the NBC 15 Share Your Holiday fundraiser, which aims to collect food for those in need.

11/8 – 6pm: Vietnam veterans were honored for their service at the state capitol.

11/10 – 6pm: Family goes skydiving for a family members 50th birthday.

11/12 4pm: Children are exposed to increasing amounts of gun violence in PG-13 movies. A new study shows gun violence in PG-13 films has more than tripled since 1985.

11/19 – 5pm: "Don't Get Tagged" a new initiative to keep people from drinking and driving during the holiday season.

11/21: 4pm: Same sex marriage is legal in sixteen states now. It became legal in Illinois yesterday, when Governor Pat Quinn signed the bill into law.

11/25: 10pm: More young married couples are choosing not to have children.

11/28 – 6pm: Local churches put on free Thanksgiving meals for those who didn't have anyone to celebrate the holiday with.

### **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.

## **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.

10/1 – 6am: The uninsured now have 10 weeks to sign up for health insurance or face a penalty. The new online market place, or exchange went live today. It is estimated about 700-thousand Wisconsin residents are eligible

10/2 – 11a: A new study found children born to women who gained 40 pounds or more while pregnant, had an 8% increased risk of obesity through the age of 12.

10/3 – 10pm: Lawmakers are proposing legislation be passed legalizing medical marijuana in Wisconsin.

10/4 – 6pm: The annual Justice for a Cure parade was held today, kicking off a campaign to raise funds and bring awareness to the fight against breast cancer.

10/9 – 4pm: According to the USDA, 278 people became sick because of the salmonella in 18 states. Close to half of the patients have been hospitalized.

10/15 – 4pm: A new study finds roughly one in ten women consume a small amount of alcohol during pregnancy, and those who drink are more likely to experience negative emotions.

10/16 – 4pm: Scientists have linked a single gene mutation to a person's ability to emotionally handle both the good and bad times in a marriage.

10/25 – 11am: Exercising during pregnancy can help improve the vascular health of children into their adulthood years.

10/29 – 4pm: Swaddling helps soothe a fussy baby. but the technique has been linked to orthopedic problems later in life.

10/30 – 11am: The president's top health official tells lawmakers today she takes the blame for the troubled launch of the healthcare.gov website.

11/1 – 4pm: Only six people were able to enroll for health insurance on the healthcare.gov website on the the day it opened. That information was released in documents yesterday by republicans on the house oversight and government reform committee.

11/5 – 11am: A new study reveals blueberries may help prevent diseases caused by metabolic syndrome.

11/11 – 5pm: Story about how pregnant woman who work out could boost their new born's brain development.

11/14 – 11am: Alternative tobacco products, like e-cigarettes and hookah, are becoming popular among teens. A new study finds electronic cigarette use went up among middle and high school students last year.

11/18 – 11am: New research suggests long-term use of oral contraceptives could increase a woman's risk of developing serious eye disease.

11/26 – AM: The latest in cancer treatment might come from your genes. Doctors in Columbus Ohio are developing new treatments that specifically target cancer using DNA taken from a patient's tumor.

11/27 – 4pm: A new report shows 200,000 people died from swine flu in 2009, not 18,000 as previously believed.

12/2 – 5pm: Healthcare debates continue in Wisconsin. As recent extension proposals would affect many unable to obtain coverage through Badgercare.

12/4 – 4pm: Having pets in the house can help build your immune system.

12/9 – 6pm: A new procedure done for the first time in Wisconsin gives a local man his sight back.

12/12 – 11am: Dozens of kids at local elementary school are suffering from hives, rashes, and itchy skin. No one knows why yet.

12/13 – AM: New research shows a new drug called Anastrozole cut the incidence of breast cancers from 4 to 2 percent over 5 years.

**First Business** (Segments vary but are usually 5-7 minutes in length)

10/8 A look at how the food industry is changing to meet up with healthier changing tastes.

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

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

The “Bloomberg Business Report” airs in the 5am newscasts each morning. This report provides viewers with the latest financial news from Bloomberg.

10/12 – 5pm: Story about new Amazon sales tax coming to Wisconsin.

10/14 – 11am: Governor Walker's 100 million dollar property tax cut proposal heads to the legislature this week.

10/17: 11am: The State Assembly will vote on Governor Walker's 100 million dollar property tax cut proposal. The cut will reduce the typical homeowner's property tax bill by 13 dollars this year and 20 dollars next year.

10/21 – AM: Gov. Scott Walker has signed into law a \$100 million property tax cut.

10/26 – 6pm: People for all across the state and elsewhere come to Madison for the annual Freakfest Halloween celebration.

11/1 – 5pm: FEED kitchen opened in Madison, in order to help entrepreneurs and also help disadvantaged residents.

11/6 – 6pm: Food banks and people who use them are starting to feel the effect of cuts to the Food Stamp Program.

11/21 – 6pm: With the state football championships in town, a lot of fans come along to cheer on their teams.

11/22: AM - The Wisconsin Supreme Court has vacated a contempt order that had been issued against a state commission for moving ahead with implementing key portions of Governor Scott Walker's law effectively ending collective bargaining for most public workers.

11/24 – AM: Story about how to save money on heating and still keep home warm. 11/26: 4pm: 100 new jobs could open up in Dodge County. Manufacturing company Mayville Engineering says these jobs will mostly be in Beaver Dam, Mayville and Wautoma.

**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.

**First Business** (Segments vary but are usually 5-7 minutes in length)

10/7 Expert explains why banks are preparing for a bank run in light of what’s happening on Capitol Hill.

10/22 Expert drops by for a stock picking session.

10/28 Expert discusses why more Americans are choosing to put off retirement.

11/11 Expert explains the recent boom in subprime auto lending.

11/14 Expert tells us that when it comes to retirement, women are drastically unprepared.

11/25 Expert explains what you need to know to get started in the stock market.

12/4 Expert discusses where the economy is looking strong and where improvements are still needed.

12/13 Career coach explains how to attain your dream job while maintaining financial security in your life.

12/20 M&A trends, and the possible economic impacts those business ventures could have in 2014.

## **V. CONSUMER INFORMATION**

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

10/1 – 5pm: Story about a new report showing technology is helping people drive less.

10/3 – 4pm: A new study suggests older people have more trouble making financial decisions than young or middle aged adults.

10/8 – 4pm: The new \$100 bills come into circulation today...they're easier to validate and harder to counterfeit.

10/9 – 6pm: A scam that contact local businesses as claims they've one an award is back again.

10/11 – 5pm: Facebook users will no longer be able to dictate who can find them after they'll change their privacy policies.

10/13 – 5pm: Chase bank offering certain deals to furloughed workers at this time.

10/17 – 6pm: With the holiday hiring season right around the corner, experts are giving advice on what employers are looking for.

10/18 – 4pm: Toyota is recalling more than 800,000 cars. The problem starts with a water leak from the air conditioning condenser, which can drip onto the air bag control module and cause a short circuit.

10/22 – 5pm: Apple is expected to unveil new iPads in San Francisco today. Analysts predict a thinner, lighter full-sized iPad with a 10-inch display screen.

10/29 – 5pm: Home prices on the rise at the fastest pace in more than seven years.

11/4 – 5pm: Story about what Madison residents can do with their leftover pumpkins.

11/5 – 5pm: Story about Black Friday deals and how they are fading because more people will shop online cyber Monday.

11/15 – 10pm: Posting calorie information in fast food restaurants does not change

the buying habits of consumers.

11/19 – 4pm: Butterball doesn't have enough large "fresh" birds, 16 pounds or larger, to go around.

11/26 – 6pm: The annual "Trouble in Toyland" report was released today, warning parents about some of the still dangerous products that are on store shelves.

12/1 – 5pm: Cyber Monday is approaching. How to stay safe online while getting the best deal.

12/3 – 4pm: Air fares are up slightly from last year. A cross-country weekday flight should run you about 560 dollars.. it jumps to 670 bucks for a weekend haul.

12/6 – 6pm: Microsoft is encrypting communications data to keep government organizations like the NSA from snooping.

12/10 – 5pm: Story on buying homes during the holidays being easier to do because home owners want to close on the deal before tax season ends.

12/12 – 5pm: Story about FCC possibly allowing phones in flight on planes.

12/15 – AM: Story about not to take wrapped packages when flying.

**First Business** (Segments vary but are usually 5-7 minutes in length)

11/6 Expert tells us what's in and what's out for luxury homebuilders.

11/15 Expert sheds some light on new scams in the marketplace.

12/2 Expert joins us for a look at what to expect from retailers this Cyber Monday.

12/9 Kelley Blue Book expert explains the 2014 models that are projected to have the best resale value.

12/17 The holiday shopping you won't hear anywhere else.

**VI. ENVIRONMENT**

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

10/1 – 6am: Government Inspectors fine a local plant 50 thousand dollars for releasing a harmful chemical into the air.

10/15 – 6am: At least 85 people are dead after a massive earthquake hit the central Philippines late last night.

10/18 - 11am: Edgewood College will turn a small herd of goats loose in a contained area next week and let them munch on invasive plants throughout the day, and rest along the shore of Lake Wingra at night.

10/22 - AM: About 60 fires are still burning with the largest in the Blue Mountains about 60 miles west of Sydney. The fires have burned more than 300-thousand acres so far.

11/12 - AM: The government has raised the official death toll from the Philippines typhoon disaster to 1,744 people, with the final number expected to be much higher.

11/13 – 11am: The U.N.'s humanitarian chief is appealing for \$300 million to help the more than 11 million people in the Philippines estimated to have been affected by last week's typhoon.

11/19 – 6pm: The Madison streets dept. is considering using beet juice instead of salt to help with icy roads.

11/25 – AM: A storm blamed for at least eight deaths in the West is expected to bring freezing rain and sleet to parts of Texas as it continues making its way through the Southwest.

11/29 – AM: A natural gas line in Missouri exploded early this morning. It happened just after midnight about an hour southeast of Kansas City. No injuries or fatalities were reported.

12/5 – 5pm: Cold weather brings on dangerous conditions, so people are preparing to keep safe.

12/10 – 6pm: One local business is taking wood from trees affected by emerald ash borer and recycling it for building.

**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**

- 10/3 1:48-2:13pm – shots fired near capitol
- 10/8 1:12-2:22pm – Presidential news conference (Obama Care/impending government shutdown)
- 10/17 10:00-10:22am – Presidential news conference (last minute deal to avoid government shutdown)
- 11/1 12:13-12:16pm, 1:01-1:04pm – shootings at LAX
- 11/14 11:01-11:55am – President Obama addresses concerns with the healthcare website and Obama Care.
- 11/23 9:34-9:45am – President Obama reports nuclear disarmament deal with Iran.
- 12/5 3:49-3:58pm, 4:23-4:30pm – Nelson Mandela dies.
- 12/20 1:11-2:22pm – Presidential news conference

### **Severe Weather Cut-Ins**

- 10/3 3:31-3:33pm – severe thunderstorm warning
- 10/3 8:30-9:32pm – tornado warning – numerous touchdowns reported
- 11/17 9:41-9:43am – severe thunderstorm warning

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

- 10/2 – 6pm: Day two of the government shutdown and the effects continue to be felt across the country.
- 10/6 – AM: House vote to allow some federal workers to go back to work during government shutdown.
- 10/7 – 10pm: Mary Burke announces she'll run for governor against Scott Walker in 2014.
- 10/15 – 10pm: A soon to be 87-year-old WWII veteran relives his past as he gets ready to take part in the Honor Flight to Washington, D.C.
- 10/16 – AM: Lawmakers on Capitol Hill are fighting a midnight deadline to reach an agreement and avoid the debt ceiling deadline.
- 10/17 – 5pm: First day of the reopened government as government workers return to jobs.
- 10/29 – 10pm: A poll released by the Marquette Law School show Governor Scott Walker and challenger Mary Burke in a dead heat of the 2014 Wisconsin gubernatorial race.
- 11/1 – AM: The latest proposal to require Wisconsin voters to show photo identification at the polls appears to be dead on arrival. A pair of Republican state Assembly members circulated the bill yesterday, with the hopes of holding a hearing next week and taking a vote later in November.
- 11/5 – 10pm: The state assembly passes a bill that toughens drunken driver laws in Wisconsin.
- 11/7 4pm: Yasser Arafat's widow says the Palestinian leadership must seek justice for her husband after Swiss scientists found evidence suggesting he was poisoned.
- 11/12 – 4pm: A bill passed in the State Senate today would stop employers from asking you for your password to Facebook and other social media accounts.
- 11/23 – AM: Story about US Secretary of State John Kerry heading to talks about finalizing plans for Iran nuclear negotiations.
- 12/9 – AM: Scores of heads of state go to South Africa for Nelson Mandela memorial.
- 12/13 – 4pm: The Senate is working on passing a bi-partisan budget agreement to avoid a government shutdown for two years.

## **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**

- 11/2 Auctioneer for Quilt Auction to benefit Dane County Jail Ministry
- 11/24 Women's Expo Meet & Greet

Kristin Mazur – News Anchor / Reporter

10/13 Announcer for Gilda's Club run

Leigh Mills – News Anchor / Reporter

10/4 Emcee for Lift The Mask  
10/6 Emcee for NAMI Walk  
10/9 Emcee for Dress for DAIS  
10/15 Moderator for Homelessness summit  
10/28 DAIS Board of Trustees meeting  
11/2 Emcee/participant in Bowlathon  
11/6 Speaker at Lake Mills Veterans event  
11/7 Emcee for Young Athena Awards  
11/26 Chaired the Potter Lawson potluck  
12/12 Host/Emcee for Share Your Holidays food drive finale

John Stofflet – News Anchor / Reporter

10/11 Forum participant – helping non-profit organizations get media coverage  
10/15 Speaker for Memorial High School career day  
10/15 Badger Childhood Cancer Network board meeting  
10/22 Speaker at Madison West High School Journalism/Yearbook classes  
10/24 Emcee for the 25<sup>th</sup> Anniversary Gala for Habitat for Humanity  
10/26 Narrator for WI Youth Symphony Orchestra  
10/30 Guest speaker at Deforest Rotary Club  
11/4 Emcee for Share Your Holidays Kickoff luncheon  
11/16 Narrator for WI Youth Symphony Orchestra  
11/26 Share Your Holidays potluck and truck loading  
12/7 Badger Childhood Cancer Network board meeting  
12/12 Speaker for Dane Co. Chiefs of Police Association  
12/12 Host/Emcee for Share Your Holidays food drive finale

## **NBC15 Sponsored Community Events 4<sup>th</sup> Quarter 2013**

### **OCTOBER**

#### **Pink Partini: A Bright Celebration for a Cure!**

Friday, October 4

Tanger Outlet Mall in the Wisconsin Dells

Charlie Shortino helped out with this event

Create a PSA (sales)

\$24,500 raised for the UW Carbone Cancer Center

#### **2013 NAMI Walk**

Sunday, October 6

Olin-Turville Park in Madison

Leigh Mills helped out with this event

Create a PSA

\$128,739 raised for NAMI (National Alliance of Mental Illness) of Dane County

#### **Gilda's Run 2013**

Sunday, October 13

Ruth's Chris Steakhouse in Middleton

Kristin Mazur helped out with this event

Approximately \$50,592 raised for Gilda's Club Madison

#### **Walk 4 Autism**

Sunday, October 13

Warner Park in Madison

Amy Carlson helped out with this event

Create a PSA (Sales)

Approximately \$20,000 raised for Friends of Autism

#### **2013 Isthmus Food & Wine Festival**

Friday, October 18 & Saturday, October 19

Exhibition Hall @ Alliant Energy Center

Create a PSA (sales)

### **NOVEMBER/DECEMBER**

#### **BRAVA Magazine's Madison Women's Expo**

Saturday, November 23 & Sunday, November 24

Exhibition Hall @ Alliant Energy Center

We had a booth both days...and several NBC15 Employees helped out (Sara Noonan, Katie Pabich, Christine Bellport, Pam Tauscher, Britni McDonald, Amy Carlson & Michael Stevens)

Create a PSA (sales)

#### **NBC15 Share Your Holidays to eliminate hunger**

Monday, November 4 - Thursday, December 12

Various Events

John Stofflet, Leigh Mills, Christine Bellport and whole station

Create PSAs

2.03 million meals raised for the Second Harvest Foodbank of Southern Wisconsin

### **Sounds of the Season**

Tuesday, December 24 @ 10pm and Saturday, December 28 @ 8pm on NBC15

John Stofflet, Leigh Mills, Christine Bellport and whole station

Create Spots

This one hour special will be hosted by John Stofflet & Leigh Mills...and will be commercial free. It's a holiday concert featuring Wisconsin Youth Symphony Orchestra and eight local high school music ensembles (Sun Prairie High School Jazz Band, Verona Area High School Choir, Mt Horeb High School Concert Choir, Janesville Parker High School Orchestra, Stoughton High School Madrigal Choir, Middleton High School Concert Band, Waunakee High School Concert Choir & Oregon High School Ladies Chamber Choir).

### **Public Service Report for NBC15 (WMTV) 4<sup>th</sup> Quarter 2013**

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 to eliminate hunger, Second Harvest Foodbank of Southern Wisconsin**
- 2. 2013 NAMI Walk, National Alliance of Mental Illness of Dane County**
- 3. Gilda's Run 2013, Gilda's Club Madison**

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 to eliminate hunger, 905-:30 length PSAs ran, approximately a \$30,955 value. Plus, several news stories, mentions on newscasts and coverage of events. Live coverage in all the newscasts from the grand finale on Thursday, December 13. Web ad on nbc15.com from November 4-December 13.**
- 2. 2013 NAMI Walk, 310-:30 length PSAs ran, approximately a \$9533 value. Plus, coverage of the event, interview segment and web ads on nbc15.com.**
- 3. Gilda's Run 2013, 230-:30 length PSAs ran, approximately a \$7150 value. Coverage of the event, interview segment and web ads on nbc15.com.**

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

**\*\$223,831**

**\* UW Carbone Cancer Center, NAMI (National Alliance of Mental Illness) of Dane County, Friends of Autism, Gilda's Club Madison and Second Harvest Foodbank of Southern Wisconsin**

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.)?

**\*2.03 million meals for Second Harvest Foodbank of Southern Wisconsin (Feeding America)**

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

- \*Forum participant, helping non-profits get media coverage
- \*Speaker, Memorial High School Career Day
- \*Speaker, Madison West High School Journalism/Yearbook Classes
- \*Emcee, Habitat for Humanity 25<sup>th</sup> Anniversary Gala
- \*Volunteer Narrator, Wisconsin Youth Symphony Orchestra
- \*Guest Speaker, DeForest Rotary
- \*Attend Board Meeting, Badger Childhood Cancer Network
- \*Attend PR & Marking Committee Meeting, Gilda's Club of Madison
- \*Emcee, Lift the Mask
- \*Emcee, for Dress for DAIS
- \*Moderator, Homelessness Summit
- \*Board of Trustees Meeting, DAIS
- \*Narrator, Wisconsin Youth Symphony Rehearsal
- \*Narrator, Wisconsin Youth Symphony Concert
- \*Attend, Reception for area non-profit boards
- \*Attend, NBC15 Share Your Holidays Potluck & truck loading
- \*Quilt Auction, Dane County
- \*Auctioneer, Jail Ministry
- \*Speaker, Lake Mills Veterans Event
- \*EMCC, Bowlathon
- \*Emcee, Young Athena Awards
- \*Attend Board Meeting, Madison Ballet
- \*Whyte, Hirschboeck, Dudek Charity party
- \*Attend Board Meeting, Badger Childhood Cancer Network

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?

**\*Not this quarter**

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

**\*About 21 employees, about 240 volunteer hours donated**