



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

**JULY 1 – SEPTEMBER 30, 2023**

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

- 1. Education** – Class sizes, Connectivity, Teacher Retirements, School Referenda and Student Safety. They’ve long been issues of importance to our local viewers. Because of the pandemic, we’ve branded our commitment to these issues as “Navigating School”.
- 2. Politics** – This will include issue-based stories from all levels, with an emphasis on local and state, and the Presidential and Congressional elections.
- 3. Local Business and Tourism** – This is for coverage of events bringing tourism dollars into the viewing-area and what may affect turnout. (*Fairs, festivals, sporting events, parks, playgrounds, activities, accommodation, etc.*)
- 4. Consumer Concerns** - We’ve renewed our commitment to investigative journalism and other consumer-driven stories (scams, recalls, problem solving). Stories branded under the “NBC15 Investigates” franchise will be targeted to this category unless they fit another category better.
- 5. Severe Weather and Preparedness** – for First Alert Days, our Weather Radio programming events, and other stories where we’ve assigned additional resources to cover storms (on approach, during and the aftermath).
- 6. COVID-19** – This category is to detail coverage of the decisions and impact of decisions made by our legislative leaders, the toll on and also research being done at our local health care facilities, as well as impact on the workforce.
- 7. Crime and Public Safety** - Increased gang activity, violent crimes, stolen vehicles, home break-ins, and gun control.
- 8. Agriculture** -- Wisconsin, dubbed America’s Dairyland, currently leads the nation in farm bankruptcies. Farmer mental health and access to resources is a concern amid growing suicides. The state’s governor has also prioritized initiatives and legislation to help our ag industry. Millions of dollars were also earmarked to help farmers impacted by COVID-19 and to help get food to the hungry. *NOTE: This category will include legislative proposals and action.*
- 9. Community Impact/Outreach** - This will be for stories re: personal appearances made by NBC15 Staff. It will also include the NBC15 School Shout Out (where classrooms wish our viewers good morning) AND our hallmark Share Your Holidays Campaign to raise funds for Second Harvest Foodbank of Southern Wisconsin.

**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 11:30am</b>	Monday-Friday	11:30-Noon
<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>15 News at 9 (WMTV DT2 “CW”)</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, 8:00-10:00pm, Saturday 8:00-9:00pm

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)**

7/10, 4P: FAMILY GAME NIGHT MAY HELP BUILD KIDS' MATH ABILITIES. THAT'S ACCORDING TO A NEW STUDY PUBLISHED LAST WEEK IN THE JOURNAL 'EARLY YEARS.'

7/11, 9P: TO TRY AND COMBAT STAFFING SHORTAGES... THE MIDDLETON-CROSS PLAINS SCHOOL DISTRICT AIMED TO FIND BUS DRIVERS AT ITS DRIVE A BUS EVENT. OVER THIS PAST YEAR, STUDENTS HAVE MADE IT TO SCHOOL AND OTHER EXTRA CURRICULAR ACTIVITIES LATE BECAUSE THERE WEREN'T ENOUGH DRIVERS.

7/17, 9P: DO YOUR KIDS, GRANDCHILDREN, NIECES OR NEPHEWS NEED SCHOOL SUPPLIES TO START THE YEAR? THE GOODMAN CENTER LAUNCHES ITS ANNUAL BACKPACK DRIVE WITH ALREADY 200 FAMILIES SIGNED UP. VOLUNTEER MANAGER SUSAN RAMSPACHER TALKED ABOUT THE VARIETY OF ITEMS COLLECTED FOR ALL AGES.

8/3, 11 AM: THE MADISON METROPOLITAN SCHOOL DISTRICT HAS MORE THAN 2-HUNDRED JOB OPENINGS RIGHT NOW, ACCORDING TO MMSD'S WEBSITE. WITH THE START OF SCHOOL ALMOST A MONTH AWAY.. MANY DISTRICTS ARE SCRAMBLING TO FILL POSITIONS.

8/17, 5P: A SMALL SOUTHERN WISCONSIN COMMUNITY IS REMEMBERING A BELOVED TEACHER WHO DIED THIS WEEK. NBC15'S MARCUS AARSVOLD SPEAKS TO MRS. DIXIE PAQUETTE'S FAMILY IN BENTON AFTER LOSING THEIR MOTHER.

9/4, 4:30 AM: TOMORROW MOST STUDENTS IN THE STATE WILL HAVE STARTED THEIR NEW SCHOOL YEAR. NBC15'S LEIGH MILLS HAS A PREVIEW OF HER SIT DOWN INTERVIEW WITH THE STATE SUPERINTENDENT OF PUBLIC INSTRUCTION IN AN INTERVIEW YOU'LL ONLY SEE ON NBC15.

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

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

## II. POLITICS

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

7/5, 11 AM: SOME OF THE MAIN POINTS OF THE BUDGET INCLUDE, INVESTMENT IN LOCAL COMMUNITIES, INCLUDING A MINIMUM 20% INCREASE IN SHARED REVENUE FOR MOST MUNICIPALITIES. THE FUNDING FOR GENERAL TRANSPORTATION AIDS SUPPORT FOR WISCONSIN FARMERS.

7/5, 6P: GOVERNOR TONY EVERS SIGNED THE BUDGET AT THE STATE CAPITOL IN MADISON TODAY WITH MORE THAN 50 LINE-ITEM VETOES USED.

8/1, 4P: WISCONSIN REPUBLICAN REPRESENTATIVE TOM TIFFANY SAYS HE WON'T RUN FOR U.S. SENATE IN 2024 AGAINST DEMOCRATIC SENATOR TAMMY BALDWIN.

8/1, 10P: FORMER PRESIDENT DONALD TRUMP IS EXPECTED IN COURT AGAIN THIS THURSDAY. THIS AFTER HE WAS INDICTED AGAIN.

8/3, 5P: VICE PRESIDENT KAMALA HARRIS LANDED IN SOUTHEAST WISCONSIN THIS AFTERNOON WHERE SHE SPOKE AT AN ELECTRONICS MANUFACTURING PLANT IN PLEASANT PRAIRIE, IN KENOSHA COUNTY.

9/8, 10P: VICE PRESIDENT KAMALA HARRIS WILL VISIT U-W MADISON. IT'S PART OF A MONTH-LONG COLLEGE TOUR THAT WILL INCLUDE STOPS AT ABOUT A DOZEN CAMPUSES IN SEVEN STATES. THE WHITE HOUSE SAYS SHE PLANS TO TALK ABOUT ISSUES LIKE ABORTION, GUN SAFETY AND CLIMATE CHANGE.

9/5, 10P: AND THE CITY OF БЕЛОIT IS ENCOURAGING YOU TO REGISTER TO VOTE ON "NATIONAL VOTER REGISTRATION DAY," WHICH IS THIS UPCOMING TUESDAY. IT'S HAPPENING FROM 11 AM TO 3 PM ON THE 19TH AT THE DMV OFF OF "SUTLER AVENUE" AND AT THE БЕЛОIT PUBLIC LIBRARY FROM 10 AM TO 6 PM.

### **III. LOCAL BUSINESS AND TOURISM**

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

7/2, 7A: TODAY IS THE LAST DAY OF THE U.S. SENIOR OPEN IN STEVENS POINT. THE TOURNAMENT HAS ATTRACTED HUGE CROWDS AND YESTERDAY, DURING THE THIRD ROUND, THE MASSES ALL SEEMED TO BE FOLLOWING THESE TWO WISCONSINITES – STEVE STRICKER AND JERRY KELLY.

7/4, 9P: IN MONONA, RESIDENTS CELEBRATED THE 38TH ANNUAL COMMUNITY FESTIVAL THIS WEEKEND. THE FESTIVAL INCLUDED LIVE MUSIC, A BEER GARDEN, AN ART FAIR AND MUCH MORE. THE THREE-DAY EVENT STARTED FRIDAY AND WRAPS UP TONIGHT WITH FIREWORKS -- ONE OF THE LARGEST IN THE AREA.

7/7, 11AM: PUTTING A NEW SPIN ON EXPLORING THE GREATER MADISON AREA. DESTINATION MADISON HAS OFFICIALLY LAUNCHED IT'S "MADISON BY BIKE" PROGRAM.

8/1, 9P: A NEW CLOTHING STORE IS MAKING ITS WAY TO THE HILLDALE SHOPPING CENTER. HILLDALE OFFICIALS SAY 'FAHERTY' SELLS CLOTHES MADE FROM ENVIRONMENTALLY RESPONSIBLE MATERIALS AND WILL OFFER EVERYDAY DRESS CLOTHES, SWIM WEAR, SUNGLASSES, SHOES AND PAJAMAS. THIS WILL BE THE STORE'S FIRST WISCONSIN LOCATION.

8/4, 11 AM: THE 172ND YEAR OF THE WISCONSIN STATE FAIR IS UNDERWAY IN WEST ALLIS. EVERYTHING KICKED OFF YESTERDAY... FROM LIVE MUSIC, ANIMALS, RIDES AND OF COURSE, FAIR FOOD AND DRINKS.

9/12, 6P: THE OWNER OF A CRAFT BREWERY SWEEP UP IN A LEGAL BATTLE AGAINST HIS LOCAL GOVERNMENT IS SHOWING US WHAT HE CALLS HIS "SAFETY VALVE." HE'S REFERRING TO A NEW LOCATION IN MADISON ANTICIPATING HIS SHOP IN NORTHERN WISCONSIN WILL BE SHUT DOWN.

9/19, 10P: IF YOU WANT A PUBLIC MARKET HERE IN MADISON YOU'LL HAVE TO WAIT A LITTLE LONGER. CITY LEADERS ESTIMATED COSTS FOR THE CONSTRUCTION OF THE PUBLIC MARKET.

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

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

**IV. CONSUMER CONCERNS**

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

7/1, 6P: INFLATION MAY HAVE COOLED A BIT BUT GOING TO THE GROCERY STORE STILL TAKES A LOT OF YOUR COLD HARD CASH. WHAT WE MAKE AND WHAT WE NEED TO SPEND NEVER SEEM TO BE IN LINE. DAWNE GEE BRINGS US A FEW TIPS AND FUNDAMENTAL CHANGES YOU CAN MAKE TO HELP YOU MAKE ENDS MEET AS YOU GRAB YOUR GROCERIES FOR SOME OF THE FUN SUMMER MEALS YOUR FAMILY MAY BE PLANNING.

7/3, 9P: THE IRS IS WARNING TAXPAYERS TO BE ON ALERT FOR A NEW TAX REFUND SCAM. THE AGENCY SAYS THE SCAM INVOLVES A MAILED LETTER STATING IT IS QUOTE "IN RELATION TO YOUR UNCLAIMED REFUND" AND INCLUDES CONTACT INFORMATION AND A PHONE NUMBER THAT DOES NOT BELONG TO THE IRS.

7/24, 4P: TRADER JOE'S ALMOND WINDMILL COOKIES AND DARK CHOCOLATE CHUNK ALMOND COOKIES HAVE BEEN REMOVED FROM STORE SHELVES AND DESTROYED. THE COMPANY SAYS THEIR SUPPLIER TOLD THEM THAT ROCKS COULD BE IN THE COOKIES. IF YOU HAVE ANY ALMOND WINDMILL COOKIES OR DARK CHOCOLATE CHUNK ALMOND COOKIES FROM TRADER JOE'S CHECK THE SELL-BY DATE.

8/2, 4P: AMERICA'S BAN ON INCANDESCENT LIGHT BULBS HAS BEEN A LONG TIME COMING -- 16 YEARS IN THE MAKING.

8/3, 11 AM: EXTREME SUMMER HEAT AND HIGHER CRUDE OIL COSTS HAVE DRIVEN GAS PRICES TO THEIR HIGHEST LEVEL THIS YEAR. ACCORDING TO TRIPLE-A, THE AVERAGE U.S. COST FOR A GALLON OF REGULAR HIT \$3.80 YESTERDAY.

9/8, 10P: WE'RE NOW LESS THAN ONE WEEK AWAY FROM A HISTORIC POTENTIAL TRIPLE STRIKE. IT WOULD INCLUDE WORKERS AT GENERAL MOTORS, FORD, AND STELLANTIS. MEMBERS OF THE UNITED AUTO WORKERS UNION SAY IT'S A MATTER OF SURVIVAL.

9/13, 4P: ON THE CONSUMER SIDE, AIR TRAVEL WILL LIKELY BE CHEAPER THIS FALL THAN IT WAS OVER THE SUMMER. A REPORT FROM TRAVEL BOOKING APP 'HOPPER' OUT YESTERDAY SHOWS PRICES ARE ALREADY DOWN FOR EARLY AUTUMN. PLUS THE TIME FROM SEPTEMBER THROUGH OCTOBER IS CHEAPER.

**Powerhouse Home Energy**

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

## V. SEVERE WEATHER AND PREPAREDNESS

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

7/14, 4:30AM: CLOSER TO HOME, TORNADO WARNINGS IN ROCK AND WALWORTH COUNTIES WERE BEING MONITORED YESTERDAY. PLUS SEVERE THUNDERSTORM WARNINGS IN SURROUNDING COUNTIES.

7/17, 11AM: HIGH WINDS AND HAIL FELL IN PARTS OF THE COUNTY. IN MERRIMAC, ABOUT AN INCH OF RAIN POURED DOWN IN ABOUT 15 MINUTES AROUND 8 PM. NO TORNADOES WERE SEEN BUT STRAIGHT-LINE WINDS WHIPPED THROUGH THE TOWN AND TOPPLED TREES AND LEFT OTHER DAMAGE. NEIGHBORS SAY SIRENS DID NOT GO OFF AND IN MANY CASES THEY WON'T BE USED FOR STRAIGHT-LINE WINDS.

7/18, 4:30AM: AN ILLINOIS COUPLE IS HURT AFTER THIS TREE FELL THROUGH THEIR HOME. YOU CAN SEE HOW THE TREE WAS UPROOTED FROM THE GROUND HERE. THE COUPLE SAYS THEY WERE WATCHING TV WHEN THE HOUSE CAME CRASHING IN ON THEM.

8/20, 10P: THE SWELTERING TEMPERATURES CAN BE UNCOMFORTABLE AND DANGEROUS BUT FOR SOME AREA BUSINESSES THIS EXTREME HEAT IS SOMETHING TO CELEBRATE. NBC15'S SHAINA NIJHAWAN SPENT THE DAY LEARNING ABOUT SOME OF THE GOOD THAT WILL COME FROM THIS WEEK'S HEAT AND HUMIDITY.

8/22, 4P: ONE DISTRICT HAS MOVED TO E-LEARNING THROUGH THURSDAY ANOTHER HAS DELAYED THE START OF CLASSES UNTIL FRIDAY. MOST OF THE SCHOOLS HAVE LITTLE OR NO AIR CONDITIONING.

8/22, 9P: AS THE TEMPERATURE RISE, STUDENT ATHLETES TRY TO BEAT THE HEAT. COACHES AND ATHLETIC DIRECTORS ARE WORKING TOGETHER TO PLAN AHEAD FOR THE REST OF THE WEEK AS TEMPERATURES REACH DANGEROUS LEVELS.

8/30, 5P: AS PEOPLE EVACUATE IN FLORIDA AND GEORGIA ONE MADISON WOMAN IS HEADED TOWARD THE STORM TO TRY AND HELP.

9/2, SAT 6 AM: PRESIDENT JOE BIDEN TOOK AN AERIAL TOUR TODAY OF DEVASTATION LEFT BEHIND IN FLORIDA BY HURRICANE IDALIA.

9/3, SUN 5 AM: RED FLAG WARNINGS HAVE BEEN ISSUED ACROSS MUCH OF SOUTH CENTRAL WISCONSIN.

9/4, 9 PM: MANY WERE OUT CELEBRATING THE LABOR DAY HOLIDAY TODAY, WE WENT TO OLBRICH BIERGARTEN TO SEE HOW PEOPLE WERE BEATING THE HEAT. ONE CITY EMPLOYEE CHECKING ID'S SAID SHE HAD IT MADE IN THE SHADE.

9/5, 4:30 AM: STUDENTS AT THE METROPOLITAN SCHOOL DISTRICT WILL HAVE CLASS TODAY. THE DISTRICT DOES NOT CLOSE FOR HEAT UNLESS THE DAYTIME HEAT INDEX REACHES 105 DEGREES OR HIGHER.

9/15, 6PM: THE DNR IS ISSUING A SPECIAL FIRE ORDER BECAUSE OF THE ONGOING DROUGHT.

## VI. COVID-19

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

7/18, 6PM: REPUBLICANS ARE MAKING A NEW EFFORT TO BLOCK GOVERNMENT AGENCIES FROM CLOSING CHURCHES DURING EMERGENCIES. THIS COMES IN RESPONSE TO LIMITS ON CHURCH GATHERINGS AT THE START OF THE COVID-19 PANDEMIC. GOVERNOR TONY EVERS VETOED AN EARLIER EFFORT TO BLOCK GOVERNMENT CLOSURES AND RESTRICTIONS ON CHURCHES DURING EMERGENCIES. NOW REPUBLICANS ARE TRYING TO GO AROUND THE GOVERNOR WITH A CONSTITUTIONAL AMENDMENT. IT'S A LONG PROCESS THAT REQUIRES APPROVAL FROM TWO CONSECUTIVE LEGISLATIVE SESSIONS AND THEN FROM VOTERS IN A STATEWIDE REFERENDUM.

7/13, 5PM: UPDATED COVID SHOTS SHOULD BE READY BY THE END OF SEPTEMBER. IN A LETTER TO MANUFACTURERS, THE HEALTH AND HUMAN SERVICES SECRETARY TOLD THE COMPANIES THEY SHOULD PREPARE AN AMPLE SUPPLY.

7-14, 4PM: THE CDC IS FACING BIG FUNDING CUTS AND SOME OF THE EFFECTS WILL BE FELT AT THE STATE AND LOCAL LEVEL. THE AGENCY IS POISED TO LOSE ABOUT ONE POINT THREE BILLION DOLLARS IN FUNDS AS A RESULT OF LAST MONTH'S FEDERAL DEBT CEILING NEGOTIATION. THE MONEY WAS INITIALLY ALLOCATED THROUGH COVID SUPPLEMENTAL FUNDING. THE CUTS WILL DIRECTLY IMPACT STATE AND LOCAL HEALTH DEPARTMENTS.

8/1, 4 PM: ACCORDING TO DATA FROM THE CENTERS FOR DISEASE CONTROL AND PREVENTION -- COVID HOSPITALIZATIONS ARE UP 12% NATIONWIDE. UNIVERSITY OF NORTH CAROLINA INFECTIOUS DISEASE DOCTOR DAVID WOHL SAYS THE SUMMERTIME SURGE IS LIKELY DUE TO PEOPLE SPENDING MORE TIME INDOORS.

8/8, 5 PM: BACK TO SCHOOL IS AROUND THE CORNER AND YOU MAY WANT TO ADD THIS TO YOUR SCHOOL SUPPLY LIST, AN AT-HOME TEST FOR COVID. DOCTORS SAY IT'S RELIABLE AS YOU MAY HAVE NOTICED CHANGES WHEN IT COMES TO GETTING OTHER KINDS OF TESTS.

8/9, 11 AM: ACCESS TO COVID-19 TESTING IS CHANGING. IN THE THICK OF THE PANDEMIC, YOU MAY REMEMBER MOST TESTS WERE FREE AT PHARMACIES OR CLINICS.

8/16, 10 PM: THE NEW CDC DIRECTOR VISITED PUBLIC HEALTH MADISON AND DANE COUNTY. IT WAS HER FIRST PUBLIC VISIT AS DIRECTOR. SHE'S IS HOPING IMMUNIZATION NUMBERS GET BACK TO PRE-PANDEMIC LEVELS AS SCHOOL STARTS FOR ANOTHER YEAR. SHE SAYS SCIENTISTS ARE WORKING ON A NEW COVID BOOSTER THAT WILL BE AVAILABLE THIS FALL.

8/22, 9 PM: IN PERSON VISITATION AND PROGRAMMING IS SUSPENDED IN THE DANE COUNTY JAIL DUE TO A COVID-19 OUTBREAK. WE JUST GOT WORD FROM THE SHERIFF'S OFFICE THAT 49 RESIDENTS HAVE TESTED POSITIVE IN JAIL. THOSE INFECTED ARE NOW ISOLATED IN FOUR CITY COUNTY BUILDING CELL BLOCKS AND TWO PUBLIC SAFETY BUILDING HOUSING UNITS. THE OFFICE SAYS RESIDENTS ARE BEING TREATED IN JAIL AND IF CONDITIONS WORSEN THEY WILL BE TRANSPORTED TO THE HOSPITAL.

8/25, 11 AM: NEW COVID-19 VACCINES WILL LIKELY HIT DRUGSTORES IN MID-SEPTEMBER. THE FOOD AND DRUG ADMINISTRATION IS EXPECTED TO GIVE ITS NOD TO THE UPDATED VACCINES IN A FEW WEEKS.

9/1, 6P: AN UPDATE TONIGHT FROM THE DANE COUNTY JAIL ON THE SPREAD OF COVID-19. AFTER REPORTING DOZENS OF CASES IN LATE AUGUST, AND ADDITIONAL RESTRICTIONS, CASE NUMBERS HAVE COME DOWN AND NOW, THE JAIL HAS LIFTED THOSE RESTRICTIONS.

9/6, 11AM: VACCINE MAKER MODERNA SAYS ITS UPDATED COVID SHOT SHOULD PROTECT AGAINST THE HIGHLY MUTATED NEW B-A-2-86 VARIANT.

9/7, 11AM: EXPERTS STILL SAY MASKING, GETTING TESTED IF EXPOSED OR SYMPTOMATIC, AND STAYING UP TO DATE ON VACCINES ARE THE MOST EFFECTIVE WAYS TO COMBAT THE VIRUS.

9/14, 11AM: THE CDC DIRECTOR HAS SIGNED OFF ON A NEW COVID VACCINE SAYING ANYONE OVER SIX MONTHS OLD CAN SOON GET IT. THIS IS THE FINAL STEP IN THE APPROVAL PROCESS.

9/19, 4P: COVID-19 VACCINATION RATES ARE LAGGING BEHIND VACCINATION RATES FOR THE FLU.

9/21, 11AM: SOME PHARMACISTS IN WISCONSIN SAY THEY ARE EXPERIENCING SHIPMENT DELAYS WITH THE NEW COVID BOOSTERS.

9/21, 5P: FLU SEASON IS UPON US BUT INFLUENZA ISN'T THE ONLY VIRUS PEOPLE SHOULD PREPARE FOR THIS FALL. THE CDC RECOMMENDS EVERYONE SIX MONTHS AND OLDER SHOULD GET THE UPDATED COVID-19 BOOSTER THIS FALL, THAT'S IN ADDITION TO THIS YEAR'S FLU AND RSV VACCINES

## **VII. CRIME & PUBLIC SAFETY**

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

7/14, 10P: CHIEF BARNES SAYS OFFICERS ARRIVED AT THE SCENE AT AROUND 3 PM YESTERDAY AND APPLIED A TOURNIQUET IN ATTEMPT TO SAVE THE 20-YEAR-OLD BUT HE LATER DIED AT THE HOSPITAL.

7/16, 9P: THE DANE COUNTY SHERIFF'S OFFICE IS NOW ALERTING PEOPLE OF AN INCREASE IN CAR BREAK-INS. PARTICULARLY IN PARKS.

7/17, 11AM: POLICE SAY 32-YEAR-OLD RAHEEM BLUE WAS SHOT AND KILLED IN THE PARKING LOT OF THE BAR AS A PRIVATE PARTY WAS WRAPPING UP FOR THE NIGHT. BLUE LATER DIED AT THE HOSPITAL. ANYONE WHO RECOGNIZES THESE POTENTIAL WITNESSES IS BEING ASKED TO CONTACT MADISON AREA CRIME STOPPERS. TO TAKE A CLOSER LOOK AT THESE PHOTOS YOU CAN VISIT OUR WEBSITE NBC 15 DOT COM.

8/1, 11 AM: MADISON POLICE SAY A WOMAN IS FIGHTING FOR HER LIFE AFTER SHE WAS ATTACKED LAST NIGHT ON MADISON'S WEST SIDE.

8/2, 4 PM: HERE'S A FIRST LOOK AT THE ONLINE SELF-REPORTING TOOL THAT LAUNCHED THIS WEEK. IF YOU'RE A VICTIM OF CRIMES LIKE FRAUD, THEFT, OR VANDALISM, YOU NOW HAVE THE OPTION TO TELL POLICE ABOUT WHAT HAPPENED BY ANSWERING A FEW QUESTIONS. "DO YOU HAVE A SUSPECT?" OR HOW MUCH WAS STOLEN?

8/3, 11AM: A MAN IS BEHIND BARS AFTER ALLEGEDLY SHOOTING AT A MARSHALL POLICE OFFICER LAST NIGHT.

8/10, 11 AM: POLICE ARE INVESTIGATING TWO DEADLY CRASHES OVERNIGHT IN DOWNTOWN MADISON. THE SEPARATE CRASHES KILLED TWO PEOPLE AND HAPPENED JUST A MILE APART FROM ONE ANOTHER ON WEST WASHINGTON AVENUE.



8/16, 10 PM: A SECOND GROUP OF HIKERS FOUND THE MAN'S BODY. A REGIONAL MANAGER FOR THE DNR SAYS IF YOU DECIDE TO GO ON YOUR OWN, MAKE SURE YOU TELL SOMEONE WHERE YOU'RE GOING AND BRING A PHONE WITH YOU.

8/17, 4 PM: WE HAVE AN UPDATE THIS AFTERNOON ABOUT THE HIKER WHO DIED AT DEVIL'S LAKE EARLIER THIS WEEK. AUTHORITIES IN SAUK COUNTY HAVE IDENTIFIED THE MAN AS 42-YEAR-OLD JASON GILLUM OF FORT WAYNE, INDIANA..

9/6, 10P: POLICE SAY VIDEO EVIDENCE WAS THE "LINCHPIN" IN HELPING THEM ARREST A SUSPECT IN THE ASSAULT OF A UW STUDENT. MPD SAYS 26-YEAR-OLD BRANDON THOMPSON IS NOW BEHIND BARS.

9/7, 4p: BRANDON THOMPSON'S BAIL IS SET AT \$1,000,000. THE DANE COUNTY JUDGE SAYS THIS CASE INCLUDES SOME OF THE MOST HEINOUS SEXUAL ASSAULT CHARGES HE'S EVER SEEN.

9/9, 5AM: WE NOW HAVE AN AUDIO RECORDING FROM A DELTA FLIGHT MADE AN EMERGENCY LANDING AT THE DANE COUNTY REGIONAL AIRPORT THURSDAY NIGHT. THIS IS THE MOMENT THE PILOT CONTACTED AIR TRAFFIC CONTROL.

9/11, 5P: AN INTOXICATED WOMAN IS ACCUSED OF BREAKING OFF A STOUGHTON POLICE VEHICLE'S WINDSHIELD WIPERS AFTER DIVING ONTO ITS HOOD OVER THE WEEKEND. THIS HAPPENED IN THE 500 BLOCK OF EAST MAIN STREET SATURDAY MORNING.

## **VIII. AGRICULTURE**

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

7/18, 11 AM: BARABOO IS HOSTING THE 2023 WISCONSIN FARM TECHNOLOGY DAYS, GETTING UNDERWAY AS WE SPEAK.THE THREE-DAY AGRICULTURE EVENT IS A TRADESHOW SHOWCASING THE LATEST INNOVATIONS IN FARMING, PRODUCTION AND AG EQUIPMENT. VISITORS ARE IN FOR EQUESTRIAN PERFORMANCES, PRESENTATIONS FROM ALICE IN DAIRYLAND EVEN DRONE DEMONSTRATIONS.

7/28, 4:30 AM: FARMERS IN MARATHON COUNTY SAY THE HEAT CAN BE STRESSFUL FOR DAIRY COWS AND KEEPING THEM COOL AND HYDRATED IS IMPORTANT.

8/25, 11 AM: JUST ACROSS THE STATE LINE LEADERS IN WINNEBAGO COUNTY, ILLINOIS ARE FRUSTRATED WITH A NEW STATE LAW THAT COULD TAKE AWAY THEIR POWER TO REJECT APPLICATIONS FOR SOLAR FARMS.

8/28, 6P: TODAY D-O-T AND DATCP STAFF CAME TOGETHER TO HIGHLIGHT STRATEGIC TRANSPORTATION INVESTMENTS IN RURAL WISCONSIN COMMUNITIES. D-O-T SECRETARY CRAIG THOMPSON AND DATCP SECRETARY RANDY ROMANSKI WERE AT A FARM NEAR MONROE IN GREEN COUNTY HIGHLIGHTING GOVERNOR TONY EVERS' BIENNIAL BUDGET WHICH REFLECTS TRANSPORTATION INVESTMENTS FOR QUALITY INFRASTRUCTURE IN ALL CORNERS OF THE STATE.

9/15, 5P: TODAY DANE COUNTY EXECUTIVE JOE PARISI UNVEILED THE FARMS PARTICIPATING IN A DEMONSTRATION FARM NETWORK.

9/26, 5AM: "KUDOS" TO THE UNIVERSITY OF MINNESOTA ON CREATING ITS NEWEST APPLE. WE'RE TOLD THE APPLE NAMED "KUDOS" IS A CRISP, SWEET, JUICY RED FRUIT WITH OCCASIONAL TROPICAL OVERTONES.

9/26, 4PM: FOR A THIRD YEAR RUNNING, THE LAST WEEK OF SEPTEMBER IS RESERVED FOR WISCONSIN AG TOURISM WEEK.

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

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

7/6, 10P: KAREN POLLACK HAS BEEN ATTENDING CONCERTS ON THE SQUARE FOR THE LAST 25 YEARS. THIS YEAR, GETTING TO THE FIRST SHOW OF THE SEASON WAS A LITTLE DIFFERENT. THURSDAY'S SHOW KICKING OFF CONCERTS ON THE SQUARE'S 40TH SEASON FEATURING A BEAUTIFUL WISCONSIN SUMMER NIGHT.

7/8, 10P: NEARLY 500 ARTISTS ARE IN MADISON THIS WEEKEND FOR THE SHOW AND FUNDRAISER. PROCEEDS ENSURE TICKETS TO THE MADISON MUSEUM OF CONTEMPORARY ART ARE FREE BUT THE IMPACT REACHES BEYOND MUSEUM DOORS. AS A BOOST TO THE LOCAL ECONOMY, SOME ARTISTS HAVE BEEN VENDING AT ART FAIR ON THE SQUARE FOR A FEW YEARS... FOR OTHER ARTISTS, IT'S BEEN DECADES.

7/14, 10P: THE CITY OF MADISON IS GETTING READY TO MOVE FORWARD WITH ITS 300 MILLION DOLLAR PLAN TO REDEVELOP HOUSING DOWNTOWN. THIS IN AN EFFORT TO HELP CREATE MORE AFFORDABLE OPTIONS.

7/17, 10P: THE PANTRY WAS ALREADY SEEING A RECORD DEMAND LAST YEAR WITH AN AVERAGE OF 72,000 POUNDS OF FOOD A MONTH DISTRIBUTED. THIS YEAR, THAT NUMBER HAS JUMPED UP BY ALMOST 30%. THE PANTRY SAYS THE INCREASE OF VISITORS IS PUTTING A STRAIN ON THE PROGRAM'S DONATION BASED BUDGET AND VOLUNTEERS.

7/19, 4P: 85 VOLUNTEERS FROM FINDORFF AND EXACT SCIENCES HELPED BUILD A HABITAT FOR HUMANITY HOME TODAY.

8/1, 6 PM: THERE IS AN EXTRA EFFORT TO SAVE THE LIVES OF PETS WHO NEED A GOOD HOME. AUGUST IS "CLEAR THE SHELTER" MONTH AT THE DANE COUNTY HUMANE SOCIETY.

8/3, 4:30 AM: THE SCHOOL DISTRICT IS LOOKING FOR TEACHERS, CLASSROOM AIDES, FOOD SERVICE AND CUSTODIAL. INTERVIEWS WILL BE DONE AT THE JOB FAIR. YOU DON'T HAVE TO SIGN UP AHEAD OF TIME.

8/3, 10 PM: OLSEN SAYS THERE ARE PLANS TO PUT THREE NARCAN VENDING MACHINES IN DIFFERENT LOCATIONS IN DANE COUNTY, WITH THE EXPECTATION THAT MORE WILL COME.

8/15, 10 PM: AFTER 11 YEARS AS THE MADISON PUBLIC LIBRARY DIRECTOR, GREG MICKELLS SAYS HE'S RETIRING IN FEBRUARY. DURING HIS TENURE, MICKELLS' WORK TOOK HIM TO THREE CONTINENTS REPRESENTING THE MADISON PUBLIC LIBRARY. ALSO TO THE WHITE HOUSE FOR A NATIONAL MEDAL FOR MUSEUM AND LIBRARY SERVICE. DIRECTOR MICKELLS WILL REMAIN AT THE LIBRARY THROUGH FEBRUARY 2ND.

8/16, 4 PM: WARNER PARK NOW HAS AN ACCESSIBLE PLAYGROUND. THE FRAUTSCHI FAMILY HELPED SPONSOR A PLAYGROUND THAT FEATURES A WHEELCHAIR ACCESSIBLE SWING, COMMUNICATION BOARDS AND TOUCH AND PLAY MUSICAL PANELS, ALONG WITH OTHER UNIQUE FEATURES

9/1, 10P: AND TO HELP KICK-OFF THE SCHOOL YEAR, UW MADISON AND THE "RED CROSS" ARE HOSTING A BLOOD DRIVE NEXT TUESDAY THROUGH THURSDAY. IT'S HAPPENING FROM 11 AM UNTIL 5 PM AT "THE NICK." ALL PARTICIPATING DONORS WILL RECEIVE A RED CROSS T-SHIRT, WHILE SUPPLIES LAST.

9/11, 6P: IT IS TIME TO GO ORANGE! THIS FRIDAY " SEPTEMBER 15TH WE HOPE YOU WILL HELP US FIGHT FOOD INSECURITY IN OUR COMMUNITY. HERE'S HOW YOU CAN HELP... TAKE A PICTURE, POST IT ON NBC 15 NEWS APP OR NBC15.COM/ORANGE. WE LOOK FORWARD TO THIS DAY EVERY YEAR.

### **NBC News Special Reports**

7/26 12:24-12:42PM Hunter Biden's court appearance  
 8/3 2:11-4:00PM Arraignment of Former President Trump  
 8/11 11:20-1130AM US AG Garland announced the appointment of a special counsel to investigate Hunter Biden  
 8/14 10:35-10:58PM Indictments the state of Georgia charged former President Trump with  
 8/21 5:48-6:00PM President Biden's visit to Maui, HI wildfire area  
 8/24 7:54-7:55PM President Trump's mugshot being made available to the public  
 9/11 7:45-7:48AM Remembrance service at the 9/11 memorial  
 9/13 9:00-9:20AM Capture of the escaped Pennsylvania inmate  
 9/14 12:37-12:50PM Hunter Biden indicted on federal gun charges

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

8/15 12:53-1:51PM President Biden's visit to Milwaukee, WI

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

7/5 1:17-1:20PM  
 7/12 4:00-4:13PM  
 7/13 6:20-7:04PM  
 7/14 7:39-7:41PM  
 7/26 7:47-7:50AM, 7:57-8:00AM, 8:28-8:29AM, 8:58-8:59AM, 10:29-10:32AM, 10:40-10:44AM  
 7/28 7:13-8:07PM, 9:00-9:29PM, 9:47-10:33PM, 10:44-10:54PM  
 8/11 8:40-8:41PM, 8:48-8:50PM, 10:48-10:49PM

### **Public Service Report for NBC15 (WMTV) 3rd Quarter 2023**

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;** to benefit Second Harvest Foodbank during Hunger Action Month
2. **Madison Mini Marathon;** to benefit Breast Cancer Recovery
3. **Madison Symphony Orchestra Gala;** to benefit the Madison Symphony Orchestra League's education programs

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. **Go Orange; ran web ads, approximate value \$2,000. Ran promos, approximate \$1,600 value. Station employees participation, news coverage.**
2. **Madison Mini Marathon; ran promo, approximate \$2,700 value. Station Employees participation; news coverage.**
3. **Madison Symphony Orchestra Gala; ran promos, approximate value \$2,000. Station employees participation.**

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

**Approx. \$20,000** raised for Second Harvest Foodbank from Go Orange Event

Madison Mini Marathon numbers are not in yet

The Bottoms Up Ball for The Village Diaper Bank raised over \$124,000 in one night.

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.)?

We had over 600 photo submissions for Go Orange Day to raise awareness of Hunger Action Month, which raised 50,000 meals.

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

**Volunteer—Olbrich Botanical Gardens (3 hours)**

**Coach—Verona Little League (14 hours)**

**Coach—Sun Prairie Softball (39 hours)**

**Board Member—Sun Prairie Youth Football (32 hours)**

**Booster Club Member—Sun Prairie High School Football (28 hours)**

**Board Member—Canopy Center (2.5 hours)**

**Emcee—Atwood Fest (1.5 hours)**

**Host—Dane Dances at Monona Terrace (1 hour)**

**Emcee and Participant—Madison Mini Marathon (3 hours)**

**Guest Speaker—NAMI Walks Kickoff Luncheon (1 hour)**

**Emcee—Exceptional Women Event at MCPASD (1 hour)**

**Participant—Good Neighbor Festival (1.5 hours)**

**Volunteer—Make-A-Wish Walk for Wishes Event (4 hours)**

**Emcee—Make-A-Wish Walk for Wishes Event (4 hours)**

**Strategic Planning Participant—Wisconsin Broadcaster's Association (4 hours)**

**Committee Member— Wisconsin Broadcaster's Association Young Professionals (5 hours)**

**Participant —Wisconsin Book Festival – Author Reveal Networking Event (1 hour)**

**Blood Donor — Red Cross Madison Fire & Police Blood Drive (2 hours)**

**Participant—Madison Symphony Orchestra Gala (15 hours)**

**Participant—Supporting the Arts Networking Event (2 hours)**

**Participant—Fitchburg Chamber of Commerce (11 hours)**

**Leader of School-wide Tie-Dyed Shirt Event for Elementary School (12 hours)**

**Participant—West Middleton Elementary PTO Meeting (1 hour)**

**Emcee—RSVP of Dane County Volunteer Appreciation Event (2 hours)**

**Emcee—Bottoms Up Ball to benefit The Village Diaper Bank (6 hours)**

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

**None this quarter**

How did your station provide coverage in a time of crisis or assist with disaster relief efforts? **We provided extensive weather coverage – breaking into programming during instances of severe weather.**

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

**About 12 employees, about 200 volunteer hours donated.**

**NBC15 Sponsored Community Events**

**3<sup>rd</sup> Quarter 2023**

**JULY**

n/a

**AUGUST**

**Madison Mini Marathon**

To benefit Breast Cancer Recovery

Creating Promos/News Coverage/Provide Emcee

Promos Ran July 21 – August 11

**SEPTEMBER**

**Go Orange**

To benefit Second Harvest Foodbank of Southern Wisconsin

Created and ran promos and provided day-long news coverage

Promos Ran September 9 – September 15

**Madison Symphony Orchestra Gala**

To benefit the Madison Symphony Orchestra League's education programs

Created and ran PSA

PSA Ran August 18 – September 7

**Bottoms Up Ball**

To benefit The Village Diaper Bank

Created a 5-minute video to show during Fundraising Event

Provided emcees and news coverage