



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

**OCTOBER 1 – DECEMBER 31, 2019**

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)**

10/04, 10PM: VO ALL DAY 4K A NEW PROPOSAL BY GOVERNOR TONY EVERS COULD BRING FULL DAY 4-K TO WISCONSIN SCHOOL DISTRICTS.

10/08, 9PM: VO MONONA HALLOWEEN - HALLOWEEN IS A FUN TIME FOR KIDS -- BUT MONONA GROVE IS NOW ASKING THEM TO DO THEIR CELEBRATING ON THEIR FREE TIME.

10/15, 6PM: VO STUDENT INJURY- NEW TONIGHT...WITH SELF-INJURY IN SCHOOL AGED CHILDREN ON THE RIDE....A WISCONSIN PROFESSOR IS WORKING TO HELP DIFFERENT SCHOOLS ACROSS THE STATE...HELP CHANGE STUDENT'S LIVES.

11/11,10PM: SOT MMSD- NEW INFORMATION IN THE SEARCH FOR THE NEW MADISON METROPOLITAN SCHOOL DISTRICT SUPERINTENDENT...SHOWS THE TOP THREE QUALITIES.. THAT THE COMMUNITY WANTS IN THEIR NEXT SUPER.

11/14, 6PM: VO FREE REDUCED LUNCH- A PROPOSED RULE CHANGE TO THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM ...WOULD MEAN HUNDREDS IN OUR VIEWING AREA LOSE ACCESS TO FREE AND REDUCED LUNCHES.

11/17, AM SHOW: TONIGHT AN INDEPENDENT MEETING WILL TAKE PLACE TO DISCUSS TWO MADISON SCHOOL BOARD REFERENDA QUESTIONS.. THE COMMUNITY WILL VOTE NEXT YEAR BUT RIGHT NOW THE BOARD IS IN PUBLIC COMMENT PHASE.

12/04, 6PM: SROS IN SCHOOL IF SOMEONE ENTERS A SCHOOL WITH A WEAPON, SCHOOL RESOURCE OFFICERS CAN BE THE DIFFERENCE BETWEEN WHETHER STUDENTS LIVE OR DIE. THOSE OFFICERS MADE A DIFFERENCE IN TWO WISCONSIN HIGH SCHOOLS JUST THIS WEEK.

12/09, 10PM: MMSD VOTENEW TONIGHT..THE MADISON METROPOLITAN SCHOOL DISTRICT NOW IN TALKS -- TO EXPAND THE WEST HIGH SCHOOL CAMPUS.

**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)**

10/01, 9PM: AMBER ALERT - AS THE ANNIVERSARY OF WISCONSIN'S MOST FAMOUS ABDUCTION APPROACHES -- LAW ENFORCEMENT ARE BEING PROACTIVE -- ABOUT A WORST CASE SCENARIOS.

10/15, 10PM: INFANT LOSS - LOSING A CHILD-- IS ONE OF THE MOST DIFFICULT THINGS A PARENT CAN GO THROUGH.OFTEN TIMES-- PARENTS CAN FEEL ISOLATED AND ALONE... HOW PARENTS CAN'T COPE AND GET THROUGH A DARK TIME IN THEIR LIVES.

10/22, 5PM: FAMILY LEAVE - A STATE TAKE ON THE FAMILY AND MEDICAL LEAVE ACT. TODAY -- LAWMAKERS INTRODUCED THE WISCONSIN FAMILY MEDICAL LEAVE INSURANCE ACT. WE SHOULD POINT OUT -- THIS IS \*NOT THE SAME AS THE FEDERAL LAW.

11/10, 10PM: MILITARY PODCAST - HELPING MILITARY DADS RE-CONNECT WITH THEIR FAMILIES -- THAT'S WHAT ONE MILITARY MAN HOPES HIS PODCAST WILL DO.

11/11, 11AM: VO HUMAN TRAFFICKING - WISCONSIN IS ONE STEP CLOSER TO HELPING PUT AN END TO HUMAN TRAFFICKING.THE STATE NOW HAS IT'S FIRST EVER RESIDENTIAL SAFE HOUSE FOR VICTIMS.

11/15, AM SHOW: GOVERNOR TONY EVERS IS ASKING REPUBLICAN LEADERS OF THE LEGISLATURE'S BUDGET COMMITTEE TO RELEASE NEARLY 4 MILLION DOLLARS A YEAR IN FUNDING...TO PAY FOR PROGRAMS DESIGNED TO HELP HOMELESS PEOPLE.

12/02, 6PM: SYH SCHOOL- HUNGER DURING THE HOLIDAY SEASON IS A HARSH REALITY SOME FACE – ESPECIALLY AT SCHOOLS WHERE STUDENTS MIGHT NOT HAVE A MEAL OR FOOD OUTSIDE THE SCHOOL BUILDING.

12/06, 9PM: EDGERTON BULLYING - IT'S A TREND EXPANDING ACROSS SOUTHERN WISCONSIN -- CITIES CREATING BULLY ORDINANCES.

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

10/02, 5PM: VO VAPING STUDY - NEW TONIGHT -- THE LUNG INJURIES LINKED TO VAPING... \*MAY\* BE CAUSED BY EXPOSURE TO TOXIC CHEMICAL FUMES. THAT IS ACCORDING TO A SMALL STUDY FROM THE MAYO CLINIC.

10/05, 10PM: NATVO DOG LICK - IT'S A REMARKABLE STORY.. OF OVERCOMING THE ODDS. A WISCONSIN MAN IS LUCKY TO BE ALIVE TONIGHT.. AFTER HE LOST ALL OF HIS LIMBS FROM AN INFECTION HE GOT.. AFTER BEING LICKED BY A DOG.

10/10, 6PM: MENTAL HEALTH AS MENTAL ILLNESS AWARENESS WEEK COMES TO A CLOSE - - WE'RE HEARING FROM ADVOCATES -- WHO ARE WORKING TO BREAK THE STIGMA

11/07, 10PM - VO DNC HEALTH: ONE COMPONENT OF THE PRESIDENTIAL ELECTIONS....THE NATIONAL CONVENTIONS FOR EACH PARTY. NEW TONIGHT... MILWAUKEE \*HEALTH OFFICIALS ARE PREPARING NOW...FOR THE BIGGEST EVENT THE CITY HAS EVER HOSTED.

11/13, 9PM: VO SUPERBUGS - NEW TONIGHT -- WE'RE LEARNING EVEN MORE DISEASES ARE BECOMING \*DRUG RESISTANT.

11/15, 6PM: VO NARCAN- FROM THE COURTHOUSE TO THE COUNTY JAIL\*  
FIRST RESPONDERS MAKE SURE \*NARCAN\*- A DRUG USED TO HELP STOP AN OPIOID  
OVERDOSE\* IS ON HAND.

12/1, 5PM: WORLD AIDS DAY - TODAY MARKS WORLD AIDS DAY -- AN INTERNATIONAL DAY  
DEDICATED TO RAISING AWARENESS ABOUT HIV/AIDS.

12/03, 9PM: VO MENSTRAL PRODUCTS - NEW TONIGHT -- FEMININE HYGIENE PRODUCTS  
ARE NOW AVAILABLE FOR FREE IN BATHROOMS AT STATE OFFICE BUILDINGS ACROSS  
WISCONSIN.

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

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

10/01, AM SHOW: NEW NUMBERS THIS MORNING DO SHOW THAT THE STATE'S MILK PRICES  
IN AUGUST WERE UP.

10/03, 4PM: VO WORLD DAIRY EXPO - THE WORLD DAIRY EXPO IS UNDERWAY AT THE  
ALLIANT ENERGY CENTER.

10/07, 11AM: THREE NEW BUSINESSES ARE COMING TO THE HILLDALE SHOPPING CENTER  
THIS FALL... PROVIDING EVERYTHING FROM MEN'S FASHION TO EXERCISE.

11/08, AM SHOW: FROM SANTA TO STOCKINGS -- IT'S ALL THINGS HOLIDAY AT THE AGRACE  
HOLIDAY POP-UP SHOP ON MADISON'S WEST SIDE.

11/14, 9PM: BABES CLOSING - AFTER 31 YEARS IN BUSINESS -- A NEIGHBORHOOD STAPLE IS  
CLOSING ITS DOORS.TOMORROW MARKS THE LAST DAY OF BUSINESS FOR BABES GRILL  
AND BAR ON MADISON'S WEST SIDE.

11/16, 10PM: CASCADE MOUNT - IT MAY HAVE BEEN WARM OUT TODAY -- BUT THAT  
WASN'T THE CASE AT THE START OF THE MONTH.THAT EARLY SNOWFALL HELPED  
CASCADE MOUNTAIN IN PORTAGE OPEN TODAY -- ITS EARLIEST OPENING DATE EVER.

12/03, 6PM: JANESVILLE BRIDGE NEW TONIGHT..COMPLETION OF A DOWNTOWN  
JANESVILLE BRIDGE PROJECT DELAYED \*AGAIN..AND IT'S SLOWING DOWN BUSINESS.

12/08, 10PM: JENNIFER STREET MARKET - NEIGHBORS ON MADISON'S EAST SIDE ARE  
COMING TOGETHER TO KEEP A FAMILY OWNED GROCERY STORE UP AND RUNNING.

##### **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)**

10/01, 10PM: NEW SET UP REAL ID- NEW TONIGHT...YOU HAVE EXACTLY ONE YEAR TO  
MAKE SURE YOUR DRIVER'S LICENSE...IS REAL I-D COMPLIANT.

10/8, 5PM: VO WALGREEN ECIGS - AND -- WALGREENS WILL NO LONGER SELL E-CIGARETTES. THE RETAIL PHARMACY CHAIN ANNOUNCED TODAY IT WILL STOP SELLING THE PRODUCTS AS GOVERNMENTS STRUGGLE WITH HOW TO REGULATE THE PRODUCTS.

10/11, 4PM: VO SUBARU RECALL -- IF YOU DRIVE A SUBARU -- LISTEN UP. THE COMPANY IS RECALLING HUNDREDS OF THOUSANDS OF SUBARU FORESTERS MADE BETWEEN 2015 AND 2018.

11/11, 6PM: NOT READY FOR WINTER WITH MOTHER NATURE DISHING OUT AN EARLY HELPING OF WINTRY WEATHER...SOME BUSINESSES ARE NOW TRYING TO KEEP UP WITH SUDDEN HIGH DEMAND FOR SERVICES.

11/14, AM SHOW: THANKSGIVING IS TWO WEEKS AWAY - AND IF YOU PLAN TO FLY SOMEWHERE - YOU MIGHT WANT TO BOOK YOUR TICKET NOW.

11/18, 11AM: THANKSGIVING MEANS CHRISTMAS WILL BE HERE BEFORE YOU KNOW IT -- IF YOU'RE PLANNING TO SHIP GIFTS THIS YEAR... THE U-S POSTAL SERVICE WANTS YOU TO KNOW THE DEADLINES.

12/01, AM SHOW: TOMORROW IS CYBER MONDAY --MANY OF US ARE ALREADY CHECKING OUR SCREENS FOR THOSE ONLINE DEALS.

12/09, AM SHOW: CHRISTMAS IS JUST OVER TWO WEEKS AWAY... AND HOLIDAY SHIPPING DEADLINES ARE APPROACHING FAST.

## VI. ENVIRONMENT

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

10/03, 9PM: PHEASANT BRANCH - NEW TONIGHT -- ALLIANT ENERGY HAS PROVIDED ONE-HUNDRED-THOUSAND DOLLARS IN GRANT MONEY TO RESTORE THE NEWLY PURCHASED PARCEL OF THE PHEASANT BRANCH CONSERVANCY.

10/07, 4PM: VO DNR PFAS - NEW TONIGHT, WISCONSIN LAWMAKERS SOUND OFF AFTER NEW TEST RESULTS SHOW ELEVATED LEVELS OF PFAS IN STARKWEATHER CREEK.

10/12, 10PM: VO NATIONAL FARM DAY - TODAY IS NATIONAL FARMERS DAY -- ONE WISCONSIN FARMER FOUND A UNIQUE WAY TO RECYCLE WASTE FROM COWS.

11/12, AM SHOW: TODAY THE DEPARTMENT OF NATURAL RESOURCES IS EXPECTED TO HEAR PUBLIC OPINION ON EFFORTS TO REGULATE WISCONSIN'S WATER SUPPLY.

11/14, 11AM: VO PFAS ACTION COUNCIL - TODAY -- THE DEPARTMENT OF NATURAL RESOURCES WILL HOLD ITS FIRST P-FAS ACTION COUNCIL MEETING -- TO DEVELOP NEW POLICIES TO ADRESS CONCERNS AROUND THE TOXIC CHEMICALS.

11/18, 6PM: NATURAL GAS TRUCK A NEW PARTNERSHIP BETWEEN HO-CHUNK GAMING MADISON AND DANE COUNTY IS HELPING CUT DOWN ON THE USE OF FOSSIL FUELS.

12/02, 9PM: TV RECYCLING - FOLLOWING BLACK FRIDAY -- AND CYBER MONDAY.

THERES A DIFFERENT SIDE YOU MIGHT NOT SEE... THE RECYCLING CENTERS IN MADISON SAY IT'S ONE OF THEIR BUSIEST TIMES OF THE YEAR.

12/16, 4PM: VO MADISON FIRE PFAS - THE MADISON FIRE DEPARTMENT IS SWITCHING TO NEW FIRE-FIGHTING FOAM, FREE OF SYNTHETIC CHEMICALS KNOWN AS PFAS.

### **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)**

10/02, AM SHOW: HOUSE LAWMAKERS ARE DELAYING ONE OF THEIR SCHEDULED MEETINGS RELATED TO THE IMPEACHMENT INQUIRY INTO PRESIDENT TRUMP.

10/05, 6PM: NORTH KOREA TALKS - RIGHT NOW -- NORTH KOREAN AND U-S OFFICIALS ARE MEETING IN SWEDEN.. TO NEGOTIATE AN END TO NORTH KOREA'S NUCLEAR PROGRAM.

10/09, AM SHOW: ATTORNEY GENERAL JOSH KAUL IS MAKING \*ANOTHER PUSH FOR RED FLAG LEGISLATION IN THE STATE.

11/07, 6PM: GUN SPECIAL SESSION: HAPPENING RIGHT NOW AT THE CAPITOL--A SPECIAL SESSION ABOUT GUN REFORM-- IS SET TO BEGIN.

11/12, 5PM: VO ASSEMBLY DEMS AND REP - A STANDSTILL IN THE STATE LEGISLATURE. TODAY -- WISCONSIN DEMOCRATS SAY REPUBLICANS ARE TO BLAME FOR SLOW PROGRESS AT THE CAPITOL.

11/15, 4PM: VO IMPEACHMENT - DAY TWO OF PUBLIC HEARINGS IN THE IMPEACHMENT INQUIRY CAME TO AN END A FEW HOURS AGO -- TODAY.. AMERICA'S FORMER AMBASSADOR TO UKRAINE TESTIFIED SHE FELT THREATENED BY PRESIDENT TRUMP.

12/02, 10PM: ELECTIONS COMMISSION NEW TONIGHT..THE WISCONSIN ELECTIONS COMMISSION WANTS THE STATE LEGISLATURE TO GET INVOLVED WITH A DISPUTE.. THAT COULD END WITH 234-THOUSAND PEOPLE. UNABLE TO VOTE.

12/04, 9PM: VO IMPEACHMENT - THE JUDICIARY COMMITTEE CONTINUED ITS INQUIRY INTO THE IMPEACHMENT OF PRESIDENT TRUMP THIS AFTERNOON.. THIS ON THE HEELS OF A 3-HUNDRED PAGE HOUSE INTELLIGENCE COMMITTEE REPORT -- WHICH CENTERS ON MISCONDUCT BY THE PRESIDENT.

### **NBC News Special Reports**

10/23 10:15-11:00AM President Trump's Syria statement  
 10/27 8:00-8:09AM Death of the ISIS leader  
 10/27 8:20-9:00AM President Trump addresses death of ISIS leader  
 10/31 10:25-10:30AM House impeachment inquiry vote  
 11/13 9:00AM-2:58PM Impeachment Hearing  
 11/13 3:07-3:38PM News Conference with President Trump and the President of Turkey  
 11/14 10:26-10:38AM School Shooting in Santa Clarita, CA

11/15 8:00-10:00AM Impeachment Hearing  
 11/15 11:30AM-1:00PM Impeachment Hearing  
 11/19 8:00AM-1:00 PM Impeachment Hearings  
 11/19 2:25-4:00PM Impeachment Hearing  
 11/20 8:00AM-3:00PM Impeachment Hearing  
 11/21 8:00-10:16AM Impeachment Hearing  
 11/21 12:00-2:00PM Impeachment Hearing  
 12/4 9:00-11:0AM House Impeachment Hearings  
 12/4 11:53AM-12:26PM House Impeachment Hearings  
 12/5 8:00-8:15AM House Speaker Nancy Pelosi's statement on the Impeachment Hearings  
 12/6 8:05-8:09AM Special report on a shooting at the naval air station in Pensacola, Florida  
 12/6 10:00-10:05AM Special report on the shooting at naval air station in Pensacola, Florida  
 12/7 8:00AM-2:00PM Impeachment Hearings  
 12/10 8:06-8:25AM House Democrats unveiling two articles of Impeachment  
 12/13 9:05-9:18AM Votes on the articles of Impeachment  
 12/18 8:00-9:17AM House Vote on the Articles of Impeachment  
 12/18 10:56-11:08AM House Impeachment vote began  
 12/18 11:30AM-5:12PM Impeachment debate  
 12/18 5:30-6:00PM Impeachment debate  
 12/18 6:30-8:00PM Impeachment debate  
 12/19 2:31-2:42PM President Trump's reaction to the impeachment vote

### WMTV Local News Special Reports

#### Severe Weather Cut-ins

10/1 9:40-9:51PM

#### **Public Service Report for NBC15 (WMTV) 4<sup>th</sup> Quarter 2019**

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

1. **NBC15 Share Your Holidays:** Raised 4.67 Million Meals—benefits *Second Harvest Foodbank of Southwest Wisconsin*
2. **NAMIWalks:** Raised more than \$175,000 benefits *NAMI Dane County*
3. **Gigi's "I have a Voice" Gala:** Raised \$80,000, benefits *Gigi's Playhouse*

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

1. **NBC15 Share Your Holidays,** ran multiple PSA campaigns and awareness of finale coverage. Approx. value more than \$30,000 Website links on NBC15.com; Live Broadcast from Kickoff Luncheon, Finale Day Sort-A-Thon/Phone-a-Thon; Multiple Station Employee Participation
2. **NAMIWalks:** Ran Promos, approx \$6650 value. Website links on NBC15.com; Station Participation/Emcee at Event
3. **Gigi's "I have a Voice" Gala:** Ran web-ads, and on-air mentions, station participation and anchor emcee at event.

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



Nearly \$2 Million  
 Second Harvest Foodbank of Southern Wisconsin (from food and monetary donations)  
 NAMI Dane County  
 Gigi's Playhouse

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

NBC15's Share Your Holiday Raised a total of 4.67 Million Meals (includes monetary and food donations)

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

**Volunteer—Design for a Difference (3 hours, 15 station employees)**  
**Coach—Youth Football Board Member (20 Hours)**  
**Coach—Youth Softball (5 hours)**  
**Ambassador—Middleton Chamber Meeting (1 hour)**  
**Emcee—United Cerebral Palsy Gala (5 hours)**  
**Attendee—Badger Herald 50<sup>th</sup> Celebration (4 hours)**  
**Member—Badger Childhood Cancer Network Board Meeting (2 hours)**  
**Emcee—Madison Parks Foundation Picnic in the Park Fundraiser (6 hours)**  
**VP/Programs Director—American Advertising Foundation (15 hours)**  
**Celebrity Server—UCP Celebrity Dinner (4 hours)**  
**Emcee/Participant—NAMIWalk Dane County (2 hours)**  
**Emcee—Habitat for Humanity breakfast (2 hours)**  
**Emcee—Gigi's Playhouse Gala Emcee (5 hours)**  
**Attendee—Agrace Butterfly Gala (4 hours, 5 station employees)**  
**Volunteer—Radio Engineering City Church (20 hours)**  
**Volunteer—Grace Episcopal Church Media Board (2 hours)**  
**Coach—Baseball (8 hours)**  
**Coach—Football (4 hours)**  
**Speaker—Badger Ridge Elementary School (2 hours)**  
**Volunteer—Habitat for Humanity (29 hours)**  
**Coach—Youth Football (20 hours)**  
**Board Member—Sun Prairie Youth Football (2 hours)**  
**Volunteer—Second Harvest Foodbank (7 employees, 3 hours)**  
**Ambassador—Middleton Chamber Ambassador Meeting (1 hour)**  
**Fundraiser Attendee/Emcees—SYH24 Kickoff Luncheon (20 employees, 3 hours)**  
**Volunteer—Friends of the Library Holiday Book Sale (3 hours)**  
**Coach—Basketball (1 hour)**  
**Attendee/Emcee—Young Athena Awards Luncheon (2 employees, 2 hours)**  
**Emcee—Wisconsin Singers High School Invite (2 hours)**  
**Attendee—Steve Stricker American Family Charity Announcement (5 employees, 2 hours)**  
**Volunteer Cleaner—Dane County Parks (12 hours)**  
**Emcee—EMCC Bowl-a-thon (3 hours)**  
**Volunteer—Potter Lawson SYH Food Chain event (5 employees, 2 hours)**  
**Participant—Berbee Derby 5K (2 hours)**  
**Volunteer—Habitat for Humanity (37 hours)**  
**Volunteer—SYH Sort-A-Thon (8 employees, 2 hours)**  
**Ambassador—Middleton Chamber Ambassador Meeting (1 hour)**  
**Volunteer—Homeless Shelter (2 hours)**

**Volunteer—Media Board at Church (2 hours)**  
**Board Member—Sun Prairie Youth Football President (5 hours)**  
**Volunteer—American Advertisers Federation (10 hours)**  
**Volunteer—Madison Reading Project (2 hours)**  
**Volunteer—SYH Phone-a-thon (2 employees, 2 hours)**  
**Pantry Host—St Vincent De Paul Pantry (3 hours)**  
**Coach—3<sup>rd</sup> Grade Basketball (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.)?

**\*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?

**40 Employees, Approx 275 Hours**

**NBC15 Sponsored Community Events**  
**4<sup>th</sup> Quarter 2019**

**OCTOBER**

**NAMIWalks**

October 6, 2019

Raises funds for NAMI Dane County

Promos Ran August 2019 – Oct 2019

News Coverage, Emcee at event

Event Raised more than \$175,000

**Gigi's "I have a Voice" Gala**

October 25, 2019

Raises funds for Gigi's Playhouse

Web ads, News Coverage, Emcee at event

Event Raised \$80,000

**NOVEMBER**

**NBC15 Share Your Holidays (kickoff)**

November 1, 2019

Benefits Second Harvest Food Bank of Southern WI

Promoted kickoff luncheon via newscasts and social media

PSAs for SYH 24 Campaign (runs through December)

**DECEMBER**

**Share Your Holidays Grand Finale**

December 11, 2019

Benefits Second Harvest Food Bank of Southern WI

Live newscasts throughout day at Alliant Energy

PSAs for SYH 24 Campaign (runs through December)

Raised 4.67 Million Meals