



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

OCTOBER 1 – DECEMBER 31, 2016

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>
The Morning Show	Monday-Friday	4:30-7:00am
The Morning Show Weekend	Saturday	5:00-7:00am
The Morning Show Weekend	Sunday	6:00-9:00am
15 News at 11am	Monday-Friday	11:00-11:30am
15 News at 4pm	Monday-Friday	4:00-4:430pm
15 News At 5	Monday-Friday	5:00-5:30pm
15 News At 6	Monday-Saturday	6:00-6:30pm
15 News at 10	Monday-Friday	10:00-10:35pm
15 News at 10	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, 7:00-8:30am & Sunday, 9:00-10:00am

Both weekend broadcasts continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human-interest stories, covering topics related to health and finance, and presenting the latest sports and weather information.

NBC Nightly News Monday-Friday, 5:30-6:00pm

“NBC Nightly News” provides reports and analysis of the day’s most newsworthy national and international events. It offers solution-driven programming that delves into the toughest issues facing our society today. Each Friday the “Making A Difference” segment profiles men and women who have helped improve the human condition.

NBC Nightly News – Weekend Saturday & Sunday, 5:30-6:00pm

The weekend editions of “NBC Nightly News” provide complete and timely reports on national and international events that take place on Saturday and Sunday.

Dateline NBC Friday, Sunday nights, various times/lengths

This network program has pioneered a unique approach to prime-time news programming, with its multiple-nights-per-week franchise. With this schedule, the one-hour newsmagazine enables NBC News to present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

Meet The Press Sunday, 10:00-11:00am

This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast.

I. EDUCATION

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

10/1 – AM: Today, a law goes in effect that bans the use of cell phones while driving in construction zones.

10/3 – 10pm: Community members met tonight in the Arbor Hills neighborhood to discuss a recent attempted homicide and other shots fired incidents in the past month.

10/5 – 10pm: Recent events in race relations have sparked athletes to protest the national anthem. But football players from two local high schools decided to stand for unity.

10/7 – 6pm: Police searching for suspect after a shooting this afternoon on Allied Drive. One person was taken to the hospital with non-life threatening injuries.

10/9 – AM: A new study reveals that young Americans wish they had taken Money 101 in school. A majority of 18 to 26-year-olds said they regret not learning more about personal finance before venturing out on their own.

10/12 – AM: Sun Prairie school district wants a referendum on the November ballot to ask for an increase in property taxes in hope to build two new elementary schools.

10/12 – 4pm: For Manufacturing Month people got an inside look at the Stoughton Fab Lab.

10/14 – AM: The Madison Metropolitan School District says its in need of more money, but still trying to make it affordable for taxpayers. They held an informational session last night about the referendum.

10/17 – AM: Students are in limbo after ITT Technical Institute's closing. Students have an option to apply for a loan discharge from the federal government, but would have to forfeit their class credits or they can transfer to another school.

10/21 -11am: One in seven adults in Dane County can't read. The Literacy Network works with adult learners to help them gain the skills to read. We hear from an adult learner and the Executive Director of the Literacy Network.

10/25 – AM: The city of Janesville will pay a former teacher \$75,000 after she showed up to an elementary school field trip drunk three years ago. Maria Caya was fired after the incident and she sued the city for making her blood-alcohol content public.

10/27 – 4pm: A UW-Madison student accused of sexually assaulting multiple women is now facing 30 different charges.

10/30 – AM: A group of UW-Madison students is using Snapchat to assist in sexual assault prevention.

11/1 – 11am: Students at Kegonsa Elementary School in Stoughton are being evacuated due to a gas odor.

11/5 – 6pm: The Verona School District held their first ever Kids Expo. School officials say with more than 4,000 housing units in development over the next 15 years. One or more schools will need to be built to support the growing community.

11/8 – AM: The two students who wore offensive costumes to the UW Madison football game against Nebraska have had their season tickets revoked by the university.

11/10 – 10pm: Thousands marched from the UW campus to the steps of our state capitol tonight raising voices of frustration.

11/14 – AM: Some undocumented UW-Madison students are taking action to protect themselves from Donald Trump's threats of deportation. More than 2,500 signatures have been collected for the school to become a sanctuary for undocumented immigrants.

NBC 15 News Continued

11/23 – 4pm: The University of Wisconsin says it is experiencing an uptick in complaints from students over hate and prejudice.

12/2 – 11am: The Family Commission identified 19 challenges facing families, including unplanned pregnancies, and lack of quality education for high-risk youth.

12/4 – AM: A Georgia teacher created an inclusive playground suitable for all kids, including those with disabilities.

12/7 – 11am: The University of Wisconsin law school has notified more than 12 hundred former applicants they could be at risk of identity theft because the school's database was hacked.

12/14 – 11am: A Wisconsin Republican lawmaker wants to require all high school students participating in extracurricular activities to be subject to random drug testing.

12/16 – 11am: Area school districts are shutting down school early today due to a major snow storm system headed our way.

12/19 – 6pm: UW-Madison is offering a course next spring called “The Problem with Whiteness.” It will focus on “how white people consciously and unconsciously perpetuate institutional racism”.

12/20 – 4pm: An associate principal at Deforest High School was named the Wisconsin Principal of the Year.

12/27 – 5pm: A special needs school has opened its doors in Madison. The Richardson School is a private school providing an individualized experience for kids with developmental disabilities.

12/29 – 9pm: The Department of Transportation has created a “Zero in WI” app with features like a blood alcohol estimate and a designated driver selector.

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)**

10/4 – AM: A 21-year-old woman is behind bars after leaving a gun accessible to a child. The 4-year-old boy accidentally shot himself and died Friday.

10/8 – AM: Cinderella is running at the Overture center through tomorrow. A local girl is starring, and Amy Pflugshaupt went backstage.

11/11 – 5pm: The American Family Children's Hospital announced today that their facility joined Dane county's No Hit Zone initiative.

10/15 – AM: A Janesville Police Officer was caught on camera playing basketball with a 10-year-old boy, and the officer says it is important for them to connect with the community.

10/18 – 6pm: More than a dozen people were arrested in Northeast Wisconsin following a sex trafficking sting.

10/20 – 6pm: Eight domestic violence suspects wanted on warrants are now behind bars thanks to a domestic violence sweep done by the Dane County Sheriff's Office.

10/21 – AM: Using digital devices to interact with your children as "Media Mentors" can help bring the family closer together.

10/25 – 10pm: A family of six in Sun Prairie is in need of clothes and necessities after a fire damaged their apartment and belongings.

10/31 – AM: The Boys and Girls Club and others are trying to reallocate funding in Fitchburg to build a jungle gym on King James Way for kids to use for recreational purposes instead of sitting in an empty.

NBC 15 News Continued

11/3 – AM: The opening of Beauty and the Beast at Al Ringling Theater in Baraboo is tonight. This is the first musical production by the theater guild since the grand reopening this past February.

11/4 – 6pm: Thanksgiving is just a couple of weeks away and the Goodman Community Center is asking for the communities help. They are trying to help more than 3 thousand families in Dane county have a Thanksgiving meal.

11/9 – 4pm: For teenagers, sleep is food for the brain and consistently not getting enough can have all sorts of negative consequences from poor performance at school to increased acne.

11/11 – 6pm: We took a look at how area veterans were honored at the Wisconsin veteran's museum.

11/15 – 10pm: Two Madison area families say they received disturbing and racist hate mail tonight. We talked to some of those involved.

11/18 – AM: Thousands of Dane county businesses and individuals are pledging 18 point 6 million dollars to change local lives. Pledges were made at the united way of Dane county annual community celebration yesterday. The money goes to help those who are living in poverty in the county.

11/19 – 6pm: Madison police arrested a man after investigating a stalking incident Friday on the west side of Madison.

11/28 – AM: A new report reveals many children have behavior problems immediately after a divorce. Experts say it is important for parents to answer their children's questions honestly, keep a normal routine, and reassure kids that they did not cause the divorce.

12/3 – 10pm: Two Milwaukee women are charged in the death of a 7-year-old boy who was starved, burned with cigarettes, and beaten.

12/8 – 5pm: Two local woman have created the "food for thought" project which helps feed students in and outside of the classroom.

12/8 – 10pm: We met a Share Your Holidays volunteer who knows what it is like to be hungry.

12/10 – AM: Snow emergencies have been posted for several local areas so families should be cautious if they have to go out and drive.

12/12 – 10pm: Four families opened their historic houses to decorators for the Shorewood neighborhood's first Christmas Home Walk. Proceeds went to our Lady Queen of Peace Parish.

12/20 – AM: Pregnancy leads to changes in a woman's brain that may help them bond with their babies. After having their babies the women's brain showed changes in areas involved in social cognition.

12/23 – 6pm: Today's blood drive was extra special because they hit a record-breaking goal of 20-thousand units of blood. Just one donation can save up to three lives. Each donation has a shelf life of about two weeks.

12/25 – 9pm: The spirit of Christmas is alive at First United Methodist Church where volunteers served a Christmas meal To those who may not have a place to go.

12/26 – 10pm: We talked with the CEO of Second Harvest about this being the last week to donate to Share Your Holidays campaign.

Moms Everyday – Monday 11:30-12pm

Moms Everyday is a 30-minute program by moms, for moms. Each week the panelists provide helpful information that families can use: parenting questions, affordable vacations, dealing with older family members, nutrition, education, social media, the latest products for your kids, and much more.

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 – 6pm: – Families and friends dressed up as their favorite superheroes in the Badger Childhood Cancer Network's biggest fundraiser of the year.

10/3 – AM: There is an experimental drug that has been fast-tracked by the FDA that can help relieve the symptoms of eczema.

10/7 – AM: There's a new kind of pill that contains a tiny sensor to help keep track of medicine. This is revolutionary and is a necessity when living with a transplanted organ.

10/9 – 5pm: Runners took on cancer Sunday morning for the 9th annual Gilda's Run. Gilda's Club raises money to fund programs and activities for people impacted by cancer and their families.

10/10 – 4pm: Wearing the right type of running shoes can prevent you from getting running injuries.

10/15 – 6pm: UW Madison is recommending Meningitis B vaccination for undergraduate students. This recommendation comes in response to two confirmed cases in students last week.

10/16 – 10pm: Today a 5K was held to raise awareness for resources available for struggling vets in Wisconsin.

10/25 – 11am: World Stroke Day is coming up on Saturday. Doctor Steven Block, Medical Director of the SSM Health Stroke Center in Madison, talks about how this is a preventable and treatable disease.

10/27 – AM: A peanut patch was developed that delivers tiny amounts of peanut protein through the skin which trains the immune system to tolerate an accidental exposure to peanuts to help those who are allergic to peanuts.

11/1 – AM: Riding a bike can help lower your risk of cardiovascular disease. Half an hour of biking per week was linked to a lower risk of coronary artery disease.

11/7 – 11am: All 50 states have laws that mandate when student athletes can return to sports after a concussion. But new research reveals just eight states have laws about when these students can return to school.

11/11- 11am: A new study of more than 3,000 adolescents found those with asthma were twice as likely to be smokers as their peers without asthma.

11/15 – 11am: A new study reveals a growing number of children in the US have access to health insurance and medical care.

11/20 – 10pm: Many of us love our canine family members. But for children with disabilities, a dog can be more than just a friend.

11/22 – 11am: New recommendations from the US Preventative Services Task Force says most adults do not need to be screened for thyroid cancer.

11/25 – AM: Experts say it is important to keep an eye out for electronic toys that run on small watch batteries. More than 28,000 children visit the emergency room after swallowing lithium batteries.

12/1 – 10pm: Today is the 28th World Aids Day, we talked with a local man who was diagnosed with aids in 2004.

12/8 – 11am: The US Surgeon General says electronic cigarettes are a public health threat to kids.

15 News Continued

12/12 – 6pm: The deadline to enroll in Marketplace health insurance is Thursday. “Covering Wisconsin” will provide help to enroll at public Libraries this week.

12/13 – 4pm: A new study says that fewer teenagers are using alcohol, cigarettes and opioid painkillers.

12/18 – AM: Powered latex gloves are now prohibited for surgery due to the toxins the powder can carry when released into the air.

12/21 – 11am: A new report from the Commonwealth Fund shows that since the affordable care act became effective in 2014 the number of uninsured adults has dropped in every state, particularly among low income families.

12/26 – 4pm: Doctors say deciding whether or not you should exercise when you’re sick should be based on an “above the next” rule with symptoms.

12/27 – 11am: A new study from UC-Davis showed in Washington state marijuana use among 8th and 10th graders increased 2% to 4% after it became legal in 2012, but researchers found no change among students in Colorado.

12/28 – 11am: A new study found in the six hours after a crisis like a heart attack or death the risk of a second patient in that unit having a similar level emergency increased by 18%.

12/31 – 9pm: A clinical trial in Wisconsin for a rare blood cancer is bringing hope to cancer research

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

10/4 – 5pm: State Support for K-12 public schools in Wisconsin has increased slightly from last year.

10/4 – 6pm: Madison’s mayor released his proposed budget for 2017 today.

10/6 – 6pm: Local businesses are joining an annual campaign to help veterans nationwide. They were working to transform the Rethke Terrace, which provides safe housing to 25 local veterans.

10/12 – 11am: Hurts Donuts opened their doors earlier this morning in Middleton.

10/18 – 11am: The State of Wisconsin Business Luncheon will be held at the Monona Terrace today.

10/19 – AM: The UW Madison Police Department will break ground on the new headquarters today. This is a \$4.8 million expansion project.

10/28 – 5pm: Online brokers are saying The World Series could set the record for the highest average ticket price in the U.S. sports history.

10/31 – 5pm: Second Harvest Foodbank of Southern Wisconsin announced today that is has received a \$90,000 investment from Alliant Energy for Mobile Pantry Programs.

11/1 – 6pm: One local grass roots organization says Fitchburg’s King James Way community is underserved and they are demanding changes.

11/14 – 6pm: Preview of what will be covered at tonight’s city budget finalization meeting.

11/16 – AM: The city of Madison approved a \$300 million operating budget for 2017. It directs money to address racial disparities, homelessness, and violence prevention.

11/18 – 10pm: Dane County Board of Supervisors approved a measure to increase their pay as well as the County Executive.

12/5 – 6pm: The thing almost all Wisconsin lawmakers can agree on right now is they have to find a way to make improvements to the state's roads and bridges.

12/10 – 9pm: A holiday expo in Madison was going to be cancelled because the promoters... Filed for bankruptcy, but vendors came together to create a new event.

15 News Continued

12/15 – AM: Last night the park board listened to the public comments about Olbrich Park Beach house possibly becoming a German-style biergarten. After the meeting the board decided that the BKM Group needs to meet with the council and the park commission and also get their license approved for alcohol sales.

12/15 – 9pm: Governor Walker spoke at the Wisconsin Economic Summit to talk about the future of jobs in the state.

12/19 – 4pm: Lands' End has hired a new CEO – Jerome Griffith. The company's shares are down 27% this year.

12/21 – 6pm: Racine had the highest unemployment rate in November followed by Milwaukee.

Fitchburg's is the lowest followed by Sun Prairie. Menominee County has the highest county unemployment rate at 6.9%, while Dane County's the lowest at 2.7%.

12/29 – 10pm: A new study by the State Department of Transportation find that installing tollways on Wisconsin Interstates could raise billions of dollars but it could cost more than \$300 million and would take about four years to get up and running.

12/30 – 5pm: The already dwindling number of employees at the Oscar Mayer plant in Madison will continue to shrink as the facility prepares to permanently close in the first quarter of 2017.

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)**

10/3 – 11am: Money expert Stacy Johnson is here with some of the best and worst things to buy in October.

10/3 – 4pm: Two Ford model vehicles are being investigated because the doors are opening while the car is moving.

10/5 – AM: Amazon is banning "incentivized" reviews. These are reviews where the reviewer gets free merchandise in return for reviewing a product.

10/6 – 5pm: Summer Infant is recalling about 86,000 infant bath tubs due to the risk of impact injury and drowning.

10/10 – 11am: Money expert Stacy Johnson has some advice on how to reduce those banking fees.

10/11 – 4pm: Blue Bell Creameries is recalling all products that were made with cookie dough supplied by Aspen Hills.

10/12 – 5pm: Toyota Motors is recalling 340,000 new Prius cars worldwide because of a possible parking brake defect.

10/19 – 11am: It can be frightening sometimes, but not when it comes to your finances. Money Expert Stacy Johnson shows you how to face down your financial fears.

10/21 – 4pm: Apple has filed a lawsuit this week that reveals most of the iPhone chargers sold on Amazon are fake.

10/26 – 5pm: Amazon Fire tablets are getting the ‘Alexa’ voice assistant today to be more like the Amazon Echo.

11/2 – 5pm: Folks traveling by air this Thanksgiving can expect the airports to be more crowded, as an airline trade group estimated 27.3 million people will fly worldwide on domestic airlines from November 18th through the 29th.

11/4 – 11am: Money Reporter Stacy Johnson talks about what happens to your online data when you die.

15 News Continued

11/8 – 5pm: Ride-sharing companies are offering special deals today to get you to the polls to cast your vote.

11/9 - Go-Pro has recalled its Karma Drone just 16 days on the market.

11/16 – 5pm: Mazda is recalling about 70,000 RX-8 sports cars due to fuel pump sealing rings. 11/21 – 4pm: Walmart is opening up their Cyber Monday deals the day after Thanksgiving in hopes of getting more people involved in Black Friday online shopping.

11/25 – 10pm: Many people in Madison made a mad dash to stores that opened up early with Black Friday deals.

12/1 – AM: New jewelry is being released that doubles as safety devices. The watches and necklaces can act like a cell phone, a GPS, and even dial 911.

12/5 – 5pm: Ford is recalling 680,000 cars due to seatbelt malfunctions that have caused two injuries.

12/9 – 4pm: The holiday craze this season is Hatchimals. Walmart will be getting shipments frequently.

12/16 – 5pm: Mitsubishi motors is recalling more than 50,000 SUVs, because the rear hatch lift gate can suddenly fall on people.

12/19 – 11am: Money expert Stacy Johnson talks about who you should tip and how much this holiday season.

12/21 – 9pm: If you want a souvenir from next month's inauguration—they are flying off the shelf at the Washington Welcome Center Souvenir Shop.

12/24 – AM: The post office in Madison will be open on Christmas Eve for last minute mailers.

Some stores in the area will have some hours and sales going on for those who still have to do Christmas shopping on Christmas Eve.

12/29 – AM: Apple products dominated this year's Christmas 44% of devices activated during the holidays were Apple devices, second most was Samsung with 21%.

12/31 – AM: Madison gas stations will be required to change the locks on their gas pumps starting tomorrow, in an effort to prevent criminals from installing card skimmers on them.

VI. ENVIRONMENT

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

10/2 – 5pm: Hurricane Matthew strengthened on Sunday as it moved northwest across the Caribbean, threatening Jamaica, Haiti and parts of Cuba.

10/14 – 5pm: Flooding is still impacting North Carolina, the Northwest Coast is expecting some brutal storms.

10/24 – AM: A coalition in Dunn County is working to improve the water quality in a watershed encompassing nearly 2-thousand square miles in Wisconsin.

10/28 – 11am: In North Dakota this morning tensions are high. The biggest Native American protest ever is taking place over the construction of an oil pipeline.

11/6 – AM: The Eiffel Tower was lit up in green light as the Paris Agreement on Climate Change officially came into force.

11/14 – 5pm: Dangerous wildfires continue to burn across the southeast tonight and residents are being evacuated.

11/18 – 4pm: A Henry Vilas Zoo polar bear is being transferred to help save species, but he is not going away without a proper farewell.

11/27 – 5pm: The month of November has brought some warmer than average temperatures, but that's not stopping one local ski resort from opening its doors this weekend.

15 News Continued

11/29 – 6pm: Nearly one hundred and ninety seven thousand deer were killed during Wisconsin's traditional nine-day gun deer season. That's down six percent from last year's harvest.

12/6 – 9pm: Google is going more green with a goal to use renewable energy to power its offices in 150 cities.

12/7 – AM: State Democrats are upset over the Department of Natural Resources for the proposing the state to sell naming rights to state parks and raising park fees, like camping and trail fees.

12/14 – 5pm: The Department of Transportation says when there is a warm fall that turns in to a sudden freeze, moisture sitting in the cracks and crevasses of the road quickly turns to ice. This expands and can cause roads to buckle.

12/19 – 10pm: A clean energy proposal made it through the sustainable Madison committee tonight.

12/22 – 11am: Republicans in control of the Wisconsin State Legislature are considering splitting up the Department of Natural Resources, scattering parks, forestry, environmental, hunting and fishing programs among three existing agencies and two new ones.

12/31 – 10pm: Millions of people have been tuned-in to a live-stream of a bald eagle nest in Florida, waiting for two chicks to hatch, and today it finally happened.

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**

10/7 9:37-9:47am – President Obama's remarks on Hurricane Matthew

11/9 10:15-11am and 11:20-11:33am – Election updates

11/14 2:34-3:05pm – President Obama's remarks regarding the election

12/1 2:02-2:33pm – President Obama statement

12/16 1:38-3:09pm – President Obama's final press conference

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

10/2 – 5pm: Hillary Clinton visited Charlotte, nearly two weeks after police killed a black man that led to widespread riots.

10/3 – 5pm: Rock The Vote teamed up with Doritos at UW today to give students a taste of the election process.

10/5 – 11am: Senator Bernie Sanders will make his way to Wisconsin today headlining the Madison's "Stronger Together" Rally in support of Hillary Clinton.

10/5 – 5pm: A federal judge will rule on whether the Wisconsin voter ID law should be suspended.

10/7 – 11am: Wisconsin's Election Commission says that more than 70,000 absentee ballots have been cast in Wisconsin so far.

10/7 – 10pm: House speaker Paul Ryan retracted Donald Trump's invitation to an annual fall festival in Wisconsin that is taking place tomorrow, after the release of lewd comments Trump made 11 years ago.

10/8 – 6pm: Bill Clinton was in the Milwaukee area on Saturday to promote his wife's Presidential campaign.

10/10 – 5pm: Chelsea Clinton made a campaign stop in Racine today to urge Wisconsin voters to vote early.

10/11 – 10pm: We took a look at some of the problems coming up in early voting booths and the training programs aimed at preventing them.

15 News Continued

10/12 – 6pm: The latest Marquette University Law School Poll shows Clinton expanding her lead to 7 points.

10/13 – 11am: Republican Senator Ron Johnson and Democratic Senator Russ Feingold are preparing for the first of two televised debates in their tightening race.

10/17 – 4pm: Donald Trump is in Green Bay campaigning.

10/19 – 5pm: The final presidential debate is tonight and there will be viewing parties held in Madison.

10/20 – AM: The third and final debate was last night and we ran two packages that recapped the debate, both locally and nationally.

10/20 – 5pm: Donald Trump is back on the campaign trail the day after the last presidential debate and he is repeating his refusal to accept Election Day results if he loses.

10/22 – 10pm: With little more than 2 weeks left until the election the candidates were rallying in support in battleground states.

10/24 – 4pm: U.S. Senate Candidate Russ Feingold cast his vote today in the general election at Middleton City Council

10/25 – 4pm: A city clerk in Green Bay intentionally did not set up an early voting site because she thought more Democrats would vote.

10/31 – 4pm: Donald Trump and Mike Pence are scheduled to hold a rally in Eau Claire tomorrow. Tim Kaine is set to appear in Madison and Appleton.

10/31 – 10pm: We took a look at the senate race that is gaining a lot of national attention. If the democrats win over 5 seats on Election Day they will take back control of the senate.

11/1 – 5pm: Democratic Vice President candidate Tim Kaine is in Madison tonight one week ahead of the election.

11/2 – 4pm: Six days to go before the election and a new national poll shows the race a dead heat between Hillary Clinton and Donald Trump. Both candidates and their surrogates were campaigning in key battleground states on Wednesday where the stakes are highest.

11/3 – 4pm: The Presidential candidates are targeting key tossup states as they try to win over voters just 5 days before the election.

11/3 – 5pm: Vice President Joe Biden will be in Madison tomorrow campaigning for Hillary Clinton alongside Russ Feingold.

11/4 – 5pm: A jury today convicted two former aids to New Jersey Governor Chris Christie for causing traffic jams to punish a political opponent.

11/6 – AM: Donald Trump canceled a Wisconsin rally today and his running mate Mike Pence has been making stops here this weekend.

11/7 – 5pm: Senator Ron Johnson and Russ Feingold are making their final push across the state's hotly contested race for the U.S. Senate.

11/7 – 6pm: Wisconsin voters have broken records for hitting the polls even before Election Day which is tomorrow.

11/8 – 6pm: We had local coverage of all of the state elections. We had live shots at all of the big campaign parties.

11/9 – AM: Donald Trump was elected as the 45th president of the United States. The Republican Party holds the majority in the Senate and the House as well.

11/10 – 11am: President-elect Trump arrives in Washington D.C. this morning. President and Mrs. Obama will host Mr. Trump and his wife to ensure a smooth transition of power.

11/12 – 10pm: Veterans Day was yesterday ...But it's every day for the men and women whose lives are changed forever by their service.

11/13 – AM: Donald Trump is expected to pick his Chief of Staff by tomorrow.

11/21 – 6pm: A federal court says voting districts drawn by Wisconsin Republicans are unconstitutional.

15 News Continued

11/23 – 6pm: Green party candidate Jill Stein is launching a recount campaign in Wisconsin.

11/25 – 6pm: For the first time in state history, votes cast in the Presidential Election in Wisconsin will be recounted.

11/28 – 10pm: As the Iraqi army advances to re-take Mosul from ISIS militants, medics in a nearby hospital struggle to cope with the flow of injured civilians and soldiers.

11/30 – AM: Parts of the US and Cuba continue to react to Castro's death and many are calling him out for his rule that "tore apart a nation."

12/1 – 5pm: President-elect Donald Trump was on the road and out in public for the first time since his election.

12/5 – 9pm: The latest on Wisconsin's recount: six counties are in and the results of the election are still the same.

12/6 – 10pm: President Obama traveled to Florida's MacDill air force base to summarize his administration's record on the war on terror and to give warnings for the fight ahead.

12/9 – 5pm: Obama is requesting U.S. Intelligence Agencies to deliver evidence that the Russian Government intervened in the 2016 election.

12/11 – AM: Donald Trump has once again turned to the world of business to fill a cabinet position. He chose chairman and CEO of Exxon Mobil as Secretary of State.

12/13 – 11am: President-elect Trump will be in Wisconsin later today as he continues his "Thank You tour".

12/17 – 9pm: For nearly a month President-elect Donald Trump has been travelling across the country for his "Thank You America" tour. Today Trump wrapped up his tour in Mobile, Alabama.

12/20 – 5pm: U.S. officials are on high alert after ISIS claimed responsibility for a deadly truck attack in Berlin.

12/22 – 5pm: Syrian armed forces say the northern city of Aleppo has returned to government control, ending a four-year rebel hold over parts of the city.

12/25 – 5pm: A Russian military plane carrying 92 people crashed after takeoff in Sochi.

12/30 – 11am: Russia is threatening retaliation today. This after the US hit Russia with new sanctions after interfering in the US Presidential Election.

COMMUNITY PARTICIPATION

Ellen Buss – Program/Traffic Manager

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

Amy Carlson – Weather Anchor / Reporter

11/8 Chocolate fest emcee for the Larson House fundraiser

Ryan Lobenstein – Assignment Editor

December Coached youth basketball for the YMCA

Sara Noonan – News Producer

12/14 Make A Wish foundation planning committee meeting

John Stofflet – News Anchor / Reporter

10/1 Emcee for the Badger Childhood Cancer Network Superhero Run

10/9 Emcee for the River Food Pantry fall fundraising dinner

10/17 Speaker at the Waunona Trails Women's club

10/26 Emcee WAGSS fall fundraiser

11/1 Emcee for the Kick-off Luncheon for Second Harvest Share Your Holidays

11/1 Badger Childhood Cancer Network board meeting

11/10 Second Harvest capital campaign committee meeting

11/15 Volunteer at Second Harvest sorting eggs

12/1 Badger Childhood Cancer Network board meeting

December Many station tours with members of the community

Public Service Report for NBC15 (WMTV)

4th Quarter 2016

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. **Share Your Holidays, Second Harvest Foodbank.**
2. **Agrace Butterfly Gala, Agrace Hospice Care**
3. **NAMI Walks, NAMI Dane County**

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

1. **NBC15 and Second Harvest Foodbank Share Your Holidays, 712 :30 length PSAs ran, approximately \$27,056. Promotion during all five weeks of the event, Social Media coverage, live news coverage day of event, interviews, news stories.**
2. **Agrace Butterfly Gala, 111-:30 length PSAs ran, approximately a \$4,218 value. News coverage.**
3. **NAMI Walk, 45-:30 length PSAs ran, approximately a \$1,710 value. Emcee, Interview segment, event coverage.**

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

***\$160,000, Agrace Hospice Care, NAMI Dane County**

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.)?

3,210,000 Meals Donated, Second Harvest Foodbank of Southwestern Wisconsin

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

- * **Attendee, Share Your Holidays Luncheon**
- * **Volunteer, Oakwood Village Nursing Home**
- * **Emcee, Chocolate Fest for the Larson House Fundraiser**
- * **Coach, Youth Basketball for YMCA**
- * **Attendee, Make A Wish foundation planning committee meeting**
- * **Emcee, Badger Childhood Cancer Network**
- * **Emcee, River Food Pantry Fundraising Dinner**
- * **Speaker, Waunona Trails Women's club**
- * **Emcee, WAGS fall fundraiser**
- * **Emcee, Share Your Holidays Kickoff Luncheon**
- * **Attendee, BCCN board meeting**
- * **Attendee, Second Harvest capital campaign committee meeting**
- * **Volunteer, Second Harvest**
- * **Tour Guide, community station tours**

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.)?

Election coverage during newscasts

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 6 employees, about 36 volunteer hours donated.**

**NBC15 Sponsored Community Events
4th Quareter 2016**

OCTOBER

2016 NAMI Walk

Sunday, October 2

Olin-Turville Park in Madison

Leigh Mills helped out with this event

Created a PSA

Proceeds go to NAMI (National Alliance of Mental Illness) of Dane County

\$160,000 raised

Agrace Butterfly Gala

Sunday, October 11

Edgewood Hotel

Ran a PSA

Proceeds go to Agrace Hospice Care

NOVEMBER/DECEMBER

Share Your Holidays

November 2nd to December 8th

All News Anchors helped with this event

Created two PSAs

3,210,000 meals donated