



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

**JULY 1 – SEPTEMBER 30, 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)**

07/08 – 9PM VO STUDENT FEES - THE UW SYSTEM REGENTS ARE SET TO INCREASE STUDENT FEES AND COSTS FOR ROOM AND BOARD FOR THE UPCOMING SCHOOL YEAR.

07/11 – 10PM UW MENTAL HEALTH - NEW TONIGHT, OFFICIALS WITH THE U-W SYSTEM ARE WORKING ON DEVELOPING WORK GROUPS TO ADDRESS THE MENTAL HEALTH NEEDS OF STUDENTS.

07/22 – 4PM VO WI LABORERS - MORE CLASSROOMS AND TRAINING AREAS WILL HELP WORKERS KEEP UP TO DATE ON THE TRADES AND HELP THEM FIND JOBS.

08/01 – 6PM VO BACKPACK BAN - NEW AT 6 -- WE'RE A LITTLE MORE THAN A MONTH AWAY FROM THE START OF THE SCHOOL YEAR AND ONE WISCONSIN DISTRICT SAYS IT'S CHANGING WHAT STUDENTS ARE ALLOWED TO BRING TO CLASS.

08/10 – 6PM VO BULLETPROOF BACKPACKS - LAW ENFORCEMENT OFFICERS IN ONE COMMUNITY ARE DONATING BULLET-PROOF BACKPACK INSERTS TO STUDENTS GETTING READY FOR NEW SCHOOL YEAR.

08/22 – AM SHOW: BTS ANXIETY WITH THE START OF THE SCHOOL YEAR COMING UP QUICK, OR ALREADY HERE FOR SOME - IT'S NORMAL FOR KIDS TO GET SOME FIRST DAY JITTERS... WHAT YOU CAN DO TO GET THEM READY?

09/02 – 9PM SOT SCHOOL ZONES - SCHOOL STARTS TOMORROW FOR STUDENTS IN MANY DISTRICTS IN OUR AREA -- LOCAL POLICE DEPARTMENTS ARE TESTING SOME NEW STRATEGIES TO GET DRIVERS TO SLOW DOWN IN SCHOOL ZONES.

09/28 – AM SHOW: MADISON COLLEGE OPENING TODAY - MADISON COLLEGE IS HAVING A GRAND OPENING FOR THE GOODMAN SOUTH CAMPUS. MORE THAN 4-HUNDRED PEOPLE ARE EXPECTED TO COME SEE THE 25 MILLIONS DOLLAR 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)**

07/01 – 6PM BREAKOUT SHAKE THE LAKE - MAKING THE SHOOTING EVEN MORE DISTURBING -- THE NUMBER OF FAMILIES AND CHILDREN IN THE AREA AT THE TIME. IF YOU NEED TO TALK TO YOUR CHILDREN ABOUT THE SHOOTING AT 'SHAKE THE LAKE' SOME ADVICE TONIGHT FROM SSM HEALTH PSYCHOLOGIST DR. KATHLEEN HIPKE.

07/12 – 9PM I ACCESSIBLE PARK - AFTER SOME DELAY THE MADISON PARKS FOUNDATION CUT THE RIBBON ON A PARK WHERE \*EVERYONE\* CAN PLAY, ESPECIALLY THOSE WITH MENTAL AND PHYSICAL DISABILITIES.

07/24 – 10PM VO RACIST ATTACK - NEW TONIGHT - THE VICTIM OF A RACIST ATTACK IN WAUSAU IS ASKING THE COMMUNITY FOR HELP IN FINDING THOSE RESPONSIBLE.

08/06- AM SHOW NATIONAL NIGHT OUT PREVIEW – CHILDREN AND FAMILIES WILL HEAD TO NATIONAL NIGHT OUT TONIGHT TO MEET AND GREET LAW ENFORCEMENT AND LEARN ABOUT POTENTIAL DANGERS THEY SHOULD BE WARY OF IN THEIR COMMUNITIES.

08/19 – 4PM VO ELDER ABUSE - NEW RESEARCH OUT THIS AFTERNOON SHOWS DESPITE WHAT SEEMS LIKE A NEVER-ENDING LIST OF SCAMS, ELDER ABUSE IS MORE LIKELY TO BE COMMITTED BY A FAMILY MEMBER THAN A STRANGER

08/29- 9PM VO SOCIAL MEDIA - BEFORE KIDS HEAD BACK TO SCHOOL EXPERTS SAY IT'S IMPORTANT TO TALK TO THEM ABOUT BEING ONLINE AND SOCIAL MEDIA.

09/26 -6PM LLPKG OUTREACH PROGRAM - FOR NEARLY A DECADE, WISCONSIN PUBLIC SCHOOLS HAVE INCLUDED A SAFE SCHOOLS POLICY FOR LGBTQ STUDENTS.

09/11 – 10PM I NUMBER NEIGHBORS YOU MAY HAVE RECEIVED A CALL OR A TEXT FROM A NUMBER LOOKING SIMILAR TO YOURS... JUST A DIGIT APART. THAT IS, AS THE INTERNET IS NOW CALLING IT, YOUR NUMBER NEIGHBOR AND AUTHORITIES SAY THE CRAZE YOUR CHILDREN WANT TO BE A PART OF IS DANGEROUS.

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

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

07/09 – 5PM VO EVERS BILL - NEWLY SIGNED LEGISLATION WILL ENABLE WISCONSINITES TO GET THE PRESCRIPTIONS THEY NEED EVEN IF INSURANCE COMPANIES TRY TO FORCE CHEAPER ALTERNATIVES.

07/10 – 4PM VO KIDNEY - THE PRESIDENT IS CALLING FOR SWEEPING CHANGES IN MEDICAL CARE FOR THOSE WITH CHRONIC KIDNEY DISEASE.

07/17 – AM SHOW BREAST MILK DONATIONS – THE FIRST BREAST MILK DONATION DROP OFF SITE IS OPENING IN JANESVILLE TO HELP GIVE HUMAN MILK FOR BABIES.

08/09-11AM VO UW ALZHEIMERS - RESEARCHERS FROM THE UNIVERSITY OF WISCONSIN DISCOVERED \*EXERCISE\* MAY BE ABLE TO HALT THE \*PHYSICAL\* SIGNS OF ALZHEIMER'S DISEASE.

08/09- 6PM VO EXERCISE AND ALZHEIMERS - NEW INFORMATION TONIGHT FROM U-W MEDICAL RESEARCHERS SHOWS \*EXERCISE\* MAY BE ABLE TO HALT THE \*PHYSICAL\* SIGNS OF ALZHEIMER'S DISEASE.

08/16 -10PM I MEALS ON WHEELS - A NUTRITIOUS - HOT MEAL.FOR SOME SENIOR CITIZENS LIVING IN OUR AREA THAT WOULDN'T HAPPEN WITHOUT THE HELP OF S-S-M HEALTH AT HOME'S MEALS ON WHEELS PROGRAM.

09/04 – 5PM VO BELOIT VAPING - NEW INFORMATION TONIGHT FROM BELOIT SHOWS THE CITY IS CRACKING DOWN ON E-CIGS.

09/27 – 11AM VO CONCUSSIONS - THIS FOOTBALL SEASON - A BIG CONCERN ON MANY PARENTS MINDS IS CONCUSSIONS. NOW - RESEARCHERS HAVE DISCOVERED KEEPING THE BRAIN WORKING WHILE IT'S HEALING FROM A BIG BLOW CAN ACTUALLY HELP IT RECOVER FASTER.

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

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

07/01 – 9PM VO ESSEN HAUS - NEW TONIGHT... THE PROPOSED REDEVELOPMENT OF THE ESSEN HAUS BLOCK OF BUILDINGS WAS DROPPED BY THE DEVELOPER.

07/11 – 6PM VO ALLIANT PROJECT - ALSO BEING DECIDED TONIGHT - THE DANE COUNTY BOARD WILL VOTE ON A NEARLY 200 THOUSAND DOLLAR CONTRACT WITH STRANG INCORPORATED TO HELP DESIGN THE EXHIBITION HALL AND CAMPUS FOR THE PROPOSED ALLIANT ENERGY CENTER EXPANSION.

07/23 - AM SHOW GARVER FEED MILL PREVIEW- IAN'S PIZZA IS SET TO OPEN UP ANOTHER LOCATION IN MADISON... THIS TIME IN THE HISTORIC GARVER FEED MILL WHICH UNDERWENT MONTHS OF RENOVATIONS.

08/14 – 9PM VO DANE F35 - TONIGHT - DANE COUNTY SUPERVISORS AND AIRPORT OFFICIALS LISTENED TO THE COMMUNITIES CONCERNS ABOUT BRINGING F35 MILITARY FIGHTER JETS TO MADISON.

08/20 – 10PM I POWER LINES - NEW TONIGHT - MORE ON THE UNANIMOUS APPROVAL OF THE CONTENTIOUS POWER LINES THAT WOULD CUT THROUGH MUCH OF SOUTHWESTERN WISCONSIN. WE'VE LEARNED THE THREE COMMISSIONERS OF THE WISCONSIN PUBLIC SERVICE COMMISSION SAID “YES” BECAUSE THEY BELIEVE THE BENEFITS OUTWEIGH THE COST.

08/21 – 6PM TOSS MICHAELS - A MADISON BUSINESS COULD CLOSE FOR GOOD AS THE OWNER FIGHTS FOR HIS SPOUSE'S GREEN CARD.

09/03 – 5PM VO CAPITOL BUDGET - THE MAYOR RELEASED HER FIRST CAPITAL BUDGET AND CAPITAL IMPROVEMENT PLAN FOR THE 20-20 FISCAL YEAR.

09/05 – 6PM PUBLIC MARKET PREVIEW - RIGHT NOW - COMMUNITY MEMBERS ARE LEARNING MORE ABOUT A PROPOSED EXPANSION FOR MADISON'S 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.

#### **V. CONSUMER INFORMATION**

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

07/01 – 5PM – LOOKING AT GAS PRICES IN WISCONSIN AS PEOPLE GET READY FOR THE INDEPENDENCE DAY WEEKEND.

07/03 - 11AM VO PRIUS RECALL - A CONSUMER ALERT TONIGHT FOR TOYOTA PRIUS DRIVERS AS THE COMPANY EXPANDS AN ALREADY - MAJOR RECALL.

07/23- AM SHOW FARM TECH DAYS – PEOPLE ARE ABLE TO HEAD TO A FARM IN JEFFERSON COUNTY TO SEE THE LATEST AND GREATEST IN CROP, LIVESTOCK, MACHINERY AND CONSTRUCTION TECHNOLOGY.

08/12 – 9PM VO SPINACH RECALL - A NEW CONSUMER RECALL RIGHT NOW INVOLVING BABY SPINACH.

08/18 – 5PM VO SPEAKER SCAM - A NEW AUTO-DIAL SCAM IS PUTTING MILLIONS OF SMART-SPEAKER OWNERS AT RISK.

08/24 – 6PM VO EXTORTION SCAM - THE BETTER BUSINESS BUREAU IS WARNING ABOUT A NEW E-MAIL SCAM. IT'S CALLED "SEXTORTION" AND IT WORKS LIKE THIS - THE SCAMMER WILL SEND YOU AN E-MAIL CLAIMING TO HAVE IMAGES OR VIDEOS OF YOU WATCHING PORNOGRAPHY.

09/01 – 10PM VO NEW TARIFFS - YOU MAY SEE A HIGHER PRICE TAG WHEN HEADED TO THE STORE THIS WEEKEND - NEW TARIFFS TOOK EFFECT TODAY ON SOME IMPORTS FROM CHINA ESSENTIALLY ADDING A 15 PERCENT TAX ON ITEMS RANGING FROM FOOD TO CLOTHES AND SCHOOL SUPPLIES.

09/28 – 6PM I HAMILTON - THE HAMILTON PHENOMENON IS COMING TO MADISON AND PEOPLE WAITED HOURS TO PURCHASE TICKETS TO THE HIGHLY ANTICIPATED SHOW.

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

07/07 – 5PM VO GREAT LAKES EMISSIONS - MORE PORTS ARE JOINING AN EFFORT TO TRACK GREENHOUSE GAS EMISSIONS ALONG THE GREAT LAKES.

07/19 – 11AM VO GREAT LAKES CARP - STATES ALONG LAKE MICHIGAN ARE FINDING WAYS TO WORK TOGETHER TO PREVENT AN INVASIVE FISH SPECIES FROM TAKING OVER THE GREAT LAKES.

07/24 - AM SHOW VO CLIMATE CHANGE-RESEARCHERS ARE WARNING OF ANOTHER SERIOUS CONSEQUENCE TO CLIMATE CHANGE... A MULTI-DRUG RESISTANT SUPER BUG IS SPREADING. ORGANISMS ARE ADAPTING TO HIGHER TEMPERATURES WHICH COULD LEAD TO NEW AND STRONGER FUNGAL DISEASES.

08/08 – 5PM VO FOOD THREAT - THERE'S A NEW INTERNATIONAL STUDY OUT THAT SUGGESTS CLIMATE CHANGE IS THREATENING THE WORLD'S FOOD SUPPLY.

08/15 – 10PM VO JAPANESE BEETLES - NEW TONIGHT - WISCONSIN OFFICIALS ARE TRYING TO STOP THE SPREAD OF THE JAPANESE BEETLE.

08/22 – 10PM VO LAKE ALGAE - NEW TONIGHT - WISCONSIN LAWMAKERS HOPE TO BETTER UNDERSTAND THE IMPACT OF HARMFUL BLUE-GREEN ALGAE BLOOMS IN LAKES.

09/03 – 6PM SOT1 DNR CWD WISCONSIN'S DEER HUNTING SEASON IS RIGHT AROUND THE CORNER AND THE D-N-R IS TAKING EXTRA STEPS TO PREVENT CHRONIC WASTING DISEASE.

09/27 – 9PM VO WATERFOWL - WATERFOWL HUNTERS ACROSS THE STATE WILL HIT THE WATERS AND MARSHES TOMORROW FOR THE OPENING OF DUCK SEASON -- AND THE D-N-R IS ENCOURAGING THEM TO HELP PREVENT THE SPREAD OF AQUATIC INVASIVE SPECIES.

### **Powerhouse Home Energy**

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

## **VII. POLITICS / GOVERNMENT**

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

07/03 – 4PM VO BUDGET - GOV. EVERS CHOSE TO PARTIALLY VETO SOME ASPECTS OF THE BUDGET... HIS OTHER OPTIONS WERE TO VETO THE WHOLE THING ENTIRELY OR SIGN IT INTO LAW WITHOUT MAKING ANY CHANGES.

07/14 – 10PM VO DNC UPDATE - THE CLOCK IS TICKING -- MILWAUKEE WILL HOST THE DEMOCRATIC NATIONAL CONVENTION ONE YEAR FROM TODAY.

07/17 – 9PM VO IMPEACH - TONIGHT THE U-S HOUSE OF REPRESENTATIVES VOTES NOT TO IMPEACH PRESIDENT DONALD TRUMP.

08/09 – 4PM VO LOCAL CYBER ATTACKS - STATE ELECTION OFFICIALS SAY THEY'RE CONCERNED CLERKS IN OUR STATE COULD BE VULNERABLE TO CYBER ATTACKS THAT COULD IMPACT UPCOMING ELECTIONS.

08/11 – 9PM VO BOOKER - 2020 DEMOCRATIC PRESIDENTIAL CANDIDATE - CORY BOOKER - WAS IN MILWAUKEE TODAY. HE VISITED PARTS OF THE CITY RAVAGED BY RIOTS IN 20-16 OVER A DEATH OF A MILWAUKEE MAN KILLED BY POLICE.

08/23 - AM SHOW VO EVERS GUNS - GOVERNOR TONY EVERS SAYS HE'S PREPARED TO GO INTO A SPECIAL SESSION TO ADDRESS GUN CONTROL. THE GOVERNOR CALLED THE REPUBLICAN CONCERNS OVER BILLS TO ENACT UNIVERSAL BACKGROUND CHECKS IN WISCONSIN AS QUOTE "B-S."

09/03 – 9PM VO LAME DUCK - DEMOCRATIC ATTORNEY GENERAL JOSH KAUL IS REVISITING SEVEN LAWSUITS AFTER NEGOTIATIONS BROKE DOWN LAST WEEK.

09/08 - 10PM TALIBAN – TONIGHT - THE TRUMP ADMINISTRATION IS ON THE DEFENSE.AFTER THE PRESIDENT ANNOUNCED THAT HE'D PLANNED--THEN CANCELED A MEETING WITH THE TALIBAN JUST DAYS BEFORE THE ANNIVERSARY OF 9-11.

### **NBC News Special Reports**

7/5 12:00-12:07AM – Earthquake in CA

7/10 1:34-1:53PM – Statement by Secretary of Labor Alexander Acosta regarding the Jeffrey Epstein

case

7/24 7:15AM-2:47PM – Robert Muller’s testimony  
 8/3 2:00-2:05PM – Mass shooting in El Paso  
 8/3 4:08-4:10PM – Mass shooting in El Paso  
 8/4 6:00-6:03AM – Dayton shooting  
 8/5 9:08-9:19AM – President Trump addresses weekend mass shootings  
 8/10 8:22-8:26AM – Jeffrey Epstein death  
 8/31 6:30-6:34PM – Shooting in Texas  
 9/2 9:30-9:32AM – Boat Fire off Santa Cruz Island, CA  
 9/11 7:44-7:47AM – 9/11 Commemoration Special Report  
 9/11 8:55-9:14AM – President Trump speaking at the Pentagon  
 9/24 9:12-10:00AM – President Trump’s speech at the United Nations  
 9/24 4:00-4:07PM – Announcement from Speaker Nancy Pelosi regarding house launching an impeachment inquiry of President Trump  
 9/25 9:00-9:20AM – Whistleblower investigation  
 9/25 1:19-1:45PM – President Trump press conference  
 9/25 3:28-4:18PM – President Trump press conference  
 9/26 7:50-11:30AM – Joseph McGuire testifying about the Whistleblower investigation

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

7/24 (15.2) NBC News cut in

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

7/3 5:39-5:41PM  
 7/20 11:04-11:07AM, 2:14-2:17PM  
 8/5 7:39-7:40PM, 8:05-8:06PM, 8:38-8:40PM  
 8/7 7:41-7:42PM, 7:53-7:54PM, 8:42-8:43PM, 9:38-9:39PM, 10:42-10:43PM  
 8/18 5:50-5:53AM  
 9/12 5:46-6:14PM, 7:34-7:35PM, 7:44-7:45PM, 8:07-8:09PM, 8:24-8:26PM

### **Public Service Report for NBC15 (WMTV) 3rd 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. **Bike 4 Boys and Girls Club:** Event Raised \$519,888, Benefits Boys and Girls Club of Dane County
2. **Million Dollar Shootout:** Event Raised \$40,461, Benefits Alzheimer and Dementia Alliance of Wisconsin
3. **Go Orange Day:** Raised 108,500 meals (approx. \$36,000) Meals–benefits *Second Harvest Foodbank of Southern Wisconsin*

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. **Bike 4 Boys and Girls Club:** Ran Promos approx. \$2000 value, Website links on NBC15.com; Station Participation/Emcee at Event
2. **Million Dollar Shootout:** Ran Promos, aprox \$5000 value., Station-wide participation
3. **Go Orange Day:** Ran Promos, aprox \$5000 value. Web/social media takeover, Station-wide participation



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

More than \$700,000

Boys and Girls Club of Dane County  
 Alzheimer and Dementia Alliance of Wisconsin  
 SMM Health at Home's Meals on Wheels Program  
 Second Harvest Foodbank of Southern Wisconsin  
 Badger Childhood Cancer Network

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.)?

N/A

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

**Coach—Oregon Baseball (12 hours)**  
**Volunteer—City Church Media Team (25 hours)**  
**Board Meeting—AAF (5 hours)**  
**Volunteer-Habitat for Humanity (43.5 hours)**  
**Study Participant—Alzheimer's Alliance at UW Health Hospital (3 hours)**  
**Volunteer—Badger Childhood Cancer Network (3 hours)**  
**Emcee—Atwood Fest (1 hour)**  
**Emcee—Tempo Ballroom Dance Showcase (2 hours)**  
**Coaching—Sun Prairie Youth Softball (12 hours)**  
**Board Member—Sun Prairie Youth Football (25 hours)**  
**Coach—Little League (6 hours)**  
**Volunteer—Shelter from the Storm (4 hours)**  
**Volunteer—AdFed (10 Hours)**  
**Volunteer—Media Team at City Church (30 hours)**  
**Volunteer—RfR support line (10 hours)**  
**Volunteer—Middleton Chamber (1 hour)**  
**Volunteer Usher—Middleton Players Theater (4 hours)**  
**Volunteer—Shelter from the Storm (10 hours)**  
**Dance Fundraiser—Rhumba for Rainbow Celebrity Dancer Practice and Event (30 hours)**  
**Coach – Sun Prairie Youth Football Coach (55 hours)**  
**Emcee – Dane Dances (3 hours)**  
**Volunteer—Bass Tournament BCCN (7 hours)**  
**Board Meeting—BCCN (2 hours)**  
**Volunteer—Second Harvest Food Bank (4 hours, 7 station employees)**  
**Ambassador—Middleton Chamber (1 hour)**  
**Coach—Youth Football (35 Hours)**  
**Coach—Softball (4 hours)**  
**Volunteer-Radio Engineering (20 hours)**  
**Coach—Little League Baseball (9 hours)**  
**Coach—Flag Football (4 hours)**  
**Coach—Soccer (6 hours)**  
**Fundraiser—High School Event (4 hours)**  
**Board Member—Wisconsin Broadcasters Association (1 hour)**  
**Volunteer—Habitat for Humanity (29 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?

**35 Employees, approximately 420 hours**

**NBC15 Sponsored Community Events  
3rd Quarter 2019**

**JULY**

**Bike 4 Boys and Girls Club**

July 20, 2019

Raises funds for Boys and Girls Club of Dane County

Promos Ran June 2019 through July 2019

News Coverage, Emcee at event

Event Raised \$519,888

**AUGUST**

**Madison Mini Marathon**

July 20, 2019

Raises funds for UW Systems Healthy Women Healthy Babies Fund

News Coverage, Emcee at event

Promos Ran July 2019 through August 2019

Event Raised \$14,000 for UW Health Healthy Women Healthy Babies Fund

**Million Dollar Shootout**

May 30, 2019

Benefits Alzheimer and Dementia Alliance of Wisconsin

Created PSAs/News Coverage/TV Personalities at Event

Promos Ran May 2019 through August 2019

Event Raised \$40,461

**Heels for Meals**

August 16, 2019

Raises funds for SMM Health at Home's Meals on Wheels Program

Created PSAs/News Coverage/TV Personalities at Event

Promos Ran April 23 through May 29 2019

Event Raised Approx \$15,000

**SEPTEMBER**

**Go Orange**

Late Sept/October

Benefits Second Harvest Foodbank of Southern Wisconsin

Created PSAs/News Coverage/TV Personalities at Event

Promos Ran April 23 through May 29 2019  
Raised 108,500 meals (approx. \$36,000)

**Superhero Run**

Late September  
Benefiting Badger Childhood Cancer Network  
Created PSAs/News Coverage/TV Personalities at Event  
Promos Ran August through September

**Alz Walk- Step Forward Give Hope**

Late Sept/October  
Benefits Alzheimer and Dementia Alliance of Wisconsin  
Created PSAs/News Coverage/TV Personalities at Event  
Promos Ran August through September