



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

**JANUARY 1 – MARCH 31, 2013**

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

- 1. Educational Issues** – including education standards, school safety, alternative schools, as well as informative programming.
- 2. Family Issues** – including building stronger families, family values, domestic violence, racism, and alternative lifestyles.
- 3. Health and Fitness** – including exercise, dieting, disease prevention and new treatment options.
- 4. Local Economy / Financial Issues** – including business development, community infrastructure, and personal finances.
- 5. Consumer Information** – including information on new products and consumer alerts on existing products.
- 6. Environmental Issues** – including information on global warming, energy conservation, recycling, and specie preservation.
- 7. Politics** – including information on state and local news, international news, and homeland security.

**DESCRIPTION OF PROGRAMS PROVIDING MOST  
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

<u>PROGRAM</u>	<u>DAYS</u>	<u>TIMES</u>
<b>The Morning Show</b>	Monday-Friday	4:30-7:00am
<b>The Morning Show Weekend</b>	Saturday	5:00-7:00am
<b>The Morning Show Weekend</b>	Sunday	6:00-9:00am
<b>15 News at 11am</b>	Monday-Friday	11:00-11:30am
<b>15 News at 4pm</b>	Monday-Friday	4:00-4:430pm
<b>15 News At 5</b>	Monday-Friday	5:00-5:30pm
<b>15 News At 6</b>	Monday-Saturday	6:00-6:30pm
<b>15 News at 10</b>	Monday-Friday	10:00-10:35pm
<b>15 News at 10</b>	Saturday-Sunday	10-10:30pm

All of the above programs are locally produced news programs presenting a mix of news, weather, sports, and issue-related feature stories. Issue-responsive program segments are usually two to four minutes in duration, unless otherwise indicated.

**Early Today** Monday-Friday, 4-4:30am

This business news and consumer show gives viewers breaking business news and stock market action from the domestic and foreign exchanges.

**Today** Monday-Friday, 7:00-11:00am

This three-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment, and sports. NBC 15 provides local five-minute news cut-ins at 7:25am, 7:55am, 8:25am, 8:55am, 9:25am and 9:55am.

**Weekend Editions of Today** Saturday, 7:00-9:00am & Sunday, 9:00-10:00am

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

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

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

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

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

**Dateline NBC** Friday night, various times/lengths

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

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

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

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

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

## I. EDUCATION

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

1/3 – 11am: Public schools in Wausau are looking into creating a policy on religious music at schools. Religious music became an issue after district leaders tried to limit performances of such music by a high school choral group known for its holiday performances.

1/7 – 11am: Dozens of schools are closed across Wisconsin because of today's dangerous below-zero wind-chill. Most will be closed again tomorrow.

1/11 – AM: The Madison school district is getting a 30-million dollar technology plan to equip every student with a computer or tablet-like device. Superintendent Jennifer Cheatham introduced her proposal for the new plan this week. The district's technology budget would increase over the next five years to cover the cost.

1/16 – 11am: A Middleton Elementary School teacher fired for viewing pornography at work could be back on the job soon.

1/27 – 10pm: Many Wisconsin schools have already used up their snow days, which could make it tough to make up those days the rest of the school year.

2/4 – 4pm: A new report shows all UW schools make the list of the top 50 alcohol-related arrests on campuses across the country.

2/19 – AM: A Kansas lawmaker is proposing a bill that would allow teachers, caregivers and parents to spank children hard enough to leave marks.

2/27 – 6pm: Some parents at Falk Elementary were concerned about their children's well being after the school had them outside for a fire drill in frigid temperatures.

3/5 - 5pm: Kromrey Middle School in Middleton is working with high tech 3D printers.

3/11 – 5pm: This year's Academic Decathlon wraps up this weekend. We talk to an organizer about what kids do to prepare.

3/19 – 10pm: A Beloit family who spent time at the Ronald McDonald House in Madison is paying it forward by raising money for the organization that helped them out.

3/21 – 4pm: Voters next month will have the final say whether a new school gets built in our area. On April 1, a referendum is up for vote on a new Johnson Creek Public School.

3/25 – 11am: Dr. Scott Flanagan has been introduced as the new Edgewood College president.

3/31 – 10pm: The MMSD held a meeting tonight to not only discuss more leniency with their zero tolerance policy, but the possible expulsion of an honor student for bringing alcohol to school.

### **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)**

1/6 – AM: A Colorado transgender woman's lawsuit has led to a nationwide policy change at the centers for disease control and prevention. According to the lawsuit, the woman went to get a free mammogram last spring when she was turned away. Although she met all the requirements. The C-D-C policy only covered "genetically female" patients. Last week the c-d-c issued a memo saying federal funds may now be used to screen transgender women.

1/11 – AM: The Wisconsin Assembly is set to vote on bills designed to protect heroin addicts. The bills would allow all emergency responders with training to administer Narcan, a drug that counteracts heroin overdoses; guarantee a measure of immunity for anyone who calls 911 to report an overdose; and require identification to obtain prescription drugs containing narcotics.

**NBC 15 News (continued)**

1/15 – 11am: A federal judge has delayed his ruling on overturning a ban on same sex marriage in Oklahoma. He initially ruled in favor of same sex marriage, by striking down the ban ruling it violates the U.S Constitution. He put the ruling on hold pending an appeal.

1/17 – 4pm: Janesville police are launching a crackdown on online sex trafficking following the arrest of two people accused of forcing a 16-year-old runaway into prostitution.

1/19 – 5pm: Badgers girls' hockey team skates with fans --a Manitowoc man is hit by a drunk driver.

1/24 – 10pm: A mother is asking for people to donate bone marrow to help save the life of her 12-year-old daughter.

2/3 – AM: The abortion rate in the United States has dropped to its lowest level in 40 years. A new study by the Guttmacher Institute shows the number of abortions fell by 13-percent between 2008 and 2011.

2/4 – 6pm: A Madison Alderman is proposing an ordinance to have Pit Bulls over 5-months neutered or spayed to help control over-population of this breed.

2/5 11am: A proposal over pit bulls is scheduled to go before the Madison City Council. Alderman John Strasser wants to require all pit bulls over the age of five months be spayed or neutered.

2/10 – 6pm: Kayden Powell is safely back with his parents, but investigators continue to look into this bizarre case.

2/22 – 5pm: Family farms decline through out Wisconsin.

2/28 – 6pm: The Pecatonica Elementary school made a video for one of their students and classmates Jaden Goninen who's battling kidney cancer.

3/3 – AM: Disney says it will end its financial support of the boy scouts over the group's policy on gays. Disney company says it will end funding at the end of the year because of a policy that bans gay adult leaders in the organization.

3/7 – 11am: The mother of an 8-year-old boy accused of injuring two puppies with bleach is charged in Fond du Lac county.

3/12 – 6pm: A family is trying to raise money for their young daughter who suffers from Noonan disease so she can fly out to Boston for treatment.

3/20 – 11am: Democratic candidate for Governor Mary Burke says she'll seek to repeal both act 10 and the statewide voucher program if elected. Burke met with teacher's union representatives in the green bay area.

3/21 – 6pm: Middleton will be the first city in Dane County for a county-wide initiative of a dementia friendly community.

3/27 – 6pm: One local police department is offering home security checks to protect your house when you're away on vacation.

3/31 – 4pm: The National Association of Realtors says the percentage of US adults under age 35 living at home is at its highest level since 1981.

**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.

1/1 – 5pm: Parts of the President's Affordable Care Act went into effect today.

1/3 – 4pm: High doses of vitamin E may be able to slow the progression of Alzheimer's disease.

1/6 – 5pm: Story about being safe during winter activities and how many injuries occur from ski, sledding, and skating.

1/7 – 6pm: Story about how eating a Mediterranean style diet can help reduce the risk of diabetes

1/10 – 4pm: Authorities in Rock County are establishing permanent prescription drug drop-off sites.

1/14 – AM: Across the state four hundred people have been hospitalized for the Flu, 75 in Dane County alone. Now doctors are seeing an influx in people with the Norovirus.

Health leaders say if you get the Norovirus there is little you can do besides rest and wash your hands.

1/20 – 11am: Four schools in the UW System are hoping a new grant program will help with a nursing shortage in coming decades.

1/21 – 5pm: Story about how a new study shows that Vitamin "D" can help play a role in

2/1 – AM: Story about a new peanut study helping those with allergies.

2/7 – AM: Researchers have released a list of stroke risk factors for women. The greatest risk for women is high blood pressure.

2/10 – 5pm: Story about how kids and teens are drinking more energy drinks and coffee.

2/12 – 11am: People who have two parents with Alzheimer's may have brain abnormalities long before any symptoms appear.

2/16 – AM: Story about a sleep study done to prove that it is good for students to start school later in the day.

2/21 – 4pm: Researchers found men who already had high levels of selenium, who took a supplement on top of that, had nearly double the risk for developing prostate cancer.

2/25 – 5pm: Story on First Lady Michelle Obama announcing plans to push for no unhealthy food advertisements in schools.

3/1 – 4pm: Story about how hospitals don't have enough sanitizer available

3/5 – 11am: Electronic cigarettes could be used indoors, despite Wisconsin's smoking ban, under a proposal that's up for a public hearing.

3/11 – AM: A new study has revealed a link between low birth weight and fertility problems later in life.

3/17 – 4pm: Scientists are launching a large study to see if chocolate pills can help prevent heart attack and stroke.

3/26 – 5pm: A new study reveals gaining weight after childbirth may increase a woman's risk of health problems. Researchers tracked the health of 300 patients for the first 12 months after giving birth. By the end of one year, most women lost at least some of their baby weight, and had good health overall.

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

1/29 CEO of Retro Fit explains how he created a company that helps big-time executives lose weight.

3/14 A flood of funding is going to a single Chicago company aiming to do the first ever online eye exams.

3/24 As the deadline approaches for signing up for "Obama Care," we take a closer look at the numbers.

3/26 An unexpected shortage of dentists is causing health problems for Americans.

#### IV. LOCAL ECONOMY / FINANCE

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

Three times a week, “Money Talks” airs in the 11am newscast. This franchise teaches/educates viewers about financial issues.

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

1/5 - 4pm: Water main breaks continue to be an issue in Madison as temperatures mess with the pipes.

1/10 – AM: A bill granting a one percent pay raise for five small bargaining unions will now go to the governor to sign. Both the Senate and Assembly approved the deals yesterday. The pay raises would impact nearly 2-thousand 5-hundred workers.

1/22 – AM: Tonight Governor Scott Walker will deliver his State of the State Address. The governor will be calling for a property tax cut that saves the typical homeowner \$101 and an income tax cut of between 44 and 58 dollars per filer.

2/6 – AM: One of the country's largest trailer manufacturers says a new railroad contract will add another 100 workers locally. Stoughton Trailers says the order should keep the production line running for at least the rest of the year.

2/7 – 11am: The Dane Co. Regional Airport is expanding its parking lot.

2/17 – 11am: American TV is closing all 11 of its stores, including 2 in Madison. That means nearly 1,000 employees will be out of the job soon.

2/24 – 10pm: Wisconsin is known for its beer, but it's the natural resources of the state which really contribute to the state's rich history.

3/2 – 6pm: Winter dragging on could put local vineyard behind when it comes to pruning and harvesting.

3/18 – 4pm: Land O'Lakes donated 40,000 lbs of mac and cheese to the Second Harvest Food Bank today.

3/24 – AM: This year's shipping season is getting off to a slow start with record levels of ice on the great lakes after an extremely cold winter.

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

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

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

1/20 Experts break down which sectors are hiring the most employees.

1/28 Expert explains how to buy stocks that match your religious values.

2/5 Former Wall Street executive says many investors are blind to the fees and commissions tied up in your accounts.

2/12 Expert explains how to avoid “crowd funding scams.”

2/26 Expert followed a group of college grads transitioning to Wall Street post-crisis. He shares their stories.

3/11 Tips on how to make the most of your tax refunds.

3/18 Experts delve into how retirement complicates taxes, and some ideas on how to keep tax season simple.

3/25 Expert highlights some of the sneaky 401k fees that you may be paying without noticing.

## V. CONSUMER INFORMATION

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

1/1 – 5pm: A new scam is circulating on Facebook asking people to sign up for Green Dot Money Pack cards.

1/3 – AM: Gas prices are expected to decrease in 2014. Expected to hit lowest prices since 2010.

1/6 – AM: "stop smoking" is one new years' resolution that can save you big bucks. The immediate gain is the hundreds, or thousands of dollars a year you pocket by not buying cigarettes. But there are other long-term financial benefits too. You could save on health care costs, and avoid the penalties some employers impose on smokers.

1/8 – 5pm; Story about how to protect your pipes during the extreme cold weather.

1/10 – 6pm: With cold winter temperatures your heating bill can quickly go up, but by taking a few simple steps you can easily keep it under control.

1/10 – 10pm: After a data breach at Targets around the country, the big box corporation says more people than originally expected could be affected.

1/14 – 4pm: Pizza Hut will start testing sales by the "Slice". A slice will run two to three dollars and will take three to four minutes to heat up.

1/21 – 6pm: The State Assembly is set to take up a bill that would bar employers from asking workers or job applicants for their passwords to their social media accounts.

1/27 – 4pm: Rayovac is recalling about 225,000 flashlights because they can overheat and melt.

2/3 – 4pm: The DOW fell more than 300 points this afternoon.

2/11 – 4pm: The City of Madison is keeping busy responding to the highest number of frozen meter calls in a decade.

2/17 – AM: A class-action lawsuit against Target Corporation over last year's security breach has been filed by a Fitchburg man and a Wausau bank.

3/10 – AM: Gas prices have spiked nearly 10 cents in the past two weeks. The average price per gallon for regular gas is almost \$3.51.

3/12 – 4pm: Pork prices are up for the fourth straight week, as a swine disease threatens piglets.

3/17 – 6pm: A DOT app helps those who've been drinking find a safe sober ride home.

3/21 – 4pm: Cars.com lists some of the best used cars for around \$10,000.

3/25 – 5pm: A woman says she saw pornography on a basic cable channel. Charter has apologized for the glitch.

3/30 – AM: General Motors is halting sales all 2013-2014 Chevy Cruze cars.

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

1/24 How will driverless cars impact the insurance industry?

2/10 Report on how smartphones are putting some classic technologies out of business.

2/24 Tech analysts shine a light on the biggest releases coming out of Mobile World Congress in Barcelona.

2/28 FDA Commissioner breaks down some new changes in the food industry.

## VI. ENVIRONMENT

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

1/3 – 4pm: The state of Illinois may have to deal with wolves roaming in from Wisconsin. Wolves in Illinois were hunted to extinction 150 years ago.

1/6 – 10pm: Madison Water Utility had to deal with a record number of water main breaks in 2013.

1/13 – 6pm: A group for Habitat for Humanity save what they can from an old house about to be demolished.



**NBC 15 News (continued)**

1/15 – AM: A small number of people in Charleston, West Virginia have been given the green light to begin flushing their plumbing systems. Some 300-thousand people were told not to drink, wash or cook with tap water last week because of a chemical spill in the nearby Elk River.

1/16: - 6pm: Officials are warning home owners to test their houses for Radon.

1/22 – 6pm: Environmentalists are concerned about the environmental impact of the Winter Games in Sochi.

2/11 – AM: A looming winter storm predicted to sweep the southeast could be significant.

2/18 – 4pm: President Obama is rolling out a new initiative to increase fuel efficiency for heavy-duty trucks.

2/19 – 5pm: Story about the harsh winter weather causing worse potholes in Madison.

3/7 – 11am: Many residents in North Carolina are waking up to ice Friday morning. Five utility companies across the state are reporting about 203-thousand customers without power.

3/9 – AM: Columbia County Emergency Management is already filling sandbags in anticipation of flooding. The problem this year is the higher than usual amount of snowfall.

3/20 – 6pm: A red-tailed hawk that was injured back in July was released back into the wild today after being nursed back to health by a New Glarus Family.

3/30 – AM: Last night was Earth Hour around the world.

Everyone was urged to turn off their lights for 1 hour as a way to promote energy conservation.

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

2/3 Expert explains why a disease called “greening” is hurting orange crops in Florida.

**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****State Of The Union Address – 1/28 8-9:46pm**

President Obama addresses members of Congress and the Senate regarding challenges ahead. Also includes Republican Response as well as NBC news analysis.

**NBC News Special Reports**

2/7, 12:36-12:40pm – Ukraine airliner hijacked.

3/17, 9:43-9:51am – update on the crisis in Ukraine.

3/20, 10:02-10:11am – President Obama’s statement regarding the Ukraine crisis.

3/24, 9:03-9:15am – update on Malaysian Airlines flight #307 search for wreckage.

**NBC 15 News Special Reports**

2/7 11:05-11:28am – Live coverage of the press conference with Beloit Chief Of Police regarding kidnapping of infant.

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

1/4 - AM: The U.S. ship that will destroy Syria's chemical weapons supply will be unveiled today.

1/6 – AM: Today we could see an official resignation from Liz Cheney as she plans to quit the republican Wyoming senate primary.

1/7 – 10pm: The senate voted to advance a temporary extension of unemployment benefits to over one million jobless Americans.

1/10 – AM: This morning there are many unanswered questions about how a top aide of New Jersey governor Chris Christie appears to have orchestrated a political payback plan without him knowing.

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**NBC 15 News (continued)**

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1/10 – AM: This morning there are many unanswered questions about how a top aide of New Jersey governor Chris Christie appears to have orchestrated a political payback plan without him knowing.

1/11 – 6pm: A set of bills passed at the state capitol will allow for extra protections for those struggling with heroin addiction.

1/15 – AM: Today the Supreme Court will take up the issue of regulating protests outside abortion clinics. It will hear arguments over a Massachusetts law that keeps protesters 35 feet from the entrance to abortion clinics. If it become law... It would create a so called "buffer zone".

1/18 – AM: Story about President Obama ordering changes to the NSA surveillance practices.

1/26 – AM: Preview of President's State of the Union address scheduled for Tuesday.

2/2 – 5pm: Latest on the Olympic security at Sochi.

2/18 - 10pm: There's outrage across the nation after a National Guardswoman in Wisconsin posted a controversial picture on the National Guard's Facebook page.

2/25 – 10pm: Changes to Wisconsin state law could soon require people to show ID when voting.

3/3 – 4pm: Assembly Republicans are expected to vote tomorrow on removing Majority Leader Bill Kramer.

3/10 – 11am: The State Senate will vote on a Republican-backed bill to restrict early voting this week.

3/13 – AM: Two Wisconsin National Guard groups will be deploying to Afghanistan this spring.

3/15 – AM: A referendum vote will be held in Crimea tomorrow that would allow Russia to occupy that region.

3/27 – AM: President Obama met with Pope Francis for the first time on Thursday.

3/31 – 5pm: Republican leaders in the state Assembly plan to discuss this week whether to remove embattled former Majority Leader Bill Kramer from office.

**COMMUNITY PARTICIPATION****Lindsay Branwall – News Reporter**

March – Dane County Humane Society volunteer

**Ellen Buss – Program/Traffic Manager**

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

**Amy Carlson – News/Weather Anchor / Reporter**

2/2 – Emcee at the Ground Hog's Day celebration in Sun Prairie.

3/8 – Personal Shopper for Junior League benefit "All Dressed Up"

**Kristin Mazur – Anchor / Reporter**

3/11 Emcee for the NAMI Awards Banquet

**Leigh Mills – News Anchor / Reporter**

2/1 – DAIS retreat

2/1 – Celebrity server for Habitat for Humanity Souper Bowl

2/8 – Frozen Assets (Clean Lakes Alliance)

2/15 – United Cerebral Palsy banquet – celebrity server

2/18 – Project Money finale party

2/23 – Camp Bingo ball caller

**Sara Noonan – Promotion Manager**

2/18 – School Makes a Difference speaker  
 3/4 - Gilda’s Club PR committee  
 3/5 – School Makes a Difference speaker  
 3/24 – Walk For Wishes committee meeting

**Geoff Shields – Operations Manager**

1/15 – Mt. Horeb Chamber of Commerce event  
 1/17-19 – WI American Legion Convention  
 1/21-22 – WBA Job Fair, social Media Seminar, and meetings with legislators  
 1/29 – Executive committee meeting American Legion of Dane County  
 2/1 – American Legion community social  
 2/4 – American Legion executive committee meeting  
 2/6 – Mt. Horeb Chamber of Commerce meeting  
 2/13 – American Legion meeting  
 2/15 – Madison Symphony Orchestra event  
 2/25 – American Legion district meeting – Barneveld  
 2/27 – American Legion County Meeting – Marshall

**John Stofflet – News Anchor / Reporter**

1/3 – Job Shadow student  
 1/11 – VFW Fundraiser for WAGS  
 1/9 – Judge for the Athena Awards  
 1/13 – WAGS board meeting  
 1/30 – School Career Day speaker  
 2/1 – Celebrity server for Habitat for Humanity Souper Bowl  
 2/8 – Badger Childhood Cancer Network board meeting  
 2/9 – Breast cancer fundraiser participant  
 2/15 – United Cerebral Palsy banquet – celebrity server  
 3/5 – Read to Sunset Ridge Elementary students  
 3/8 – Badger Childhood Cancer board meeting  
 3/9 – St. Baldrick’s Childhood Cancer emcee  
 3/10 – WAGS board meeting  
 3/11 – Athena Awards attendee  
 3/14 – Emcee for the WI Academic Decathlon  
 3/15 – Brava Kids Expo – manned the station booth

**Carlos Tucker – Meteorologist**

3/27 – Guest speaker for the Rotary Club of Madison

## **1<sup>st</sup> Quarter 2014**

### **NBC15 Sponsored Events**

#### **February**

##### **Go Red**

Friday, February 7

NBC15

Anchors/Reporters wore red clothing

Raise awareness for women about their risk for heart disease. It encourages women to take the steps to lead a healthier lifestyle to prevent heart disease and to get more information from the American Heart Association.

##### **KEVA Sports Center Day with Dad**

Friday, February 21

KEVA Sports Center

Carlos Tucker helped out with this event

\$428 and 502 Pounds of food raised for the Second Harvest Foodbank of Southern Wisconsin which equals 1,702 meals

#### **March**

##### **Bowlin' For Colons**

Sunday, March 2

Dream Lanes, Jud-son's, Waun-a-Bowl, Ten Pin Alley & Schwoegler Park Towne Lanes

Created a PSA

\$72,000 for colon cancer research at the UW Carbone Comprehensive Cancer Center

##### **ATHENA Awards Celebration**

Tuesday, March 11

Monona Terrace Community & Convention Center

Leigh Mills emceed this event

No PSA created

##### **Madison Kids Expo 2014**

Saturday, March 15 & Sunday, March 16 (10am-4pm)

Exhibition Hall at Alliant Energy Center

Booth at event both days, news interview, news coverage, promotional spot for TV, web ads & Leigh Mills, John Stofflet, Amy Carlson, Michael Stevens, Lindsey Branwall, Carlos Tucker, Britni McDonald, Brian Doogs and Sara Noonan helped out in the booth.

Booth included: NBC15 Weather map, kids could pretend to give a forecast, see themselves on the monitor, handed out stickers and tornado safety coloring sheets.

**Public Service Report for NBC15 (WMTV)  
1<sup>st</sup> Quarter 2014**

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. **Madison Kids Expo 2014, BRAVA Magazine**
2. **Bowlin' for Colons, UW Carbone Cancer Center**
3. **KEVA Sports Center Day with Dad, 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. **Madison Kids Expo 2014, 331-10 second PSAs ran, an approximate value of \$7500, web ads were placed on nbc15.com with a link to information about the event, staffed booth at event both days, news interview, news coverage of the event & Carlos Tucker helped emcee animal exhibit**
2. **Bowlin for Colons, 522-30 second PSAS ran, an approximate value of \$13,810, web ads were placed on nbc15.com with a link to information about the event, news interview and news coverage of the event**
3. **KEVA Sports Center Day with Dad, no PSAs ran, Day with Dad was placed on nbc15.com with a link to information about the event, Carlos Tucker helped at event, news interview and news coverage of the event**

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

**\*\$72,428**

**\*Second Harvest Foodbank of Southern Wisconsin and UW Carbone Cancer Center**

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.)?

- a. **Encouraged people to sign up to, "Go Red" which raises awareness for women about their risks for heart disease. It encourages women to take the steps to lead a healthier lifestyle to prevent heart disease.**
- b. **502 Pounds of food raised for the Second Harvest Foodbank with the Day with Dad event.**

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

**\*School Makes a Difference through Business and Education Partnership, Career Speakers**

**\*Gilda's Club, attend PR & Marketing committee meeting (Gilda's Club)**

**\*Walk for Wishes, attend committee meeting (Make a Wish Wisconsin)**

**\*Volunteer, Dane County Humane Society (Dane County Humane Society)**

**\*NAMI Awards Banquet, Emcee (NAMI)**

**\*Ground Hog's Day Celebration in Sun Prairie, Emcee**

**\*DAIS Retreat, attend (DAIS)**

**\*Souper Bowl, server**

**\*Frozen Assets, attend (Clean Lakes Alliance)**

**\*UCP Banquet, celebrity server (UCP)**

- \*Project Money finale party, attend
- \*Camp Bingo, bingo caller (AIDS Network)
- \*Mount Horeb Chamber of Commerce Event, attend
- \*Wisconsin American Legion Convention
- \*Wisconsin Broadcasters Association attend job fair, social media seminar, meetings with state legislators
- \*Executive committee meeting American Legion Dane County
- \*American Legion Community Social, attend
- \*Cable Committee meeting Mount Horeb, attend
- \*American Legion meeting, attend
- \*Madison Symphony Orchestra event, attend
- \*American Legion District Meeting
- \*American Legion County Meeting
- \*Job shadow student
- \*VFW Fundraiser for WAGS, volunteer server (WAGS)
- \*Judge Athena Awards
- \*WAGS Board Meeting (WAGS)
- \*Badger Childhood Cancer Network board meeting, attend
- \*Breast Cancer Fundraiser, attend
- \*Read to elementary students at Sunset Ridge Elementary school
- \*St. Baldrick's Childhood Cancer event, Emcee
- \*Wisconsin Academic Decathlon, Emcee
- \*Rotary Club of West Madison, guest speaker

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

**\*Not this quarter**

How did your station provide coverage in a time of crisis or assist with disaster relief efforts?

**\*Not this quarter**

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

**\*About 15 employees**

**\*About 150 volunteer hours donated**