



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

**OCTOBER 1 – DECEMBER 31, 2015**

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, 7:00-8:30am & 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 – 11am: The Madison Metropolitan School District is one of four districts across the nation being honored. The school district was recognized for giving schools and the community better access to data to help them track everything from attendance to student achievement.

10/7 – 4pm: The Wisconsin Historical Society is letting residents delve into their archives to reconstruct their personal and home history.

10/12 – 4pm: More than a thousand prospective UW students were invited, along with their families to a new event called "Experience Wisconsin." Organizers describe it as an à la carte expo, featuring a campus resource fair, tours and mock lectures.

10/14 – AM: UW Madison police are asking state lawmakers not to allow concealed weapons in campus buildings. Licensed gun holders can currently carry guns onto public college grounds, but not in campus buildings.

10/16 – 4pm: The Perkins Loan's reauthorization is being pushed on Capitol Hill. Wisconsin Sen. Tammy Baldwin says the program helps so many students, but the opposition believe there are several other loans that help students pay for college that are better.

10/23 – 11am: A masked man with a knife attacked a school in southern Sweden today, killing a teacher and a student.

10/27 – 11am: Students at two Madison schools were evacuated today while Hazmat crews investigated why some of the students were experiencing coughing spells.

10/27 – 6pm: State numbers on how many students are enrolled with private school vouchers.

11/5 – AM: Wisconsin's first concrete dome school is one step closer to being complete in Jefferson County. The Johnson Creek school district's new five dome facility is a 19-million dollar project.

11/11 – AM: The Poynette School District says there will be no kindergarten or early childhood classes today due to a water main break. The water main break happened yesterday. 4K and all other grades will run on schedule.

11/18 – AM: Parents in Plover whose children repeatedly bully other classmates can now be fined. The Plover Village Board approved an anti-bullying ordinance.

11/22 – AM: A school principal in Cincinnati is teaching his students a valuable lesson about learning as he joins them every day for music class. He is learning how to play the viola along with the kids.

11/30 – 6pm: Madison school district explains why there are fewer students at their schools and impact that will have on annual budgets.

12/1 – AM: A 21-year-old man has been arrested for threatening to carry out a shooting on the University of Chicago campus. Jabari Dean threatened to shoot 16 white male students or staff to avenge the shooting of Laquan McDonald.

**NBC 15 News Continued**

12/4 – 5pm: Sen. Tammy Baldwin and the UW System Sexual Assault Task Force spent some time today discussing ongoing efforts both the university and congress are making to stop sexual assault on college campuses.

12/7 – 11am: The Janesville Police Department arrested a student after the 14-year-old threatened to "shoot up" the high school.

12/11 – 4pm: Wisconsin-based organization's complaint had led to a northern Illinois school district banning coach-led "team prayers" at high school sporting events. The Freedom From Religion Foundation filed the complaint earlier this week after seeing a photo showing Naperville Central High School kneeling in prayer.

12/17 – AM: Some elementary school students in Sun Prairie may be moving schools next year. The Sun Prairie school district's proposing to move fifth graders to the middle schools until a new school is built.

**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)**

10/2 – 6pm: #blacklivesmatterbeloit forum -- series kicking off at Beloit College looking to have discussions this semester about race.

10/7 – 5pm: Two Republican legislators are proposing a law that would bar transgender students from using the locker room or bathroom assigned to the gender with which they identify.

10/10 – AM: In a change in homecoming tradition at the University Of Wisconsin-Eau Claire, rather than crown a homecoming king and queen this year, two students will be crowned "royalty".

10/11 – AM: About 200 protesters gathered in front of a mosque Saturday afternoon to demonstrate against Islam as part of a nationwide campaign that went largely unheeded.

10/18 – 5pm: A Beaver Dam woman has been acquitted of first-degree intentional homicide in the death of her ex-boyfriend. Investigators say a bag of cocaine was found in the man's stomach and he was forced to eat it.

10/20 – AM: A traveling basketball coach is in jail for allegedly sending explicit text messages to a Shawano boy. 23-year-old Nicholas Bennett... who's from the state of Oregon appeared in court yesterday. The Shawano County Sheriff's Office says he met the 13-year-old through an Ohio-based basketball camp at a local school last week.

10/21 – 4pm: Beloit Police are searching for a convicted sex offender they say removed his electrical monitoring device and hasn't been seen since.

10/25 – 5pm: Halloween at the Henry Vilas Zoo is a tradition for many now; the free event provides a safe alternative to trick-or-treating.

10/26 – AM: A northeastern Wisconsin Planned Parenthood clinic is suspending its abortion services. The Appleton North Health Center stopped providing abortions two weeks ago because of a gap in staff coverage.

10/28 – 5pm: A bill that would legalize blaze pink hunting gear has cleared its first legislative hurdle. The Assembly's natural resources committee approved the measure on a 14-1 vote Wednesday.

11/2 – AM: A new study reveals the 'digital divide' between low and higher income families is shrinking quickly. Researchers looked at the use of technology among young children living in a urban, low-income, minority community.

11/5 – 4pm: The wife and oldest son of the Illinois police officer authorities now say staged a suicide to look like a murder are now under criminal investigation.

**NBC 15 News Continued**

11/19 – 5pm: A public hearing was held today on a bill that would designate school locker rooms and bathrooms as exclusive to one gender.

11/26 – 6pm: - Female kicker for La Follette high school is an inspiration to all young girls to achieve their dreams.

11/27 – 4pm: Protesters in Chicago marched to push for several officials to resign after the deadly police shooting of LaQuan McDonald.

12/2 – 4pm: A Mount Horeb group is participating in readings of the book "I Am Jazz" after the school district cancelled the reading following a threat of lawsuit from a group in Florida saying it violates parental rights. The book was to be read for a student at the school who is transgender as a means for students to better understand the situation.

12/6 – 6pm: Muslim and Christian leaders in Washington state are arranging an interfaith event to bridge the religions together following the attacks in Paris and in California most recently.

12/9 – 4pm: A man was arrested after holding his girlfriend against her will in a Town of Middleton home. Dane County Sheriff's Deputies forced entry and found her hiding in a closet and her boyfriend was guarding her with a knife.

12/15 – 10pm: Woman died from cancer, she inspired many across the country after she wrote letters for her daughter to read when she is gone.

12/19 – 10pm: Protesters gathered in front of a Minneapolis police station today -- in support of a man who was fatally shot by police last month.

12/23 – 6pm: Random acts of kindness -- story about how some strangers made a difference twice in one day for a local family. Gave them hope in humanity.

12/24 – 11am: A British Muslim man says his family was barred because of their religion from boarding a plane to L-A. They were planning to visit Disneyland.

**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.

**Clear The Shelters – Friday, 12/25 4-4:30pm**

This 30-minute special highlights the importance of finding forever homes for shelter animals. The special showcases the amazing success of a cross-country initiative to “Clear The Shelters.” Using a proven model from the Dallas NBC station where over 2,000 dogs were adopted in one day, the special spotlights the amazing adoptive families, unsung heroes who work at the shelters and of course, adorable pets who are being welcomed into new homes.

**Sounds Of The Season – Thursday 12/24 10-11pm, Friday 12/25 11-12pm, and 7-8pm**

Local high school choruses, orchestras, and bands play holiday selections. WMTV News Anchors Leigh Mills and John Stofflet host this event. The WI Youth Symphony Orchestra also performs.

### 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 – AM: A loitering ban goes into effect at 5 pm outside the City County building. It was approved because of ongoing sanitary, and drug use concerns.

10/6 – 5pm: Research shows there is potential for a so-called "exercise pill."

10/13 – 11am: The State Senate's Health Committee has approved a pair of bills that would strip Planned Parenthood of federal funding and raise its medical expenses.

10/17 – AM: In its first flu report of the season, the Centers for Disease Control said yesterday that there have been minimal flu cases across the country.

10/20 – 11am: The American Cancer Society is revising its advice on when women should start getting mammograms. The updated guidelines recommend annual breast cancer screenings at age 45 -- instead of age 40.

10/22 – 4pm: An Australian study has found that one in five kids aging from 3 to 18 who were prescribed antibiotics seven or more times weighed more at the age of 15 than children who had never taken antibiotics.

10/23 – 11am: One of the world's largest retailers of health supplements -- GNC -- is accused of selling products spiked with synthetic drugs.

10/26 – 11am: According to the World Health Organization, hot dogs, bacon, cold cuts and other processed meats raise the risk of colon, stomach and other cancers, and red meat probably contributes to the disease, too. The conclusion is based on an analysis of decades of research.

10/29 – 4pm: Hundreds of thousands of epinephrine injectors used to treat severe allergic reactions are being recalled because they may not deliver the correct amount of the life-saving drug.

11/1 – AM: It's a disease most people associate with the medieval ages, but doctors in Oregon are treating a teenage girl with a rare case of the bubonic plague that she likely contracted during a local hunting trip. This year, more people have been diagnosed with the plague since 2006.

11/4 – 10pm: Push to include CPR training in more classrooms around the state.

11/8 – AM: Health officials are warning the public not to eat Dungeness or rock crab caught off the California coast, saying it could be deadly. Scientist say the warming Pacific Ocean is likely triggering a toxic algae bloom that is tainting the crabs.

11/12 – 5pm: More than a hundred women claim they became pregnant due to a mix-up in birth control packaging.

11/16 – 4pm: A new health trend is under some scrutiny after a Las Vegas spa employee was found dead last month in a cryotherapy chamber. The blast of cold air takes your body to well-below freezing levels to ease pain and promote healing.

11/20 – 4pm: The CDC reports a salmonella outbreak linked to cucumbers imported from Mexico. The outbreak has sickened nearly 850 people in 38 states, including at least 42 here in Wisconsin.

12/1 – 11am: Today is World AIDS Day.

12/3 – 4pm: Speaker of the House Paul Ryan says Congress needs to focus on mental health issues after recent shootings in the U.S. He says mental health has been an underlying factor in cases of mass shootings.

12/6 – AM: Doctors now say a new warning sign for breast cancer should be added to the list of risk factors for the disease. They say preliminary findings on some mammograms may be false positives and women may need additional screenings.

12/14 – AM: Tomorrow is the last day to sign up for health insurance coverage through the healthcare.gov marketplace.

12/22 - 10pm: - FDA lifts bans on gay and bisexual men from donating blood.

12/29 – 4pm: City officials are working to prevent driving under the influence by using prevention strategies. Dane County Sheriff Dave Mahoney and County Exec. Dave Parisi say they want to look at the root of the issue: addiction. They want to help tackle that issue to make the community safer.

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

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

10/3 – 10pm: A furnace company and local mechanical services company is working to provide replacement furnaces for those without them. It's part of a statewide effort for those in need as the winter months approach.

10/7 – AM: UW-Madison students are blasting the university's plan to get rid of limits on out-of-state undergraduates. The current cap of out-of-state students is 27 percent of the number of undergraduates at each campus.

10/20 – 10pm: How the new Bucks arena will impact taxpayers in Madison.

10/21 – 5pm: Gov. Walker signed a bill that legalizes "wine walks." The events have become important fundraisers for business groups.

10/26 – 6pm: Dollar General will be breaking ground for its new distribution center next week.

10/28 – 11am: Mayor Paul Soglin is giving JDS Development and Exact Sciences more time to respond to questions about Judge Doyle Square. He made the announcement today.

10/29 – 11am: A committee is looking into possible upgrades for the Alliant Energy Center.

10/30 – AM: Janesville city leaders are now making plans for the all-but-officially closed GM assembly plant. The facility is part of a contract agreement reached between the united auto workers union and GM.

11/2 – 5pm: Exact Sciences will not be moving to downtown Madison. They will be staying in the Research Park area.

11/4 – 4pm: Oscar Mayer in Madison will close, which will lead to a thousand layoffs. The company has been in Madison for more than 100 years and has been HQed in Madison since 1957.

11/5 – 5pm: Target is holding a job fair in our area. They're hoping to hire 200 employees for the holiday season.

11/12 – 4pm: Al Ringling Theater in Baraboo is being restored. The project will cost \$3.5 million and they are relying on donations for the project. The restoration process includes a chandelier and organ, along with much of the foundation inside the building that's more than 100 years old. It's set to open next year.

11/16 – AM: Critics of the U.S. Navy's Littoral combat ships say the 400 million-dollar vessels still have not met expectations. The Marinette Marine Corp. shipyard in Marinette employs 2-THOUSAND people building the ships.

11/20 – 10pm: Tyrol Basin ski resort is getting ready for the snow season which starts next week.

11/26 – 6pm: Shoppers in Madison made for a busy Saturday at local malls and stores to return, exchange and use gift cards and score some post-Christmas deals.

11/28 – 6pm: Local businesses served up deals for shoppers as part of Small Business Saturday.

11/30 – 5pm: Today is Cyber Monday. The National Retail Federation predicts 121 million people will go shopping today.

12/3 – AM - A laboratory company in western Wisconsin will pay the federal government 8 ½ million dollars to settle claims it submitted false billing information to Medicare.

Federal prosecutors say the settlement resolves allegations that Pharmasan Labs, of Osceola, and its billing company, NeuroScience, also violated Medicare rules on services referred by practitioners who weren't doctors.

12/4 – 11am: The median household income fell in two-thirds of Wisconsin counties including Dane.

12/18 – 6pm: Janesville GM update -- company and city leaders meeting to discuss future of closed manufacturing plant. GM is also interviewing real estate brokers.

12/31 – 6pm: New Years Eve last-minute ideas -- Many people are rushing to make donations today to add up those tax-deductible dollars. Others are getting care to use flex benefits that expire at the end of the year.

##### **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)**

10/2 – 11am: A data breach at credit reporting agency Experian has exposed personal data of about 15 million T-mobile customers.

10/5 – AM: It's going to cost you a little more to visit "the happiest place on earth." Disneyland in California are raising the prices for passes by as much as 60 to 300 dollars.

10/7 – 11am: Volkswagen is making plans for a recall of millions of vehicles containing software designed to cheat on U.S. emissions tests.

10/8 – 5pm; Thousands of wooden "Safety 1st" highchairs are being recalled, after children fell out of them and got hurt.

10/16 – 5pm: Kia is recalling hundreds of thousands of its 2011-13 Sorentos because a brake-shift interlock mechanism could chip or crack.

10/19 – 11am: Today the US government announced a plan to make owners of drones register their drones at the DOT.

10/30 – 4pm: The cost of Halloween candy is up 4.2 percent from last year. It's the largest increase in four years.

11/4 – 11am: U.S. automakers announced that Takata will be fined up to \$200 million over the way it handled the recall of airbags prone to explosion.

11/12 – 11am: Budweiser maker Anheuser-Busch announced it made a final agreement to buy Miller for \$107 billion.

11/17 – 5pm: Tyson Foods is recalling more than 52,000 pounds of chicken wing product that could make you sick.

11/23 – 11am: A data breach has been reported at Wilderness Resort in Wisconsin Dells.

11/25 – 5pm: Black Friday has always been the biggest sale day of the year, but more and more savvy shoppers are learning they can score unbelievable deals weeks before and after Black Friday.

11/27: 10pm: A California farm has been linked to an E. Coli outbreak at Costco stores. A celery blend caused the outbreak that sickened 19 people in seven states.

12/3 – 11am: Chipotle will have stricter guidelines for produce suppliers. This comes after a recent E.coli outbreak at the restaurant sickened dozens of customers in six states.

12/9 – 11am: A new study out today shows a record number of renters are spending more than 30 percent, and in some cases half of their income on housing costs.

12/20 – 10pm: Gas prices are dropping across the nation.

12/21 – 11am: Today is the busiest mail delivery day of the year.

12/28 – 11am: Money expert Stacy Johnson showed us how to make a budget-- and stick to it.

## VI. ENVIRONMENT

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

10/1 – 5pm: Hurricane Joaquin is hitting the Bahamas today -- and it could hit the U.S. early next week.

10/10 – 6pm; Wisconsin WildCare is working to educate the public about wildlife and species preservation by organizing hikes at Devil's Lake.

10/17 – 10pm: Residents in CA are assessing damage and cleaning up after massive mudslides. Emergency responders saved several hundred people who became trapped in their vehicles on the roadways.

10/22 – 6pm: EPA- Agency says Wisconsin isn't doing enough to regulate water pollution.

11/6 – 5pm: President Obama has rejected the Keystone XL Pipeline.

11/20 – 11am: Green Car Journal has named the 2016 Chevy Volt its "Green Car of the Year."



### **NBC 15 News Continued**

11/29 – 5pm: Protestors demonstrated in New York. They are calling for leaders to invest more in renewable energy and other climate-conscious efforts.

12/15 – 5pm: Emergency managers in Columbia County are watching the rising waters of the Wisconsin River. Winter flooding can present unique challenges.

12/16 – 4pm: The Wisconsin River has reached flood stage.

12/23 – 5pm: A center that focuses on clean energy research will continue operating at the University of Wisconsin-Madison after a \$3.5 million grant from the school's research foundation.

### **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**

10/1 1:32-1:34pm, 3:08-3:10pm, 3:50-3:56pm – Community college shooting

10/2 2:55-3:54pm – Presidential news conference

10/21 11:18-11:34am – Vice President Biden announces he will not run for President in 2016

10/30 9:23-9:28am – Special report on crisis in Syria

11/13 3:47-3:50pm, 4:44-4:56pm, 6:46-6:55pm – Paris terrorist attacks

11/16 8:50-9:48am – Presidential news conference following the summit in Turkey

11/24 10:58-11:15am, 11:30-12:04pm – Paris attacks update

11/25 10:48-11:09am – President Obama speaks to country regarding national security

12/2 1:42-4:58pm – Terrorist shootings San Bernardino California

12/3 10:07-10:16am – President Obama speaks on San Bernardino shooting

12/4 10:12-10:15am, 1:17-1:47pm, 2:34-2:45pm – Updates on the hunt for the San Bernardino shooters

12/7 2-2:16pm – FBI press conference regarding the San Bernardino shooters

12/14 11:42-11:55am – President Obama statement regarding recent shootings

12/15 12:04-12:18pm – Possible shooting threat at LA schools

12/18 1:06-2pm – Presidential news conference

12/30 1:53-1:55pm – Actor/comedian Bill Cosby is indicted for sexual assault.

### **NBC 15 Severe Weather Cut-ins**

11/11 6:52-6:54pm, 7:13-7:15pm, 7:48-7:50pm – Winter storm warning

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

10/4 – 10pm: New polls show Donald Trump's lead in the Republican race for the White House is shrinking in both New Hampshire and Iowa while Carly Fiorina gains ground. Hillary Clinton is still ahead of Bernie Sanders in a tight race on the Democratic side of the spectrum.

10/5 – 10pm: Paul Ryan- Congressman is touring the state discussing issues that the GOP needs to address instead of shying away from.

10/12 – 5pm: Rebecca Bradley has been sworn into office as a justice on the Wisconsin Supreme Court.

10/13 – 10pm: Democratic Presidential Debate Wrap - A look at how the democratic contenders fared during their first debate.

10/16 – 10pm: Third quarter campaign finance report is released for Gov. Walker's Presidential campaign.

10/21 – 11am: The state Senate passed a bill that would prohibit secret John Doe probes to investigate political crimes.

### **NBC 15 News Continued**

10/24 – 6pm: Janesville republican, Paul Ryan is set to be elected as Speaker of the House next week at a moment of chaos, not just in the Republican party, but for Congress in general.

10/30 – 6pm: Hundreds of migrants have pushed through metal barriers and police to force their way into Austria from Slovenia.

11/3 – 6pm: Assembly has bill package that would make it harder to defraud the food stamp system.

11/10 – 5pm: Tonight there will be a GOP Presidential debate in Milwaukee.

11/13 – 10pm: - Sen. Tammy Baldwin tours the Watertown derailment site, urging lawmakers on Capitol Hill to have better rail safety measures.

11/17 – 11am: There was a seven hour police raid near Paris earlier today. It targeted the mastermind of last week's deadly attacks in Paris. Seven people were arrested and two people died.

11/21 – 6pm: Security was amped up at Camp Randall on Saturday for the Badgers football game after threats of attacks on the U.S. from ISIS this past week.

11/24 – 4pm: The state department says Americans, especially those traveling internationally, should be on alert this holiday travel season in light of recent terror attacks.

11/24 – 5pm; French President Francois Hollande met with President Obama at the White House today to discuss the situation in Syria and the fight against ISIS.

12/2 – 6pm: ROJO Super PAC - Super PAC announces they will back Sen. Ron Johnson in the 2016 election.

12/8 – 5pm: Donald Trump is standing his ground, after proposing a "total and complete shutdown of Muslims entering the United States." Lawmakers from both sides of the aisle are voicing vehement opposition.

12/10 – 5pm: About 350 ISIS fighters have been killed in the last week by airstrikes in the U.S.

12/12 – 10pm: Reid Ribble and Gov. Walker sound off on Trump's comments and whether they will support him if he becomes the nominee.

12/30 5pm: French authorities are ramping up security for New Year's Eve celebration after the recent terror attacks that killed 130 people.

12/31 – 5pm: Amid the New Years Eve festivities, security is being ramped up, because of a threat from overseas.

### **COMMUNITY PARTICIPATION**

#### **Ellen Buss – Program/Traffic Manager**

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

#### **Russ Bruhn – News Director**

11/2 Share Your Holidays kickoff luncheon

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

10/24 Emcee for a show at Middleton Friends Of the Performing Arts Center

11/2 Share Your Holidays kickoff luncheon

12/5 Emcee for a show at Middleton Friends Of the Performing Arts Center

#### **Jim Korth – Executive Producer**

10/27 Job Shadow for the afternoon

11/2 Share Your Holidays kickoff luncheon

#### **Ashley Matthews – News Anchor / Reporter**

10/4 Emcee for Gilda's 5K Run

10/17 Brava article interview – Center For Families

Leigh Mills – News Anchor / Reporter

- 10/4 Emcee for the NAMI walk
- 10/10 Emcee for the Madison Area Down Syndrome Society walk
- 10/15 Dress for DAIS emcee
- 10/16 Celebrate Non-violence Dane Co. emcee
- 10/26 DAIS Trustee Council meeting
- 10/30 Lift The Mask emcee
- 11/2 Emcee for Share Your Holidays kickoff luncheon
- 11/5 Young Athena Awards emcee
- 11/6 Agrace Butterfly Gala emcee
- 11/11 Share Your Holidays meet & greet at Second Harvest Food Bank
- 11/16 DAIS Trustee Council meeting
- 11/21 Emcee for Madison Women's Expo fashion show

Becki Noel – General Sales Manager

- 11/4 Volunteer at Second Harvest Food Bank

Geoff Shields – Operations Manager

- American Legion meetings or events on 10/6, 10/8, 10/16, 10/25, 11/2, 11/11, 11/12, 11/22, 12,3 12/10
- 10/7 Special school board meeting at Mt. Horeb High School
- 10/11 Design For A Difference event at the Center for Families
- 10/27 Mr. Horeb Community Foundation meeting
- 11/10 and 12/8 Mt. Horeb Village cable commission meeting
- 11/26 Volunteered at Mt. Horeb Community Center for Thanksgiving meal
- 12/1 Station tour for a high school Audio/Video Club

John Stofflet – News Anchor / Reporter

- 10/2 Judge for the Young Athena Awards
- 10/5 WAGS Board meeting
- 10/10 Emcee for the Alzheimer's Alliance Walk
- 10/15 Emcee for the Leukemia-Lymphoma Society Light The Night
- 10/19 Badger Childhood Cancer board meeting
- 10/22 WAGS fall fundraiser emcee
- 11/2 Share Your Holidays kickoff luncheon
- 11/7 Agrace Hospice Gala attendee
- 11/10 Badger Childhood Cancer board meeting
- 11/11 Volunteer Day at Second Harvest Food Bank
- 11/13 Volunteer for Share Your Holidays Stuff a Semi

Don Vesely – General Manager

- 11/2 Share Your Holidays kickoff luncheon

**Public Service Report for NBC15 (WMTV)  
4<sup>th</sup> Quarter 2015**

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. **Autism Walk 2015, Friends of Autism**
3. **Alzheimer's Walk, Alzheimer's and Dementia Alliance of 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. **NBC15 and Second Harvest Foodbank Share Your Holidays, 243 :30 length PSAs ran, approximately \$9,234. Promotion during all five weeks of the event, Social Media coverage, live news coverage day of event, Interviews.**
2. **Friend of Autism Walk, 77-:30 length PSAs ran, approximately a \$2,926 value. News coverage, interviews, and event coverage.**
3. **Alzheimer's Walk, 71-:30 length PSAs ran, approximately a \$2,698 value. Interview segment, news segment.**

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

**\*\$448,083, Friends of Autism, Alzheimer's and Dementia Alliance of Wisconsin, National Alliance on Mental Illness**

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.)?

**3,000,080 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.)?

- \***Volunteer at Oakwood Village memory care unit**
- \***Attendee, Share Your Holidays Luncheon**
- \***Emcee, Middleton Friends of the Performing Arts Center**
- \***Host, NBC15 Job Shadow**
- \***Emcee, Gilda's Run**
- \***Interviewee, Center for Families article in BRAVA Magazine**
- \***Emcee, NAMI Walk**
- \***Emcee, Madison Area Down Syndrome Society Walk**
- \***Emcee, Dress for DAIS**
- \***Emcee, Celebrate Non-Violence Dane County**
- \***Attendee, DAIS Trustee Council Meeting**
- \***Emcee, Lift the Mask**
- \***Emcee, Young ATHENA Awards**
- \***Attendee, Agrace Butterfly Gala**
- \***Attendee, Share Your Holidays Meet & Greet**
- \***Emcee, Madison Women's Expo**
- \***Volunteer, Second Harvest Foodbank**
- \***Attendee, American Legion**
- \***Attendee, Mt. Horeb School Board**
- \***Attendee, Design 4 a Difference Event**
- \***Attendee, Knights of Columbus Fundraiser Dinner**

- \*Attendee, Community Foundation Meeting
- \*Attendee, Veteran's Day Ceremonies, Mount Horeb
- \*Military Honors Team, Vet Funeral
- \*Volunteer, Community Center for Thanksgiving Meal
- \*Producer, Sounds of the Season
- \*Tour Guide, High School AV Club
- \*Judge, Young ATHENA Awards
- \*Attendee, WAGS board meeting
- \*Emcee, Alzheimer's and Dementia Alliance of Wisconsin Walk
- \*Emcee, Light the Night – Leukemia and Lymphoma Society
- \*Attendee, Badger Childhood Cancer Network Board Meeting
- \*Emcee, WAGS Fall Fundraiser
- \*Emcee, Share Your Holidays Luncheon
- \*Attendee, Share Your Holidays Stuff a Semi

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.)?

**N/A**

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 11 employees, about 158 volunteer hours donated**

**NBC15 Sponsored Community Events  
4<sup>th</sup> Quareter 2015**

**OCTOBER**

**2015 NAMI Walk**

Sunday, October 4

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

\$180,083 raised

**Gilda's Club Run**

Saturday, October 3

Gilda's Club

Ashley Matthews helped out with this event

Created a PSA

Proceeds go to Gilda's Club Madison

Over \$30,000 raised

**Friends of Autism Walk**

Sunday, October 11

Warner Park

Meredith Barack helped out with this event

Created a PSA

Proceeds go to Friend of Autism

**Alzheimers and Dementia Alliance of Wisconsin Walk**

Saturday, October 10<sup>th</sup>

Warner Park

John Stofflet helped out with this event

Created a PSA

Proceeds go to the Alzheimer's and Dementia Alliance of Wisconsin

**NOVEMBER/DECEMBER**

**Share Your Holidays**

November 2<sup>nd</sup> to December 10th

All News Anchors helped with this event

Created two PSAs

3,000,080 meals donated

**NBC15 Sponsored Community Events  
2<sup>nd</sup> Quarter 2015**

**APRIL**

**Sweet Revolutions: Home Health United Meals on Wheels**

Thursday, April 9th  
Overture Center for the Arts Lobby  
Leigh Mills helped out with this event  
Created a PSA

**MAY**

**Walk to Cure Arthritis**

Sunday, May 2nd  
Vilas Park  
Zach Nugent helped out with this event  
Created PSA  
\$46,548 raised

**WALK MS**

Sunday, May 3  
Monona Terrace in Madison  
Leigh Mills helped out with this event  
Station participated in walk  
Created a PSA  
\$172,748 raised

**Tour de Cure**

Saturday, May 16  
Madison  
Amy Pflugshaupt helped with this event  
Create a PSA  
\$210,379 raised

**Take Your Brat to Work Day**

Friday, May 22  
Willow Island at the Alliant Energy Center  
Create a promo  
Morning Show live from event & whole station participates  
Approximately \$61,398 raised.

**JUNE**

**Tellurian Swing for Recovery**

Monday, June 8  
Wild Rock in The Dells  
Ashley Matthews helped with this event  
Created a PSA with Ashley Matthews (Sales)