



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

**JANUARY 1 – MARCH 31, 2014**

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” 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)**

1/2 – AM: The Wisconsin National Guard along with volunteers through AT&T worked together to assemble 8,000 emergency kits for Wisconsin 5th graders participating in the "STEP" program.

1/14 – 6pm: School accountability hearing today at the Capitol on the Assembly Bill 1- known as the school accountability bill which looks at grading schools in the state based on performance.

1/15 – 6pm: Burglary outbreak in rural areas of Dane County. Police say neighbors helping neighbors will help catch the suspects.

1/18 – 5pm: More than 200 local students were recognized for their achievements at the Urban League of Greater Madison's 31st annual Martin Luther King, Jr. breakfast. These students hope to set an example on how succeed, seek higher education, and flourish as students and members of the community.

1/23 – 4pm: Gov. Scott Walker was in Milwaukee for an education convention today. He spoke out against school sanctions, which would force failing public schools to convert to charter schools. Walker said he wants to give parents more information to make an informed decision on comparable schools in the area instead.

1/27 – 5pm: Gov. Walker is proposing a 13% cut in state funding the UW System.

1/28 – AM: The Obama Administration is stopping plans to raise taxes on 529 college savings plans. The plan was criticized by both parties of Congress.

1/28 – 10pm: - The Columbus School District changed athletic policy for transgendered students.

1/29 – 6pm: - People gathered at the Capitol today to speak about the school choice program in the state which allows parents to choose the school their child can receive their education.

2/1 – 10PM: Gov. Scott Walker says he will give a \$19 million increase money to rural school districts in the state. Rural school officials say they'd rather him loosen revenue limits that restrict how much money they receive from property taxes and state aid.

2/4 – 5pm: Gov. Scott Walker's plan for removing an enrollment cap on the statewide private school voucher program is being questioned both by longtime critics and supporters of expanding choice schools.

2/6 – 4pm: Protesters gathered at a regents' meeting at the University of Wisconsin Madison's Union South Friday. They were protesting the \$300 million budget cuts Gov. Walker proposed to make to the UW system.

2/7 – 10pm: Wisconsin standardized tests are being scaled back. Due to a technical glitch, school districts won't receive the full version of the math and English exam for students in grades 3-8.

2/12 – 5pm: \$127m. That's how much schools across the state could lose under Gov. Scott Walker's proposed budget.

2/23 – 4pm: Members of the UW System's Student Association spoke out against Gov. Walker's proposed System cuts today. They say the cuts coupled with the tuition freeze will force the schools to raise student fees.

**NBC 15 News Continued**

2/27 – 5pm: The University of Wisconsin is asking Gov. Scott Walker to remove a requirement that all 26 campuses report sexual assault allegations every year.

3/4 - AM: About half a dozen u-w students opposed to Gov. Walker's proposal "occupied" the legislative hearing because they say they've been ignored. Walker is proposing a \$300 million cut to UW. Yesterday U-W System President Ray Cross asked the budget committee to scale back those cuts.

3/6 – AM: Beloit College investigates racist messages on campus. A town hall meeting was held. The slur was sprayed on the side of dorm.

3/7 – 6pm: Protests breakout after a 19-year-old African American was shot and killed by a Madison Police Officer on Friday night.

3/7 – 10pm: Protesters gathered on Willy Street, where a 19-year-old was shot and killed during an officer-involved shooting Friday night. Others gathered for a community meeting at a local church to pray for Tony Robinson.

3/14 – AM: Community members gathered in Sun Prairie to talk about faith. The forum was held in light of recent police shooting that killed a teen  
3/18 – 5pm: The Chi Phi fraternity on the UW Madison campus has been terminated after an investigation found the organization hazed members.

3/25 – 10pm: A new report shows there are more to teen vehicle crashes than texting and driving.

3/26 – 4pm: Cuts to the UW system and K-12 public school funding were a talking point at the final state budget hearing on Thursday in Reedsburg.

**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)**

1/3 – 6pm: An Arizona boy has gotten millions of pictures in support as he battles cancer. A Facebook page requesting photos of people's dogs to help put a smile on Anthony Lyon's face has gained worldwide attention.

1/7 – AM: The YMCA in Dane County is offering childcare for those who have schools closed.

1/11 – 5pm: The Special Olympics held a triathlon today to showcase their athletes' talents.

1/12 – 5pm: Madison Police Chief Mike Koval is hoping to break down barriers between police and the community in light of the recent Ferguson controversy.

1/16 – 11am: The Supreme Court will decide whether same-sex couples nationwide have a right to marry under the Constitution.

1/19 – 4pm: A local food pantry that provides free clothing to clients is struggling to keep up with demand of winter clothing. They're looking for more donations from the community.

1/31 – 4pm: Girl Scouts took part in a cookie academy today. The goal of the program was to help girls gain lifelong skills, while still having fun.

2/4 – 4pm; An East Towne Mall security guard was beat up by an accomplice of a shoplifter yesterday. The man who punched the security guard was arrested, the alleged shoplifter is still at large.

2/6 – 5pm: The mother of a Wisconsin man who died in 2013 is suing a youth football program. She claims her son committed suicide from all of the hits he took in football through the non-profit organization Pop Warner.

2/10 – 5pm: Today a group called UNIDOS announced a new campaign to educate men to take a stand against domestic and sexual violence in the Latino community.

2/16 – 4pm: One of two patients in Wisconsin being monitored for measles has tested negative, and released from isolation. Results on a second patient have not come back yet.

**NBC 15 News Continued**

2/20 – 4pm: The Dane Co. Sheriff's Office arrested 23-year-old Joseph Jobe on a felony charge of causing death by providing alcohol to a minor. The arrest was made in relation to a crash that killed a 16-year-old last month. Police believed the accident was alcohol related. Through text messages, authorities found that Jobe supplied the teen, along with other minors, alcohol that night.

3/2 – 4pm: Today is the 18th annual Read Across America Day, or Dr. Seuss Day. Millions of students nationwide picked up a book and celebrated reading.

3/2 – 6pm: - Madison Police are renewing efforts to prevent kids from joining gangs after recent gang gun violence.

3/5 11am – The DOJ says it will not prosecute officer who shot Michael Brown, an unarmed teen, in Ferguson, MO last August.

3/9 – 10pm: We talked with Madison police chief Koval, about whether his department has a racial profiling issue. He responded that the department is very diverse, and the people who are a part of it won't let that happen.

3/10 – 11am: The Young Gifted and Black Coalition is holding a rally following the officer-involved shooting death of Tony Robinson.

3/12 – 6pm: There soon could be statewide rules saying where a sex offender can and cannot live.

3/20 – 5pm: Administrators at Sun Prairie High School are apologizing after students there created a March Madness bracket that rated female students.

3/31 – 11am: Growing backlash in Indiana over the controversial religious freedom law. The Governor demanded the state legislature revise the bill by the end of the week.

**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.

1/6 – 4pm: The flu is now widespread in 43 states across the country. Health experts remind that someone can be contagious even before showing symptoms, and remain contagious 5 days after symptoms end.

1/8 – 4pm: As temperatures drop this winter, the risk of heart attack and stroke goes up.

1/9 – 5pm: A new study shows avocados can help lower bad cholesterol.

1/11 – AM: 26-year-old health worker from Kenosha died Saturday from complications from the flu, despite getting the flu shot.

1/16 – 11am: A new study finds hundreds of babies are born every year without birth defects, thanks to foods containing folic acid.

1/19 – 5pm: The measles outbreak linked to California's Disneyland continues to spread. Health officials say there are now 51 confirmed cases of measles in four states.

1/24 – 6pm: Families with young children were educated on how to "care" for their stuffed animals at the Polar Dash in Madison today. Kids were encouraged to keep active outside even in the winter months. They went to a hospital where they took measurements of their stuffed animals, checked their ears, etc. to help them become comfortable at the doctor's office.

**NBC 15 News Continued**

1/28 – 4pm: Foods health officials recommend during flu season that build up people's immune system helping fight the flu.

2/9 – 4pm: Statistics show America's Measles immunization rate is lower than countries like Zimbabwe, Iran and North Korea. Globally, Measles death rates hit an all-time low in 2012. Despite that, it remains a top killer of children worldwide.

2/11 – 11am: Upcoming federal guidelines will reportedly suggest backing off warnings against dietary cholesterol -- no longer listing it as a "nutrient of concern."

2/13 – 4pm: The deadline to receive health care is approaching. If people don't sign up by Sunday, they won't be able to enroll and could face a fine if they don't have a health care plan.

2/20 – 11am: What happens when you die? Researchers are exploring the science behind near death experiences.

2/20 – 10pm: A newer treatment for heroin addiction can help addicts stay clean rather than go back to the habit.

2/23 – 5pm: A new skin patch could be a promising treatment for people with peanut allergies.

2/26 – 11am: A new device is being used on sleep apnea patients who have trouble breathing in their sleep. The apparatus is implanted and senses if a person is breathing. It then sends a signal to stimulate the tongue and move it forward so the patient can continue to breathe normally.

2/28 – 6pm: The Wisconsin Alzheimer's Disease Research Center provided people with free memory screenings to help answer questions about what qualifies as signs of the disease.

3/6 – 10pm: 3-D technology is now allowing surgeons to operate on patient's brains with more accuracy and advantages. The breakthrough tool is called Surgical Theater.

3/13 – 5pm: Community members gathered at the Princeton Club gym on Madison's west side for a cycling class that raised funds for eye research.

3/19 – 4pm: Strategies for sustainable eating habits include: taking a chance to spring clean cupboards and start fresh with whole foods and bringing a grocery list and sticking to it when shopping.

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

1/8 – AM: Federal leaders have until tomorrow to approve a deal OVER a new Kenosha casino. Arbitrators in November came up with a compact amendment that requires the state to ensure the Potawatomi are reimbursed for any losses tied to a new Kenosha casino.

1/12 – 6pm: Dane County and Village of Oregon came up with an agreement to split the costs to resurface a local road.

1/16 – 4pm: Cabela's plans to hire 200 for new Sun Prairie store

1/23 – 5pm: Wisconsin is on track to finish the current fiscal year with a larger shortfall than predicted. The Legislative Fiscal Bureau says the state is expected to finish the year with a \$283 million shortfall.

2/2 – 4PM: A new Wisconsin AARP survey shows almost half of workers in the state don't have access to retirement savings through their employers. 9 in 10 say they wish they would have saved more for retirement. AARP says they hope the findings will push lawmakers to address retirement savings legislation.

2/6 – 5pm: Employers added 257,000 jobs in January. The unemployment rate, which is calculated from a separate survey of households, rose to 5.7% from 5.6%, according to the Labor Department.

2/7 – 6pm: The Wisconsin Department of Revenue says it's on the lookout for any fraudulent income tax return filings after Turbo Tax halted tax returns after some states found fraudulent filing.

2/10 – AM: – Leaders of Wisconsin's public broadcasting system say budget cuts proposed by Gov. Walker could put some shows on the chopping block. Walker's 2015 to 2017 spending plan includes a 2.5 million dollar cut in state funding each year for the Educational Communications Board.

**NBC 15 News Continued**

2/21 – 6pm: Mayor Soglin addressed Gov. Walker's urgent request to make Wisconsin a Right-to-Work state. He said unions are a part of the economy that raises household income and reduces unemployment. He said the economy in the state doesn't need it.

3/13 – AM: Harley Davidson announced 169 workers will be laid off at its plant in Missouri. The Milwaukee-based motorcycle manufacturer says the layoffs are effective May 11 at the Kansas City, Missouri plant.

3/16 – 5pm: The Badger's win over Michigan St. means big business for Wisconsin apparel and merchandise companies.

**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)**

1/6 – 6pm: The Packers will be releasing information on buying standing room only tickets for the game this Sunday.

1/8 – 5pm: AT&T is offering a "data stash" to millions of cellular customers. Starting January 25th, the 50 million customers on AT&T's "mobile share value plan" will be able to rollover unused data from the previous month.

1/12 – AM: Gas prices have fallen by an average of 27 cents over past three weeks.

1/14 – 4pm: GE is offering a refrigerator that features a coffee maker inside. It's equipped with a Keurig Brewing System. It will be available in the fall.

1/16 – 10pm: The Postal Service is increasing fees for postcards and international mail.

1/18 – 5pm: An anticipated new powdered alcohol product may not make it to the shelf in Wisconsin. A bipartisan bill, noting the fear of product abuse, is in the works.

1/19 – 10pm: Some state lawmakers looking into banning "microbeads." They are in products like soap, but are turning up in lakes and rivers, and even some fish.

1/29 – 4pm: Delaware created a new smartphone app that would allow digital driver's licenses. Drivers would be able to choose between using the app and sticking with their plastic one.

1/29 – 5pm: Nissan is recalling about 768-thousand vehicles (about 639,000 in the U.S.), including its popular Rogue and Pathfinder SUVs, for two separate safety issues.

2/2 – 11am: Money expert Stacy Johnson showed us the best and worst things to buy in February.

2/4 – 10pm: Computer hackers can seize your computer and you can only gain access once you pay them money or you lose all your files.

2/5 – AM: – Harley-Davidson has named its new president and c-e-o. 50 year old Matt Levatich will take over on May 1st for current chairman and c-e-o Keith Wandell, who is retiring.

2/9 – 5pm: A choking hazard has prompted the recall of about 6,000 PouchPop children's food toppers that screw onto a baby food pouch and allow infants to feed themselves.

2/14 – AM: Chocolate prices are up just in time for Valentine's Day. It's due to growing demand of dark chocolate and poor growing conditions in West Africa.

2/21 – AM: More Americans plan to save their tax refund this year rather than spend it. 47% plan to put it into savings.

3/1 – AM: The FCC approved net neutrality. A look at what that means for the typical Internet user.

3/3 – 5pm: Hyundai is recalling more than 200,000 cars due to a steering problem that could increase the risk of a crash.

3/12 – 5pm: 64,000 Chevy Volts have been recalled due to possible build-up of carbon monoxide inside of the hybrid vehicles. The recall impacts 2011-2013 models.

**NBC 15 News Continued**

3/24 – 5pm: US Airways and American Airlines flyer mileage programs merge this week.

3/26 – 10pm: Mortgage rates are dropping getting close to become a historic low.

3/28 – 10pm: State Consumer Protection officials are asking fans to purchase tickets from businesses of people they know and trust after the Badgers advanced to the Final Four. They said people need to be cautious when purchasing tickets online, as scammers know they will pay any price for tickets.

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

1/9 – 6pm: Several wild birds are recovering from lead poisoning after ingesting food.

1/12 – 10pm: State lawmakers react to the Keystone Pipeline bill vote in Congress.

1/15 – 4pm: Dane County is getting a big federal grant to help clean up area lakes.

1/18 – AM: The Wisconsin D-N-R is warning winter sports enthusiasts to watch out for unstable ice with warmer weather heading OUR WAY. Temperatures are expected to climb high in some areas today, which might affect ice thickness.

1/25 – AM: High winds in southern California put 52,000 people without power over the weekend. Peak gusts were recorded at 73 MPR.

2/3 – 6pm: - An Emerald Ash Borer infestation was discovered in a South Madison park.

2/12 – 10pm: Lower perch populations and Canada not shipping as much is leading to a shortage of perch for the upcoming fish fry season.

3/5 – 6pm: The ice caves near Apostle Islands are open again, and there's a short amount of time to enjoy them with a warm-up on the way.

3/7 – 10pm; Giant pandas are on the comeback after they've been on the endangered species list for years. But a virus has killed three pandas and sickened 20 others in northern China.

3/16 – 6pm: - Burn restrictions are in place for counties due to a high risk of a wildfire.

**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**

1/7, 11:27-11:34am – Terrorist shooting in Paris

1/9, 10:04-11am, 11:30-11:35am, 3:00-3:04pm – Continuing coverage of the terrorist attack in Paris.

2/11, 2:35-2:48pm – President Obama asks Congress to authorize use of military force against ISIS.

3/24, 7-7:05am, 9-9:05am, 1:29-1:41pm – plane crashes into the French Alps. Determined to be a suicide by the plane's copilot.

**WMTV News Special Report**

3/26, 9:20-9:42pm – Live coverage of the UW men's basketball team press conference on WMTV 15.3

3/28, 8:08-8:42pm – Live coverage of the UW men's basketball team press conference.

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

1/6 – AM: At least 12 people are dead after a shooting at a satirical newspaper in Paris France. A witness saw multiple masked men armed with automatic weapons escape in two vehicles. The paper is known for taking satirical potshots at Muslim leaders.



1/8 – 4pm: A terror attack in Paris killed a dozen people today. It happened at a satirical newspaper office. The FBI is assisting French authorities on capturing the suspects responsible, who are still on the loose.

1/10 – 10pm: One day after the violent end of two hostage dramas at separate locations in and around Paris, the city is still tense as security forces are looking for a female suspect.

1/14 – 5pm: "Charlie Hebdo" released its first issue since its office was attacked by terrorists last week.

1/17 – AM: The Supreme Court is taking up some same-sex marriage cases and may enact rulings that would legalize same-sex marriage once and for all across the country.

1/23 – 10pm: A new casino project is rejected by Walker causing the Menominee Nation to figure out what the next step is to creating one.

1/24 – 10pm: ISIS claimed another life today. The group release a video, which showed them decapitating a Japanese hostage. Another hostage still remains under ISIS control. He claims to be the next victim.

1/27 – 10pm: Gov. Walker's political action committee set up a website and it looks like Walker may enter into the 2016 Presidential Race.

2/2 – 5pm: Dane Co. Executive Joe Parisi is looking to take legal action against Gov. Walker's drug testing plan.

2/3 – 10pm: The governor unveiled his budget, what's inside it and reaction to the proposed cuts and changes in funding.

2/5 – 4pm: Sec. of State John Kerry urged Russia to stop the violence in Eastern Ukraine. Kerry said Russia's support of rebels put Ukraine's sovereignty in jeopardy.

2/7 – AM: A jobs report out Friday shows encouraging news for the economy. Even an uptick in the unemployment rate is seen as a good sign as more people return to the job hunt because of a strengthened economy.

2/10 – 6pm: - We introduce candidates to our viewers who is running for mayor in Madison.

2/13 – 6pm: Members of the Menominee Nation are marching to Madison to try to convince Walker to change his mind on the casino project.

2/16 – 10pm: Why voting in the primaries is important, especially if you want changes in your neighborhood.

2/23 – 10pm: Homeland Security funding for the department could run out by Friday if a bill doesn't get passed in the Senate to extend funding.

2/25 – 6pm: The WI Senate is debating the controversial Right-to-Work bill today. Hundreds gathered at the Capitol to protest it.

3/1 – 10pm: Gov. Walker says that he believes anyone with their name on a ballot has to love this country when he was asked about his previous sidestep when asked if President Obama loved the U.S.

3/3 – 6pm: - Russ Feingold might run for Senate again, he is holding listening sessions throughout Wisconsin.

3/4 - 10pm: the trial of the Boston bombing suspect is underway, right-to-work bill being discussing in the assembly.

3/9 – 5pm: Gov. Walker has signed the Right-To-Work bill into law.

3/10 – 6pm: Right-to-work impact -- A Wisconsin business is planning to expand in Minnesota, a day after Governor Walker signed right-to-work legislation into law. A Minnesota lawmaker sent a letter to some businesses, encouraging them to do so.

3/12 – 4pm: after allegations surfaced, implying they had been drinking at a party before they crashed into White House security barricades last week.

3/17 – 4pm: US Lawmakers weigh in on helping out homeless vets; a WI bill on liquor sampling in stores heads to Walker for consideration; a speed limit bill is passed by lawmakers in the state

3/23 – 5pm: The U.S. Supreme Court has declined to hear the case against Wisconsin's Voter ID law, allowing it to go into effect immediately.

3/30 – 4pm: State lawmakers are looking at imposing regulations on rideshare like Uber and Lyft.

3/31 – 5pm: Nuclear talks involving Iran and six world powers will continue past the self-imposed deadline tonight.

## **COMMUNITY PARTICIPATION**

### Ellen Buss – Program/Traffic Manager

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

### Meredith Barack – News Reporter

1/23 – School Makes A Difference speaker

3/21 – Brava Kids' Expo participant

### Russ Bruhn – News Director

1/21 – WBA Job Fair participant

1/31 – Overture Center Frostiball

2/18 – UW Madison Job Fair participant

3/7 – WBA Student Seminar panelist

3/21 – Brava Kids' Expo participant

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

1/14 – Emcee for the Friends Of Middleton Performing Arts event

3/13 – School Visit – 3<sup>rd</sup> grade Windsor Elementary

3/20 – Brava Kids' Expo participant

### Christy Dimond – News Reporter

1/31 – Free To Breathe Yogathon – benefits lung cancer research

### Ashley Matthews – News Anchor / Reporter

3/2 – Chavez Elementary Dr. Seuss Reading Day

3/4 – Reading Day at Sunset Ridge Elementary

3/5 – Reach A Child event and board meeting

3/6 – Sun Prairie Music & Art Walk

3/7 – All Dressed Up event

3/9 – Reach A Child marketing event

3/13 – Academic Decathlon

3/19 – Alice In Dairyland presentation

### Leigh Mills – News Anchor / Reporter

1/14 – DAIS capacity committee meeting

1/26 – DAIS Board of Trustees meeting

3/1 – Bowlin for Colons participant

3/5 – Emcee for Wild Women of the Blues

3/7 – Celebrity host for trivia night at St. Dennis

3/10 – Emcee for ATHENA awards

3/19 – DAIS capacity building committee meeting

3/22 – Madison Kids Expo participant

3/23 – DAIS BOT

3/24 – Meals on Wheels – delivered in Stoughton

### Zach Nugent – News Anchor / Reporter

3/22 – Madison Kids Expo participant

### Kate Pabich – News Reporter

3/10 – Attended Athena Awards

3/27 – Read-a-thon at Elvehjem Elementary

Geoff Shields – Operations Manager

1/3 – Military honors presentation at veteran’s funeral  
 1/13 – Mt. Horeb village cable board meeting  
 1/15 – Madison Media Institute student interviews and feedback  
 1/17 – WI Dept. Of The American Legion mid-winter conference  
 1/21 – WBA Job Fair  
 1/22 – Mt. Horeb area Chamber of Commerce meeting  
 1/24 – WWII Veteran Memorial ceremony  
 1/28 – Station tour for Reedsburg High School AV class  
 1/29 – Dane County Council of American Legion board meeting  
 2/6 – Mt. Horeb American Legion executive committee meeting  
 2/7, 2/14 – Funeral honors for local veteran  
 2/12 – Mt. Horeb American Legion meeting  
 2/10 – Village of Mt. Horeb cable committee meeting  
 2/18 – Job fair participant at UW Madison  
 2/23 – 3<sup>rd</sup> District American Legion meeting  
 2/24-2/25 – WBA Trip to Washington DC to meet with Wisconsin legislators  
 2/27 – Station tour for UW students

John Stofflet – News Anchor / Reporter

1/8 – Badger Childhood Cancer board meeting  
 1/13 – Cub scout tour of station  
 1/17 – Badger Childhood Cancer board meeting  
 1/21 - Badger Childhood Cancer board meeting  
 1/23 – Athena Awards judge  
 2/2 – WAGS board meeting  
 2/14 – Emcee for Zor Shrine Circus BCCN night  
 2/21 - Badger Childhood Cancer board meeting  
 3/4 – Read to Sunset Ridge Elementary class  
 3/10 – Athena Awards judge  
 3/18 – Delivered meals for Stoughton Meals On Wheels  
 3/21 – Badger Childhood Cancer meeting  
 3/21 – Brava Kids’ Expo participant  
 3/29 – St. Baldrick’s Fundraiser emcee

Don Vesely – General Manager

1/20 – WBA winter board meeting  
 1/21 – WBA job fair participant  
 1/21 – WBA legislative meetings at the capitol  
 1/30 – Volunteer parent at band recital  
 3/14 – WBA student workshop participant

**Public Service Report for NBC15 (WMTV)  
1<sup>st</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. **Bowlin for Colons, UW Carbone Cancer Center, GI Cancer Research**
2. **BRAVA Kids Expo, BRAVA Magazine**
3. **Sweet Revolutions, Home Health United Meals on Wheels**

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. **Bowlin for Colons, 80 -:30 length PSAs ran, approximately a \$2,800 value. Plus, several news mentions on newscasts.**
2. **BRAVA Kids Expo, 82-:10 length PSAs ran, approximately a \$2,870 value. Plus, coverage of the event, news mentions and interview segment.**
3. **Sweet Revolutions, 83-:15 length PSAs ran, approximately a \$2,905 value. Plus news mentions.**

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

**\*\$13,535 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.)?

**\*N/A**

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

- Volunteer – Oakwood Village nursing home**
- **Speaker – School Makes a Difference**
- **Volunteer – BRAVA Kids Expo**
- **Participant – WBA Job Fair**
- **Participant – UW Madison Job Fair**
- **Panelist – WBA Student Seminar**
- **Emcee – Friends of Middleton Performing Arts Event**
- **School Visit - 3<sup>rd</sup> Grade Windsor Elementary**
- **Participant – Free to Breathe Yogathon for lung cancer research**
- **Participant – Reading Day – Chavez Elementary**
- **Participant – Reading Day – Sunset Ridge Elementary**
- **Participant – Reach A Child event and board meeting**
- **Participant – Sun Prairie Music & Art Walk**
- **Participant – All Dressed Up event**
- **Participant – Academic Decathlon**
- **Presentation – Alice in Dairyland**
- **Committee Meeting – DAIS**
- **Trustees Meeting – DAIS**
- **Attendant – Athena Awards**
- **Participant – Read-a-thon – Elvehjem Elementary**
- **Presentation – Military Honors – Veteran's Funeral**
- **Student Interviews – Madison Media Institute**
- **Conference – WI Dept. of the American Legion**

- Meeting – Mt. Horeb Chamber of Commerce
- Ceremony – WWII Veteran Memorial
- Station Tour – Reedsburg High School AV Class
- Board Meeting – Dane County Council of American Legion
- Meeting – Mt. Horeb American Legion
- WBA Trip to Washington DC to meet with Wisconsin Legislators
- Station Tour – UW Students
- Board Meeting – Badger Childhood Cancer
- Station Tour – Cub Scouts
- Judge – Athena Awards
- Board Meeting – WAGS
- Emcee – Zoe Shrine Circus BCCN night
- Reading Day – Sunset Ridge Elementary
- Volunteer – Stoughton Meals on Wheels
- Emcee – St. Baldrick's Fundraiser
- Board Meeting – WBA
- Participant – WBA Student Workshop
- Participant – Bowlin for Colons
- Emcee – Wild Women of the Blues
- Host – Trivia night at St. Dennis

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.)?

**\*Coverage of the races and issues facing voters**

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 14 employees, about 175 volunteer hours donated**

**NBC15 Sponsored Community Events  
1<sup>st</sup> Quarter 2015**

March

**Bowlin' For Colons**

Sunday, March 1

Dream Lanes, Bowl-a-Vard, Schwoegler Park Towne Lanes & Ten Pin Alley

PSA Created

Proceeds benefit the UW Carbone Comprehensive Cancer Center

**ATHENA Awards Celebration**

Tuesday, March 2

Monona Terrace Community & Convention Center

Leigh Mills emceeds this event

No PSA

**BRAVA Madison Kids Expo**

Saturday, March 21 & Sunday, March 22

Exhibition Hall at Alliant Energy Center

PSA Created

Booth at Event, Multiple Employees participated