



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

APRIL 1 – JUNE 30, 2018

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

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

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

<u>PROGRAM</u>	<u>DAYS</u>	<u>TIMES</u>
The Morning Show	Monday-Friday	4:30-7:00am
The Morning Show Weekend	Saturday	5:00-7:00am
The Morning Show Weekend	Sunday	6:00-9:00am
15 News at 11am	Monday-Friday	11:00-11:30am
15 News at 4pm	Monday-Friday	4:00-4:430pm
15 News At 5	Monday-Friday	5:00-5:30pm
15 News At 6	Monday-Saturday	6:00-6:30pm
CW News at 9 (WMTV DT2)	Monday-Sunday	9:00-9:30pm
15 News at 10	Monday-Friday	10:00-10:35pm
15 News at 10	Saturday-Sunday	10-10:30pm

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

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

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

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

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

Weekend Editions of Today Saturday, 7:00-9:00am & 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, 8-10pm, Sunday 6-7pm

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)**

04/03, 10pm: Referendums: Some schools are asking for substantial amounts of money for improvements and upgrades.

04/05, 11am: University of Wisconsin System President Ray Cross is preparing to update regents on efforts to merger the system's two- and four-year schools.

04/25, AM Show: Applications open for school safety grants.

05/01, 11am: Newly released records show University of Wisconsin System President Ray Cross' former chief of staff resigned amid sexual harassment allegations.

05/02, 6pm: Odyssey graduation - tonight-- a graduation ceremony for non-traditional students.

05/14, 10pm: Madison elementary schools average a 15 minute long lunch period-- not including time to and from the lunchroom.

06/04, 11am: the University of Wisconsin system may start sharing information about employees accused of sexual harassment with new employers.

06/13, 5pm: 20 schools in our state will be awarded more than \$1.3 million dollars for safety grants.

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)**

04/04, 9pm: According to stats from the Violence Policy Center, nearly three women are murdered every day in the U.S. by current or former romantic partners.

04/10, 4pm: Gov. Walker has signed nine bills into law that limit the state's welfare programs, including increasing the work requirement for food stamp recipients and imposing it on parents for the first time.

4/12, 9pm: Some state officials and lawmakers pledged to support the update of the Wisconsin Crime Victims' Rights Constitutional amendment. The goal behind Marsy's law is giving victims of crime equal rights in our state.

05/14, AM Show: MPD putting an emphasis on mental health for first responders.

05/17, 6pm: PEACE WALK - All too often in Madison, children who witness violence become secondary victims in targeted crime.

05/21, 11am: Texas Santa Fe victims are being remembered and teachers hailed heroes... and the national debate over gun control again takes center stage.

06/21, 6pm: A new survey tonight from review site "safe wise" ranks 16 Wisconsin towns among the 50 safest cities in America to raise children.

06/23, 5pm: Foster Task Force – New report released saying the state needs to do more for the foster program in the state.

Moms Everyday – Monday 11:30-12pm

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

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.”

04/06, 6pm: A warning from the Wisconsin department of health services about synthetic marijuana - also known as K-2.

4/10, 10pm: Nitrous - an unexpected way to manage pain during child birth is coming to an area hospital.

04/25, 11am: E-cigarette maker Juul has announced a \$30 million research investment to fight youth tobacco use.

05/03, 11am: Hawaii could become the first state to ban sunscreens with environmentally harmful chemicals.

05/15, 11am: Kids and teens are taking fewer prescription medications than two decades ago.

06/04, am show: A new study finds many women with early stage cancer may be able to skip chemotherapy.

06/12, 6pm: As many kids prepare to head to pools and lakes for a swim, medical professionals at a Wisconsin hospital say the risk of drowning - while slight - is there.

06/14, 4pm: On World Blood Donor Day the American Red Cross announces its “Missing Types” campaign to recruit both past and new blood donors.

IV. LOCAL ECONOMY / FINANCE

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

04/05, AM Show: Possible tariffs from China expected to have impact on WI Farmers.

04/09, 11am: The Middleton Police Department is warning Apple users of a scam that’s going around after some staff members received numerous calls on their phones on Sunday.

04/26, AM Show: State Park fees to increase.

05/01, 6pm: In Rock County, an 18-million dollar deal should be finalized by the summer and bring new life to the Janesville Mall.

05/09, 10pm: More than 11 million dollars will be used for improvements at the Unity Point Health Meriter Child and Adolescent Psychiatry Hospital.

05/22, 6pm: With parts of Wisconsin getting nearly a full week of sunshine to dry out - farmers are hitting the fields.

06/03, 10pm: A new campground for horses and their owners is coming to Governor Dodge State Park. The fundraising effort has been very successful so far and the project is expected to cost about seven hundred thousand dollars.

06/15, 6pm: Child tax credit - just over 450-thousand families in Wisconsin applied for the state's one-time child tax credit -- and there's still time for you to do so if you haven't yet.

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)

04/04, 5pm: Ikea Tour: An inside look at the first Ikea store in Wisconsin

04/06, 9pm: Federal agents took control of backpage.com and shut the classified site down.

04/27, 6pm: A consumer alert tonight...the widespread e-coli outbreak linked to tainted romaine lettuce - now reaches into Wisconsin.

05/11, 5pm: New billboards unveiled this morning are fighting the stigma of mental illness and addiction in Dane County. The billboards are an effort to help people open up about their illness.

05/22, 11am: The US Postal Service will be rolling out its first scratch and sniff stamps at the end of June.

05/25, 11am: Fiat Chrysler is recalling 4.8 million vehicles over an issue that could prevent drivers from turning off cruise control.

06/11, 11am: IHOP changes its name to IHOB for International House of Burgers. This is a new marketing campaign to let people know they are more than breakfast.

06/14, 6p: Wisconsin is in a multi-state alert for a salmonella outbreak, linked to pre-cut melon.

VI. ENVIRONMENT

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

04/06, 6pm: Tonight the Wisconsin Department of Natural Resources is taking extra steps to help stop the spread of chronic wasting disease.

04/09, am show: Severe weather awareness week kicks off today.

04/26, 6pm: Wisconsin's fishing opener is next weekend and after the seemingly endless winter we had this year, our reporter went along with the DNR to find out how those temps will affect fishing season.

05/10, 5pm: Heavy rain in our area is setting up lakes for toxic blue-green algae. According to the Clean Lakes Alliance, stopping runoff can help slow down the growth.

05/14, 9pm: A new report tonight shows tiny microscopic particles of plastic were found in water samples taken from Lake Michigan and the city of Milwaukee.

06/11, 6pm: Organic compost - Madison's organics collection pilot program will end next week.

06/11, 9pm: The prices of recyclables are plummeting in south central Wisconsin due to policy changes involving China.

06/20, 6pm: Every year they come around and chances are you'll run into them at the park, and might want to avoid the trail they leave behind.

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

4/3, 11-11:24am – News conference with President Trump and heads of government of the Baltic states.

4/3, 3:36-3:39pm – Report of an active shooting at YouTube headquarters

4/10, 1:49-3pm – Coverage of the Zuckerberg senate testimony
 4/11, 9-9:30am – Paul Ryan announces he will not seek reelection this fall
 4/13, 8-8:15pm – President Trump addresses nation on US, France and UK launching a strike on Syria.
 4/17, 6:49-6:57pm – Barbara Bush died
 4/21, 10:50-12:49pm – Coverage of Barbara Bush’s funeral
 4/26, 2:10-2:29pm – Coverage of the Bill Cosby verdict
 4/27, 1:03-1:50pm – Joint news conference with President Trump and German Chancellor Merkel
 5/8, 1:10-1:33pm – President Trump’s remarks on the Iran Nuclear Deal.
 5/18, 10:15-10:19am, 10:41-10:56am, 11:30-11:38am, 2:01-2:33pm – Coverage of Santa Fe school shooting
 5/24, 9-9:05am, 10:56-11:04am – President Trump cancels meetings with North Korea’s Kim Jong Un
 6/1, 1:38-2pm – President Trump and North Korean leader Kim Jong Un schedule meeting.
 6/11, 7:52-8:30pm – First historic meeting between President Trump and Kim Jong Un.
 6/11, 3:04-4am – President Trumps news conference after meeting Kim Jong Un.
 6/20, 2:13-2:26pm – President Trump signs executive order to stop separating families at the border
 6/26, 9:15-9:18am – Supreme Court upholds President Trump’s travel bans
 6/27, 1:16-1:24pm, 1:36-1:46pm – Supreme Court Justice Kennedy announces his retirement.
 6/28, 2:43-2:47pm, 3:36-3:53pm, 4:36-4:44pm – Coverage of the shooting at Capital Gazette Newspaper in Maryland.

Severe Weather Cut-ins

4/13 - 8:50-1:53pm, 9:11-9:14pm, 9:47-9:51pm
 5/2 - 7:30-7:31pm, 7:50-7:51pm. 8:03-8:05pm
 5/25 - 7:21-7:23pm, 7:50-7:52pm
 6/26 – 1:56-1:58pm, 2:51-3:10pm, 3:30-3:52pm
 6/30 – 7-7:01pm, 7:50-7:51pm

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

04/01, 10pm: Sauk County Circuit Court Judge Michael Screnock is squaring off against Milwaukee County Circuit Court Judge Rebecca Dallet on Tuesday.
 04/03, AM Show: Absentee voters set an April record in Madison.
 04/11, 4pm: Republican House Speaker Paul Ryan will not run for re-election, people close to the Wisconsin lawmaker said Wednesday.
 05/09, 4pm: Donald Trump is pointing to the release of three American prisoners in North Korea as a hopeful sign for the future of diplomacy. This, as tensions are rising with Iran over the nuclear deal.
 05/10, 10pm: After some back-and-forth, tonight the State Attorney General says farmers who grow industrial hemp can produce c-b-d oil from their crop.
 05/20, 5pm: Trump says he will demand the Justice Department investigate whether the DOJ or the FBI sent in a spy to infiltrate his 2016 campaign.
 06/01, 5pm: The deadline to file nomination papers has come and gone, but the state's elections commission has extended its hours to file challenges to those papers.
 06/11: We are now just hours away from the first-ever meeting between a sitting us president and a North Korean leader

Public Service Report for NBC15 (WMTV) 2nd Quarter 2018

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. **Tellurian Golf Outing:** Approx \$100,000—benefits Tellurian Clinic
2. **Adopt a Dairy Cow:** Approx \$29,000 --benefits Second Harvest Foodbank of Southern Wisconsin
3. **BratFest:** Sold 134,528 Brats –benefits multiple charities in area

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. **Tellurian Celebrity Golf Outing**, ran :30 promos, approx \$11,000 value. **Website links on NBC15.com; News coverage; Station Employee Participation/Emcee**
2. **Adopt a Dairy Cow**; Ran :30 PSAs, approx. \$10,000 value. Website Links on NBC15.com; News Coverage, Station Participation at Ice Cream Social
3. **Bucky on Parade**, ran :15 promos, approx \$9000 value. **Website links on NBC15.com; News coverage; Station Participation**

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

****Approx \$129,000 (not including BratFest amount)**

Tellurian Golf Outing; Adopt a Dairy Cow; BratFest

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.)?

Coaching—Flag Football

Board Meeting—Youth Football Group

Coaching—Youth Softball

Station Tour—Madison College Visual Communications Department

Station Tour—Wisconsin Valley Radio Association

Hosted Meeting—Madison Chapter of the Society of Broadcast Engineers

Student Tour/Job Shadow—College Journalism Students

Donate Platelets—American Red Cross

Mock Interview—UW Med School

Board Meeting—Badger Childhood Cancer Network

Participation—Groundbreaking; Habitat for Humanity of Dane County

Volunteer—Junior Achievement Classroom

Volunteer—Red Cross +72 Hours

Volunteer—Weather Radio Programming (Multiple Station Employee Participation)

Celebrity Reader—Sauk County

Emcee—Construction Awards

Coach—Flag Football

Coach—Youth Softball

Board Meeting—Sun Prairie Youth Football

Coach—Youth Softball

Donate—Red Cross

Board Meeting—BCCN

Emcee—Crystal Apple Awards Dinner (Multiple Station Employee Participation)

Committee Meeting—Walk 4 Wishes

Committee Meeting—Gilda's Club

Volunteer—Junior Achievement

Donation/Young Professional Meeting—Young Rising Stars of Second Harvest (Multiple Station Employee Participation)

Emcee/Volunteer—Bucky on Parade (Multiple Station Employee Participation)

Celebrity Cashier—BratFest (Multiple Station Employee Participation)

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?

April 3rd Election Coverage, Special Primary Story of District 1 May 15th.

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

***About 21 employees, about 223 volunteer hours donated**

**NBC15 Sponsored Community Events
2nd Quarter 2018**

APRIL

Bucky on Parade

Summer Long Art Display—Launched May 7, 2018

May-September

Created/Creating Promotional Spots for Events/News Coverage

Promos Ran April 20-May 6

MAY

BratFest

May 25-28, 2018

Take Your Brat to Work Day

Benefits multiple non-profits in area

Created Promos/News Coverage leading up and Day of Live News Coverage at Event

Promos Ran May 10-25

Tellurian Swing Fore Recovery Golf Outing

May 31, 2018

Benefiting Tellurian Clinic

Created PSAs/News Coverage/TV Personalities at Event

Promos Ran May 10-25

JUNE

Adopt A Dairy Cow

Second Harvest Foodbank of Southern Wisconsin

Created PSAs/News Coverage/Emcee Event

Promos Ran May 30-June 30