



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

OCTOBER 1 – DECEMBER 31, 2023

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. Education** – Class sizes, Connectivity, Teacher Retirements, School Referenda and Student Safety. They've long been issues of importance to our local viewers. Because of the pandemic, we've branded our commitment to these issues as "Navigating School".
- 2. Politics** – This will include issue-based stories from all levels, with an emphasis on local and state, and the Presidential and Congressional elections.
- 3. Local Business and Tourism** – This is for coverage of events bringing tourism dollars into the viewing-area and what may affect turnout. (*Fairs, festivals, sporting events, parks, playgrounds, activities, accommodation, etc.*)
- 4. Consumer Concerns** - We've renewed our commitment to investigative journalism and other consumer-driven stories (scams, recalls, problem solving). Stories branded under the "NBC15 Investigates" franchise will be targeted to this category unless they fit another category better.
- 5. Severe Weather and Preparedness** – for First Alert Days, our Weather Radio programming events, and other stories where we've assigned additional resources to cover storms (on approach, during and the aftermath).
- 6. COVID-19** – This category is to detail coverage of the decisions and impact of decisions made by our legislative leaders, the toll on and also research being done at our local health care facilities, as well as impact on the workforce.
- 7. Crime and Public Safety** - Increased gang activity, violent crimes, stolen vehicles, home break-ins, and gun control.
- 8. Agriculture** -- Wisconsin, dubbed America's Dairyland, currently leads the nation in farm bankruptcies. Farmer mental health and access to resources is a concern amid growing suicides. The state's governor has also prioritized initiatives and legislation to help our ag industry. *NOTE: This category will include legislative proposals and action.*
- 9. Community Impact/Outreach** - This will be for stories re: personal appearances made by NBC15 Staff. It will also include the NBC15 School Shout Out (where classrooms wish our viewers good morning) AND our hallmark Share Your Holidays Campaign to raise funds for Second Harvest Foodbank of Southern Wisconsin.
- 10. Social Justice** – This explores race relations, homelessness and human rights within our communities.

**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 11:30am	Monday-Friday	11:30-Noon
15 News at 4pm	Monday-Friday	4:00-4:30pm
15 News At 5	Monday-Friday	5:00-5:30pm
15 News At 6	Monday-Saturday	6:00-6:30pm
15 News at 9 (WMTV DT2 “CW”)	Monday-Sunday	9:00-9:30pm
15 News at 10	Monday-Friday	10:00-10:35pm
15 News at 10	Saturday-Sunday	10:00-10:30pm

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

Early Today Monday-Friday, 3-4:30am

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

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

This three-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment, and sports. NBC 15 provides local 1 minute 25 second news cut-ins at 7:27am, 7:57am, 8:27am and 8:57am.

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

Both weekend broadcasts continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human-interest stories, covering topics related to health and finance, and presenting the latest sports and weather information. NBC 15 provides local 1 minute 25 second news cut-ins on Saturday at 7:27am, 7:57am, 8:28am and a 1 minute 16 second cut-in on Sunday at 9:27am.

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

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

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

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

Dateline NBC Friday, 8:00-10:00pm, Saturday 8:00-9:00pm

This network program has pioneered a unique approach to prime-time news programming, with its multiple-nights-per-week franchise. With this schedule, the one-hour newsmagazine enables NBC News to

present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

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

This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast. Transcripts - <https://www.nbcnews.com/meet-the-press/meet-press-transcripts-n51976>

I. EDUCATION

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

10/1, 9 PM: FOR THE FIRST YEAR -- "BANNED BOOKS CON" IS TAKING PLACE AT LIBRARIES ACROSS DANE COUNTY. BANNED BOOKS WEEK, WHICH IS CELEBRATED EVERY YEAR NATIONALLY, KICKED OFF TODAY AT THE SUN PRAIRIE PUBLIC LIBRARY WITH A PANEL DISCUSSION OF LOCAL EXPERTS.

10/2, 4:30 AM: THE MADISON METROPOLITAN SCHOOL DISTRICT BOARD OF EDUCATION IS INVITING THE COMMUNITY TO MULTIPLE INPUT SESSIONS IN ITS SEARCH FOR A NEW SUPERINTENDENT.

10/3, 9 PM: MOM AND DADS ARE HELPING FULFILL A NEED IN ONE WISCONSIN SCHOOL DISTRICT... A BUS DRIVER SHORTAGE. THE DISTRICT ALLOWS PARENTS TO BRING THEIR KIDS WITH THEM ON THEIR ROUTES.

11/2, 4:30 AM: NOVEMBER IS HOMELESSNESS AWARENESS MONTH. IN THE MADISON METROPOLITAN SCHOOL DISTRICT, AROUND 700 STUDENTS ARE EXPERIENCING HOMELESSNESS.

11/8, 6 PM: ENROLLMENT AT THE "UNIVERSITIES OF WISCONSIN" GREW BY MORE THAN 1700 STUDENTS THIS FALL, ACCORDING TO NUMBERS ANNOUNCED TODAY.

11/10, 11 AM: THE NEW VERSION OF THE FREE APPLICATION FOR FEDERAL STUDENT AID IS SUPPOSED TO OPEN IN DECEMBER. THIS IS HOW MOST FAMILIES GET STUDENT LOANS OR FINANCIAL AID FOR COLLEGE.

12/6, 9 PM: TONIGHT, RIVER VALLEY HIGH SCHOOL IS SHOWCASING NEW TECHNOLOGY. THIS TECHNOLOGY GIVES STUDENTS THE OPPORTUNITY TO LEARN ADVANCED MANUFACTURING.

12/11, 10 PM: THE WAUNAKEE COMMUNITY SCHOOL DISTRICT BOARD OF EDUCATION SAYS DR. MONICA KELSEY-BROWN WILL BE THE DISTRICT'S NEXT SUPERINTENDENT. DR. KELSEY-BROWN IS THE SUPERINTENDENT OF THE BROWN DEER SCHOOL DISTRICT, AND SHE'S HAD THAT ROLE SINCE THE 2020-2021 SCHOOL YEAR. SHE'S EXPECTED TO START HER NEW ROLE ON JULY FIRST.

12/13, 11 AM: LAST WEEK THE BOARD OF REGENTS NARROWLY REJECTED A DEAL MADE BETWEEN STATE REPUBLICANS AND THE U-W SYSTEM PRESIDENT. BUT NOW, AFTER YESTERDAY'S PRIVATE MEETING, WE'VE LEARNED THAT ONE REGENT MAY BE CHANGING THEIR "NAY" TO A "YAY" WHICH COULD CHANGE THE FINAL OUTCOME.

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. POLITICS

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

10/1, 5 PM: PRESIDENT BIDEN IS ADDRESSING THE AMERICAN PEOPLE TODAY AFTER SIGNING INTO LAW A STOPGAP FUNDING BILL TO AVOID A GOVERNMENT SHUT DOWN.

10/10, 5 AM: FIRST LADY JILL BIDEN IS HEADING TO MENOMINEE COUNTY TODAY, TOURING THE MENOMINEE TRIBAL ENTERPRISES'S SAWMILL TO LEARN ABOUT SUSTAINABLE FOREST MANAGEMENT.

10/17, 11 AM: WISCONSIN OFFICIALLY ENDED THE 2023 FISCAL YEAR WITH A POSITIVE BALANCE THAT'S JUST OVER SEVEN BILLION DOLLARS. THIS ECLIPSES LAST YEAR'S RECORD-BREAKING 4.3 BILLION DOLLAR BALANCE.

11/3, 10 PM: A NEW PROPOSED BILL IN WISCONSIN WOULD MAKE IT EASIER FOR LAW ENFORCEMENT TO CONTACT YOU IF A LOVED ONE IS HURT OR KILLED. A MILWAUKEE NATIVE INTRODUCED THE BILL AFTER HER DAUGHTER DIED IN A MOTORCYCLE ACCIDENT IN WHICH SHE WASN'T NOTIFIED ABOUT THE CRASH FOR 6 AND A HALF HOURS.

11/6, 9 PM: NEW TONIGHT, THE DANE COUNTY BOARD OF SUPERVISORS HAS APPROVED A NEARLY 1 BILLION DOLLAR BUDGET DURING ITS MEETING TONIGHT.

11/6, 10 PM: ONE OF THE BIGGEST CONSERVATIVE COMMENTATORS IN THE COUNTRY SPOKE AT U-W MADISON TONIGHT. BEN SHAPIRO TALKED TO A PACKED HOUSE IN SHANNON HALL.

12/5, 11 AM: GOVERNOR RON DESANTIS, FORMER SOUTH CAROLINA GOVERNOR NIKKI HALEY, ENTREPRENEUR VIVEK RAMASWAMY AND FORMER NEW JERSEY GOVERNOR CHRIS CHRISTIE WILL FACE-OFF IN TUSCALOOSA, ALABAMA. FORMER PRESIDENT DONALD TRUMP WILL SKIP THE EVENT, AS HE HAS ALL PREVIOUS DEBATES. INSTEAD, TRUMP WILL ATTEND A FUNDRAISER IN FLORIDA FOR A SUPER PAC SUPPORTING HIS CANDIDACY.

12/5, 6 PM: GOVERNOR TONY EVERS JUST SIGNED A NEW BILL TODAY TO FUND REPAIRS AND UPGRADES FOR THE BREWERS' STADIUM IN MILWAUKEE. THE GOVERNOR SIGNED THE BI-PARTISAN PACKAGE TODAY AT AMERICAN FAMILY FIELD.

12/14, 4 PM: WITH 2024 RIGHT AROUND THE CORNER, WISCONSIN IS ABOUT TO RETURN TO THE SPOTLIGHT. TODAY THE WHITE HOUSE ANNOUNCED PRESIDENT JOE BIDEN IS PLANNING ANOTHER VISIT TO THE BADGER STATE.

III. LOCAL BUSINESS AND TOURISM

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

10/1, 10 PM: NOW UNTIL FRIDAY, WHAT BETTER LOCATION TO HOLD THE 'WORLD DAIRY EXPO' THAN AMERICA'S DAIRYLAND? NBC15'S SHAINA NIJHAWAN WAS AT THE ALLIANT ENERGY CENTER WHERE DAIRY ENTHUSIASTS FROM AROUND THE WORLD ARE COMING TOGETHER TO COMPETE AND COLLABORATE.

10/2, 11 AM: THE LINE HERE IS AROUND THE BLOCK, CARS HERE AS EARLY AS 8 AM. THE FAMOUS CURDERBURGER IS BACK TODAY AT CULVER'S THROUGH THE END OF OCTOBER.

10/11, 4 PM: 'BAKED WINGS' IS THE NAME OF THE ESTABLISHMENT EXPECTED TO OPEN EARLY NEXT YEAR. THE THREE OWNERS OPENED THE FIRST LOCATION IN A ROCKFORD SUBURB LAST NOVEMBER. THEY'RE NOW READY TO BRING BAKED CHICKEN TO DOWNTOWN MADISON.

11/3, 5 PM: CONSTRUCTION WAS SUPPOSED TO START ON A NEW SPORTS COMPLEX AND CONVENTION CENTER IN JANESVILLE THIS FALL BUT THERE'S BEEN A HOLD UP. NBC15'S MARCUS AARSVOLD SHARES WHY YOU HAVEN'T SEEN MUCH MOVEMENT ON THIS PROJECT AS OF LATE.

11/6, 4 PM: THE FIRST OF THE WEEKLY MARKETS THIS YEAR IS SET FOR SATURDAY, NOVEMBER 18TH, ONE WEEK AFTER THE MARKET ON THE CAPITOL SQUARE CLOSES FOR THE SEASON. THE HOLIDAY MARKETS WILL RUN FROM 7:30 AM TO NOON. BEYOND THE LOCAL PRODUCE AND UNIQUE GIFTS, THE DANE COUNTY FARMERS' MARKET COOKBOOK IS IN ITS SECOND PRINTING AND AUTHOR TERESE ALLEN WILL BE AT TWO OF THE MARKETS FOR BOOK SIGNINGS.

11/10, 9 PM: TONIGHT A CLASSIC SUPPER CLUB IN POYNETTE IS OPEN AGAIN. THE OWL'S NEST FIRST OPENED IN 1937. NOW, THE VINTAGE OWL'S NEST SIGN IS SHINING AGAIN FOR THE FIRST TIME IN EIGHT YEARS. NEW OWNERS HAVE COMPLETELY REDONE THE INSIDE.

12/1, 4 PM: SPEAKING OF THE HOLIDAY SEASON, A FESTIVE, WEEKEND-LONG EVENT IS BACK FOR ITS 10TH YEAR -- THE JANESVILLE JOLLY JINGLE!

12/12, 11 AM: LAMERS DAIRY IS ONE OF THE LARGEST PRODUCERS OF EGGNOG IN WISCONSIN. IN FACT, THEY EXPECT TO PRODUCE AROUND 25,000 GALLONS OF EGGNOG THIS YEAR. WHILE THE VAST MAJORITY OF MILK FROM DAIRY FARMS IN THE STATE GOES INTO CHEESEMAKING, LAMERS HAS FIVE FARMS, ALL WITHIN 30 MILES, THAT SUPPLY THEIR AWARD-WINNING MILK.

12/23, 9 PM: HUNDREDS OF FAMILIES KICKED OFF THE HOLIDAY WEEKEND AT THE OVERTURE CENTER. TODAY 'THE NUTCRACKER' AND 'A CHRISTMAS CAROL' WERE SHOWING PEOPLE PACKING INTO THEATERS TO WATCH THE HOLIDAY CLASSICS.

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.

IV. CONSUMER CONCERNS

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

10/2, 10 PM: THE CHILD CARE COUNTS PROGRAM IN WISCONSIN IS AT RISK OF RUNNING OUT OF FUNDS IF NO ACTION IS TAKEN.

10/3, 11 AM: THE TWO RECALLED AIR FRYER MODELS WERE SOLD AT SECURA'S WEBSITE AND ON AMAZON FROM MAY 2019 THROUGH OCTOBER 2020 FOR BETWEEN \$48 AND \$90. THE CONCERN IS OVER A WIRE CONNECTION IN THE FRYER THAT CAN OVERHEAT. THERE WERE NINE REPORTS OF THE AIR FRYERS CATCHING FIRE, BURNING AND SMOKING.

10/6, 11 AM: REGULATORS SAY THAT COULD SEVERELY INJURE OR EVEN KILL A CAR'S OCCUPANTS. AT LEAST TWO PEOPLE HAVE DIED IN THE U.S. AND CANADA, AND THERE HAVE BEEN SEVEN SERIOUS

INJURIES, WITH MOST OCCURRING SINCE 2016. THE POTENTIALLY DANGEROUS AIRBAGS CAN BE FOUND IN MODELS BY THE BIG THREE AMERICAN AUTOMAKERS, AS WELL AS MOST MAJOR FOREIGN MANUFACTURED BRANDS.

11/1, 11 AM: A BILL WOULD OPEN THE STATE'S BADGERCARE PROGRAM TO MORE PEOPLE BY CHANGING INCOME ELIGIBILITY THRESHOLDS. ANOTHER WISCONSIN BILL INTRODUCED WOULD ALLOW BADGERCARE AS AN OPTION FOR SMALL BUSINESSES OWNERS, SOMETHING SUPPORTERS SAY WOULD HELP THEM OUT.

11/2, 11 AM: WE ARE 20 DAYS AWAY FROM THANKSGIVING AND YOUR TURKEY DINNER COULD BE CHEAPER THIS YEAR. IN TODAY'S CONSUMER WATCH, COLE HIGGINS HAS A LOOK AT WHY THE STAR OF THE HOLIDAY MEAL IS SEEING A SHIFT IN PRICE.

11/8, 4 PM: TODAY DANE COUNTY REGIONAL AIRPORT ANNOUNCED BREEZE AIRWAYS WILL OFFER ROUTES TO TAMPA AND ORLANDO STARTING IN FEBRUARY. BREEZE WILL OFFER THE FLIGHTS ON WEDNESDAYS AND SATURDAYS. AIRPORT DIRECTOR KIM JONES SAYS THEY HAVE PLENTY OF SPACE AVAILABLE SINCE THE EXPANSION OPENED.

12/1, 6 AM: IF YOU HAVE PRE-CUT CANTALOUPE IN YOUR FRIDGE AND YOU DO NOT KNOW WHAT BRAND IT IS, THE CDC SAYS TO THROW IT OUT.

12/7, 9 PM: A THIRD DEATH HAS BEEN REPORTED IN THE U.S. IN AN OUTBREAK OF SALMONELLA TIED TO WHOLE AND PRE-CUT CANTALOUPE PRODUCTS.

12/11, 11 AM: THE WISCONSIN DEPARTMENT OF HEALTH SERVICES ANNOUNCING THREE KNOWN CASES OF LEAD POISONING IN WISCONSIN LINKED TO A RECENT NATIONWIDE APPLESAUCE RECALL. DHS IS NOW ADVISING PARENTS, IF YOU THINK YOUR CHILD MAY HAVE EATEN ONE OF THE APPLESAUCE PRODUCTS TO ASK YOUR HEALTH CARE PROVIDER FOR A BLOOD LEAD TEST.

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.

V. SEVERE WEATHER AND PREPAREDNESS

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

10/18, 11 AM: REPRESENTATIVES FROM ABOUT A DOZEN DIFFERENT MUNICIPALITIES GATHERED IN SUN PRAIRIE TO DISCUSS THE LATEST TECHNOLOGY WHEN IT COMES TO KEEPING THE ROADS CLEAR FROM SNOW AND ICE IN THE WINTER. MUCH OF THE FOCUS WAS ON SALT USAGE. THE AMOUNT OF SALT DUMPED ON THE ROADS CAN HAVE A HUGE IMPACT ON THE ENVIRONMENT, IT TAKES A LONG TIME TO FIGURE OUT HOW MUCH SALT THEY NEED TO USE.

10/27, 4 PM: IT MAY NOT OFFICIALLY BE WINTER BUT RESIDENTS IN PARTS OF NORTH DAKOTA ARE DEALING WITH THEIR FIRST MAJOR SNOWFALL OF THE YEAR. MANY HAVE BROUGHT OUT THEIR SHOVELS, SNOWBLOWERS AND PLOWS TO CLEAR THEIR SIDEWALKS AND DRIVEWAYS. NEARLY A FOOT OF SNOW BURIED PARTS OF NORTH DAKOTA. SOME AREAS ARE EXPECTED TO SEE ANYWHERE FROM 9 TO 16 INCHES.

10/30, 4 PM: WE ARE GETTING AN EARLY START TO WINTER-LIKE WEATHER THIS YEAR. WITH OUR FIRST CHANCE FOR SNOW COMING TONIGHT. IT'S IMPORTANT TO MAKE SURE YOUR CAR IS PREPARED FOR ALL THE ELEMENTS.

11/14, 5 PM: TODAY WE'RE TALKING ABOUT THE DIFFERENT TYPES OF WINTER STORMS. THERE ARE A LOT OF DIFFERENT TYPES. WE SEE TWO MOST COMMON TYPES THAT IMPACT US HERE IN THE MIDWEST. THE FIRST ONE IS LOW PRESSURE THAT COMES IN OUT OF THE ROCKY MOUNTAINS, SO IT USUALLY COMES OUT OF THE SOUTHWEST AND IT CARRYS A LOT OF MOISTURE WITH IT. SO AS IT MOVES TOWARDS THE NORTH AND EAST, SNOW FALLING TOWARDS THE NORTH OF THAT TRACK WITH ALL OF THAT MOISTURE THE SYSTEMS CAN USUALLY DUMP A LOT OF SNOW.

11/22, 6 PM: MADISON STREET CREWS WILL USE LESS SALT ON THE ROADS THIS WINTER. THE DIVISION SAYS ITS REDUCING THE SALT ROUTES BY 6%.

11/27, 11 AM: A NEW ANALYSIS AND MAPS FROM AN NOAA CLIMATE SCIENTIST SHOWS SNOWFALL IS DECLINING GLOBALLY. SCIENTISTS BLAME RISING TEMPERATURES FROM HUMAN-CAUSED CLIMATE CHANGE. THEY SAY A WARMER WORLD MEANS PRECIPITATION IS MORE LIKELY TO FALL AS RAIN THAN SNOW.

12/5, 11 AM: ACCORDING TO THE DOT, THERE WERE MORE THAN 3,500 PEOPLE HURT AND 41 KILLED IN WINTER RELATED CRASHES LAST YEAR BUT THERE ARE THINGS YOU AN DO TO INCREASE YOUR CHANCES OF A SAFE COMMUTE. THIS INCLUDES SOMETIMES DRIVING BELOW THE SPEED LIMIT IF THE DRIVING CONDITIONS ARE NOT OPTIMAL, AND PACKING EXTRA WINTER GEAR AND BLANKETS IN YOUR CAR IN CASE YOU BREAK DOWN.

12/7, 6 PM: IN EAU CLAIRE, OFFICIALS WANT TO BE PREPARED IN CASE DISASTER STRIKES. LAST NIGHT, MULTIPLE AGENCIES GOT TOGETHER FOR A TRAINING EVENT.

12/9, 10 PM: TORNADOES TORE THROUGH TENNESSEE TONIGHT KILLING AT LEAST SIX PEOPLE. A TRAFFIC CAMERA CAPTURED THIS VIDEO OF A TORNADO TOUCHING DOWN IN NASHVILLE AND STAYING ON THE GROUND CAUSING EXPLOSIONS.

VI. COVID-19

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

10/4, 4 PM: MODERNA'S NEW FLU-COVID COMBINATION VACCINE IS MAKING PROGRESS.

10/9, 4 PM: OLDER ADULTS IN THE U.S. STILL MAKE UP THE MAJORITY OF HOSPITALIZATIONS FROM COVID-19. THAT'S ACCORDING TO A REPORT PUBLISHED BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION ON FRIDAY.

10/19, 4 PM: PFIZER SAYS IT WILL INCREASE THE COST OF A FIVE-DAY COURSE OF ITS COVID ANTIVIRAL DRUG PAXLOVID.

11/20, 11 AM: ACCORDING TO THE CDC, IN MOST PARTS OF THE COUNTRY, ESPECIALLY THE SOUTH AND WEST, FLU CASES CONTINUE TO RISE. COVID-19 AND R-S-V ARE SPREADING, AS MANY AMERICANS HIT THE ROAD AND TAKE TO THE SKIES THIS WEEK.

11/20, 4 PM: AMERICANS CAN ACCESS FREE COVID-19 TESTS AGAIN.

11/28, 4 PM: AFTER A BUSY HOLIDAY TRAVEL WEEKEND, RESPIRATORY VIRUS SEASON IS RAMPING UP ACROSS MOST OF THE COUNTRY. FORECASTING FROM THE U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION SUGGESTS THERE WILL BE ABOUT THE SAME NUMBER OF HOSPITALIZATIONS AS LAST SEASON. IN TODAY'S HEALTH MINUTE, MANDY GAITHER HAS A LOOK AT THE LATEST DATA AND HOW TO KEEP YOU AND YOUR FAMILY HEALTHY.

12/1, 11 AM: ANTHONY FAUCI WILL TESTIFY BEFORE CONGRESS EARLY NEXT YEAR. THE FORMER CHIEF WHITE HOUSE MEDICAL ADVISER WILL TESTIFY AS PART OF REPUBLICANS' YEARS-LONG INVESTIGATION INTO THE ORIGINS OF COVID-19 AND ITS SPREAD IN THE US.

12/14, 10 PM: THE CDC CLAIMS THERE'S AN "URGENT NEED" TO BOOST VACCINATION RATES DURING INCREASING LEVELS OF RESPIRATORY DISEASE.

12/18, 4 PM: UW HEALTH AND UNITY POINT HEALTH MERITER ARE EXPANDING MASKING REQUIREMENTS ONCE AGAIN.

VII. CRIME & PUBLIC SAFETY

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

10/1, 10 PM: A 44 YEAR OLD MAN IS BEHIND BARS AFTER ALLEGEDLY TRESPASSING AT A WAREHOUSE ON MADISON'S EAST SIDE THIS AFTERNOON. THIS HAPPENED WHILE A WARRANT WAS OUT FOR HIS ARREST FROM POLICE IN LAS VEGAS.

10/4, 4 PM: JANESVILLE POLICE ARRESTED AN ARMED SUSPECT THIS AFTERNOON, ACCORDING TO A SPOKESPERSON AT A NEARBY ELEMENTARY SCHOOL.

10/5, 10 PM: A MOTORCYCLE RIDER CAUGHT GOING MORE THAN 100 MILES AN HOUR, AS YOU CAN SEE FROM THIS PICTURE FROM THE DANE COUNTY SHERIFF'S OFFICE. A DEPUTY SPOTTED THIS BIKER GOING 123 IN MIDDLETON IN A 55 MILE PER HOUR ZONE. THE BIKER WAS CAUGHT AND TICKETED, ALTHOUGH THEY DIDN'T SAY JUST HOW MUCH.

11/1, 11 AM: A MAN IN JANESVILLE IS ACCUSED OF THREATENING A PARKER HIGH SCHOOL ADMINISTRATOR WITH A GUN.

11/7, 11 AM: MADISON POLICE ARE LOOKING FOR THE SUSPECTS WHO PULLED A KNIFE AND STOLE A WALLET FROM A MAN TAKING A LATE NIGHT WALK.

11/9, 10 PM: OUR INVESTIGATES TEAM HAS BEEN TRACKING TAVERN INSPECTION DATA FROM POLICE ALL SEMESTER. TO LOOK AT HOW MANY FAKE ID'S THEY ARE TAKING AND WHERE, HEAD TO OUR WEBSITE NBC15.COM. WE HAVE MORE INFORMATION THERE.

12/20, 5 AM: THE TWO OFFICERS INVOLVED IN THE SHOOTING, JAMES SIMON AND NATHAN ZUBKE , WILL NOT FACE CHARGES. THE WISCONSIN DEPARTMENT OF JUSTICE SAYS THEIR ACTIONS WERE LAWFUL AND REASONABLE IN DEFENSE OF THEMSELVES AND OTHERS.

12/20, 4 PM: THE COACH THAT'S ACCUSED OF RECORDING UNDERAGE GIRLS IN A LOCKER ROOM AT JANESVILLE CRAIG HIGH SCHOOL IS PLEADING GUILTY. BRIAN KITZMAN WILL BE SENTENCED NEXT MAY.

12/20, 4:30AM: POLICE ARE LOOKING FOR THE PERSON WHO SHOT A 17 YEAR OLD IN MONONA LAST NIGHT. THIS HAPPENED AROUND 6:00 LAST NIGHT ON MONONA DRIVE NEAR "VAPES & CIGARS" AND "O'CONNELL'S LAKESIDE LIQUOR." THE TEEN SHOT IS EXPECTED TO RECOVER.

VIII. AGRICULTURE

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

10/3, 6 PM: THERE IS A NEW PUSH IN WISCONSIN TO MAKE THE MONARCH THE STATE BUTTERFLY. STATE SENATOR RACHEL CABRAL-GUEVARA, REPRESENTATIVE PAUL TITTL AND OTHER BUTTERFLY ADVOCATES HELD A NEWS CONFERENCE TODAY.

10/5, 11 AM: RUNNING NOW THROUGH TOMORROW, THE WORLD DAIRY EXPO IS CELEBRATING YOUTH ACHIEVEMENT, BRINGING THE BEST DAIRY CATTLE IN NORTH AMERICA TO ONE PLACE AND OFFERING THE LARGEST DAIRY FOCUSED TRADE SHOW. UW-MADISON STUDENTS ARE ALSO A FABRIC OF WHAT MAKES THE EVENT SO SUCCESSFUL EACH YEAR. FROM SHOVELING MANUER THROUGHOUT SHOWS TO RUNNING THE FAMOUS GRILLED CHEESE STAND.

10/20, 9 PM: AFTER 10 YEARS IN THE MAKING, AND A MULTI-YEAR SHUTDOWN, THE UNIVERSITY OF WISCONSIN-RIVER FALLS WILL REOPEN A FACILITY TO PROCESS MILK.

11/2, 6 PM: WISCONSINITES ARE PREPARING FOR GUN DEER SEASON COMING UP LATER THIS MONTH. EARLIER TODAY, THE STATE DNR HELD A BRIEFING AHEAD OF THE SEASON.

11/22, 11 AM: THANKSGIVING IS A TIME-HONORED TRADITION. AND FOR MANY, YOU CAN'T HAVE A THANKSGIVING MEAL WITHOUT CRANBERRIES. SEVERAL STATES GROW THEM BUT AROUND 65% OF ALL CRANBERRIES COME FROM WISCONSIN.

12/15, 5 AM: A CAMBRIA MILLING COMPANY WILL PAY OVER 1.8 MILLION DOLLARS UNDER A SETTLEMENT AGREEMENT AFTER A 2017 EXPLOSION KILLED FIVE WORKERS AND INJURED SEVERAL OTHERS.

IX. COMMUNITY IMPACT/OUTREACH

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

10/12, 10 PM: IT WASN'T THE BEST NIGHT FOR A WALK, BUT THE LEUKEMIA AND LYMPHOMA SOCIETY'S "LIGHT THE NIGHT" MADE THE MOST OF IT. THE BELOVED COMMUNITY EVENT IS DEDICATED TO RAISING AWARENESS AND FUNDS FOR BLOOD CANCER RESEARCH AND SUPPORT.

10/25, 6 PM: MAKING YOU SAFER. THAT'S ONE GOAL FOR THE TOWN OF БЕЛОIT AS THEY BUILD A NEW FIRE STATION.

10/27, 4 PM: TOMORROW IS NATIONAL DRUG TAKE BACK DAY, AND ACROSS THE BADGER STATE, MORE THAN 150 EVENTS ARE PLANNED WITH OVER 280 LAW ENFORCEMENT AGENCIES PARTICIPATING.

11/1, 10 PM: WE WANTED TO COMPARE WISCONSIN'S SAFE HAVEN LAWS TO OTHER PARTS OF THE COUNTRY. WE FOUND ALL FIFTY STATES HAVE A SAFE HAVEN LAW BUT THE WAY THEY ARE ENFORCED VARY. WHAT WE WANT TO FOCUS ON IS THE AGE LIMIT.

11/2, 10 PM: TODAY IS THE DAY! THE NBC15 28TH ANNUAL SHARE YOUR HOLIDAYS CAMPAIGN TO BENEFIT SECOND HARVEST FOOD BANK IS NOW UNDERWAY.

11/2, 10 PM: PEOPLE LIVING IN BELOIT WILL HAVE A CHANCE TO OFFER THEIR OPINION ON A DOWNTOWN REDEVELOPMENT. A PUBLIC MEETING IS HAPPENING NEXT TUESDAY FROM 5 TO 7 PM AT THE DOWNTOWN BELOIT ASSOCIATION. THE PROJECT IS THE VACANT STRUCTURE THAT EXTENDS OVER THE ROCK RIVER ON EAST GRAND AVENUE. CONSTRUCTION IS SET TO START NEXT SPRING.

12/4, 10 PM: X, FORMALLY KNOWN AS TWITTER, WILL NOT BE A PLATFORM THAT DANE COUNTY GOVERNMENT WILL BE COMMUNICATING THROUGH IN LESS THAN A MONTH. TODAY WE TALKED WITH COUNTY EXECUTIVE JOE PARISI ABOUT THE DECISION.

12/6, 4 PM: IN THE SPIRIT OF THE SEASON OF GIVING WE'RE ASKING YOU TO SUPPORT OUR SHARE YOUR HOLIDAYS CAMPAIGN. AREA GROCERY STORES ARE PARTICIPATING THIS YEAR.

12/7, 10 PM: CENTRO HISPANO IS PLANNING TO OPEN UP A NEW BUILDING NEXT YEAR. THE FACILITY WILL SERVE AS A NEW HOME TO MADISON'S LATINO COMMUNITY. IT'S A COMMUNITY THE ORGANIZATION SAYS IS GROWING RAPIDLY.

X. SOCIAL JUSTICE

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

10/10, 6 PM: A HUMAN RIGHTS DISASTER. THAT'S WHAT A GROUP OF PROTESTERS CALL THE PRISON SYSTEM IN WISCONSIN. ABOUT 200 PEOPLE RALLIED OUTSIDE OF THE WISCONSIN STATE CAPITOL BUILDING DEMANDING LEGISLATORS CHANGE THE INCARCERATION SYSTEM.

11/1, 6 PM: TODAY MARKS THE START OF HOMELESSNESS AWARENESS MONTH AND THE MADISON METROPLITAN SCHOOL DISTRICT IS LOOKING TO HELP FAMILIES IN THE DISTRICT FACING HOMELESSNESS.

11/9, 6 PM: ONE PARENT IS CONCERNED ABOUT THE WAY A WISCONSIN SCHOOL IS TEACHING KIDS ABOUT THE SLAVE TRADE, SAYING IT'S INSENSITIVE AND RACIST. NBC15'S MARCUS AARSVOLD IS IN RICHLAND CENTER WHERE HE SPOKE WITH THE PARENT AND SCHOOL DISTRICT.

11/15, 4 PM: AS WE HEAD INTO THE WINTER MONTHS, ONE GROUP IN PARTICULAR THAT STRUGGLES WITH THE COLDER WEATHER, IS THE HOMELESS. ONE CHARITY IN THE MADISON AREA, FRIENDS OF THE STATE STREET FAMILY, WORKS TO PROVIDE EXTRA RESOURCES FOR PEOPLE EXPERIENCING HOMELESSNESS. TODAY, VOLUNTEERS HANDED OUT COATS, HATS AND OTHER WARM WEATHER ESSENTIALS TO THOSE IN NEED.

12/1, 11 AM: SOME FEDERAL LAWMAKERS ARE PUSHING TO MAKE TODAY A FEDERAL HOLIDAY. "ROSA PARKS DAY."

12/5, 4:30 AM: THERE IS A BIPARTISAN PUSH IN THE WISCONSIN LEGISLATURE TO KEEP MORE WORKERS IN THE STATE BY EXPANDING OPPORTUNITIES FOR YOUNG ADULTS KNOWN AS 'DREAMERS'.

NBC News Special Reports

10/7 1:49-2:00PM President Biden's remarks concerning the Hamas attacks on Israel
 10/10 1:19-1:45PM President Biden's remarks on the war in Israel
 10/17 3:01-3:09AM President Biden's arrival in Israel
 10/17 3:41-3:53AM President Biden's trip to Israel
 10/18 9:00-9:30AM Biden's comments from Israel
 10/20 12:33-1:01PM New developments in the Israel/Hamas war
 10/20 1:47-2:13PM Information on two American hostages released by Hamas
 10/23 1:59-2:14PM Released Israeli hostages from Hamas
 10/25 12:47-1:12PM Mike Johnson elected as speaker of the house and President Biden's conference with Australian Prime Minister
 10/25 8:39-8:40PM Mass shooting in Lewiston, Maine
 10/25 9:00-9:05PM Update on mass shooting and suspect at large in Lewiston, Maine
 10/26 9:41-10:18PM News conference regarding mass shooting in Maine
 10/27 9:05-9:17AM Update on the mass shooting in Maine
 10/27 8:31-8:31PM Suspected mass shooter in Maine found deceased
 10/27 9:20-9:29PM Press conference in regards to finding the body of mass murder shooter Robert Card

11/3 3:02-3:11PM President Biden's remarks on the mass shooting in Maine
 11/22 1:30-1:50PM Car explosion at the U.S./Canadian Boarder
 11/24 9:30-9:40AM Israel/Hamas cease-fire and hostage release
 11/26 10:31-10:36AM American hostage being released
 11/26 10:59-11:14AM President Biden's comments about the American hostage being released
 11/27 10:33-10:42AM Two day extension of truce between Israel and Hamas
 12/1 10:00-10:10AM Report on the vote to expel NY Rep. George Santos from office
 12/6 3:00-3:07PM Update regarding the shooting on the campus of UNLV in Las Vegas, Nevada

WMTV Local News Special Reports

N/A

Severe Weather Cut-ins

10/23 2:34-2:35PM, 3:20-3:21PM

**Public Service Report for NBC15 (WMTV)
4th Quarter 2023**

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. **NAMI Walks;** to benefit NAMI (National Alliance on Mental Illness) Dane County.
2. **Share Your Holidays;** to benefit Second Harvest Foodbank of Southern Wisconsin.

How much airtime was donated in support of these efforts (e.g., news coverage, PSAs, live broadcasts, other on-air support, etc.)? List the dollar value, where calculable.

1. **NAMI Walks; ran PSAs approximate \$12,300 value. Station Employees participation; News Anchor Emceed the event, news coverage.**
2. **Share Your Holidays; ran multiple promos, approximate \$25,465 value. Station Employees**

participation; extensive news coverage, event updates on finale day during commercial time – approximate \$7,400 value.

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

\$242,871 - NAMI Dane County

\$1,738,320 and still counting - Second Harvest Foodbank of Southern Wisconsin

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.)?

We raised at least 4,288,000 meals for Second Harvest Foodbank. We are still counting as of this report. Also, we raised 43,992 pounds of food for Second Harvest Foodbank.

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

Coach—Sun Prairie Youth Softball (14 hours)

Coach—Youth Basketball (2 hours)

Team Volunteer— Youth Soccer Club (4 hours)

Judge — ATHENA Young Professional Awards (1 hour)

Volunteer—Middleton Chamber of Commerce Ambassadors (1 hours)

Volunteer—Wisconsin Broadcaster's Association Student Networking Seminar (2 hours)

Emcee — Gigi's Playhouse Madison Annual Gala (4 hours)

Volunteer— Wisconsin Book Club Book Sale (2 hours)

Emcee — Agrace Sips and Sounds Fundraising Event (5 hours)

Volunteer— Olbrich Botanical Gardens (7 hours)

Volunteer— UW Madison Homecoming Parade (7 hours)

Volunteer— Make A Wish Foundation (1.5 hours)

Committee Member — Midwest Broadcast Journalists Association (8 hours)

Volunteer— Madison Media Professionals, Student and Young Professionals Portfolio Workshop (2 hours)

Board Member — Wisconsin Freedom of Information Council (1.5 hours)

Volunteer— Wisconsin Broadcaster's Association Marketing Campaign (2 hours)

Emcee — Wisconsin Singers Fall Concert (2.5 hours)

Board Member— Canopy Center (3 hours)

Volunteer— For Elementary School Wolverine Dash (2 hours)

Math Group Volunteer — West Middleton Elementary School (4.5 hours)

Emcee — Young ATHENA Awards (1.5 hours)

Emcee — NAMI Walks Madison (2 hours)

Guest Speaker — Potter-Lawson Share Your Holidays-Second Harvest Pot Luck (1 hour)

Volunteer Reader — For Elementary School Class (1.5 hours)

Board Member—Sun Prairie Youth Football (5 hours)

Volunteer— Blood Donation at Red Cross (1 hour)

Quarterback Club President—Sun Prairie East High School (11 hours)

Emcee — East Madison Community Center Bowl-a-thon (3.5 hours)

Volunteer— Starbooks Reading Event at West Middleton Elementary (1 hour)

Emcee — Not Your Father's Foundation Winter Waltz Event (3 hours)

Volunteer— Firefighters Local 113 Intermodal Hockey Game (3 hours)

Committee Member — WBA Committee Meeting (4 hours)

Ambassador— Fitchburg Chamber of Commerce Events (32 hours)

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

No elections this quarter.

How did your station provide coverage in a time of crisis or assist with disaster relief efforts? **None this quarter.**

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

About 15 employees, about 145 volunteer hours donated.

**NBC15 Sponsored Community Events
4th Quarter 2023**

OCTOBER

NAMI Walks Dane County

To benefit NAMI (National Alliance on Mental Illness) Dane County
PSAs ran August 5 - October 7

NOVEMBER

NBC15 Share Your Holidays

To benefit Second Harvest Foodbank of Southern Wisconsin
Kicked off our Annual Campaign all day long during all NBC15 Newscasts on Thursday, November 2
Created and ran promos and had news coverage for Barrel Rollout Day.
Continued running promos and provided month-long news coverage.
Promos Ran November 2 – November 30

DECEMBER

NBC15 Share Your Holidays

To benefit Second Harvest Foodbank of Southern Wisconsin
Created and ran promos and provided month-long news coverage, culminating with a Phone-A-Thon/Sort-A-Thon on December 13, then ran promos to encourage donating through the end of the year.
Promos Ran December 1 – December 31