



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

JULY 1 – SEPTEMBER 30, 2016

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
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, 7:00-8:30am & 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)**

7/1 – AM: 28 private schools in Wisconsin have registered to offer vouchers for students with special needs in the first year of the program. The state Department of Public Instruction released the list of schools on Monday.

7/9 – 6pm: A new legislative committee plans to study whether schools are collecting too much data on students and how to keep that information safe from hackers.

7/11 – AM: A new state legislative committee will study whether school are collecting too much data on students. The goal is to make recommendations for the upcoming session. There is concern how much data is collected and sold by outside vendors.

7/11 – 5pm: State Superintendent Tony Evers is seeking a third term and at least two others are planning to challenge him for the post.

7/15 – 4pm: More than one hundred girl scouts from around the country are at Madison College this week. They learned about service careers like law enforcement, firefighting and emergency medical services.

7/15 – AM: Girl Scouts from across the country came to Madison to learn about service careers such as law enforcement, firefighting and emergency medical services.

7/19 – AM: The Madison Metropolitan School District is noticing growth and overcrowding issues. Parents are concerned that their children will go to different schools than the children in their neighborhood.

7/20 – 4pm: Getting minority high school students interested in journalism is the goal of a three week long program in Madison.

7/27 – 4pm: Janesville is holding the Global Ambassador Academy. Fifth through eighth grade students get together to interact and learn a variety of topics including science and technology. This year there are more than 100 Janesville students and about 60 students from China.

7/28 – 5pm: Thirty five American Family Insurance interns participate in the company's first ever "Share Tank" competition, which is modeled after the show "Shark Tank".

8/1 – 11am: UW-Madison is creating a diversity program for incoming freshman that will help with diverse work environments after graduation.

8/2 – 11am: The city of Madison is encouraging community groups and businesses to adopt-a-block in an effort to help keep the downtown area clean.

8/6 – 10pm: A fatal hit and run involving a bicyclist prompted us to look into bike safety. The bicycle federation of Wisconsin says there's an average of 11 biking fatalities in the state each year, the one today was the 10th for 2016.

8/8 – 6pm: New FDA regulations for vaping went into effect nationwide today. We had details on what those new regulations are.

8/11 – 4pm: The boys and girls club are getting ready to get back to school. On Thursday, 250 kids received backpacks filled with notebooks, pens, crayons, some of the things they need to get ready for the school year.

NBC 15 News Continued

8/13 – AM: A former Madison College student is bringing up accusations against an instructor, saying he encouraged the student to add religion to his life.

8/17 – 10pm: An area police department is seeing a lack of applications from those wishing to be police officers. We talked to them about why they think that is.

8/19 – 4pm: A local student is going the extra mile to have an impact on the field, but he's not an athlete. Boy Scout Noah Becker plans to build a two story observation deck.

8/21 – AM: A Milton woman is working to provide law enforcement with a special kind of bullet resistant vest.

8/22 – 10pm: Senators from both sides of the aisle are coming together to help with the cost of unpaid caregivers around the country.

8/24 – 11am: Wisconsin's average score on the ACT college entrance exam dropped below the national average the first year that all graduating seniors took the test.

8/27 – 10pm: The University of Wisconsin-Madison is stepping up its efforts in ending sexual assault on campus.

8/30 – 11am: The Madison School Board is negotiating a contract renewal with the City of Madison for education resource officers. The contract is a 3 year term. The board voted to extend for 45 days, while they continue to negotiate the contract.

8/30 – 10pm: In our back to school coverage we took a look at how to make sure parents are not over scheduling their kids.

9/1 – AM: UW Madison leaders are working to give minorities a better experience on campus. They will bring up to 1,000 new students from several residence halls together to discuss social differences.

9/5 – 6pm: UW-students go back to school tomorrow in the wake of a campus shooting that happened over the weekend, leaving one hospitalized.

9/6 - 4pm: ITT Technical Institute announced the closing of all 140 campuses immediately, including one in Madison.

9/9 – AM: Assembly democrats say republicans are falling short when it comes to funding rural schools in Wisconsin. Democrats released information showing the funding targeted at rural schools has dropped more than 13% in 5 years.

9/10 – 10pm: On Saturday, a non-profit organization held a 9/11 heroes commemoration event in Beloit to educate younger generations about the attacks.

9/13 – 4pm: There were swastikas drawn on three UW dorm doors over the weekend.

9/14 – 10pm: We spoke with parents about the Verona bus driver who was arrested for driving the school bus under the influence.

9/15 – 11am: Wisconsin schools Superintendent Tony Evers delivers his annual State of Education speech today.

9/18 – 10pm: To help create a safer campus at UW-Madison, the university's Taekwondo club held a women's self-defense seminar.

9/21 – 4pm: A Madison East High School student has been arrested after he brought a fake gun to school.

9/22 – 10pm: New information on student who made a threat on social media that caused multiple schools to go into lockdown this afternoon.

9/24 – AM: Verizon Wireless shows us apps that help parents stay on track of their kids' school work.

9/27 – 10pm: The City of Madison and the MMSD can't agree on terms of contracts permitting officers in schools.

9/30 – AM: Regency Beauty Institute shut down campuses around the country including here in Madison. Several beauty schools in the area have offered to help students from Regency. The Academy of Beauty Professionals has agreed to help students finish their certification.

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)

7/5 – 4pm: Some residents in one neighborhood have posted yard signs to show their support for Madison police.

7/6 – 5pm: Madison Congressman Mark Pocan is using the story of a local woman killed by gun violence to make a point in Washington.

7/9 – AM: A "prowler" has been reported in a Madison neighborhood on the 1000 block of East Johnson Street. He was hiding in bushes outside a woman's home. 7/10 – 5pm: A Boscobel woman is arrested for homicide following the death of a three month old baby girl.

7/11 – 4pm: A Wisconsin legislator is introducing a "Blue Lives Matter" bill that would make targeting law enforcement officers a hate crime, but some say a profession doesn't belong alongside other characteristics protected under law, like race, religion or disability. And about a hundred protesters gathered in Madison Monday to continue to march against police brutality following recent unrest around the country.

7/13 – 10pm: ECHO in Janesville is a charity organization that provides food as well as rent assistance and lodging to community members. The organization is currently in a financial drought.

7/14 – 6pm: New report shows four out of five Americans admit to some level of Road Rage. Experts offer tips on how to avoid a potential dangerous confrontation with a driver.

7/18 – AM: A Madison woman is fueled by her personal struggles as a single, African-American mother. She has started a movement called "Infamous Mothers."

7/21 – 5pm: A Madison man accused of killing his former co-worker pleaded guilty to charges of first degree intentional homicide.

7/21 – 6pm: Parts of John Nolen Drive were blocked off during rush hour because of a protest over police brutality.

7/24 – 5pm: The children of a police officer in West Allis are selling lemonade to show their support for the men and women in blue.

7/25 – 5pm: Madison Schools released their annual report today to share the progress they made during the school year. They celebrated many areas of success, including increased reading proficiency and higher graduation rates.

8/3 – 4pm: Struggling with grief can be one of the most difficult journeys for families to navigate together. One Stoughton woman wrote a book about how to cope with grief.

8/7 – 5pm: The oldest roadside burger stand in the state celebrated its 100th anniversary on Saturday. Thousands of people stopped by Wedl's burger stand in Jefferson.

8/9 – 4pm: Chief Koval and the MPD visited a Madison School and Community Recreation summer youth program as part of an effort to build relationships.

8/15 – 5pm: In 2002, Beloit College student David Byrd-Felker vanished in the forests of Ecuador. He was never found, but 14 years later, his family has found peace.

8/16 – 5pm: More than 3,500 people are volunteering across our area this week, as part of United Way's annual "Days of Caring" campaign.

8/21 – 10pm: The third annual Pride Parade and Rally filled the streets of downtown Madison on Sunday. It's an event hosted by the outreach LGBT community center.

8/25 – AM: The Wisconsin Bike Fed is a statewide member driven non-profit with the goal to make streets safer while encouraging more people to walk and bike. The organization hopes parents will help make their student's trip an active one while remembering safety first.

8/28 – AM: The first West Fest event was held at Elver Park yesterday with the goals of bringing the community together and building a sense of belonging.

Sandy Eichel, the guest speaker at this week's Brava Thrive event, gave us a preview of her speech about finding a deeper meaning in your life.

9/2 – 5pm: MPD are trying to identify a man who they believe took at least one up-skirt photo at a local Target.

9/4 – 10pm: Police in Sun Prairie are investigating a 35-year-old man's death that they say is an isolated domestic partner related.

NBC 15 News Continued

9/6 – 5pm: Controversial "Jesus Lunches" have resumed at a park near Middleton High School.

9/13 – 5pm: Several dozen demonstrators are converging on the state Capitol to protest a host of issues ranging from poverty to racism.

9/16 – 6pm: A Sun Prairie man who was found guilty, but not guilty due to mental defect of killing his mother with a sword last September, will not be released.

9/20 – 6pm: State democrats want immediate action taken at King Veterans' home after recent reports of sub-standard quality of care.

9/23 – 5pm: One in four women and one in seven men will be a victim of domestic violence in their lifetime. October is Domestic Violence Awareness Month, and there are a number of events happening in our area to raise awareness of this issue.

9/25 – 10pm: People in Madison had the chance to meet and greet with police officers. It was part of Building Bosses' Community Field Day event.

Building bosses was created by 13-year-old AJ Carr to teach youth the importance of leadership, entrepreneurship, and service.

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.

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.

7/1 – 4pm: Top health experts briefed President Obama today on the Zika situation... as the president once again called for congress to act on funding. Today's meeting at the white house included the heads of the centers for disease control and prevention..... the department of health and human services..... and the national institute of allergy and infectious diseases.

7/6 – 11am: The White House wants Congress to approve more than one-billion dollars in emergency funding to address the opioid crisis.

7/9 – 10pm: The Annual Badger Childhood Cancer Network picnic brings families who have kids with cancer together.

7/14 – AM: A daily pill to prevent HIV infection could drastically reduce new cases of the disease among gay men over the next decade. The pill lowers the risk of the disease by 90%.

7/19 – 4pm: One of the greatest perks of turning 16 is getting a driver's license, but that important step toward adulthood can be difficult for those with autism. A research team in Tennessee is working on ways to help.

7/20 – 11am: The Health Department wants to make sure you know the symptoms of heat related illnesses and cooling centers have opened up around the state.

NBC 15 News Continued

7/21 – AM: Researchers discovered exercising a damaged knee may be just as effective as surgery. Patients with a torn meniscus either had surgery, or did regular exercises... both groups had similar knee function after two years.

7/23 – AM: College athletes who have had concussions typically have long lasting effects. There is a study showing a connection between brain bleeds and smoking in women. The second potential U.S. non-travel-related Zika case may have been discovered.

7/27 – 5pm: The Reedsburg Youth Football Program has developed a program to help prevent concussions in kids.

8/1 – AM: Two additional cancer causing toxins have been found in e-cigarette vapor. The chemicals transform into carcinogens when heated.

8/5 – AM: Dane County public health officials in our area are actively monitoring the mosquito population for ones that carry the Zika virus. While there are none in our state right now, four Dane County residents have the Zika virus from traveling abroad.

8/12 – 10pm: With homegrown cases on the rise and an influx of folks from Zika-prone nations entering the US, experts say the the Brazil should remain on high alert.

8/15 – AM: A new study reveals the improper use and care of contact lenses can cause serious eye infections. These infections could lead to a scarred cornea or even vision loss.

8/21 – 6pm: Dozens of kids were off to the races on Saturday morning. Madison's Mini Marathon concluded with a kids run.

8/23 – 11am: Most new moms who breastfeed their babies don't stick with it for a full year like recommended.

8/27 – AM: West Virginia Senator responds to the EpiPen price hike. His daughter is the CEO of Mylan, the maker of EpiPens. The government is telling all blood banks in the US to start screening for the Zika Virus.

8/29 – 11am: More parents are requesting to delay or refuse vaccines for their children. The majority of parents said they did not want to burden their children's immune systems.

8/31 – AM: Sauk Prairie Harley-Davidson will be shutting its doors at the end of September. The purchase of their Madison store made a merger inevitable. All employees at the Sauk Prairie location were offered a job at the Madison location.

9/1 – 11am: Metcalfe's health and wellness director offers quick and healthy lunch options for the people who eat their lunch on the go.

9/4 – 10pm: Through Garden of Angels, one woman from Portage hopes to raise awareness about suicide prevention, one bouquet at a time.

9/8 – 4pm: Doctors have found that pesticides used to fight the Zika Virus may pose health risks.

9/12 – 10pm: One after school program in Madison allows kids to be active after they do their homework. They play the sport known as squash.

9/20 – AM: Scientists studied whether the 5 second rule was valid or not. They concluded that contamination could occur in less than one second.

9/24 – 10pm: The 18th Annual Alzheimer's Walk in Madison raises money to find a cure for the 5 million Americans living with Alzheimer's, and to fund support programs for families in Wisconsin.

9/30 – 10pm: One Beloit family is raising awareness of non-Hodgkin's lymphoma... they shared their story.

IV. LOCAL ECONOMY / FINANCE

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

7/8 – 11am: Money Expert Stacy Johnson talks about how you can turn your clutter into cash and other useful ideas.

7/12 – 4pm: Porchlight, an organization that helps the homeless, is expanding. Today they broke ground on a brand new facility that will include 28 affordable efficiency units and a commercial-grade kitchen for their skills training program.

7/18 – 11am: Stacy Johnson talks about how to save money on vacation by eating in, not buying souvenirs, and attending free events.

7/20 – 5pm: Old Style beer is returning to its hometown of La Crosse, where it will be brewed again and roll out its first new blend in 15 years.

7/25: AM: A local filmmaker is trying to raise money for a piece of history in Madison. Smart Studios is a recording studio that closed in 2010. Artists including Nirvana, Fallout Boy and Smashing Pumpkins have all recorded there. Wendy Schneider created a film showcasing all the work.

7/27 – AM: Wedding guests are shelling out a lot of money to watch friends tie the knot. The average wedding guest expects to spend about \$700 per wedding this year.

7/30 – AM: Madison Water Utility is asking for the public's help regarding water issues. They are asking people to take a survey regarding water quality, supply, etc.

8/4 – AM: Many want to know what will happen to the Oscar Mayer plant once it closes in the spring. Madison Mayor Paul Soglin says the first objective is to maximize the site for employment.

8/18 – 10pm: Dane County officials are proposing a living wage increase for county employees.

9/2 – 4pm: The Madison city ethics board will move forward with a hearing on a complaint filed against the Monona Terrace executive director.

9/7 – 11am: Gov. Scott Walker is proposing a sales tax holiday for next year's back-to-school season.

9/8 – 6pm: The Dane County Board okays a \$15 per hour minimum wage for county workers and contractors.

9/12 – AM: A generation of homebuyers are being left behind as the housing market continues to surge. A study by real estate consultant John Burns shows that while homeownership rates have fallen across all age groups for the past 7 years, and the biggest drop continues to be the millennial generation. Mortgages have been harder to get since the housing collapse of 2009.

9/21 – 11am: United Way Blackhawk Region's Community kicked off this morning with an annual breakfast celebrating the organization's "Day of Caring".

9/28 – AM: UW Credit Union has expanded its membership eligibility to include all current and former college students.

9/28 – 4pm: More than 50 area businesses were at Madison College's Truax Campus for a part-time job fair.

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)

7/5 – AM: One group of researchers has developed a way to create thousands of hair-like structures in a few minutes. Inspired by hair-like structures found on animals and plants, Researchers in the Massachusetts Institute of Technology's Media Lab explored ways to re-create these patterns.

7/7 – AM: For the third year in a row, coffee chain Starbucks is planning on raising prices on many drinks on the menu. The price increase was supposed to take affect July 12th, but the price hike was accidentally sent to cash registers in company-run stores in the US a little early.

7/13 – 11am: Stacy Johnson explains what you need to do before buying a used car and certain checks that are necessary.

7/17 – AM: Fashion stores are using apps and online systems to deliver a mix of styles straight to your doorstep.

7/25 – 11am: Verizon plans to buy Yahoo for 4.8 billion dollars and will have 25 brands combined with the AOL purchase last year.

7/25 – 4pm: Heat Up Wisconsin program is currently accepting nominations to receive a furnace in the upcoming months.

7/26 – 11am: A new roadside assistance study shows AAA rescued a record number of stranded vehicles this year and a high percentage of vehicles were less than five years old.

8/1 – 4pm: The annual list of top stolen vehicles in the United States came out from the National Insurance Crime Bureau. The top stolen car was the 1996 Honda Accord.

8/8 – 5pm: Gas prices plummet, but they may have reached a landing. The average price per gallon dropped six cents over the past two weeks, to \$2.16.

8/9 – AM: 250 Delta flights are cancelled for today. That includes two flights out of Dane County Regional Airport. The 6:30 flight to delta and the 6:50 flight to Minneapolis were both cancelled.

8/12 – AM: Target plans to focus more on technology. Target will devote more resources to its website and efforts such as in-store order pickups for items bought online.

8/22 – AM: Thousands of Hyundai and Mitsubishi vehicles are being recalled. Hyundai Elantras are being recalled from 2013 because the brake pedal stopper can deteriorate causing a crash risk. Mitsubishi models from 2015 and 2016 may have a problem that can delay acceleration in certain driving conditions.

8/24 – AM: Tesla now has a bigger, more powerful battery pack. Tesla says the company will start building new versions of the Model S and the Model X with 100 kilowatt-hour battery packs.

9/1 – 4pm: Samsung has delayed some shipments of its newest flagship smartphone.

9/3 – AM: The FDA has banned more than a dozen ingredients included in anti-bacterial soaps.

9/14 – 5pm: Twitter is launching its app on Apple TV, Amazon Fire TV and Microsoft's Xbox One.

9/15 – 10pm: The Samsung Galaxy Note 7 is being recalled because of its lithium-ion battery overheating and catching fire.

9/26 – AM: Americans will be splurging on candy, costumes and all things spooky at an all-time high for Halloween. Consumers are expected to spend an average of \$83, up \$9 from last year.

9/29 – 5pm: A new study shows that people who complain about airlines on social media are being heard.

VI. ENVIRONMENT

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

7/2 – 10pm: A family in Columbus is starting off their Fourth of July weekend recovering from a fire that destroyed their barn.

7/7 – AM: As temperatures rise, the Sauk County Health Department is warning you about the potential dangers of blue-green algae.

7/15 – 6pm: There is over \$10 million in damages at the Saxon Harbor in Saxon, Wisconsin after devastating flooding earlier this week.

7/16 – 6pm: Southeastern Wisconsin is seeing a 6-inch rain deficit this year and has been classified as abnormally dry.

7/18 – 11am: Governor Walker has requested a federal assessment of damage after storms in northern Wisconsin caused an estimated 30 million dollars in damage.

7/21 – 4pm: Excessive heat warning in numerous Wisconsin counties as well as severe thunderstorm watches.

7/28 – 11am: Understory, a weather company created by two UW Madison students, has re-located to Madison after being in Boston for a few years. The company uses innovative technology to track weather trends and collect weather related data.

7/28 – 4pm: A chemical spill happened at Pellitteri Waste Systems in Madison this afternoon. Five people are sick and one is in the hospital.

8/2 – 10pm: The Summer Olympics are just days away in Rio De Janeiro but scientists have discovered a superbug lurking in the city's water.

8/3 – 5pm: Gov. Scott Walker has asked President Barack Obama's administration for a federal disaster declaration for nine northern Wisconsin counties and the Bad River Band of Lake Superior Chippewa tribal nation in the wake of torrential rains and flash flooding.

8/11 – AM: An unusual tiny flying insect has been sighted in parts of Wisconsin. The hummingbird moth is often mistaken for a hummingbird because it is fluffy and its wings move as fast as a hummingbirds, giving it a similar look.

8/14 – 6pm: Heavy rain continues to fall over Louisiana, where at least two people have died in rising floodwater and more than a thousand people have been rescued.

8/19 – 5pm: Storm damage has been reported in southern Wisconsin. Janesville was one of the hardest hit areas.

8/24 – 10pm: A family in Milwaukee is waiting to hear if their family in Italy is okay after the earthquake there.

8/26 – 4pm: Cleanup is underway in the Midwest where a series of tornadoes caused substantial damage and buildings were lifted from their foundations.

9/2 – 6pm: Lions Beach in Janesville is closed until further notice because of high bacteria levels in the swimming area.

9/13 – AM: An animal protection group plans to monitor bear hunters in Wisconsin in the first test of the state's new hunter harassment law.

9/16 – AM: Polar bears across the arctic are vulnerable to the yearly decline of sea ice. A new study from the researchers at the University of Washington shows the polar bears lifestyle is at risk.

9/22 – 5pm: Dane County announced the first initiatives for the 2017 climate change budget.

9/26 – 11am: Highway 136 and 154 between Reedsburg and Rock Spring are closed due to flooding.

9/30 – 5pm: Home Inspector Bill Kneebone showed us how to prevent mold in our homes.

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

7/5 10-10:26am – FBI Director’s statement on Clinton email investigation
 7/6 4:20-4:26am, 7:36-8:05am – Dallas shooting
 7/12 1:27-2:30pm – coverage of the Dallas Interfaith Tribute
 7/15 10:05-10:10am – Trump picks running mate
 7/15 3:45-3:49pm – attempted coup in Turkey
 7/17 11:17-11:18am – Baton Rouge shooting
 7/17 4:02-4:10pm – President Obama address nation regarding shootings
 7/22 11:53-11:54am, 1-1:04pm – Munich mall shooting
 7/22 7:12-7:13pm – Clinton picks running mate
 8/4 3:45-4:03pm – President Obama’s statement
 9/19 10:27-10:34am – President Obama’s statement

NBC 15 Severe Weather Cut-ins

7/5 10:58-11:02pm, 11:11-11:14pm, 11:22-11:27pm, 11:31-11:32pm, 11:44-11:47pm, 11:57-12:08am,
 12:14-12:17am, 12:22-12:34am, 12:43-12:46am, 12:54-12:58am, 1:07-1:10am
 7/21 8:34-8:39am, 8:57-9:01am, 9:10-9:16am, 9:27-9:31am, 3:46-3:47pm, 4:43-4:45pm, 5:47-5:49pm,
 7:28-7:35pm, 7:52-8:02pm, 8:41-8:51pm
 7/23 1:52-1:53pm, 2-2:01pm, 2:12-2:13pm, 2:24-2:26pm, 2:38-2:40pm, 2:49-2:41pm, 5:29-5:31pm,
 6:36-6:38pm
 8/4 7:10-7:11pm, 7:39-7:40pm, 7:54-7:56pm, 8:34-8:36pm
 9/19 2:50-2:51pm, 3-3:01pm, 3:19-3:21pm, 3:33-3:36pm, 4:09-4:34pm, 4:52-4:53pm

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

7/4 – 10pm: There was a new terror attack in the Middle East overnight... This one in Saudi Arabia. It follows a string of bombings in the past week, including one in Baghdad where 200 people were killed and which ISIS is claiming responsibility.
 7/7 – 5pm: Hundreds of protesters have gathered across the nation after the police-involved shooting deaths of two African-American men this week.
 7/8 – 11am: There was an attack on a Shiite shrine in North Baghdad that killed 37 people and injured 62.
 7/11 – 6pm: NBC15 had a one on one with Speaker of the House Paul Ryan. Ryan answered some questions on Donald Trump's proposed "wall" along the border and willingness to talk about gun legislation with Democrats.
 7/13 – 6pm: The latest Marquette Law School polls came out today, we took a look at what they said about presidential candidates.
 7/14 – 10pm: French President Francois Holland said it was a terrorist attack that killed at least 80 people when a truck plowed into a crowd in the city of Nice.
 7/17 – 5pm: An American college student is still missing following Thursday's deadly truck attack in Nice, France.
 7/18 – 10pm: Anger on the convention floor as anti-Trump delegates don't get a roll-call vote on convention rules.
 7/19 – 6pm: Preview of what Senator Ron Johnson is planning on talking about tonight at the RNC.
 7/20 – AM: Republicans have officially selected Donald Trump as the presidential nominee. Indiana Governor Mike Pence accepted the Vice Presidency pick.
 7/21 – 11am: Donald Trump takes the stage tonight at the Republican National Convention as he wraps up and looks toward the general election.
 7/22 – 5pm: Gov. Scott Walker has appointed attorney Dan Kelly to the Wisconsin Supreme Court.
 7/23 – 10pm: In Miami Saturday afternoon, newly-anointed Vice Presidential nominee Senator Tim Kaine delivered an enthusiastic speech, part attack on Donald Trump, part auto-biography, a crowd-pleaser with a lot of lines delivered in fluent Spanish.

15 News Continued

7/26 – 5pm: Authorities in France say two men who attacked a church in Normandy had fake explosives and used nuns as human shields.

8/1 – 5pm: Donald Trump is headed to Wisconsin this week. He plans to campaign in Green Bay Friday.

8/4 – 10pm: Donald Trump told supporters today that he granted running mate Mike Pence permission to endorse Paul Ryan.

8/10 – 5pm: An appeals court has stayed a federal judge's ruling which carved out an exception to a Wisconsin law that requires all voters to show photo IDs at the polls, but added the district court's decision is likely to be reversed on appeal.

8/11 – 10pm: Republican Vice-Presidential Nominee Mike Pence was in Milwaukee tonight where he attacked Hillary Clinton and the media.

8/12 – 5pm: "Donald Trump tweeted out a remark saying he was being sarcastic when he said President Obama and Hillary Clinton are "founders of ISIS"

8/17 – 10pm: Tim Kaine was in Madison tonight focusing on expanding opportunity while Donald Trump was in West Bend Focusing on law and order.

8/20 – 10pm: Donald Trump was back in Virginia on Saturday visiting with voters in Fredericksburg to discuss his policies that he says make him the law enforcement candidate.

8/26 – AM: A Wisconsin state senator says Hillary Clinton is not out of line for posting an online video that compiles footage of white supremacist leaders praising Donald Trump. Democratic Sen. Lena Taylor, of Milwaukee, said yesterday Trump has "promoted and encouraged hate.

She also notes that former Ku Klux Klan Grand Wizard David Duke has endorsed Trump.

8/29 – 4pm: Donald Trump is gaining ground in the national poll and had some comments for the Hillary Clinton campaign after the latest fiasco with Anthony Weiner.

8/31 – 10pm: We took a detailed look at the newest Marquette Law School poll and saw that Wisconsin is back in the game in terms of the presidential race.

9/5 – AM: Donald Trump is off the campaign trail for week and Hillary Clinton is hitting.

9/7 – AM: The first ever "Commander in Chief Forum" airs live tonight on NBC. Hillary Clinton and Donald Trump appear to be back to back answering questions about national security, the military and veterans.

9/11 – AM: Today is the 15th anniversary since the 9/11 terrorist attacks - summary of what happened that day. More than 1,000 people went to Lambeau Field to climb the stairs to honor the men and women who lost their lives on 9/11.

9/11 – 10pm: The nation paused to remember the victims of the September 11th terror attacks. There were several different remembrance events in the Madison area.

9/14 – 11am: Unreleased documents that were a part of the halted John Doe investigation into Gov. Scott Walker's recall campaign have been leaked.

9/15 – 4pm: Governor Scott Walker's administration plans to solve a shortfall in road funding by making cuts, delaying major projects and borrowing \$500.

9/17 – 10pm: It's not every day you hear Wisconsin Governor Scott Walker talk like a Democrat. But that's what he's doing as he helps Donald Trump's running mate get ready for the vice presidential debate.

9/18 – 5pm: Saint Cloud, Minnesota police and the FBI are investigating a potential terrorist attack after a suspect stabbed nine people in a mall.

9/22 – AM: Wisconsin is looking less and less like a battleground state in the race for president, even as polls show it to be tight.

9/23 – 11am: With only three days to go until the first presidential debate, both candidates are taking a break from the trail with no scheduled events today.

9/26 – 10pm: The first presidential debate was tonight. We had Professor Haven from UW Whitewater on to discuss what happened during the debate.

9/29 – 6pm: Time Kaine's wife, Anne Holton was campaigning in Milwaukee today, some say Clinton should be the one delivering.

COMMUNITY PARTICIPATION

Ellen Buss – Program/Traffic Manager

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

Amy Carlson – Weather Anchor / Reporter

8/4 Benefit luncheon for St. Clair Hospital
 9/18 Emcee for JDRF walk
 9/24 Emcee for Reach A Child Gala

Mike Jacques – Sports Director

7/30 Emcee for 5K race and award ceremony at St. Dennis Church
 8/1 Emcee and participant at golf event for Alzheimer's and Dementia Alliance of WI
 8/30 Station tour and Q&A for Kennedy little league team

Leigh Mills – News Anchor / Reporter

7/16 Emcee for Boys & Girls Club bike ride
 7/20 Intro for Madison Library Carnival performance

Geoff Shields – Operations Manager

7/6, 8/2 American Legion executive board meeting
 7/12 Mt. Horeb community organization meeting
 7/16 Walk for Veterans participant
 7/22,7/23 American Legion brat stand worker
 8/9 Mt. Horeb Village TV commission meeting
 8/13 Volunteered at Operation Badger Base – veterans celebration
 8/20 American Legion WI 3rd District executive committee meeting

John Stofflet – News Anchor / Reporter

7/9 Volunteer for Badger Childhood Cancer network picnic
 7/15 Emcee for Golf For A Cause
 7/19 BCCN board meeting
 7/28 Emcee at golf event to benefit BCCN
 7/31 Emcee at the Ballroom Dance Showcase
 8/7 BCCN Bass Tournament appearance
 9/8 BCCN grant meeting
 9/8 Participant at the Rape Crisis Center fundraiser
 9/13 BCCN board meeting
 9/23 Emcee for Alzheimer's Alliance walk
 9/24 Madison Symphony Orchestra sponsor reception appearance

**Public Service Report for NBC15 (WMTV)
3rd Quarter 2016**

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. **Walk for Wishes, Make a Wish Foundation.**
2. **Stuff the Bus, Lions and Lioness Clubs**
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. **Walk for Wishes, 136-:30 length PSAs ran, approximately a \$4,760 value. Anchor emcee at the event.**
2. **Stuff the Bus, 96-:30 length PSAs ran, approximately a \$3,360 value. Web link on nbc15.com.**
3. **Alzheimer's and Dementia Walk, 167-:30 length PSAs ran, approximately a \$5,845 value. Interview segment and web link on nbc15.com, emcee at event.**

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

***\$323,392.82, JDRF, NAMI, Make a Wish Foundation, Alzheimer's and Dementia Alliance of Wisconsin, Lion's and Lioness Club.**

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.)?

Attendee – St. Clair Hospital Benefit Luncheon
Emcee – JDRF Walk
Emcee – Diaper Dash Pregnancy Helpline
Emcee – Reach a Child Gala
Emcee – Alzheimer's and Dementia Million Dollar Shootout
Tour Guide – Station tour
Emcee – Bike for Boys and Girls Club
Attendee – American Legion Board Meeting
Attendee – Walk for Veterans
Volunteer – Relay for Life
Volunteer – Operation Badger Base
Volunteer – Badger Childhood Cancer Network Picnic
Emcee – Golf for a Cause Outing
Attendee – BCCN Board Meeting
Emcee – Smores Golf for BCCN
Emcee – Tempo Ballroom Dance Showcase
Appearance – BCCN Bass Tournament
Attendee – Rape Crisis Center Fundraiser
Judge – East Side Ribfest
Attendee – Madison Symphony Gala
Emcee – The River Food Pantry Tour
Emcee – Walk for Wishes
Attendee – Alzheimer's Walk

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 11 employees, about 85 volunteer hours donated**

NBC15 Sponsored Community Events

3rd Quarter 2016

JULY

Bike for Boys and Girls Club

July 16th, 2016

Leigh Mills helped with this event

AUGUST

Stuff a Bus

Saturday, August 13th

Hy-Vee Madison

Morning Show helped with this event

Created PSA

\$16,000 raised

SEPTEMBER

JDRF Walk

Sunday, September 18th

Madison

Amy Carlson helped with this event

Create a PSA

\$243,179.11 raised

Walk for Wishes

Sunday, September 18th

Madison

Brian Doogs helped with this event

Create a PSA, Emcee'd event

Alzheimer's Walk

Saturday, September 24th

Madison

John Stofflet helped with this event