



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

JANUARY 1 – MARCH 31, 2021

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. This year, because of the pandemic, we've branded our commitment to these issues as "Navigating School." We also have a special, year-long series called "Class During COVID," where we are following 5 different classrooms and sharing monthly reports (the classes range from Kindergarten to College and include virtual, in person and blended models).
- 2. Politics** – This will include issue-based stories from all levels, with an emphasis on local and state, and the Presidential and Congressional fall elections. There is a renewed push in Wisconsin for redistricting and a non-partisan board is set to hold statewide hearings, in advance of a legislative vote in 2021.
- 3. Local Business and Tourism** – Due to the impact of the pandemic, we've launched a new series "Supporting Our Small Businesses." Stories airing as part of that project -OR- those touching on the impact of cancelled events—due to the pandemic and/or demonstrations and looting downtown will fall under this category. This is also for coverage of events bringing tourism dollars into the viewing-area.
- 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 Pandemic** – 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. Social Justice** – This explores race relations within our communities, including the heightened tensions and demonstrations in downtown Madison, in particular.
- 8. Crime and Public Safety** - Increased gang activity, stolen vehicles and home break-ins, gun control. Stories fitting the "social justice" category will not go here.
- 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), our hallmark Share Your Holidays Campaign (celebrating its 25th year in 2020 to raise funds for Second Harvest Foodbank of Southern Wisconsin), the CareBox Campaign (to raise funds supporting \$10 boxes of healthy, fresh food for those impacted by the pandemic), and our "Something to Smile About" and "Making A Difference" franchises featuring the good deeds of people in our viewing area.

**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	4:00-4:30pm
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, 9-10:00pm, Saturday 8-10:00pm

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)

1/18 5PM - MMSD CHANGES - STUDENTS IN THE MADISON METROPOLITAN SCHOOL DISTRICT WILL KEEP LEARNING VIRTUALLY, AT HOME... AT LEAST FOR NOW.

1/15, 5AM - UW FINANCIAL AID - UW MADISON ADMINISTRATORS ARE CONSIDERING A PASS-FAIL GRADING POLICY FOR THE SPRING SEMESTER. NBC15 CONFIRMED: THIS SYSTEM DOES NOT IMPACT A STUDENT'S G-P-A.

1/17, 7AM - COST OF VIRUTAL - VIRTUAL LEARNING - A HEFTY COST FOR CLASSROOMS. AS NBC15'S ELISE ROMAS REPORTS, THE MONROE SCHOOL DISTRICT SPENT \$1.4 MILLION DOLLARS THAT IT DIDN'T PLAN FOR.

2/3, 6PM - STATE SUPER - SEVEN CANDIDATES ARE RUNNING IN THE STATE SUPERINTENDENT PRIMARY AND JUST TWO WILL ADVANCE TO THE APRIL BALLOT.

2/10, 10PM - MMSD METRICS - MADISON PARENTS HAVE A DECISION TO MAKE... SEND THEIR KIDS BACK TO SCHOOL... OR KEEP THEM VIRTUAL. NBC15'S MICHELLE BAIK LOOKED INTO HOW THE MADISON METROPOLITAN SCHOOL DISTRICT MADE THE DECISION TO START REOPENING.

3/3, 4PM - EVERS SCHOOL - NEW AT 4... KIDS IN OUR STATE COULD BE GOING BACK TO SCHOOL BEFORE SEPTEMBER FIRST. IT'S AN IDEA BEING FLOATED BY GOVERNOR TONY EVERS AS A WAY FOR STUDENTS TO CATCH UP AFTER A YEAR OF VIRTUAL LEARNING. THE CHANGE WOULD REQUIRE A VOTE IN THE STATE LEGISLATURE.

3/13, 10PM - SCREEN LEARNING - SOUTH-CENTRAL WISCONSIN'S LARGEST SCHOOL DISTRICT IS PUTTING 'BACK TO SCHOOL' IN THE MIDDLE OF THE YEAR. STARTING TUESDAY, FIRST GRADER 'SILAS BEST' WILL NO LONGER LEARN FROM HOME EVERY DAY, SOMETHING HE'S DONE ALL YEAR.

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)

1/6, 11AM – GEORGIA RACES - IN ONE OF THE TWO RACES... DEMOCRAT RAPHAEL WARNOCK DEFEATED INCUMBENT REPUBLICAN SENATOR KELLY LOEFFLER, ACCORDING TO NBC NEWS PROJECTIONS AND THE ASSOCIATED PRESS. IN AN INTERVIEW WITH THE TODAY SHOW THIS MORNING... WARNOCK, GEORGIA'S FIRST BLACK SENATOR, SAYS GEORGIA VOTERS HEARD A CLEAR CONTRAST IN THE ELECTION.

1/7, 10PM – TRUMP CONCESSION - AFTER MONTHS OF FALSE CLAIMS OF ELECTION FRAUD AND A DAY OF VIOLENCE ON CAPTOL HILL PRESIDENT TRUMP HAS FINALLY CONCEDED THE 2020 ELECTION. THE PRESIDENT RELEASED A VIDEO ON TWITTER, THE FIRST POST SINCE TWITTER BANNED HIS ACCOUNT IN LIGHT OF YESTERDAY'S CHAOS. TAKE A LISTEN.

1/11, 6AM - MELANIA - FIRST LADY MELANIA TRUMP IS NOW COMMENTING ON THE VIOLENCE AT THE CAPITOL. SHE POSTED TO THE WHITE HOUSE WEBSITE, GIVING HER CONDOLENCES TO THOSE WHO DIED ON WEDNESDAY AND IN THE FOLLOWING DAYS.

2/9, 4PM – EVERS BUDGET - GOVERNOR TONY EVERS WILL BE UNVEILING HIS FULL BIENNIUM BUDGET PROPOSAL NEXT WEEK. HE'S BEEN GIVEN SOME HINTS ABOUT WHAT IS IN HIS BUDGET, WHICH WILL BE RELEASED IN AN ADDRESS NEXT WEEK ON THE 16TH. HE'S MENTIONED LEGALIZING MARIJUANA PREVIOUSLY AS WELL AS MORE SUPPORT FOR THE AGRICULTURE INDUSTRY IN THE STATE.

2/16, 5PM - SPRING PRIMARY - YOU HAVE LESS THAN 3 HOURS TO GET TO THE POLLS TONIGHT FOR THE SPRING PRIMARY. THOSE POLLS WILL CLOSE AT 8:00. A REMINDER, ANY ABSENTEE BALLOTS STILL OUT, NEED TO BE BROUGHT TO THE LOCAL CLERK BY 8:00. IT'S TOO LATE TO DROP IT IN A DROP-BOX IN MADISON. OUR ELISE ROMAS IS BREAKING DOWN WHAT YOU CAN EXPECT TO SEE, IF YOU STILL NEED TO GET IN LINE.

2/24, 9PM - VOTING CHOICE - A RENEWED PUSH FOR RANKED-CHOICE VOTING IN WISCONSIN. SO WHAT IS IT? AND HOW WOULD IT WORK?

3/21, 10PM - HAIR BRAID BILL - LAWMAKERS SAY THIS BILL IS ABOUT EQUITY AND REMOVING BARRIERS IN COMMUNITIES OF COLOR. I SPOKE TO MADISON STATE REPRESENTATIVE SHELIA STUBS WHO SAYS BRAIDING IS A CULTURAL PRACTICE AND YOU SHOULDN'T NEED A LICENSE TO DO IT.

3/22, 5AM - RON JOHNSON - U-S SENATOR RON JOHNSON SAYS HE DOESN'T REGRET THE COMMENTS HE MADE LAST WEEK, ABOUT THE DEADLY JANUARY 6-TH ATTACKS ON THE CAPITOL.

III. LOCAL BUSINESS AND TOURISM

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

1/1, 6PM - 2021 WEDDING RUSH - THIS NEW YEAR IS SET TO BE A BUSY ONE FOR VENUES, VENDORS AND PHOTOGRAPHERS. AFTER A YEAR OF WEDDING CANCELLATIONS, AND FOR MANY COUPLES TRYING TO PLAN THEIR DREAM DAY, IT IS BECOMING A HEADACHE. NBC15'S ERIN SULLIVAN SAT DOWN WITH A SOON-TO-BE HUSBAND AND WIFE IN MADISON TO HEAR ABOUT THEIR WHIRLWIND EXPERIENCE.

1/5, 6PM - STATE PARKS 2020 - WISCONSINITES LOOKING TO RECREATE AND RE-ENERGIZE FLOCKED TO THE OUTDOORS AT RECORD RATES IN 2020. OUR ERIN SULLIVAN BREAKS DOWN THE FINAL NUMBERS FROM THE STATE DEPARTMENT OF NATURAL RESOURCES. FILE OF STATE PARKS

1/6, 11AM - EVENTS IN THE NEW YEAR- ELA ((E-LA)) EVENTS OWNER KATIE SAPPY EXPECTS THE INDUSTRY TO START BOUNCING BACK AT THE BEGINNING OF THE SUMMER WITH A FULL CALENDAR OF EVENTS.

2/2, 9PM - PPP CONCERNS - A SURPRISE TAX BILL FOR SOME WISCONSIN BUSINESSES. IT COMES FROM A PROGRAM THAT WAS SUPPOSED TO HELP BUSINESSES STAY AFLOAT AND KEEP WORKERS ON PAYROLL DURING THE PANDEMIC.

2/8, 5AM - COLD IMPACT BARS - ONE SERVER SAYS WHILE L-J'S MAY NOT HAVE BEEN PACKED LIKE NORMAL, BEING ABLE TO INTERACT WITH CUSTOMERS WAS A BIG WIN.

2/26, 5PM - SOUTH SIDE HUB - THE URBAN LEAGUE OF GREATER MADISON AND AMERICAN FAMILY INSURANCE IS PARTNERING TO LAUNCH A REVOLVING LOAN PROGRAM FOR EMERGING MINORITY OWNED BUSINESSES.

3/3, 10PM - SAVING THE STUDIO - TROUBLED BY THE EFFECTS OF COVID, A NONPROFIT ARTS PROGRAM IS FIGHTING TO KEEP ITS DOORS OPEN.

3/25, 4PM - RISE IN TRAVEL - THE TRAVEL INDUSTRY IS ON THE RISE AS MORE AMERICANS ARE BECOMING MORE COMFORTABLE WITH THE IDEA OF TAKING OFF FOR BUSINESS OR PLEASURE.

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)

1/3, 8AM - PPP SMALL BIZ ADVICE - AT ORANGE TREE IMPORTS THE RELIEF FROM THE FIRST PPP LOAN HAS COME AND GONE. CO-OWNER "ORANGE" SCHROEDER SAYS SHE'LL BE APPLYING FOR THIS ADDITIONAL LOAN.

1/27, 6PM – DWD BACKLOG - THE DEPARTMENT OF WORKFORCE DEVELOPMENT IS URGING LAWMAKERS TO INVEST IN MODERNIZING ITS UNEMPLOYMENT SYSTEM. NBC15'S ERIN SULLIVAN EXPLAINS THE URGENCY TO GET THE PROCESS UNDERWAY.

1/30, 5AM - MINIMUM WAGE - WISCONSIN'S MINIMUM WAGE SITS AT \$7.25 WHERE IT'S BEEN SINCE 2009 - THE LAST FEDERAL INCREASE. NBC15'S MICHELLE BAIK SPOKE TO ONE WISCONSIN LAWMAKER WHO'S TRYING TO BRING ABOUT CHANGE AT THE STATE LEVEL.

2/4, 4PM – BABY FOOD REPORT - A CONGRESSIONAL INVESTIGATION HAS FOUND THAT LEADING BABY FOOD MANUFACTURERS KNOWINGLY SOLD PRODUCTS WITH HIGH LEVELS OF TOXIC METALS.

2/12, 9PM - TAX SEASON - THE I-R-S IS NOW ACCEPTING YOUR 2020 TAX RETURNS AND GIVEN THE PANDEMIC, WHAT YOU WRITE ON THOSE FORMS MAY BE VERY DIFFERENT THIS YEAR.

2/17, 9PM - TEXAS GAS PRICES - PAYING MORE AT THE PUMP IS BECOMING LESS OF A CONCERN FOR LAURNA GOSHMAN. GOSHMAN SAYS SPENDING TIME ON THE ROAD AND MORE MONEY GOES HAND IN HAND.

3/2, 11AM - FOOD PRICES - TEXAS FARMERS ARE DEALING WITH A WINTER NIGHTMARE. ROTTEN VEGETABLES ARE LYING IN THE FIELDS. FOR SOME FARMERS, 80 PERCENT OF THEIR WINTER CROP IS GONE. WITH TEXAS ONE OF THE TOP AGRICULTURAL STATES IN THE COUNTRY, THE IMPACT COULD MEAN YOUR GROCERY BILL COULD BE HIGHER.

3/8, 5PM - STIMULUS CHECKS - PRESIDENT JOE BIDEN'S COVID RELIEF PACKAGE IS OFFERING MORE AID FOR DEPENDENTS BUT TIGHTER RESTRICTIONS ON WHO QUALIFIES FOR A CHECK.

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)

1/25, 10PM – VIRTUAL SNOW DAYS - COMMUNITIES NEAR THE STATE LINE LIKE BELOIT AND JANESVILLE ARE GETTING HIT THE HARDEST TONIGHT.

1/26, 5PM - ROAD CONDITIONS - IN MADISON, PLOWS HIT THE ROADS AROUND 11 THIS MORNING.

1/27, 4PM - MADISON SNOW EMERGENCY - MADISON'S SNOW EMERGENCY IS STILL IN EFFECT TONIGHT. IF YOU PARK A VEHICLE ON THE STREEET DON'T FORGET TO FOLLOW ALTERNATE SIDE PARKING RULES.

2/3, 9PM - COVID SHELTERS - AS THE DEEP FREEZE SETS IN, LOCAL SHELTERS ARE WORKING AHEAD TO MAKE SURE EVERYONE HAS A SAFE SPACE TO KEEP WARM.

2/5, 5PM - COLD WEATHER - LET'S STEP OUTSIDE TO CHECK IN WITH REPORTER ELISE ROMAS ON THE IMPACTS OF SEVERE COLD.

2/5, 10PM - CHECK NEIGHBORS - THESE TEMPERATURES ARE DANGEROUS, ESPECIALLY FOR OUR MORE VULNERABLE POPULATIONS. NBC15'S TAJMA HALL LOOKED INTO WHAT YOU CAN DO TO HELP. THE MESSAGE OVER THE NEXT WEEK IS SIMPLE: CHECK ON YOUR NEIGHBORS.

3/21, 7AM - DNR FIRES - THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES HAS LISTED THE FIRE DANGER FOR ALL COUNTIES IN WISCONSIN EXCEPT FOR VILAS COUNTY AS "HIGH" OR "VERY HIGH" THIS WEEKEND.

VI. COVID-19 PANDEMIC

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

1/11, 5PM - DANE CO ORDER - ANOTHER NEW PUBLIC HEALTH ORDER FOR DANE COUNTY.

1/12, 5PM - COVID RELIEF - STATE COVID-19 RELIEF IS HEADING BACK TO THE ASSEMBLY. LAST WEEK ASSEMBLY REPUBLICANS PASSED LEGISLATION WHICH THE GOVERNOR OPPOSED.

1/13, 6PM - TEACHER VAX - TEACHERS COULD BE NEXT IN LINE TO GET THE VACCINE ACCORDING TO FINAL RECOMMENDATIONS FROM THE GROUP WORKING TO FINALIZE WHO IS ELIGIBLE UNDER PHASE 1-B.

1/27, 11AM - ASSEMBLY MASKS - TOMORROW THE ASSEMBLY WILL CONSIDER GETTING RID OF THE STATEWIDE MASK MANDATE.

2/2, 6AM – 1 DOSE - PEOPLE WHO'VE RECOVERED FROM COVID-19 MIGHT HAVE AS MANY ANTIBODIES AFTER ONE VACCINE DOSE AS OTHERS WHO'VE TAKEN BOTH.

2/3, 9PM - DANCE CITATION - A DANE COUNTY DANCE STUDIO IS FACING A MORE THAN \$20,000 FINE FOR ALLEGEDLY VIOLATING THE HEALTH ORDER IN PLACE BACK IN DECEMBER.

2/9, 4PM - WUHAN LATEST - AFTER MORE THAN 106 MILLION CASES OF COVID-19 AROUND THE WORLD, A WORLD HEALTH ORGANIZATION INVESTIGATION STILL DOES NOT HAVE MANY ANSWERS ON THE ORIGIN.

3/2, 5AM - J&J TURN DOWN - IN THE U-S, THE VACCINE SHOWED A 72-PERCENT EFFICACY RATE OVERALL.

3/2, 10PM - FORWARD DANE - ONE WEEK FROM TOMORROW: THIS RIGHT HERE IS THE NEW RULEBOOK FOR DANE COUNTY. INDOOR GATHERINGS WITH FOOD AND DRINK ARE LIMITED TO

150... WITHOUT FOOD AND DRINK, 350... AND ANY OUTDOOR GATHERING IS LIMITED TO 500 PEOPLE.

VII. SOCIAL JUSTICE

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

1/5, 4PM - KENOSHA DECISION - BLAKE WAS SHOT IN THE BACK 7 TIMES ON AUGUST 23 AFTER WALKING AWAY FROM OFFICER RUSTEN SHESKEY AND TWO OTHERS WHO WERE TRYING TO ARREST HIM.

1/6, 11AM - CIVIL RIGHTS - SOME CIVIL RIGHTS PROTECTIONS FOR MINORITY GROUPS MIGHT BE AT RISK. THE U-S DEPARTMENT OF JUSTICE IS ASKING FOR THE WHITE HOUSE'S APPROVAL TO CHANGE THE ENFORCEMENT OF TITLE SIX OF THE CIVIL RIGHTS ACT.

1/9, 6PM - GEORGE FLOYD SQUARE - COMMUNITY LEADERS AND CITY OFFICIALS IN MINNEAPOLIS ARE WORKING TOGETHER TO FIGURE OUT WHAT THAT SQUARE WILL LOOK LIKE IN THE FUTURE.

2/26, 6AM – ASIAN AMERICAN RACE - NBC15 LOOKED INTO TRENDS RIGHT HERE IN SOUTHERN WISCONSIN. SOME PEOPLE SAY THEY'VE NOTICED A GRADUAL SHIFT FROM RACIAL SLURS TO PHYSICAL VIOLENCE.

3/7, 10PM - SILENT MARCH - DEMONSTRATORS HELD A SILENT PROTEST THERE THIS AFTERNOON. ORGANIZERS OF THE "'I CAN'T BREATHE' MARCH" SAY THEY'RE CALLING FOR JUSTICE IN FLOYD'S DEATH AND CHANGES IN POLICING ACROSS THE COUNTRY.

3/13, 5AM - SETTLEMENT- \$27 MILLION FOR THE FAMILY OF GEORGE FLOYD. FLOYD'S FAMILY ATTORNEY CALLING IT THE LARGEST "PRE-TRIAL" CIVIL SETTLEMENT FOLLOWING A POLICE ENCOUNTER IN THE U-S.

3/26, 9PM - AAPI EVENT - IN THE WAKE OF THE GEORGIA SPA SHOOTING. THE A-A-P-I COALITION OF WISCONSIN HELD A VIRTUAL DAY OF ACTION AND HEALING. AT THE MEETING, GOVERNOR TONY EVERS CONDEMNED THE VIOLENCE.

VIII. CRIME AND PUBLIC SAFETY

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

1/8, 10PM - TALKING TO KIDS - PARENTS ACROSS THE COUNTRY FACE THE SAME CHALLENGE: EXPLAINING WHAT HAPPENED AT THE NATION'S CAPITOL THIS WEEK.

1/14, 6PM - END FOR GUN VIOLENCE - SHOTS FIRED CALLS IN THE CITY OF MADISON ROSE FROM 130 IN 2019 TO OVER 230 LAST YEAR. THAT'S AN INCREASE OF 78 PERCENT.

1/20, 5PM - CAPITOL SECURITY - NBC15'S ELISE ROMAS IS MONITORING SECURITY AND WHAT IS HAPPENING AT OUR STATE CAPITOL TODAY.

2/3, 4PM - PORTAGE SUSPECT - AN ATTEMPTED HOMICIDE SUSPECT FROM PORTAGE IS NOW BEHIND BARS. ALMOST FOUR MONTHS AFTER THE ATTACK.

2/15, 6AM - DELLS DEATH - NEW OVERNIGHT... WISCONSIN DELLS POLICE ARE INVESTIGATING A WOMAN'S DEATH AFTER HER BODY WAS FOUND IN A HOTEL. JUST BEFORE NOON YESTERDAY, POLICE RESPONDED TO THE VUEBOTIQUE HOTEL TO DO A WELFARE CHECK ON A MAN AND WOMAN WHO WERE STAYING THERE. THAT'S WHEN POLICE DISCOVERED THE WOMAN HAD DIED AND THEY TOOK THE MAN INTO CUSTODY. NO FURTHER INFORMATION, INCLUDING NAMES OR A CAUSE OF DEATH.

2/19, 9PM - DOMESTIC VIOLENCE - THE JANESVILLE POLICE CHIEF IS NOW QUESTIONING IF THE SYSTEM FAILED THE VICTIM IN THIS CASE.

3/3, 4PM - 4 KEITH WOLF - THE CORONAVIRUS PANDEMIC IS TO THANK FOR HELPING TO GET A D-N-A SAMPLE FROM THE MAN ACCUSED OF KILLING KEITH WOLF IN THE TOWN OF LEEDS IN 2019. THAT'S ACCORDING TO DETAILS IN A CRIMINAL COMPLAINT RELEASED TODAY.

3/27, 10PM - FAKE GUN WARNING - REAL OR NOT? THE MOUNT HOREB POLICE WANT YOU TO LOOK AT THIS. AT FIRST GLANCE, YOU MAY NOT KNOW THAT IT'S ACTUALLY AN AIRSOFT GUN. OFFICERS TOOK THIS PHOTO AFTER RESPONDING TO AN INCIDENT ON SATURDAY NIGHT AT A SUPERMARKET PARKING LOT. SOMEONE CALLED 9-1-1 TO REPORT.

IX. COMMUNITY IMPACT/OUTREACH

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

01/02, 5AM - LASAGNA LOVE IN MADISON - THERE'S A SAYING THAT THE WAY TO SOMEONE'S HEART IS THROUGH THEIR STOMACH. FOR "LASAGNA LOVE", A NATIONAL MOVEMENT COOKING LASAGNAS TO HELP OUT THOSE WHO NEED A HAND, THAT SAYING HOLDS TRUE.

1/24, 10PM - FORT ATKINSON FIRE - A FAMILY LEFT DEVASTATED. TWO YOUNG BOYS ARE DEAD AFTER A FIRE RIPPED THROUGH THEIR FORT ATKINSON HOME. NBC15'S BRITTNEY ERMON SPOKE TO COMMUNITY MEMBERS WORKING TO BRING THE FAMILY SOME RELIEF.

1/29, 6PM - WATER DONATION - DON'T DRINK OR COOK WITH THE TAP WATER. THAT'S THE MESSAGE TO RESIDENTS IN A SMALL SAUK COUNTY COMMUNITY AFTER UNSAFE LEVELS OF A CHEMICAL WERE FOUND IN THE WELL THEY USE. NBC15'S CAROLINE PETERSON EXPLAINS HOW THE VILLAGE OF LA VALLE IS MAKING IT WORK FOR NOW.

2/19, 9PM - HOMELESS CAMP - A STRIKING PICTURE OF HOMELESSNESS IN MADISON IS AT A CITY PARK. MCPIKE PARK HAS GROWN TO A SPRAWLING HOMELESS ENCAMPMENT, THAT OFFICIALS NEVER AUTHORIZED.

2/23, 5PM - DIAPER NEED - BABIES CAN GO THROUGH 8 TO 12 DIAPERS PER DAY. MULTIPLY THAT BY 30 DAYS AND PARENTS NEED HUNDREDS OF CLEAN DIAPERS EVERY MONTH, BUT SOME FAMILIES CAN'T KEEP UP WITH THOSE COSTS.

2/24, 6PM - FED HELP DIAPER DRIVE - \$80... THAT'S THE AVERAGE COST OF A MONTHLY SUPPLY OF DIAPERS FOR WISCONSIN FAMILIES FOR ONE CHILD. 25 PERCENT OF CHILDREN IN OUR STATE LIVE IN FAMILIES EARNING 100 TO 200 PERCENT OF THE FEDERAL POVERTY LEVEL. AS NBC15'S ERIN SULLIVAN EXPLAINS: WITH LITTLE TO NO GOVERNMENT ASSISTANCE, FAMILIES ARE TURNING TO OTHERS TO FILL THEIR DIAPER NEEDS.

3/11, 10PM - YMCA FOOD DRIVE - SEEING A NEED AND FILLING IT. THE YMCA HAS BEEN WORKING OVERTIME TO ADDRESS FOOD INSECURITY IN DANE COUNTY DURING THE PANDEMIC.

NBC News Special Reports

1/5 1:00-1:01AM GA Run-off Election results

1/6 11:58AM-10:00PM Congress beginning the process to ratify the election & protesters storming the capitol.

1/11 10:00-10:16AM House Democrats call for Mike Pence to invoke the 25th Amendment

1/12 9:41-9:46AM Remarks from President Trump

1/13 11:28AM-4:00PM House Debate on the Impeachment of President Trump

1/20 7:00-8:05AM President Trump leaving the White House

1/21 1:48-2:15PM President Biden's remarks on Covid-19

1/21 3:05-3:36PM Press Conference with Dr. Fauci

2/9 11:53AM-4:00PM Senate Debate over the constitutionality of the impeachment of former President Trump
 2/10 11:29AM-4:00PM Senate Impeachment trial of former President Trump
 2/11 11:29AM-3:34PM Senate Impeachment trial of former President Trump
 2/12 11:30AM-4:00PM Former President Trump's second impeachment trial
 2/13 1:30PM-1:32PM Trump's impeachment trial
 2/13 2:36PM-3:00PM The vote to convict or acquit former President Donald Trump
 2/23 2:50-2:55PM Special Report regarding Tiger Woods auto accident
 2/25 6:53-6:58PM US conducting air strikes in Eastern Syria
 3/23 11:56AM-12:08PM President Biden made remarks on the Colorado mass shooting
 3/25 12:25-1:40PM President Biden's first news conference

WMTV Local News Special Reports

None

Severe Weather Cut-ins

None

Public Service Report for NBC15 (WMTV) 1st Quarter 2021

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. **Diaper Drive;** raised more than \$151,523. Funds go to The Village Diaper Bank.
2. **Crystal Apple Awards Call For Entries:** 275 teachers nominated.

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. **Diaper Drive,** ran multiple promos, approximate \$6,000 value. **Station Employees participation; news coverage**
2. **Crystal Apple Awards,** ran multiple promos, approximate \$40,000 value. **Station Employees participation; news coverage**

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

\$151,523 The Village Diaper Bank

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 82,211 diapers for our Diaper Drive in addition to the funds.

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

President—American Advertising Federation (55 hours)

Member-- American Advertising Federation (11 hours)

Coach—Softball (2 hours)

Board Member—Sun Prairie Youth Football (10 hours)

Ambassador—Middleton Chamber Ambassadors (3 hour)

Volunteer—Broadcast Education Association Festival of Media Arts (4 hours)

Blood Donation—Red Cross (1 hour)

Educational Fellowship Check in—Broadcast Journalist Student (1 hour)
Meeting—West Middleton Parent Action Team (2 hours)
Virtual Emcee—Women in Focus (4 hours)
Member-- American Advertising Federation (6 hours)
Board Meeting—Badger Childhood Cancer Network (2 hours)
Judge—Athena Awards (2 hours)
Board Meeting—Alzheimer’s Alliance Board Meeting (2 hours)
Emcee for Wisconsin Academic Decathlon Virtual Awards Ceremony (2 hours)
Board Meeting - Badger Childhood Cancer Network (2 hours)
Board Meeting - Alzheimer’s & Dementia Alliance (2 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.)?
Ran news stories with candidate interviews for all races and let people know how to absentee vote during the pandemic.

How did your station provide coverage in a time of crisis or assist with disaster relief efforts?
We created a Diaper Drive to help families in need during the COVID-19 pandemic.

How many employees contributed to the community during the past quarter? Estimate the number of volunteer hours donated?
***About 20 employees, about 115 volunteer hours donated**

NBC15 Sponsored Community Events 1st Quarter 2021

JANUARY

n/a

FEBRUARY

Crystal Apple Awards Call for Nominations

Award Recognizing Local Teachers

Creating Promos/News Coverage/Link for Nomination on NBC15.com

Promos Ran Feb 12-March 31st

NBC15 Diaper Drive

Benefiting The Village Diaper Bank

Produced PSAs/News Coverage/Information about donations/Live coverage day of Drive

February 25, 2021

Raised \$ 151,523

MARCH

Crystal Apple Awards Call for Nominations

Award Recognizing Local Teachers

Creating Promos/News Coverage/Link for Nomination on NBC15.com

Promos Ran Feb 12-March 31st