



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

JANUARY 1 – MARCH 31, 2018

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

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

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

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

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

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

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

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

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

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

Both weekend broadcasts continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human-interest stories, covering topics related to health and finance, and presenting the latest sports and weather information.

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

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

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

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

Dateline NBC Friday, 9-10pm

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)**

01/03- 4pm – Rep. Pocan promises to stand up for “DREAMERS” when he returns to Washington D.C.

01/08 – 5pm -Sun Prairie will open two new elementary schools come fall of 2018.

01/11 -4pm -Teachers parents and school administrators were at the capitol today to testify on a bill being called the 'teacher protection act'.

02/01- AM show - State assembly to vote on a bill that would provide free college tuition to foster care children.

02/06 -4pm -A new state report indicates the University of Wisconsin System hasn't developed a comprehensive computer security program.

02/16 – CW9 -Emma Loney has made it her mission to educate students in schools about eating disorders, knowledge she says would have helped her family when they needed it most.

03/01 – 5pm -Gov. Walker wants lawmakers to come to an agreement on some measure that would make schools safer by spring. This might even mean a special session to get something passed.

03/02- 10pm -we know the University of Wisconsin-Madison added safety kits to buildings this week in case of a traumatic incident.

03/09-6pm -The Madison Metropolitan School District School Board voted to move forward with a plan to push back start times for middle school students.

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**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.

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

01/04- 6pm - Juveniles will no longer be housed at a Wisconsin youth prison that's been under federal investigation and the subject of multiple lawsuits alleging inmate abuse.

01/05-4pm -Today Attorney General Brad Schimel held the second meeting of the task force on elder abuse.

01/06 0 AM SHOW - MPD says nightly lock up campaign was successful during the holiday season.

02/02- 4pm - In celebration of Black History Month, American Family Insurance hopes to inspire people to “Dream Fearlessly”. That was the theme of a two day summit at American Family headquarters.

02/03 – 10pm -As research into concussions continues, an Illinois lawmaker is looking to ban tackle football for children younger than 12.

02/07 -4pm - Children's Hospital of Wisconsin is banning young visitors and at least one Milwaukee school is closing due to the flu outbreak that has ravaged the country

03/01-10pm - it's a topic we've heard a lot about in recent weeks -- ways to reduce gun violence in public places.

03/15 –AM Show -Local families feeling the effects of the new immigration policy.

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.”

01/03 – AM – Tips to shovel safely without heading to the ER.

01/04- 11am -A warning about a dangerous strain of e-coli that may be linked to romaine lettuce.

01/07 – AM SHOW - Governor of CO argues that by legalizing marijuana, the state is experiencing less of an issue with the opioid epidemic.

01/9- CW - New app helps with cell phone addiction among children.

02/01- CW - African Americans are twice as likely to develop Alzheimer's disease compared to Caucasians.

02/02 – AM SHOW - it's the American Heart Association’s Go Red For women Day, when red day is held on the first Friday in February every year to raise awareness about heart disease being the no. 1 killer of women.

02/06 – 6pm - free dental clinics – “tomorrow morning - kids can get free dental check-ups at Madison College

03/01- AM Show -Some state hospitals began to lift visitor restrictions following flu scares.

03/08 -10pm - a local hospital is combining engineering - with medicine to better prepare for complicated surgeries.

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

01/04 – 11am -The Dow Jones industrial average is trading above 25,000 points for the first time, just five weeks since its first close above 24,000.

01/07- 4pm - A new restaurant has clawed its way into the east side of Madison. The lake edge seafood company is providing a fresh stop for people to grab seafood.

01/10- 5pm -A new advertising campaign is trying to encourage millennials to come to Wisconsin. The campaign will target people living in Chicago

02/05 – 10pm - FoxConn Announcement VO – “Tomorrow, expect an update on the efforts to get a Taiwanese electronics company to build a factory here in Wisconsin.”

02/09 – 6pm - this week governor walker announced farm exports brought three and a half billion dollars to the state last year.

NBC 15 News (continued)

- 02/14 -6pm - Wisconsin's legislative budget committee unanimously approved a plan for more rural development projects.
- 03/01 - 4pm -Harley-Davidson says it will collaborate with Alta Motors on the motorcycle maker's plans for an electric bike.
- 03/04- AM Show -City leaders in Janesville apply for grants to make the city more bike-friendly.

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)

- 01/03-5pm - On January 22nd, the Madison West DMV Service Center will be moving to 8417 Excelsior Drive off the West Beltline and will be open for business at 8:30 a.m.
- 01/08-11am -Kohl's is reporting an almost 7 percent surge in sales for November and December, joining other traditional retailers in a strong holiday rally.
- 01/10- 11am -Diet Coke is hoping a can make-over will help win back consumers. The soda giant is changing their iconic can along with adding new flavors to their diet lineup.
- 02/03- AM Show -Interview with Jim Hewitt from Home Depot. Talked about home security and types of products consumers can purchase to protect their home.
- 02/08 – 11am -Frontier airlines is announcing new air service from Mitchell international airport. Starting in April,
- 02/14 -11am -The senate is currently holding a welfare reform session at the capitol. They are addressing governor walker's proposed changes to the state's welfare system.
- 03/02-4pm -L.L. Bean became the latest retailer to announce that it will no longer sell guns or ammunition to customers younger than 21.
- 03/06-6pm- tonight, leaders in many northern Wisconsin towns want the federal government to speed up efforts to expand broadband coverage to rural areas.

VI. ENVIRONMENT

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

- 01/04 -10pm -A Waunakee man's goal is to create secure and safe communities through Solar energy. A Veteran, he is hoping to share his solar energy goals and passion with others.
- 01/08 – AM show - Animal conservation group releases bald eagles that were rehabilitated recently back into the wild.
- 01/20 –AM Show - UN says 2017 was one of the warmest years on record.
- 02/06 – AM Show - Researchers say Antarctica used to look like Wisconsin does today.
- 02/21 – AM Show -Elderly nun in WI collecting weather data for the NOAA for decades.
- 02/26 -10pm -tonight the Wisconsin Department of Natural Resources wants to know what's causing a pungent smell in the Wisconsin River.
- 03/05 – AM Show -DNR sets up plans to curb the spread of CWD in deer including more testing sites and restrictions on feeding.
- 03/31 -10pm – A new recycling policy in China is restricting how much recyclables the U.S. can ship to their country.

Powerhouse Home Energy

Saturdays 5-5:30pm – Informative 30-minute weekly programs produced by Alliant Energy shows homeowners how to make their homes more energy efficient, thereby saving viewers money.

VII. POLITICS / GOVERNMENT**NBC News Special Reports**

1/10, 2:12-2:38pm – President Trump and the Prime Minister of Norway hold joint news conference.
 1/12, 1:38-10:56am – President Trump signs Martin Luther King Jr. proclamation.
 2/5, 3-3:04pm – Special report on stock market falling
 2/14, 2:24-4pm – Parkland Florida school shooting
 2/15, 9:46-10:36am – President Trump statement regarding the Parkland Florida shooting
 2/15, 1:29-1:43pm – Broward County Sheriff news conference regarding the school shooting
 2/16, 12:28-12:48pm – Department of Justice announcement on the Russia investigation
 2/23, 1:02-1:49pm – President Trump and Australian Prime Minister hold joint news conference
 3/6, 2:44-3:15pm – President Trump and Prime Minister of Sweden hold joint news conference
 3/8, 2:38-2:58pm – President Trump announces plans for steel and aluminum tariffs.
 3/13, 1:10-1:25pm – Special report regarding the resignation of Secretary of State Rex Tillerson
 3/14, 9-9:06am – Coverage of the national school walkouts protesting gun violence in schools.
 3/15, 1:35-1:40pm – Coverage of a pedestrian bridge collapse in Miami
 3/15-3:44pm – Update on coverage of the pedestrian bridge collapse in Miami
 3/22, 11:45-11:58am – President Trump announces China tariffs
 3/22, 3-3:03pm – Stock Market/Dow drop more than 700 points at closing
 3/23, 12:25-12:51pm – President Trump holds news conference on budget signing
 3/24, 12:10-12:12pm – Live coverage of the March For Our Lives in Washington, D.C.

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

AM 01/03 – A look at Trump goals for 2018
 01/06- 6pm -President Trump says he's open to talks with North Korea's leader and he hopes some good can come from upcoming talks with South Korea.
 01/10- 6pm - Madison Mayor Paul Soglin announces he is officially running as a Democratic candidate for Wisconsin Governor
 02/01- 11am -A memo by House Republicans about the Trump-Russia investigation is inaccurate and misleading, the FBI said in an unusual statement Wednesday, hours after President Donald Trump assured a lawmaker he planned to allow the document to become public.
 02/07- 10 pm - President Trump wants to show off our nation's military - in the form of a parade.
 02/16- 11am -A conservative law firm has sued a Democratic state lawmaker for allegedly violating the Wisconsin open records law after charging more than \$3,000 for requested emails.
 03/01-11am-The Republican state representative who lost a special election for an open state Senate seat in January will not seek re-election to the Assembly. Rep. Adam Jarchow, of Balsam Lake, announced Thursday that he will not seek a fourth term for the northwest Wisconsin district that includes Polk, Burnett and St. Croix counties.
 03/02- CW -March 5th is supposed to be the do-or-die moment for Congress to come up with a plan on DACA, a program the Trump administration ended last September.
 03/06-4pm -Wisconsin Gov. Scott Walker says he was surprised when President Donald Trump announced plans to impose new tariffs on imported aluminum and steel, saying up until last week he thought "we were in a good place." Walker on Tuesday urged Trump to back off on the tariffs, visiting a plastics manufacturer and food distributor the governor says would be hurt under Trump's plan.

COMMUNITY PARTICIPATION

Amy Carlson – Weather Anchor / Reporter

- 2/3 Souper Bowl Server – proceeds go to Habitat for Humanity
- 2/10 Emcee for Shades of Buble at the Middleton Friends of Performing Arts
- 3/2 Celebrity server for the United Cerebral Palsy Gala
- 3/3 Madison Kids' Expo volunteer
- 3/9 Emcee for the Crystal Vision awards (Lions Club eye bank)
- 3/14 Madison Symphony Orchestra host for "Behind the Scenes"

Jamie Jaeger – TMP/Director

Driver for Red Cross blood services January – March

Ryan Lobenstein – Assignment Editor

- 2/18 Sun Prairie Youth Football board meeting
- 3/21 Sun Prairie Youth Football board meeting

John Stofflet – News Anchor / Reporter

- 2/2 Speaker for the Alzheimer's Alliance Memory Café
- 2/17, 3/4 Volunteer narrator for the WI Youth Symphony Orchestra rehearsals
- 2/21 Badger Childhood Cancer Network (BCCN) development meeting
- 2/22 BCCN board meeting
- 3/1 Read to Sunset Ridge Elementary School children for Literacy Week
- 3/1 Speaker at Glacier Creek Middle School English class
- 3/2 BCCN volunteer
- 3/2 Emcee for the United Cerebral Palsy fundraiser
- 3/3 Madison Kids' Expo volunteer
- 3/3 Guest question reader for the St. Dennis trivia night
- 3/8 Second Harvest Radio-thon participant
- 3/9 Quizmaster for the State Academic Tournament
- 3/10 Narrator for the WI Youth Symphony Orchestra performance
- 3/17 Emcee for the WYSO Art of Note gala
- 3/29 BCCN board meeting

Tom Weeden – Chief Engineer

- 1/9 Led a tour of WMTV facilities for the Badger Area Technical Society of Sauk County

Morgan Wolfe – News Reporter / Anchor

- 3/1 Guest lecturer at the University of Minnesota journalism school
- 3/3 Volunteer at the Junior League of Madison's "All Dressed Up"
- 3/4 Madison Kids' Expo volunteer

**Public Service Report for NBC15 (WMTV)
1st Quarter 2018**

Name the top three public service campaigns/activities your station participated in during the last quarter. What organizations were the beneficiaries of these initiatives?

1. **Bowlin for Colons; \$58,600**

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. **Crystal Apple Awards**, ran multiple promos, approximate \$40,000 value. **Station Employees participation; news coverage—will hold reception and announce winners in May**
2. **Bowlin for Colons**, ran :30 promos, approx \$11,000 value. **Website links on NBC15.com; News coverage**
3. **Kid's Expo**, Ran Promos, approx. \$4000 value. **Station Employees participation/booth at expo; news coverage**

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

****Approx \$60,000**

UW Carbone Cancer Center

In addition to monetary donations, what quantifiable results can you point to due to the last quarter's campaigns (e.g., pounds of food collected, volunteers recruited, etc.)?

N/A

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

Server/Volunteer—Souper Bowl; Habitat for Humanity

Station Tour—Loyola High School

Station Tour—MSO League

Volunteer/Guest—MSOL Behind the Scenes

Emcee—Shades of Buble; Middleton Friends of Perf. Arts

Celebrity Server—UCP Gala

Volunteer—Kid's Expo (All On-Air Talent approx. 15 total)

Emcee—Crystal Vision Awards; Lion's Eye Bank

Volunteer—Red Cross Driver for Blood Services approx. 200 hours

Board—Sun Prairie Youth Football Meeting; one a month

Volunteer/Guest—Share Your Holidays Second Harvest Celebration (Most of station/On Air Talent Attendance)

Speaker—Alzheimer's Alliance Memory Café

Volunteer—Badger Childhood Cancer Network

Volunteer—Narrator; WYSO

Board Chairman—BCCN Board Meeting

Board—BCCN Development Meeting

Reader—Literacy Week; Sunset Ridge Elementary

Speaker—Glacier Creek Middle School English

Volunteer—BCCN

Emcee—United Cerebral Palsy of Dane County Fundraiser

Reader—Guest Question Reader; St Dennis Trivia Night

Narrator—WYSO Rehearsal

Speaker—Franklin Middle School Career Event (On Air Talent and Station Employees)

Antendee—Second Harvest Radio-A-Thon (multiple on air talent)

Quizmaster—State Academic Tournament

Donated—Blood donation to American Red Cross
Emcee—WYSO Art of Note Gala
Station Tour—Badger Area Technical Society of Sauk County
Guest Lecturer—University of Minnesota Journalism School
Volunteer—Junior League of Madison’s “All Dressed Up” (multiple on air talent)

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

***Not this quarter.**

How did your station provide coverage in a time of crisis or assist with disaster relief efforts?

***Not this quarter**

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

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

NBC15 Sponsored Community Events
1st Quarter 2018

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 30th

MARCH

Bowlin For Colons

UW Carbone Cancer Center

March 4th, 2018

Created Promo, News Coverage, link for registration on NBC15.com