



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

APRIL 1 – JUNE 30, 2017

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

4/1 – AM: UW Science Expedition is hosting an event at UW Madison to offer dozens of activities to families.

4/4 – 9pm: It's Equal Pay Day across the nation – according to NBC news women make 83 cents on the dollar compared to men.

4/7 – 5pm: Madison Schools released the results of the second round of lead testing in its schools.

4/11 – 11am: New Mexico has passed a law said to be the first of its kind, banning 'Lunch Shaming'.

4/17 – AM: Governor Walker is travelling to Fennimore Elementary School today to talk about his budget proposal with students, teachers and administrators.

4/21 – 9pm: A fallen McFarland police officer was inducted into the Craig High School Honor Wall today.

4/29 – 6pm: A springtime tradition for UW Students kicked off as the annual Mifflin Street Block Party was held. An estimated 12,000 people attended.

5/1 – AM: The Wisconsin Legislature's budget-writing committee is set to come together to begin voting on the government spending plan. The 2-year, 76 billion dollar plan includes a K-12 school aid increase.

5/4 – 4pm: There will be a presentation about having EROs in Madison schools tonight, the presentation is an informative meeting that tells the public what EROs do in the schools. It is not open for public opinion.

5/5 – 6pm: Committee presents their thoughts on officers in schools.

5/9 – 9pm: Parents of drug addicts often wonder if they missed any red flags. One Wisconsin mom is using her experience as a mother of a recovering heroin addict to show other parents what to look for.

5/11 – AM: The city of Sun Prairie is holding another meeting tonight to give parents a chance to weigh in on the changing of their school boundaries as the city is growing and adding more schools.

5/23 – AM: A Mt Horeb teacher will begin teaching again today after a brief administrative leave that led to a student walk-out yesterday.

5/30 – 6pm: A Kenosha transgender student's fight to use the boys restroom at school could affect civil rights cases across the country.

17-year-old High school senior Ashton Whitaker who identifies as male is granted the right to use the boy's restroom at Tremper high school.

6/7 – 10pm: A Sun Prairie elementary school is taking learning to the next level. A school-wide effort is aimed at teaching kids about our impact on the environment and ways to reduce pollution, with solar energy.

6/12 – AM: A new international survey shows most schools and many parents in the U.S. are not doing enough to teach teenagers the value of money.

6/16 – 6pm: A Tomahawk bus driver is in jail tonight for an incident police say happened on his school bus. Police say the 51-year old man is in the Lincoln county jail on cash bond of \$100,000 as he faces charges of child enticement, abduction, and stalking.

6/20 – 4pm: Police responded to multiple alarms that went off at Sandburg Elementary School on Tuesday.

6/29 – 10pm: The fourth suspect wanted in connection to the May 30th deadly home invasion has been arrested in Indiana. Madison Police say he was apprehended Thursday in Lafayette.

6/30 – 10pm: Vandals left their mark on a number of businesses near the Monona Grove High School. Some of the images are anti-Semitic and race related

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)

4/6 – AM: A new ridesharing start up is aimed at making people feel more comfortable by allowing the rider to choose whether a man or woman picks them up.

4/10 – AM: The American Pet Products Association says 68 percent of American households now have pets, and Millennial pet ownership has surpassed that of Baby Boomers.

4/16 – 5pm: One Madison church spent Easter Sunday bringing families together for a free Easter meal. Nearly 200 people came out, and more than one thousand dollars in donations was provided for the meal.

4/22 – 6pm: A school community in Texas came together to support a mom who doesn't have much time left in her battle with cancer. They hosted her son's fifth grade graduation early to make sure she could see it.

4/28 – 4pm: At least two cars are still on the street that had been hit by bullets in yesterday's shots fired incident. People in the neighborhood say a lot of families live in the area.

4/30 – 9pm: April is Childhood Abuse Prevention Month... And to raise awareness people were out bowling.

5/9 – AM: Two non-discrimination ordinances to protect transgender people in Sun Prairie met different outcomes last week. A second vote is expected on one of them tonight.

5/17 – 10pm: Janesville City council President says for about ten years now, there has been a city ordinance that does not allow dogs, leashed or unleashed, in city trails and parks from May 15 to September 15th.

5/21 – 10pm: Dozens of families came together today at Olin park to celebrate diversity in Madison. The community picnic was hosted by a local organization called "Open Doors For Refugees." This was the second year the event took place.

5/29 – 9pm: After an uptick in gun violence across the city of Madison. Some community leaders and youth mentors on Madison's West Side - are calling on their neighborhood - to end the violence.

6/2 – AM: First Presbyterian Church in Cambria held a prayer vigil last night for community members impacted by the deadly explosion.

6/10- AM: Public health is making sure the water quality is ready for swimmers as beaches open, poor water quality can cause sick stomach, rash, or respiratory issue.

6/15 – 10pm: According to Dane County Human Services, elder abuse is one of the most overlooked public health issues in the U.S. with one in 10 suffering abuse, neglect or exploitation. In 2016, Dane County Human Services investigated 359 elder abuse calls in Dane County.

6/22 – 5pm: Vera Court's neighborhood center expansion is making progress this summer. Kids hosted a tour of the current facility and future site. The new expansion is set to be done around September by the start of the school year.

6/30 – 6pm: The fundraising efforts have not stopped since the deadly explosion. The village treasurer tells me that more than 100-thousand dollars has been raised for victims and their families.

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.

4/3 – 11am: Researchers found that most children who die from the flu aren’t vaccinated.

The “Optune” cap sends electrical currents directly to Glioblastoma tumors which prevents cancer cells from dividing and spreading.

4/5 – 4pm: AED’s can save someone’s life in case of a heart attack, but most of us have no clue where they are in their work, gym or school.

4/8 – 9pm: If you’re looking for fun and fitness the sky’s the limit at Madison’s newest trampoline park.

4/10 – 10pm: A new dental clinic opening this year will focus on providing preventative care for kids and some adults with financial need.

4/20 – AM: There is a new fitness trend that combines yoga with the fun of animals called Goat Yoga.

4/25 – 4pm: Sandburg Elementary School is encouraging students to get moving for “Every Kid Healthy Week.”

5/8 – 11am: A new study reveals the average lifespan was just over 79 years in 2014 which is a five year increase from 1980. But there was a huge geographical gap.

5/13 – AM: A new University of Connecticut study finds a leisurely walk around the mall or the park can reduce depression in sedentary people.

5/17 – 11am: It only takes two weeks of inactivity to increase the risk of chronic disease.

5/18 – 4pm: Consumer reports just issued its annual list of top sunscreens – two of the top 15 sunscreens are from Walmart’s equate brand.

5/26 – 5pm: Arthritis research shows rural areas have higher cases.

5/29 – AM: Food safety experts say to use a food thermometer to ensure all of your meats are thoroughly cooked. They say to let your meat rest about three minutes before eating them to kill any remaining bacteria.

6/6 – 11am: Many Americans are living a healthier lifestyle and have lowered their risk of heart disease. A new study looked at trends in lifestyle habits between 1999-2014.

6/10 – 5pm: Nearly 40 volunteers helped kids in Madison learn how to ride a bike today. Volunteers helped close to 200 kids transition from training wheels to two wheels. This is the fifth year for the event.

6/15 – 11am: A new study reveals that the number of newborns treated for Opioid withdrawal more than quadrupled between 2003 and 2012. The cost of caring for these babies has also increased from 61 million to 316 million a year.

6/27 – 11am: Clinical Dietitian talks about what is moderate drinking for men and women. She also talks about the risks associated with moderate and heavy drinking.

IV. LOCAL ECONOMY / FINANCE

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

4/11 – 6pm: SWEPT: There's an organization in Rock Co that offers support to law enforcement during difficult cases.

4/13 – 5pm: Irish Butter – No longer for sale in Wisconsin.

4/18 – 10pm: A new Olympic training facility might be coming to the Madison area.

The facility would focus on cross country skiing and if it's approved, will be the sixth of its kind in the nation.

4/27 – AM: Local bars are under fire for dress codes that are being seen as racist.

5/3 – 6pm: Business owners off of Verona road in Madison are hoping the construction project stays on track. They have now started a petition.

5/14 – 10pm: Wineries in our state are seeing huge growth, but one local winemaker says they could be doing even better. Wineries in Wisconsin are only allowed to serve alcohol until 9pm, meaning they lose out on a lot of business. But the Tavern League of Wisconsin doesn't want to see the laws changed, saying it would be unfair.

5/24 – 5pm: Oscar Mayer protest planned for tomorrow because Kraft Heinz is leaving. The union feels as though they are not holding up their end of the exit agreement.

5/27- AM: Madison's population continues to rise as U.S. Census Bureau estimates show Madison grew more than any other city in Wisconsin from 2016 to 2016.

5/31 – AM: Governor Walker's proposals to eliminate the state property tax, increase park fees, and raise judicial salaries are all up for approval in the Legislature's budget committee today.

6/1 – 11am: One person is dead, 2 people are missing and a dozen of people are injured following an explosion at plant in Columbia County. OSHA has been called in to investigate.

6/5 – 5pm: New website announced for health care jobs in Wisconsin. Supposed to be a one stop shop.

6/7 – 6pm: After a judge overturned a state ban on selling home baked goods some republicans want to scrap license requirements for all bakeries. Wisconsin law currently requires home bakers to get a license.

6/11 – 9pm: A local chef is picking less than perfect produce that others may look past--so it doesn't get thrown away.

6/14 – 9pm: The Town of Beloit is selling cheap property in the Heron Bay Subdivision and across the street ten more lots are selling for a dollar a piece.

6/19 – 11am: Money reporter Stacy Johnson has some ways you can save on your pets.

6/19 – 6pm: Lt. Gov. Rebecca Kleefisch says she first talked with officials from a Taiwanese company that builds iPhones and other electronics about considering expanding in Wisconsin two years ago. Kleefisch told The Associated Press on Monday that she met with Foxconn officials during a trade mission two years ago to Japan and Taiwan.

6/25 – 9pm: Construction cones have taken over downtown Verona and we have a traffic alert for drivers.

6/29 – 5pm: It was the final day of production for workers at the Oscar Mayer plant in Madison.

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)

4/3 – 5pm: Changes to bicycle and moped parking could be coming to Madison this year.

4/10 – 6pm: Ford Motor Company is testing a prototype crib that mimics car ride motions and sounds to help babies get to sleep.

4/15 – 9pm: Delta airlines has reportedly decided to offer passengers up to nearly Ten-thousand dollars... If they're asked to give up their seats on an overbooked flight.

4/19 – 11am: If you'd like lower cell phone bills, switching providers from one of the big names to a lesser known one. Many carriers have a discount, or sub-brand that you can switch to, you just have to ask.

4/25 – 11am: Expert from Blain's Farm and Fleet talks about the five easy tips you should do to have the perfect lawn this summer.

5/2 – 11am: A fatal house fire has prompted the Consumer Product Safety Commission to warn consumers about LayZ Board Hoverboards.

5/12 – 5pm: Some candy makers plan to reduce calories in their products.

5/19 – 5pm: One of the most time consuming parts to traveling is getting through TSA lines - but today Dane County Regional showed of the items confiscated.

5/25 – 9pm: UW Health is notifying more than 2,000 patients about an information breach.

5/30 -11am: Chipotle Mexican Grill says hackers used malware to steal customer's payment data from most of its restaurants over a three week period in March and April.

6/3 – 10pm: Local fire departments are asking people to use extra precautions when grilling out this Memorial Day. Charcoal and gas grills cause more than 8 thousand house fires a year.

6/12 – 5pm: Recall on several items of Tyson and Conagra foods.

6/16 – AM: Some parents are worried about a new feature on the Snapchat App that provides a location of users, while some young users like how it connects them with friends.

6/22 – 11am: Planning a wedding leaves a couple a lot to think about, but there are some ways you can save. One big expense can be the venue, but if you do a wedding outside and let nature be the venue it could save you a ton.

6/27 – 4pm: The second-largest drug maker in the United States is confirming it's been affected by a cyberattack

VI. ENVIRONMENT

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

4/2 – 10pm: A tornado touched down in Louisiana today and it was caught on cell phone video by some people in front of a store. Lightning lit the dark cloud as thunder boomed through the parking lot. Severe storms are expected throughout the south this week.

4/9 – 5pm: Many people are conducting their annual prairie burns with the warm weather. The Madison Fire Department wants people to know that seeing smoke and flames will be natural this time of year.

4/18 – AM: The people of Flint, Michigan will find out where their water will be coming from in the future. The mayor will announce recommendations for the city's long term primary back up water sources.

4/21 – 5pm: Warner Park was filled with students today eager to make a difference for Global Youth Service and Earth Day.

4/24 – 4pm: Nearly 50 Madison families went solar last year, it's a record for the city. But leaders say they're confident this year will be the best yet.

5/6 – 9pm: – Canada is deploying 400 soldiers to the province of Quebec to help communities damaged by severe floods.

5/7 – 5pm: Researchers at the University of Oklahoma are using advanced technology to learn more about tracking debris in tornados. The study could help save lives in the future.

NBC 15 News Continued

6/4 – AM: Yosemite Park showing the parks beauty after record-high snow this winter.

6/13 – AM: Madison is using an unusually high amount of water for this time of year. Madison Water Utility is now urging people to think about conserving as we move into these hot summer months.

6/18 – 10pm: Some people in Beaver Dam are upset that hundreds of fish are dead in the Beaver Dam River. Mayor Becky Glewen says she followed DNR protocol by shutting water level to the minimum level because of construction and didn't know it would have such an impact on the fish population.

6/25 – 10pm: The Solstice is the longest day of the year and in Madison, it's a summer celebration. Hundreds gathered at Olbrich Park in Madison today to celebrate the changing of the season.

Powerhouse Home Energy

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

VII. POLITICS / GOVERNMENT

NBC News Special Reports

4/5 12:10-12:41pm – President Trump and King Abdullah II of Jordan hold joint press conference.

4/6 8:12-8:14pm – US launches attacks on Syria

4/6 9-9:05pm – President Trump speaks on Syrian attack

4/12 3:04-3:37pm – President Trump and NATO Secretary General hold press conference regarding ISIS and attacks on Syria

4/14 1:59-2:41pm – Report on the apprehension of Joseph Jakubowski

4/20 2:56-3:24pm – President Trump and Italian Prime Minister hold joint press conference

5/3 11:15-11:33am – President Trump and Palestinian leader hold joint press conference

5/4 1:18-1:28pm – Report on the new health care vote

5/4 2:15-2:29pm – President Trump's reaction to health care vote

5/10 12:49-1:23pm – White House briefing

5/18 3:04-3:41pm – President Trump and President Santos of Columbia hold joint press conference

5/22 12:17-12:31pm – President Trump and Prime Minister Netanyahu hold joint press conference

5/22 6:30-6:33pm, 9:14-9:16pm – Report on the suicide bombing in England

5/30 1:22-1:45pm – White House briefing

6/1 2:28-3:07pm – President Trump announcement on the Paris Climate agreement

6/8 9-11:50am – Coverage of the former FBI director James Comey testimony

6/9 1:51-2:24pm – President Trump and the Prime Minister of Romania hold joint press conference

6/13 1:35-4pm – Coverage of Attorney General Jeff Sessions testimony

6/14 7-12pm – Coverage of the DC shooting

6/26 9:28-9:32am – Coverage of the Supreme Court decision on the Muslim travel ban.

6/30 3-3:04pm – Coverage of the shooting at Bronx-Lebanon Hospital.

Severe Weather Cut-ins

4/10 2:31-2:33pm, 2:51-2:53pm

5/15 7:41-7:43pm, 8:03-8:05pm, 8:22-8:24pm, 8:49-8:52pm, 9:33-9:34pm

5/17 2:27-2:28pm, 2:52-2:54pm, 5:52-5:59pm, 6:52-6:53pm, 7:16-7:17pm, 7:38-7:40pm, 8:05-8:15pm, 8:38-8:40pm, 9-9:01pm

6/14 1:26-1:28pm, 1:44-1:47pm, 2:05-2:09pm, 2:27-2:32pm, 2:45-2:48pm, 3-3:03pm

6/16 7:52-7:54pm, 10:53-10:55pm

6/17 6:14-6:42pm

6/28 5:47-6:14pm, 6:37-7:17pm, 7:44-8:02pm

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

4/1 – 5pm: A third Democrat has announced their support for Neil Gorsuch’s confirmation to the Supreme Court. This comes as Senate Republicans say Gorsuch will be confirmed this week one way or another including the “nuclear” option.

4/4 – AM: Voters across the state will be heading to the polls today for the spring election. One of the top races will be for the state’s next superintendent of schools.

4/6 – 10pm: The United States has attacked a Syrian air base with roughly 60 cruise missiles in response to a chemical weapons attack it blames on President Bashar Assad.

4/13 – AM: A bill that would force Wisconsin youth prisons to report abuse is moving forward.

4/24 – AM: The City of New Orleans will begin taking down the first of four Confederate monuments tonight.

4/26 – 6pm: Voces De La Frontera has spent the past few months fighting for immigration rights at both the local and state level.

4/27 – 6pm: Republican legislators are considering a bill that would make the university of Wisconsin System regents discipline hecklers at speeches and presentations.

4/29 – 10pm: It was President Donald Trump’s 100th day in office and to mark the occasion he held a rally in Pennsylvania and skipped the White House correspondent’s dinner.

5/2 – 5pm: FBI Director James Comey testified before the Senate Judiciary Committee today and commented on last year’s election. He defended himself against criticism and said that he would make the same decisions today as he did last year.

5/6 – 10pm: President Trump is celebrating this weekend after the GOP passed the AHCA in the House. But many people are unhappy and they let that fact be known during protests today and town halls.

5/9 – 6pm: In April the state's Joint Finance Committee completed its first round of votes on Governor Scott Walker's 2017 budget. Today the committee is taking another look.

5/10 – 9pm: Bethune-Cookman graduates turned their backs on commencement speaker Dr. Betsy DeVos.

5/15 – 6pm: A new Republican proposal could put expiration date on state administrative rules.

Democrats fear this could make it easier to undo consumer, workplace and environmental protections and many other regulations.

5/20 – 9pm: A lavish start to a nine-day trip as President Trump makes his first stop abroad since taking office.

5/22 – 4pm: President Trump is in Israel -- his second stop on his overseas tour.

5/27 – 10pm: Britain has lowered its terror threat as the investigation continues into Monday’s suicide bombing. Several more arrests were made last night as the police try to find out more about the suspected bomber and his terror network.

5/31 – 5pm: Trump is expected to pull out of the Paris Climate Accord.

6/3 – 9pm: British police say terrorism struck at the heart of London tonight.

6/5 – 6pm: Governor Walker is pushing state lawmakers to finalize the transportation budget.

The Governor stopped in Fitchburg today at the Verona road reconstruction site, one of the projects he says could be put on hold if lawmakers don't reach a deal soon.

6/7 – 4pm: Former FBI Director James Comey's prepared testimony to the Senate Intelligence Committee makes assertions directly at odds with President Donald Trump's accounts of their conversations.

6/8 – 10pm: The US House of Representatives has voted to undo most of a landmark banking law created under former President Barack Obama.

6/11 – 10pm: Tomorrow marks the one year anniversary of the deadliest mass shooting in recent U.S. history. People in Orlando mourned today in remembrance of the tragedy where 49 people were killed.

6/13 – 6pm: President Donald Trump is again highlighting the stories of people whose health care premiums have skyrocketed as he tries to push a GOP replacement plan. Trump met with what the White House has been referring to as "victims" of former President Barack Obama's health care law after landing in Milwaukee Tuesday afternoon.

NBC 15 News Continued

6/16 – 11am: Russia says it's still verifying whether it has killed the leader of ISIS. The Russian Defense Ministry claims that he died in a Russian Airstrike in Syria last month. The US has not been able to confirm his death.

6/17 – 9pm: Protesters gathered in London today in opposition to the British prime minister's response to this week's deadly high-rise apartment fire.

6/21 – 11am: The battle over health care is raging on in DC. Republican lawmakers are crafting new legislation behind closed doors drawing complaints from Dems and even some Republicans. A vote is scheduled for next Thursday.

6/26 – AM: Pressure builds ahead of a planned vote in the U.S. Senate this week to replace the Affordable Care Act. Wisconsinites, and a Wisconsin senator, are right in the middle of it.

6/28 – 5pm: Healthcare bill vote was delayed.

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

4/8 Emcee for "Beginnings" Middleton Friends of PAC

April Programmed weather radios for viewers in Milton, Waunakee, Cottage grove, Sauk Prairie, Beloit and Monroe as part of severe weather month.

6/19 Emcee Concerts On The Green for MSO

Mike Jacques – Sports Anchor / Reporter

5/11 Station tour for school group

5/13 MC for Guarding Against Cancer event

6/1 MC for Stand Up And Sing for kids event

6/3 Commencement speaker at Mt. Horeb High School

6/5 MC and golfer at Tellurian golf event

6/7 Speaker at the Madison Sports Hall of Fame banquet

Ryan Lobenstein – Assignment Editor

4/22-4/30 Coached youth football

May Coached 2nd/3rd grade flag football for Sun Prairie YMCA

6/1-8/10 Coached 2nd/3rd grade flag football

6/12-6/28 Coached 7 & 8 year old baseball

Sara Noonan – News Producer

4/12 Women for Wish Kids committee meeting

4/25 Junior Achievement - classroom volunteer

4/26 Women for Wish Kids committee meeting

5/2 Junior Achievement – classroom volunteer

5/4 Women for Wish Kids event

5/16 Junior Achievement – classroom volunteer

5/25 Junior Achievement – classroom volunteer

5/31 Women for Wish Kids committee meeting

6/8 Classroom volunteer for Junior Achievement

Ellen Paulson – National Sales Assistant

5/24 Helped Orfordville Lutheran Church with their website

Meghan Reistad – News Anchor / Reporter

4/17 Gilda's Club Curative Arts judge
 4/30 Gilda's Club – helped shoot and edit promo video
 5/2 Station tour for Middleton cub scouts
 5/9 Gilda's Club PR meeting

Geoff Shields – Operations Manager

4/3 PFLAG meeting
 4/5 See It To Be It tour/MPD & MASD initiative with at-risk youth
 4/6 Executive meeting American Legion Post 113
 4/13 American Legion membership meeting
 4/19 Station tour for PEO Chapter
 4/24 Performed military funeral honors
 4/27 Dane County Council meeting for American Legion
 5/1 PFLAG meeting
 5/8 Executive meeting American Legion Post 113
 5/25 Dane County Council meeting for American Legion
 5/26 Flags distributed for veterans in Mt. Horeb cemetery for Memorial Day
 5/27 Vietnam Veterans Memorial Dedication ceremony
 5/29 Memorial Day ceremony/parade as Honor Guard Commander.

John Stofflet – News Anchor / Reporter

4/13 Rape Crisis Center fundraiser
 4/20 Emcee for the Wheels on Wheels fundraiser
 4/26 Badger Childhood Cancer Network (BCCN) board meeting
 4/27 Emcee for Madison Museum of Contemporary Art fundraiser
 5/16 Emcee at the Crystals Apple awards
 5/20 Emcee for Leukemia-Lymphoma fundraiser
 5/29 Bratfest celebrity cashier
 6/9 Speaker at United Way Retired Volunteers breakfast
 6/20 Poster shoot for BCCN
 6/28 BCCN Board Meeting

Lou Thao – Photojournalist

4/7 Career speaker at Indian Mounds Middle School

Don Vesely – General Manager

April Coached youth soccer
 4/19 WBA board meeting, including Minority Advisory planning

Tom Weeden – Chief Engineer

5/8 Station tour for the Madison Area Repeater Association (amateur radio club)
 5/24 Station tour for the Society of Broadcast Engineers
 5/26 Volunteered at the Take Your Brat To Work event

**Public Service Report for NBC15 (WMTV)
2nd Quarter 2017**

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. **NBC15 Take Your Brat to Work Day, Over 100 Local Charities.**
2. **Walk to Cure Arthritis, Arthritis Foundation**
3. **Adopt a Dairy Cow, Second Harvest Foodbank**

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. **NBC15 Take Your Brat to Work Day, 27+:-:30 length PSAs ran, approximately a \$945 value. Live Morning Newscast from the event.**
2. **Walk to Cure Arthritis, 35:-:30 length PSAs ran, approximately a \$1,225 value. NBC15 Emcee host, and web link on nbc15.com.**
3. **Adopt a Dairy Cow, 102:-:30 length PSAs ran, approximately a \$3,570 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?

***\$132,225, Bratfest Charities, Meals on Wheels, Tellurian, Arthritis Foundation, Second Harvest Foodbank.**

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.)?

**Emcee – Stand up and Sing for Kids
Speaker – Mt. Horeb High School Commencement
Emcee – Tellurian Golf Outing
Presenter – Madison Sports Hall of Fame Banquet
Emcee – Middleton Friends of PAC
Volunteer – Weather Radio Programming
Tour Guide – Station tour
Coach – Youth Football
Coach – Youth Baseball
Attendee – Women for Wish Kids Committee Meeting
Volunteer – Junior Achievement
Attendee – Women for Wish Kids
Volunteer – Orfordville Lutheran Church Web Maintenance
Judge – Gilda's Club Creative Arts
Tour Guide – Middleton Cub Scouts Station Visit
Attendee – Gilda's Club PR Meeting
Attendee – PFLAG Mt. Horeb Chapter Meeting
Tour Guide – See It to Be It
Attendee – American Legion Membership Meeting.
Attendee – WBA Awards Gala
Attendee – American Legion Golf Outing
Attendee – Crystal Apple Awards Dinner
Volunteer – Take Your Brat to Work Day**

Attendee – Vietnam Veterans Memorial Dedication Ceremony
Attendee – Rape Crisis Center Fundraiser
Judge – Crystal Apple Awards
Emcee – Meals on Wheels Fundraiser
Attendee – Badger Childhood Cancer Network Board Meeting
Emcee – “Hair Affair”, Madison Museum of Contemporary Art Fundraiser
Emcee – Crystal Apple Awards
Emcee – Lukemia-Lymphoma Fundraiser Emcee
Speaker – United Way Retired Volunteers Breakfast
Speaker – Career Speaking at Indian Mounds Middle School
Coach – Youth Soccer
Attendee – WI Broadcasters Board Meeting
Tour Guide – Madison Area Repeater Association
Tour Guide – Society of Broadcast Engineers
Technician – Take Your Brat to Work Day

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 14 employees, about 194 volunteer hours donated**

NBC15 Sponsored Community Events

2nd Quarter 2017

APRIL

Sweet Revolutions: Home Health United Meals on Wheels

Thursday, April 20th

Overture Center for the Arts Lobby

Leigh Mills and John Stofflet helped out with this event

Created a PSA

MAY

Walk to Cure Arthritis

Saturday, May 6th

Vilas Park

Saira Anwer helped out with this event

Created PSA

\$49,605 raised

Take Your Brat to Work Day

Friday, May 26

Willow Island at the Alliant Energy Center

Create a promo

Morning Show live from event & whole station participates

Approximately \$82,620 raised.

JUNE

Tellurian Swing for Recovery

Monday, June 6

Wild Rock in The Dells

Leigh Mills helped with this event

Created a PSA with Leigh Mills

Proceeds benefited Tellurian