



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

**OCTOBER 1 – DECEMBER 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>
<b>The Morning Show</b>	Monday-Friday	4:30-7:00am
<b>The Morning Show Weekend</b>	Saturday	5:00-7:00am
<b>The Morning Show Weekend</b>	Sunday	6:00-9:00am
<b>15 News at 11am</b>	Monday-Friday	11:00-11:30am
<b>15 News at 4pm</b>	Monday-Friday	4:00-4:430pm
<b>15 News At 5</b>	Monday-Friday	5:00-5:30pm
<b>15 News At 6</b>	Monday-Saturday	6:00-6:30pm
<b>CW News at 9 (WMTV DT2)</b>	Monday-Sunday	9:00-9:30pm
<b>15 News at 10</b>	Monday-Friday	10:00-10:35pm
<b>15 News at 10</b>	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, 8-10pm, Sunday 6-7pm

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)**

10/01, 6pm : 6 VO SCHOOL MEETING - following two shootings in as many weeks -- right now madison school officials are preparing to meet with worried residents who live near La Follette high school.

10/08, 9pm: 9 VO MONONA GROVE - november 6th is a big day for school referenda across our state ... Monona Grove has more than 57 million dollar on the ballots.

10/17, 4pm: While face-to-face bullying is still common at school, cyberbullying bullying via email, text messages, social media - has become one of the most prevalent types of bullying among teens.

11/13, 11am: We have new numbers on report cards from the Wisconsin Department of Public Instruction. An increasing percentage of public and private schools and public school districts met expectations for the 2017-2018 school year.

11/14, 6pm: 6 VO SOCIAL MEDIA - A number of viewers have reached out to NBC15 wondering the impact this viral photo could have on the teens' educational future.

11/19, 5pm: 6 P MIDDLETON WALK OUT - Today -- dozens of Middleton High School students left the classroom -- they say -- in an effort to raise awareness about sexual assault and harassment.

12/3 10pm: 10 VO HEALTH TECH - An elementary school in Colfax has a new approach to keep kids healthy this school year.

12/17, 6pm: 6 VO ERO VOTE - Right now -- a controversial vote tonight, planned by the Madison metropolitan school district's board of education -- over school resource officers at four Madison high schools.

**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)**

10/01, 5pm: 5 VO WI DOMESTIC VIOLENCE - October is domestic violence awareness month.

10/12, 6pm: 6 VO TO KILL A MOCKINGBIRD - 'To Kill A Mockingbird' play is being canceled in Monona because people feel it's racist with the "N" word in it.

10/19, 5pm: Halloween is around the corner and there are several ways to keep your family safe during the spookiest time of year.

11/10, 9pm - One mom is testing a gunshot alarm system in Baraboo schools that would notify police of an active shooter.

11/13, AM Show: Fallout continues from a controversial prom photo of Baraboo High School students giving what appears to be a nazi salute.

11/18, 10pm: The "kids cafe"... Developed by the second harvest foodbank of southern Wisconsin....helps fight childhood hunger in a healthy way.

12/3, AM Show: For the past month, we've been sharing stories about where your donations to "share your holidays" go...And how just one more meal can be a game changer for those struggling with hunger.

12/12, AM Show: Community leaders will present their short term and long term plans to address diversity and equality. Baraboo high school will also have a full day of what they're calling "peace assemblies."

12/15, AM Show: A volunteer girl scout troop leader in Sun Prairie is in jail - after authorities say he repeatedly sexually assaulted a child. In light of recent sexual assault cases in Wisconsin - officials are warning parents to watch for signs of potential sexual assault.

### **III. HEALTH AND FITNESS**

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

10/07, 9pm: Hundreds of people turned out for the National Alliance on Mental Illness Walk in Dane County. This year was the 13<sup>th</sup> year of the walk.

10/11, 11am: Researchers say keeping kids' hands and toys clean ... Can help protect them from catching and spreading this potentially dangerous bacteria.

10/22, 9pm: 9 I BOXING FOR VETERANS - With veterans suicides on the rise-- New program in Beloit is looking to help service members mentally and physically.

11/08, 10pm: TURKEY SALMONELLA - New information from the C-D-C shows dozens of new cases of salmonella linked to raw turkey products popped up around the country -- killing at least one person.

11/11, AM Show: SINGING \*MAY\* BE BENEFICIAL FOR PEOPLE WITH PARKINSON'S DISEASE.

11/14, 5pm: 5 VO BALDWIN TRICARE - U-S Senator Tammy Baldwin-- along with republican U-S Senator Jerry Moran of Kansas--- introduced a bipartisan legislation today--- to expand access to chiropractic care--for current--and former military personnel.

12/2, 9pm - Pediatricians are calling for a prescription for play, to allow enough playtime for kids.

12/10, AM Show: it's delicious - we all sneak a few bites when we're baking -- but the CDC wants you to say "NO" to raw cookie dough.

12/13, 10pm: I CBD PARTY - CBD has been one of the most talked about health trends of the year... and it's starting to pop up in more and more places.

#### IV. LOCAL ECONOMY / FINANCE

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

10/02, 11am: World Dairy Expo that kicks off today.

10/08, 4pm: A new memo shows that property taxes have gone up to 24 dollars on median-valued homes last year thanks largely to locally-driven increases.

10/09, 6pm: I- HEMP HARVEST - Tonight we're getting the first numbers on Wisconsin's first hemp harvest in more than six decades.

10/22, 10pm: Officials are asking people living in Sauk County to register with FEMA for flooding assistance.

11/12 6pm: 6 VO KIMBERLY CLARK - A public hearing is planned for Wednesday on the Wisconsin legislative schedule -- to discuss a tax incentive package to keep Kimberly-Clark in the Fox Valley.

11/14, 11am: The Madison Common Council approves \$347.7 million budget early this morning after hours of debate.

11/16, 6pm: 6 VO BUY LOCAL - Local businesses are anticipating a busy small businesses Saturday - the day after black Friday.

12/4, 5pm: 5 VO BELOIT ECON- Residential door manufacturer 'Seal-Rite Door' is bringing 80 new jobs to Beloit.

12/12, 9pm: 9 VO TRANSIT MTG-As Madison expands... city officials are looking at ways to make getting around faster... and easier.

##### **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)**

10/05, 11am: List of retailers that are officially closing for the Thanksgiving holiday.

10/07, AM Show: Dunkin may have dropped the "DONUTS" part of their name...

10/11, 10pm: 10 VO HEATING COSTS - Here's something we can all expect this winter - higher heating bills.

11/12, 4pm: Apple says an affected phone may have a display, or part of a display, that doesn't respond or responds.

11/18, 9pm: Average gas prices have dropped just in time for the holiday season.

11/20, 6pm: 6 I DANGEROUS TOYS - TONIGHT -- TROUBLE IN TOYLAND holiday toy report.

12/10, 11 am: It's Green Monday. Green Monday is traditionally the second Monday of December, and it's the largest shopping holiday of the Christmas season behind Black Friday and Cyber Monday for online shopping.

12/12, 6pm: 6 RDR HOPCAT FRIES - It's a popular burger joint in downtown Madison -- and tonight, the company that owns Hopcat says it's going to change the name of its signature "Crack Fries."

## **VI. ENVIRONMENT**

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

10/02, 10pm : CWD RULE - Looks like the state's regulations on moving deer carcasses out of counties affected by Chronic Wasting Disease have been scrapped.

10/10, 9pm: 9 I CLIMATE CHANGE - We're coming off of a very rainy summer... and now we're seeing some unusually high water levels into fall.

10/15, 10pm: 10 VO BEER SHORTAGE - A new study looks at one of the more obscure potential impacts of climate change.

11/19, 9pm: 9 VO WASTING DISEASE - The federal government has paid two deer farmers 52-THOUSND DOLLARS after officials killed part of their herd out of concerns the animals were infected with chronic wasting disease.

11/23, AM show: The report on the human impact of climate change was scheduled for release in December -- but the National Oceanic and Atmospheric Administration announced the date was moved up to today.

11/27, AM show: The Wisconsin Farm Bureau has a renewed push for people to get real Christmas trees. It says real trees are better for the environment than manufacturing artificial ones.

12/27, 5pm: 5 VO WREATH DISPOSAL - The Wisconsin Department of Agriculture Trade and Consumer Protection has issued a warning regarding store-bought wreaths.

12/28, 6pm: Tree pickup for various communities begins in January to help recycle evergreens.

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

10/03, 5pm: 5 KOCH WALKER FUNDS - A conservative group backed by Charles Koch is spending another \$1.5 million to help Walker win re-election.

10/04, 6pm VOTING MAILERS - Decision 2018 now -- and a warning from Wisconsin election officials about absentee voting mailers - with incorrect information.

10/23, AM SHOW: TODAY--Voters in the Edgerton school district can learn more about the referenda on the ballot.

11/6, All shows: Fall Elections

11/9, 9pm: 9 VO BORDER - U-S Customs and Border Patrol says its coordinating the government response to the group of migrants-- as if it were a natural disaster or emergency crisis.

11/15, 5pm: 5 TOSS WALKER PRESSER - Governor Scott Walker spoke to reporters for the first time today since losing the election.

12/5, 6pm: 6 VO CAPITOL PROTEST - TONIGHT, Democratic Governor Elect Tony Evers - sounding off following this morning's legislative vote.

12/12, 5pm: 5 VO FARM BILL - just hours ago --The House passed the bipartisan farm bill-- it reauthorizes agriculture programs and food aid.

### **NBC News Special Reports**

10/1 10:18-11:00AM – President Trump's news conference about trade agreement between US, Canada & Mexico.

10/5 9:35-10:04AM – Senate procedural vote on the Kavanaugh confirmation

10/5 2:07-2:58PM – How Senator Susan Collins will vote on Kavanaugh

10/6 3:02-3:03PM – Supreme Court Nomination Senate vote

10/9 10:00-10:23AM – Nikki Haley's resignation as UN Ambassador

10/10 12:00-12:04PM – Special Report on Hurricane Michael

10/10 12:55-1:15PM – Special Report on Hurricane Michael

10/10 3:00-3:04PM – Update on Hurricane Michael

10/24 10:00-10:04AM – Special Report regarding suspicious packages

10/24 1:17-1:36PM – President Trump's remarks on suspicious packages

10/25 2:33-2:58PM – FBI & New York officials press conference on explosive devices

10/26 8:00-8:03AM – Special Report on new suspicious packages being recovered

10/26 10:00-10:06AM – Special Report update on the suspicious packages suspects

10/26 1:47-2:18PM – DOJ briefing on suspicious packages

10/27 10:15-11:30AM – Mass Shooting in Pittsburgh

10/27 11:35-11:43AM – President Donald Trump's remarks on the mass shooting in Pittsburgh

10/27 12:15-12:24PM – Press briefing on the mass shooting in Pittsburgh

10/27 2:11-2:23PM – Further comments from President Trump on mass shooting in Pittsburgh

10/27 3:09-3:38PM – Special report regarding the synagogue shooting in Pittsburgh

11/7 10:49-11:00AM – President Trump/Nancy Pelosi press conference

11/7 11:09-1:00PM – President Trump & Nancy Pelosi post-election press conference

11/7 1:55-2:08PM – Attorney General Jeff Sessions resigning

11/8 4:15-4:27AM – Shooting in Thousand Oaks, CA

11/8 9:01-9:12AM – News briefing about the shooting in CA

11/8 3:38-3:55PM – Special report regarding the California mass shooting

11/29 8:45-8:53AM – Michael Cohen's statements in the Mueller investigation

11/29 9:41-10:00AM – President Trump's reaction to Cohen's statement

11/30 1:35-1:42PM – Alaska Earthquake

11/30 11:06-11:25PM – Special report regarding the death of George H.W. Bush

11/30 12:01-12:07AM – Special report regarding the death of George H.W. Bush

12/1 10:40-10:50AM – President Trump's comments from the G20 Summit

12/3 10:23-11:17AM – Former President Bush's remains arriving at the Houston airport

12/3 2:29-4:51PM – Remembering former President Bush and further covering his arrival at Joint Base

Andrews

12/5 12:00-1:18PM – Ceremonies for Former President George H.W. Bush

12/6 9:52-11:37AM – Former President George H.W. Bush's funeral

12/6 3:34-4:34PM – Burial of President George H.W. Bush  
 12/7 8:40-8:47AM – President Trump’s comments about his nomination for Attorney General  
 12/18 11:54-12:00PM – Sentencing of Michael Flynn.  
 12/26 3:37-3:44PM – President Trump’s trip to Iraq

### **WMTV Local News Special Reports**

11/6 12:53-1:05AM – Election cut-in  
 11/6 1:23-1:46AM – Election cut-in  
 11/7 2:16-2:20PM – Governor Walker conceding Tuesday’s election

### **Severe Weather Cut-ins**

10/9 2:35-2:36PM, 2:52-2:54PM, 4:36-5:20PM

### **Public Service Report for NBC15 (WMTV) 4th 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. **NBC15 Share Your Holidays:** Raised more than 4 Million Meals—benefits *Second Harvest Foodbank of Southwest Wisconsin*
2. **Race for Research:** Raised more than \$185,000 benefits *UW Carbone Cancer Center*
3. **NAMIWalks:** Raised more than \$175,000 benefits *NAMI Dane County*

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 Share Your Holidays,** ran multiple PSA campaigns and awareness of finale coverage. Approx. value more than \$22,000 Website links on NBC15.com; Live Broadcast from Sort-A-Thon; Multiple Station Employee Participation
2. **Race for Research:** Ran PSAs, approx. \$7000 value. Website links on NBC15.com; Station Participation/Emcee at Event
3. **NAMIWalks:** Ran Promos, approx \$6650 value. Website links on NBC15.com; Station Participation/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?

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.)?

More than 4 Million Meals Collected in NBC15 Share Your Holidays 2018 Campaign—final number reveal on January 9<sup>th</sup>, 2019.

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

**Committee and Membership Chair—A2 Madison Public Service Committee (4 hours)**  
**Ambassador Meeting—Middleton Chamber (2 hours)**  
**Participant/Walker/Emcee—Gilda’s Run, multiple station participation (3 hours)**  
**Participant/Walker/Emcee—Race for Research, multiple station participation (3 hours)**  
**Donated Blood—Red Cross (1 hour)**  
**Participant—Madison Parks Foundation Fundraiser (4 hours)**  
**Emcee—River Food Pantry Fundraiser (3 hours)**  
**Board Meeting—Badger Childhood Cancer Network (2 hours)**



**Speaker---UW Students (3 hours)**  
**Board Member—Midwest Broadcast Journalists Association**  
**Speaker—Wisconsin Women’s Health Foundation Dialogue (3 hours)**  
**Speaker—Education Session Media Tips MSCR (2 hours)**  
**Participant --Dine Out for DAIS 1 hr**  
**Emcee--NAMIWalk 1 hr**  
**Participant--Madison Christian Giving Dinner – 2 hrs**  
**Emcee--Police and Fire Charity Ball– 3 hrs**  
**Moderator--Unspun Live– 2 hrs**  
**Emcee--Dress for DAIS fashion show– 2 hrs**  
**Coach—McFarland Dance Team (8 Hours)**  
**Attendee—Gilda’s Club PR Committee (1 hour)**  
**Food Packer—Second Harvest Food Bank—multiple station participation (2 hours)**  
**Speaker—Whitehorse Middle School (1 hour)**  
**Volunteer—Media Board at Sun Prairie Church (2 hours)**  
**Volunteer—Homeless Shelter**  
**Volunteer—Media Team (24 hours)**  
**Volunteer—Framing and Siding Houses (22 hours)**  
**Board/Volunteer—Badger Childhood Cancer Network (6 hours)**  
**Meeting--Alzheimer’s & Dementia Alliance (1 hour)**  
**Volunteer—Second Harvest Foodbank (multiple station employees, 3 hours)**  
**Coach—McFarland Dance Team (4 hours)**  
**Speaker—Memorial High School Career Fair (2 employees, 4 hours)**  
**Speaker—Toki Middle School (2 hours)**  
**Station Tour—Toki Middle School (1 hour)**  
**Station Tour—YMCA Group (1 hour)**  
**Board Member—NRRSH Young Professional Group for Second Harvest (2 station employees, 1 hour)**

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.)?

**October 19<sup>th</sup>—WMTV Hosted WBA Gubernatorial Debate**

**Team coverage of results. Web Videos educating viewers of each candidate**

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

**Hurricane Michael (October)—Sent Anchor and Photographer to sister station WJHG to help with coverage and support**

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

**\*50 Employees, More than 120 hours**

**NBC15 Sponsored Community Events  
4<sup>th</sup> Quarter 2018**

**OCTOBER**

**NAMI Walk**

October 7, 2018

Benefits NAMI Dane County

Ran PSAs, news coverage of event  
Raised more than \$175,000

**Gilda's Run**

October 14, 2018  
Benefits Gilda's Club Madison  
Ran PSAs, News coverage of event  
Raised \$90,956

**Race For Research**

October 27, 2018  
Benefits UW Carbone Cancer Center  
Ran PSAs, news Coverage of Event  
Raised more than \$185,000

**NOVEMBER**

**Share Your Holidays Kickoff**

November 1, 2018  
Benefits Second Harvest Food Bank of Southern WI  
Promoted kickoff luncheon via newscasts and social media  
PSAs for SYH 23 Campaign (runs through December)

**DECEMBER**

**Share Your Holidays Grand Finale**

December 5, 2018  
Benefits Second Harvest Food Bank of Southern WI  
Live newscasts throughout day at Alliant Energy  
PSAs for SYH 23 Campaign (runs through December)  
Raised more than 4 Million Meals