



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

JANUARY 1 – MARCH 31, 2023

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. Because of the pandemic, we've branded our commitment to these issues as "Navigating School".
- 2. Politics** – This will include issue-based stories from all levels, with an emphasis on local and state, and the Presidential and Congressional elections.
- 3. Local Business and Tourism** – This is for coverage of events bringing tourism dollars into the viewing-area and what may affect turnout. (*Fairs, festivals, sporting events, parks, playgrounds, activities, accommodation, etc.*)
- 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. Crime and Public Safety** - Increased gang activity, violent crimes, stolen vehicles, home break-ins, and gun control.
- 8. Agriculture** -- Wisconsin, dubbed America's Dairyland, currently leads the nation in farm bankruptcies. Farmer mental health and access to resources is a concern amid growing suicides. The state's governor has also prioritized initiatives and legislation to help our ag industry. Millions of dollars were also earmarked to help farmers impacted by COVID-19 and to help get food to the hungry. *NOTE: This category will include legislative proposals and action.*
- 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) AND our hallmark Share Your Holidays Campaign to raise funds for Second Harvest Foodbank of Southern Wisconsin.
- 10. Social Justice** – This explores race relations, homelessness and human rights within our communities.

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

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, 11AM: TODAY IS THE LAST DAY THAT ONE CITY SCHOOLS WILL BE OPERATING ITS NINTH AND TENTH GRADE LEVELS. EARLIER THIS MONTH, THE SCHOOL ANNOUNCED ITS DECISION TO CLOSE ITS HIGH SCHOOL PROGRAM AFTER STRUGGLING WITH STAFFING SHORTAGES.

1/30, 6PM: TOMORROW NIGHT - MADISON SCHOOL DISTRICT SUPERINTENDENT DR. CARLTON JENKINS WILL DELIVER HIS FIRST IN-PERSON STATE OF THE DISTRICT ADDRESS. THE ADDRESS IS AT 6 O'CLOCK IN THE MADISON EAST HIGH SCHOOL AUDITORIUM.

2/9, 6PM: TODAY, UW MADISON CHANCELLOR JENNIFER MNOOKIN ANNOUNCED A PROGRAM THAT WILL CREATE A PATHWAY TO DEBT-FREE EDUCATION FOR SOME STUDENTS.

2/13, 4PM: THE MADISON METROPOLITAN SCHOOL DISTRICT WILL START THE SEARCH FOR A NEW SUPERINTENDENT TODAY.

3/1, 11AM: AN MMSD SCHOOL BOARD OFFICIAL SAYS THE NAME CHANGE FROM JEFFERSON MIDDLE SCHOOL TO GILLESPIE MIDDLE SCHOOL IS PART OF A LARGER PLAN. OFFICIALS SAY THE NAME CHANGE WILL TAKE EFFECT FOR THE 2023-24 SCHOOL YEAR.

3/13, 5PM: THE UW-MADISON PROVOST WILL SOON LEAVE THE UNIVERSITY TO SERVE AS PRESIDENT OF THE UNIVERSITY OF OREGON.

3/27, AM SHOW: THE MADISON METROPOLITAN SCHOOL DISTRICT HAS COME UNDER FIRE FOR A LACK OF TRANSPARENCY.

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)

10/3, 9PM: GOVERNOR TONY EVERS ANNOUNCED THE NEXT CYCLE OF FUNDING FROM THE FEDERAL BIPARTISAN INFRASTRUCTURE LAW. OFFICIALS SAY THE \$235 MILLION WILL SUPPORT MORE THAN 150

TRANSPORTATION PROJECTS ACROSS THE STATE. THE STATE IS CURRENTLY WORKING TO IMPROVE MORE THAN 4,600 MILES OF ROADWAYS ACROSS 66 COUNTIES IN WISCONSIN.

1/10, AM SHOW: THE WISCONSIN ELECTIONS COMMISSION IS FINALIZING WHO WILL BE ON THE BALLOT FOR THE SPRING ELECTION.

1/23, 9PM: TAKING A LIVE LOOK NOW AT OUR STATE'S CAPITOL WHERE TOMORROW GOVERNOR TONY EVERS IS SET TO GIVE HIS FIRST STATE OF THE STATE ADDRESS SINCE HIS RE-ELECTION.

1/30, 5PM: A FORUM HELD ON MADISON'S WEST SIDE IS BRINGING TOGETHER THE THREE CANDIDATES RUNNING FOR MAYOR OF MADISON.

2/3, 6PM: PRESIDENT JOE BIDEN IS COMING TO THE MADISON AREA NEXT WEEK.

2/13, 11AM: GOVERNOR EVERS ALSO SAYS HE WANTS TO INVEST \$150 MILLION INTO AFFORDABLE HOUSING.

3/6, 6PM: THE CITY OF MADISON IS PREPARING TO SUE AUTOMAKERS KIA AND HYUNDAI.

3/21, 4PM: STATE DEMOCRATS ARE INTRODUCING NEW LEGISLATION TO RESTORE ROE V. WADE IN WISCONSIN.

III. LOCAL BUSINESS AND TOURISM

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

1/17, 5PM: AFTER 15 YEAR'S IN BUSINESS -- THE LAST REMAINING ROMAN CANDLE PIZZERIA IN MIDDLETON IS SET TO CLOSE.

1/25, 6PM: CROSSFIT ANNOUNCED TODAY THEIR FLAGSHIP EVENT WILL REMAIN HERE IN THE CAPITOL CITY IN 2024.

1/30, 11AM: THERE'S A NEW SPACE ON MADISON'S NORTH SIDE FUELING THE NEIGHBORHOOD FROM THE BUILDING OF A FORMER ZIPPY LUBE!

2/10, AM SHOW: HAKUNA MATATA!! DISNEY'S THE LION KING IS COMING TO THE OVERTURE CENTER.

2/14, 4PM: THIS YEAR'S WISCONSIN FILM FESTIVAL WILL RUN FROM APRIL 14 THROUGH APRIL 20.

2/20, 6PM: THE BLACK BUSINESS HUB IS ONE STEP CLOSER TO BECOMING A REALITY IN MADISON.

3/15, 9PM: IN THE WISCONSIN DELLS, THE KALAHARI RESORT JUST ANNOUNCED A \$50 MILLION EXPANSION PROJECT.

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)

1/9, 10 PM: HERE IN WISCONSIN, THE DEPARTMENT OF AGRICULTURE TRADE AND CONSUMER PROTECTION WORKS WITH THE U-S CONSUMER PRODUCT SAFETY COMMISSION TO INVESTIGATE COMPLAINTS. NBC15'S GABRIELLA RUSK EXPLAINS WHAT STATE LAWS EXIST TO PROTECT CONSUMERS.

1/23, 9PM: MADISON SHOPPERS WILL SOON SEE PRICES INCREASE AT THE GROCERY STORE. INCREASES TIED TO THE STORMS FLOODING CALIFORNIA.

2/6, AM SHOW: WE ARE SIX DAYS AWAY FROM THE SUPER BOWL AND GROCERY STORE OFFICIALS IN WISCONSIN SAY IT MIGHT COST A LITTLE MORE TO HOST THIS YEAR.

2/7, 4PM: THE LATEST ROUND OF BED BATH AND BEYOND CLOSURES WILL HIT HOME IN MADISON. THE STORE ON THE EAST SIDE IS CLOSING

3/14, 5PM: MADISON IS THE THIRD FASTEST GROWING START-UP CITY IN THE COUNTRY ACCORDING TO A 2022 STUDY BY INVESTMENT FIRM YORK I-E. AND AS MADISON GROWS, SO DO RENT PRICES IMPACTING EVERYONE.

3/26, AM SHOW: MAKING SURE THE SHOW RUNS SMOOTHLY. USHER IRVIN CONTRERAS IS ALL ABOUT THE CUSTOMER EXPERIENCE AT MARCUS THEATRES. THE SUN PRAIRIE NATIVE WAS HIRED ABOUT A YEAR AGO WHEN THE COMPANY STARTED WORKING WITH THE DEPARTMENT OF WORKFORCE DEVELOPMENT TO FILL OPEN JOBS.

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)

1/5, 4PM: THE MADISON STREETS DIVISION CREWS ARE PREPARING FOR SNOW THIS EVENING. SUPERINTENDENT CHARLIE ROMINES SAYS 32 TRUCKS WILL BE OUT TO APPLY SALT AND PLOW MAIN ROADS.

1/18, 9PM: OUR TEAM COVERAGE CONTINUES TONIGHT WITH NBC15'S COLTON MOLESKY, WHO TALKED WITH SOME OF THE MANY CREWS GETTING OUT AND TACKLING THE JOB OF REMOVING THE SNOW.

1/29, 5PM: A SNOW EMERGENCY REMAINS IN EFFECT FOR THE CITY OF MADISON TONIGHT.

2/1, AM SHOW: ITS IMPORTANT FOR DRIVERS TO KNOW WHAT TO DO IF THEY GET STRANDED IN THESE BITTERLY COLD TEMPERATURES.

2/15, 6PM: A WARNING TO ICE ANGLERS AND OTHERS WHO PLAN ON GOING OUT ONTO THE FROZEN LAKES -- TAKE PRECAUTION.

2/23, 5PM: IF YOU HAVEN'T SHOVELED YET, HURRY! THE CITY OF MADISON SAYS IT'S TIME TO CLEAR OFF THOSE SIDEWALKS.

3/9, 11AM: CITIES IN WISCONSIN ARE BRACING THIS WEEK FOR ANOTHER ROUND OF SNOWFALL. SEVERAL CITIES HAVE ALREADY DECLARED SNOW EMERGENCIES

VI. COVID-19 PANDEMIC

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

1/5, AM SHOW: HEALTH EXPERTS ARE SHARING CONCERNS ABOUT NEW STRAIN OF COVID19'S OMICRON VARIANT.

1/14, 4PM: WITH COVID STICKING AROUND, THE FDA WANTS TO SIMPLIFY THE VACCINE PROCESS. THE REGULATOR IS CONSIDERING NEW PLANS TO MAKE COVID VACCINES SIMILAR TO FLU SHOTS.

2/3, 5PM: PUBLIC HEALTH MADISON AND DANE COUNTY RELEASING NEW DATA TODAY AS WE NEAR THE THREE YEAR ANNIVERSARY OF THE COVID-19 PANDEMIC THIS WEEKEND.

3/8, 11AM: DANE COUNTY WILL SOON CLOSE ITS COMMUNITY COVID-19 TESTING CLINIC. PUBLIC HEALTH MADISON AND DANE COUNTY ANNOUNCED TODAY THE CLINIC WILL SHUT DOWN ON APRIL 14TH.

3/13, 9PM: THE UNIVERSAL MASKING POLICY IS COMING TO AN END AT SSM HEALTH. THE HEALTH SYSTEM ANNOUNCING TODAY THE REQUIREMENT WILL END THIS WEDNESDAY.

VII. CRIME & PUBLIC SAFETY

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

1/5, AM SHOW: A TEEN IS NOW FACING CHARGES IN CONNECTION TO A BONFIRE EXPLOSION IN PULASKI BACK IN OCTOBER.

1/24, 6PM: THE STATE AGENT CHARGED IN THE SHOOTING OF QUADREN WILSON HAS PLEADED NOT GUILTY.

2/7, 4PM: HEAVY HEARTS IN MILWAUKEE AFTER A POLICE OFFICER WAS SHOT AND KILLED WHILE ON DUTY LAST NIGHT.

2/13, 11AM: WE'RE TRYING TO LEARN WHAT LED TO A CRASH IN FITCHBURG LAST NIGHT AFTER A CAR FLIPPED OVER ON FISH HATCHERY ROAD..

2/18, 10PM: A 51-YEAR-OLD ROCKFORD MAN IS BEHIND BARS AFTER A COLUMBIA COUNTY SHERIFF'S DEPUTY FOUND A NUMBER OF DRUGS IN HIS CAR.

3/14, 9PM: HEALTH CARE PROVIDERS IN THE COMMUNITY STRESS THE IMPORTANCE OF WISCONSIN'S SAFE HAVEN LAW AFTER THE BODY OF A NEWBORN BABY WAS FOUND IN WHITEWATER.

3/16, 4PM: 40 YEARS AGO, A TERRIBLE CRIME TOOK PLACE. SOMEONE WAS LACING TYLENOL CAPSULES WITH CYANIDE. 7 PEOPLE WERE KILLED IN THE CHICAGOLAND AREA. A MADISON WOMAN HAS A DEEP AND PERSONAL CONNECTION TO WHAT HAPPENED AND NOW, 40 YEARS LATER, SHE'S SHARING HER STORY.

3/21, AM SHOW: THE MAN WHO WAS SHOT AT CAR DEALERSHIP ON MONDAY IN MIDDLETON HAS DIED. POLICE SAY THE VICTIM WAS AN EMPLOYEE at the dealership. AND THE SUSPECT WAS A CUSTOMER.

VIII. AGRICULTURE

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

1/18, 4PM: U.S. SENATOR TAMMY BALDWIN WAS IN CAMBRIDGE TODAY TO DISCUSS GROWING AND INVESTING IN WISCONSIN'S AGRICULTURE INDUSTRY.

1/19, 6PM: SPEAKING OF ICE FISHING - IT'S ALSO A GREAT OPPORTUNITY TO TRY IT BECAUSE THIS WEEKEND IS THE WISCONSIN DNR'S "FREE FISHING WEEKEND"!

2/7, 6PM: IN DATA RELEASED JUST LAST MONTH THE NATIONAL AGRICULTURE STATISTICS SERVICE SAYS MORE THAN 400 DAIRY FARMS IN WISCONSIN CLOSED LAST YEAR.

3/3, 10PM: ODYSSEY FARM OWNER RYAN ERISMAN OPERATES HIS LAND USING REGENERATIVE AGRICULTURE.

3/11, 9PM: THE STAKES ARE HIGH FOR THE RE-INTRODUCED BILL KNOWN AS THE DAIRY PRIDE ACT.

3/23, 6PM: TODAY BLACKHAWK TECHNICAL COLLEGE HELD A NATIONAL AGRICULTURE DAY CELEBRATION AT THEIR MONROE CAMPUS.

IX. COMMUNITY IMPACT/OUTREACH

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

1/13, 11AM: IF YOU MISSED IT LAST NIGHT, WE ARE PROUD TO SAY WE MADE OUR GOAL! MORE THAN 5 MILLION MEALS TO SUPPORT SECOND HARVEST FOODBANK.

1/27, 11AM: THEA'S TABLE IS HOSTED BY SECOND HARVEST FOOD BANK. IF YOU'D LIKE TO DONATE OR VOLUNTEER YOU CAN FIND MORE INFORMATION ON OUR WEBSITE AT NBC15.COM.

2/11, AM SHOW: 1 IN 3 FAMILIES CURRENTLY STRUGGLE TO AFFORD DIAPERS FOR THEIR CHILDREN. IT'S WHY WE ARE HOSTING A COMMUNITY DIAPER DRIVE IN PARTNERSHIP WITH THE VILLAGE DIAPER BANK.

2/18, 10PM: AN UPDATE FROM YESTERDAY'S POLAR PLUNGE INTO LAKE MONONA. ORGANIZERS TELL US THE EVENT RAISED NEARLY \$230,000.

2/23, 6PM: IF YOU DONATE WITH THE DIAPER BANK'S BUYING POWER 1 DOLLAR CAN BUY UP TO 3 DOLLARS OF DIAPERS.

3/3, 6PM: SUBMISSIONS FOR OUR CRYSTAL APPLE AWARDS ARE OPEN! YOU CAN GO TO NBC15.COM AND CLICK ON THE LINK AT THE TOP THAT SAYS CRYSTAL APPLES.

3/12, AM SHOW: TODAY IS BOWLIN FOR COLONS. NBC15 IS A PROUD SPONSOR OF THIS YEAR'S FUNDRAISING EVENT.

X. SOCIAL JUSTICE

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

1/20, 11AM: FOR THE FIRST TIME EVER THE NATIONAL WOMEN'S MARCH IS HAPPENING RIGHT HERE IN MADISON.

1/25, 9PM: BROWN COUNTY IS BEING ASKED TO REMOVE A PAINTING FROM A COURTHOUSE. THIS AFTER ONE ONEIDA RESIDENT SAYS IT IS OFFENSIVE.

1/29, 5PM: TODAY ALLIES OF THE BLACK COMMUNITY JOINED IN THE FIGHT FOR JUSTICE DAYS AFTER POLICE RELEASED THE BODYCAM FOOTAGE OF TYRE NICHOLS GETTING BEATEN BY OFFICERS.

2/23, 9PM: A COMMUNITY GROUP IS WORKING TO HELP FIND EMPLOYMENT FOR PEOPLE WITH TROUBLED PASTS.

3/6, 10PM: IN CELEBRATION OF 'WOMEN IN CONSTRUCTION WEEK' AND 'WOMEN'S HISTORY MONTH' THE WISCONSIN REGIONAL TRAINING PARTNERSHIP HOSTED A CAREER FAIR FOCUSING ON BUILDING PATHS FOR WOMEN IN CONSTRUCTION.

NBC News Special Reports

1/3 12:45-12:50PM Vote on the Speaker of the House

1/9 1:36-2:09PM Presidential address on the 2nd anniversary of the Jan 6th attacks

1/12 12:15-12:31PM Attorney General Garland announcing a Special Counsel to investigate President Biden's handling of classified documents.

1/19 10:13-10:19AM Alec Baldwin charged in film set shooting

1/22 6:51-6:55PM Updates on shooting in Monterey Park, CA

1/26 1:59-2:20PM Five former Memphis police officers charged with second-degree murder in Tyre Nichols' death

2/16 1:10-1:28PM President Biden speaks on unidentified objects show down

- 2/20 4:03-4:30AM President Biden's surprise visit to Ukraine
- 2/21 10:37-11:01AM President Biden's remarks from Poland on the 1 year anniversary of Russia's invasion on Ukraine
- 3/3 8:59-9:17AM Live Coverage of the sentencing of Alex Murdaugh.
- 3/13 8:01-8:08AM Special report on the banking security and the economy
- 3/27 11:50-12:00PM School Shooting in Nashville, TN
- 3/27 12:19-12:36PM News Conference on Nashville, TN Elementary school shooting
- 3/27 1:50-2:11PM Update on Nashville, TN school shooting
- 3/30 4:43-5:00PM Indictment of former President Donald Trump

WMTV Local News Special Reports

- 2/8 11:32AM-12:01PM Air Force One arriving at the MSN airport and the President's motorcade departing to DeForest, WI
- 2/8 12:27-12:44PM President Biden's speech in DeForest, WI
- 2/8 12:47-1:22PM Local Cut-in covering President Biden's speech during his visit to DeForest, WI

Severe Weather Cut-ins

- 3/31 7:13-8:34PM

Public Service Report for NBC15 (WMTV) 1st Quarter 2023

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 Diaper Drive;** raised 1,375,737 diapers. Funds and diapers go to The Village Diaper Bank.
2. **NBC15 Crystal Apple Awards Call For Entries;** 770 teachers nominated
3. **Bowlin' for Colons;** raised \$76,174 to benefit the UW Health Carbone Cancer Center

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 \$14,270 value. **Station Employees participation; news coverage**
2. **Crystal Apple Awards,** ran multiple promos, approximate \$13,000 value. **Station Employees participation; news coverage**
3. **Bowlin' for Colons,** ran multiple promos, approximate \$12,595 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?

\$166,404.59 - The Village Diaper Bank

\$76,174 - UW Health Carbone CancerCenter

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 over 266,373 diapers for our NBC15 Diaper Drive Drive in addition to the funds. With cash contributions, the total number of diapers raised was 1,375,737.

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

Volunteer—West Middleton Elementary School (1.75 hours)
Judge — Michigan Broadcasters Association Awards (2 hours)
Judge — Missouri Broadcasters Association Awards (2 hours)
Meeting—West Middleton PTO (1 hour)
Judge—Athena Awards for the Madison Business Forum (2.5 hours)
Board Meeting —Alzheimer’s & Dementia Alliance (4 hours)
Celebrity Guest—Silvesterchlausen Festival in New Glarus (1.5 hours)
Coach—Youth Softball (25 hours)
Board Member—Sun Prairie Youth Football (19 hours)
Board President—Sun Prairie East High School QB Club (8 hours)
Participant—Joey's Song Event Fundraiser for Epilepsy Research (3 hours)
Judge—High School Speech Tournament (3 hours)
Volunteer—Community Radio Station (6 hours)
Guest Speaker— Drumlin Reserve Assisted Living (3 hours)
Celebrity Soup Server at Habitat for Humanity Souper Bowl (2.5 hours)
Celebrity Attendee—Love is Love Gala Fundraiser (4 hours)
Emcee—Special Olympics Polar Plunge Fundraiser (9 hours)
Guest Presenter—Lodi Middle School Careers Connection Program (1 hour)
Presenter and Panelist – Wisconsin Broadcasters Association Student Seminar and Job Fair (8 hours)
Emcee—Zeteo Community Fundraiser (2 hours)
Member Meeting—Middleton Chamber Ambassadors (1 hour)
Celebrity Bowler—Bowlin' for Colons Fundraiser for UW Health Carbone Center (4 hours)
Emcee—Leukemia and Lymphoma Society Student Visionaries of the Year (7 hours)
Emcee—ATHENA Awards (2 hours)
Volunteer—Dane County Housing Advisory Committee (2 hours)
Board Member—Badger Childhood Cancer Network Board Meeting (1 hour)
Volunteer Reader—Sunset Ridge Elementary School (1.5 hours)
Attendee—PVT William Sonny Simon Graveside Burial (1 hour)
Helping a High School Student with a Report about Investigative Journalism (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.)?

Ran news stories about voting and candidates and the issues leading up to April 4, 2023 election.

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

We did live weather cut-ins during programming when severe thunderstorms and tornadoes came through our viewing area on March 31, 2023.

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

About 20 employees, about 130 volunteer hours donated

NBC15 Sponsored Community Events

1st Quarter 2023

JANUARY

n/a

FEBRUARY

NBC15 Diaper Drive

Benefiting The Village Diaper Bank

Produced PSAs/News Coverage/Information about donations/Live coverage day of Drive - February 26, 2023

PSAs Ran Feb 4 – Feb 26

Thank you PSAs ran Feb 27 – March 23

Raised 1,375,737 diapers

MARCH

Crystal Apple Awards Call for Nominations

Award Recognizing Local Teachers

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

Promos Ran Feb 28 – March 31

Received 770 Nominations

Bowlin' For Colons Fundraiser Event

Benefiting The Village Diaper Bank

Produced PSAs/News Coverage/Staff Participation

PSAs Ran Feb 4 – Mar 11

Raised \$76,174