



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

JULY 1 – SEPTEMBER 30, 2022

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)

7/22, 10pm: THE DISTRICT MADE AN ANNOUNCEMENT A FEW WEEKS BACK THAT SEAN LEAVY WAS GOING TO TAKE OVER AS PRINCIPAL AT CAPITAL HIGH SCHOOL FOR THE UPCOMING SCHOOL YEAR. WE JUST LEARNED TODAY THAT'S NO LONGER HAPPENING.

7/25, 10pm: RIGHT NOW, BUSES FILL LOTS ACROSS THE MADISON AREA, READY TO SHUTTLE KIDS TO SCHOOL THIS FALL. BUT YET AGAIN, DISTRICTS AND COMPANIES FIND THEMSELVES SHORT DRIVERS.

8/15, 4pm: AS THE SCHOOL YEAR FAST APPROACHES, MANY FAMILIES ARE NAVIGATING HOW TO PAY FOR THE INCREASED COST OF SCHOOL SUPPLIES. NBC15'S GABRIELLA RUSK SHARES WAYS CONSUMERS ARE CHECKING OFF EVERYTHING ON THE SUPPLY LISTS.

8/15, 9pm: PORTAGE POLICE SAY MANY STUDENTS HAVE TO CROSS BUSY ROADS OR HIGHWAYS TO GET TO SCHOOL. TRAFFIC AND WINTER CONDITIONS LIKE ICE AND SNOW MAKE ADULT SUPERVISION CRITICAL FOR KIDS TRYING TO GET TO CLASS. THE DEPARTMENT IS LOOKING FOR A FULL-TIME CROSSING GUARD.

8/31, 11am: WISCONSIN STATE TROOPERS ARE BUSY INSPECTING THOUSANDS OF SCHOOL BUSES TO MAKE SURE THEY'RE SAFE FOR CHILDREN AS THEY GO BACK TO SCHOOL.

9/7: 11am: UW-MADISON HELD A NEW STUDENT CONVOCATION FOR INCOMING FRESHMEN AND TRANSFER STUDENTS.

9/20, 10pm: THE MADISON METROPOLITAN SCHOOL DISTRICT IS NOW OFFERING AN OUTDOOR EQUITY LEARNING COMMUNITY COURSE FOR STAFF. OFFICIALS SAY THE VIRTUAL COURSE WILL DISCUSS MINDFULNESS AND IMPROVING OUTDOOR EQUITY AND INCLUSION IN PLACES SUCH AS GARDENING. MMSD STAFF CAN REGISTER.

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)

7/5, 5pm: BREAKING NEWS ON THE RACE FOR GOVERNOR, MARINE CORPS COMBAT VETERAN KEVIN NICHOLSON IS SUSPENDING HIS CAMPAIGN. IN A STATEMENT, THE REPUBLICAN THANKED THE

THOUSANDS OF PEOPLE WHO DONATED, VOLUNTEERED, AND SUPPORTED HIS CAMPAIGN. HE WILL NOT ENDORSE ANYONE.

7/6, 9pm: NASHVILLE CITY COUNCIL WITHDREW A DRAFT AGREEMENT TO HOST THE 2024 RNC CITING COSTS AND SECURITY ISSUES. JUST A MONTH AGO MILWAUKEE'S COMMON COUNCIL APPROVED A PLAN TO HOST THE RNC. MILWAUKEE MAYOR CAVALIER JOHNSON SAYS HOSTING THE CONVENTION IS A BUSINESS DECISION.

7/7, 4pm: MADISON MAYOR SATYA RHODES-CONWAY APPEARED ON CNN THIS MORNING TALKING ABOUT THE MADISON CONNECTION TO THE PARADE SHOOTING IN HIGHLAND PARK ON JULY 4TH. THIS AFTER OFFICIALS ANNOUNCED THE ALLEGED GUNMAN CAME TO MADISON AFTER THE ATTACK AND CONTEMPLATED ANOTHER MASS SHOOTING.

8/2, 4pm: REPUBLICAN GUBERNATORIAL CANDIDATE TIM MICHELS HAS SPENT NEARLY ONE MILLION DOLLARS A WEEK ON HIS CAMPAIGN FOR A TOTAL OF ALMOST 12 MILLION DOLLARS OF HIS OWN MONEY. THAT'S ACCORDING TO FINANCE REPORTS FILED AHEAD OF NEXT WEEK'S PRIMARY.

8/3, 4:30am: FORMER VICE PRESIDENT MIKE PENCE WILL JOIN WISCONSIN GUBERNATORIAL CANDIDATE REBECCA KLEEFISCH LATER TODAY FOR A ROUND TABLE DISCUSSION IN PEWAUKEE.

9/12, 9pm: DEMOCRATIC GOV. TONY EVERS AND REPUBLICAN CHALLENGER TIM MICHELS IS SET TO DEBATE AHEAD OF THE NOVEMBER 8TH ELECTION. THE TWO ARE SET TO FACE OFF ON OCTOBER 14TH RIGHT HERE IN MADISON. OFFICIALS SAY THE DEBATE WILL INCLUDE JOURNALISTS FROM ACROSS THE STATE.

III. LOCAL BUSINESS AND TOURISM

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

7/1, 11am: KOHL'S IS NO LONGER LOOKING TO SELL. THE WISCONSIN BASED DEPARTMENT STORE ANNOUNCED ITS STRATEGIC REVIEW PROCESS IS OVER AND IT WILL NOT ENTERTAIN AN OFFER TO BE BOUGHT BY THE FRANCHISE GROUP "HOLDING COMPANY."

7/1, 10pm: REMEMBER, SEVERAL COMMUNITIES IN THE NBC15 VIEWING AREA WILL BE HOLDING FIREWORKS SHOW OVER THE WEEKEND. WE HAVE A LIST RIGHT NOW ON OUR WEBSITE IF YOU WOULD LIKE TO CHECK THEM OUT.

8/3, 4pm: THE 2022 NO-BULL CROSSFIT GAMES KICKED OFF THIS MORNING AT THE ALLIANT ENERGY CENTER. THE WORLD'S TOP CROSSFIT ATHLETES WILL COMPETE IN VARIOUS PHYSICAL EVENTS OVER THE NEXT FIVE DAYS.

8/11, 4pm: THE AWARD WINNING BROADWAY MUSICAL HAMILTON IS BACK AT THE OVERTURE CENTER!

9/17, SAT 5 am: THE WIDELY ANTICIPATED WILLY STREET FAIR IS BACK THIS WEEKEND ON WILLIAMSON STREET.

9/19, 11 am: THE HALLOWEEN CELEBRATION "FREAKFEST" HAS BEEN CANCELLED FOR THE THIRD YEAR IN A ROW. MADISON'S CENTRAL BUSINESS IMPROVEMENT DISTRICT CONFIRMED IT SAYING THE DECISION COMES FROM THE MAYOR'S OFFICE.

9/23, 11 am: THE HUMANE SOCIETY OF SOUTHERN WISCONSIN RECENTLY MOVED INTO A BRAND NEW FACILITY.

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)

7/1, 11am: AMERICANS WILL BE PAYING MORE FOR THEIR FOOD THIS YEAR AT THEIR JULY 4TH COOKOUTS. THIS AS THE U-S FACES RISING INFLATION. LAST YEAR, LEADING UP TO THE FOURTH OF JULY, HOT DOGS AND HOT DOG BUNS WERE THE TOP SELLING GROCERY ITEMS.

7/2, SAT 5am: THE RECALL INCLUDES SEVERAL DIFFERENT KINDS INCLUDING COUNTRY STYLE, DIJON MUSTARD POTATO, AND DICED RED SKIN POTATO. THEY'RE USUALLY FOUND IN GRAB AND GO CASES OR IN DELI SERVICE CASES. THE RECALL IS BECAUSE OF POSSIBLE CONTAMINATION. YOU CAN RETURN THEM TO THE STORE.

7/5, 11am: U-S AIR TRAVEL CONTINUES TO SOAR WITH NO MAJOR MELTDOWNS AT U-S AIRPORTS OVER JULY 4TH. THE TRANSPORTATION SECURITY ADMINISTRATION SAID IT SCREENED MORE THAN 11.2 MILLION PEOPLE OVER THE HOLIDAY WEEKEND.

8/10, 9pm: DISNEY ANNOUNCED TODAY IT WILL BE RAISING THE MONTHLY PRICE OF ITS STREAMING SERVICE BY THREE DOLLARS TO \$10.99. THE PREVIOUS PRICE, \$7.99, WILL BE THE COST OF A NEW AD-SUPPORTED SUBSCRIPTION TIER.

8/15, 11am: THE NEW COSTCO IS OPENING UP IN VERONA THIS WEEK, BRINGING WITH IT, 250 NEW JOBS.

8/15, 9pm: OVER 2 MILLION MAMAROO BABY SWINGS AND 220 THOUSAND ROCKAROO BABY ROCKERS HAVE BEEN RECALLED DUE TO STRANGULATION CONCERNS.

9/13, 4pm: IF PRICES AT THE GROCERY STORE ARE MAKING YOU LOSE YOUR APPETITE, YOU'RE NOT ALONE. FOOD PRICES SHOT UP 11.4% OVER THE PAST YEAR, THE BIGGEST INCREASE SINCE 1979. ECONOMISTS SAY IT'S NOT JUST BECAUSE OF INFLATION, WHICH IS ACTUALLY SLOWING DOWN.

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)

7/5, 4pm: MORE THAN 1,000 PEOPLE IN THE U-S DIE EVERY YEAR BECAUSE OF THE HEAT, ACCORDING TO PUBLIC HEALTH OF MADISON AND DANE COUNTY. THAT'S WHY IT'S ESPECIALLY IMPORTANT TO MAKE SURE YOU ARE STAYING SAFE WITH THE HEAT ADVISORIES ISSUED FOR TODAY.

7/23, 6pm: LAMBEAU FIELD IS SET TO HOST ITS FIRST EVER SOCCER MATCH TONIGHT BETWEEN EUROPEAN SOCCER CLUBS F-C BAYERN MUNICH AND MANCHESTER CITY AND WEATHER COULD BE A CONCERN FOR THE GAME.

7/24, 6am: THE MADISON AREA AND SURROUNDING COUNTIES ARE DEALING WITH THE AFTERMATH OF YESTERDAY'S SEVERE WEATHER. THIS MORNING, HUNDREDS OF PEOPLE ARE WAKING UP WITHOUT POWER.

8/24: 4pm: THE CHANCE OF BEING STRUCK BY LIGHTNING IN A GIVEN YEAR IS LESS THAN ONE IN A MILLION, ACCORDING TO THE CDC. BUT A FEW RECENT HIGHPROFILE CASES MAKE CLEAR, LIGHTNING IS DANGEROUS AND CAN BE DEADLY.

9/9, 9pm: THE WEATHER AHEAD MIGHT CAUSE SOME DELAYS TO WEEKEND ACTIVITIES. ESPECIALLY FOR ATHLETES COMPETING IN THE IRONMAN.

9/12, 10pm: TAKE A LOOK AT THIS. HEAVY FLOODING THIS MORNING FORCED PARTS OF I-94 TO SHUT DOWN NEAR MILWAUKEE. THIS WAS THE SCENE ALONG I-94 IN WAUKESHA COUNTY.

9/20, 4pm: WE BEGIN TODAY WITH A VIDEO A VIEWER SENT US OF A SUDDEN HAIL STORM THAT HAPPENED THIS AFTERNOON IN THE DEFOREST AREA.

VI. COVID-19 PANDEMIC

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

7/14, 4:30am: A NEW COVID-19 VARIANT IS WORKING ITS WAY THROUGH WISCONSIN. DOCTORS WARN THAT PEOPLE NEED TO BE MINDFUL, VACCINATED OR NOT.

7/26, 11am: MORE PARENTS ARE CHOOSING NOT TO HAVE THEIR YOUNG CHILDREN VACCINATED FOR COVID-19. TODAY A KAISER FAMILY FOUNDATION STUDY REVEALED THAT 43% OF U-S PARENTS OF CHILDREN UNDER FIVE SAY THEY WILL NOT GET THEIR CHILD VACCINATED.

8/1, 4pm: STATE HEALTH OFFICIALS ARE CELEBRATING A MILESTONE FOR VACCINES IN THE BADGER STATE. LAST WEEK THE 10 MILLIONTH DOSE WAS DELIVERED.

8/16, 9pm: FIRST LADY JILL BIDEN HAS TESTED POSITIVE FOR COVID-19. SHE TESTED POSITIVE THIS WEEK AND BEGAN TO DEVELOP COLD LIKE SYMPTOMS. THE FIRST LADY HAS BEEN IN SOUTH CAROLINA WITH THE PRESIDENT.

8/21, 6am: RESEARCHERS AT THE UNIVERSITY OF MINNESOTA STARTED TESTING WASTEWATER FOR MONKEYPOX THIS WEEK. SIMILAR TO HOW THEY HAVE BEEN CHECKING COVID-19 LEVELS FOR MORE THAN TWO YEARS.

9/7, 10pm: OFFICIALS SAY THE NEW BIVALENT SHOT INCLUDES PROTECTION AGAINST THE BA-4 AND BA-5 AHMICRON VARIANTS. THE UPDATED PFIZER BOOSTER IS RECOMMENDED FOR THOSE 12 AND OLDER.

9/30, 4:30am: DANE COUNTY HEALTH OFFICIALS ARE EXPANDING THE AVAILABILITY OF APPOINTMENTS FOR UPDATED COVID-19 BOOSTERS AND ADDING TIMES TO GET THE SHOTS ON WEEKENDS.

VII. CRIME & PUBLIC SAFETY

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

7/1, 11am: A LANCASTER MAN IS DEAD AFTER A CRASH YESTERDAY BETWEEN A VAN AND A SEMI TRUCK IN RURAL GRANT COUNTY. 34 YEAR OLD EMMANUEL GARCIA ORTIZ WAS THE PASSENGER IN THE VAN HEADED WEST ON HIGHWAY 18 JUST BEFORE NOON.

7/2, 6pm: A CHURCH IN MADISON'S EAST SIDE IS THE VICTIM OF A VANDALISM ATTACK. POLICE NOW INVOLVED IN AN INVESTIGATION.

7/11, 9pm: LAST MONTH AT A DANE COUNTY MEETING, TWO BOARD MEMBERS CRITICIZED THE D-A'S OFFICE FOR TAKING TOO LONG TO MAKE A CHARGING DECISION. D-A OZANNE POINTED A FINGER AT THE SHERIFF'S OFFICE, SAYING HE WAS STILL WAITING ON ONE EVIDENTIARY FOLLOW UP REQUEST.

8/1, 4:30 am: A BELOIT FAMILY IS PICKING UP THE PIECES AFTER THEIR HOUSE WENT UP IN FLAMES OVER THE WEEKEND. ONE PERSON WAS ALSO SENT TO A HOSPITAL ACCORDING TO THE CITY OF BELOIT FIRE DEPARTMENT.

8/6, 5am: POLICE ARE STILL LOOKING FOR THE PERSON WHO SHOT SOMEONE IN BROAD DAYLIGHT ON THE SOUTHWEST SIDE OF MADISON.

9/1, 11 am: ANOTHER CORD WAS FOUND STRUNG UP ALONG A MADISON BIKE PATH AT NECK HEIGHT. MADISON POLICE OFFICERS FOUND THE CORD AROUND FOUR YESTERDAY MORNING.

9/3, 5am: TWO PARENTS ARE NOW BEHIND BARS IN CONNECTION TO THE DEATH OF THEIR 11 MONTH OLD BABY. MADISON POLICE SAY THE BABY DIED AT AN AREA HOSPITAL BACK IN JULY OF LAST YEAR.

VIII. AGRICULTURE

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

7/2, SAT 5AM: FOOD COSTS ARE ON THE RISE. THE FARM BUREAU ALSO SAYS PEOPLE SHOULDN'T BLAME FARMERS FOR THE HIGH COSTS.

7/12, 4pm: "FOSS FINE MEATS" IS RECALLING MULTIPLE BATCHES OF HAM PRODUCTS SOLD AT ITS STORE IN SPARTA. THE DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION ANNOUNCED THE RECALL TODAY. DATCP DID NOT SPECIFY WHAT THE ISSUE WAS WITH THE HAM BUT SAYS NO ILLNESSES HAVE BEEN REPORTED.

7/14, 4:30 am: FOR NEARLY 70 YEARS WISCONSIN FARM TECHNOLOGY DAYS SHOWCASES THE LATEST INNOVATIONS IN AGRICULTURE.

7/22, 4:30am: THE DANE COUNTY FAIR IS BACK IN FULL SWING BUT THIS YEAR, THERE ARE FEWER PEOPLE SHOWCASING THEIR GOODS. FAIR OFFICIALS SAY PARTICIPATION NUMBERS ARE DOWN WITH COVID-19 CONCERNS AND KIDS AREN'T AS INTERESTED IN SHOWING ANIMALS.

8/31, 6am: THE BIRD FLU HAS RETURNED TO THE MIDWEST EARLIER THAN AUTHORITIES EXPECTED AFTER A LULL OF SEVERAL MONTHS. THE DISEASE NOW BEING DETECTED AT A COMMERCIAL TURKEY FLOCK IN WESTERN MINNESOTA. THAT'S ACCORDING TO OFFICIALS. TESTS CONFIRMED THE DISEASE LAST NIGHT.

IX. COMMUNITY IMPACT/OUTREACH

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

7/25, 10pm : DAIRY QUEEN IS PARTNERING WITH CHILDREN'S WISCONSIN TO HELP KIDS AND THEIR FAMILIES ON MIRACLE TREAT DAY.

7/30, 10pm: A SMALL WISCONSIN COMMUNITY'S FIRST LGBTQ+ PRIDE EVENT RUNS SUCCESSFULLY DESPITE A LITTLE PUSH-BACK FROM THE COMMUNITY.

7/31, 5pm: A MIRACLE IN MILTON. THAT'S WHAT A SOUTHERN WISCONSIN FAMILY CALLS THEIR UKRAINIAN GUESTS STAYING WITH THEM AFTER A TREACHEROUS JOURNEY.

8/4: 9pm: THERE'S MAGIC IN THE AIR IN MADISON TONIGHT. IT'S HARRY POTTER NIGHT AT THE DUCK POND. THE MALLARDS WELCOMED PLENTY OF VISITORS FROM HOGWARTS COMING ALL THE WAY HERE TO MADISON TO WATCH BASEBALL.

8/6, 10pm: JIM AND DONNA MUELLER MEANT A LOT TO MEMBERS OF ST WILLIAM CATHOLIC CHURCH. AFTER THEIR DEATH, BILL BRENNAN PUT UP PICTURES OF JIM AND DONNA IN THE CHURCH LOBBY BUT HE SAYS NOTHING CAN REPLACE THEIR PRESENCE.

8/7, 10pm: MORE THAN 100 COMEDIANS FROM ALL OVER THE COUNTRY WILL TAKE STAGE AT VARIOUS VENUES AROUND MADISON FOR THE NEXT 7 DAYS. EXECUTIVE DIRECTOR JAKE SNELL SAYS THE WEEK IS MEANT TO CONNECT PEOPLE TO THE LOCAL COMEDY SCENE WHICH HE SAYS IS SOMETIMES OVERLOOKED.

X. SOCIAL JUSTICE

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

7/12, 4pm: A FAMILY DOCTOR AT THE PERRY FAMILY FREE CLINIC HERE IN MADISON. TODAY WAS THE FIRST TUESDAY THE CLINIC OFFERED ITS "BRING A FRIEND FOR A PHYSICAL EXAM" INITIATIVE WHICH OFFERS FREE MEDICAL EXAMS TO BLACK MEN 30 AND OLDER.

8/20, 10pm: PEOPLE IN BELOIT GATHERED TO SPEAK OUT AGAINST GUN VIOLENCE IN THEIR CITY TONIGHT. THE EVENT CALLED "BELOIT SAYS ENOUGH IS ENOUGH." NBC15'S COLTON MOLESKY WAS THERE TO HEAR THE STORIES OF PEOPLE IMPACTED BY GUN VIOLENCE.

8/25, 4:30am: THE UNCLE OF THE MAN WHO WAS SHOT BY KENOSHA POLICE IN 2020 HAS FILED A FEDERAL LAWSUIT. JUSTIN BLAKE, JACOB BLAKE'S UNCLE ALLEGES DEPUTIES UNJUSTLY ARRESTED HIM DURING A PROTEST OVER THE INCIDENT.

9/12, 9pm: THE MADISON FOUNDER OF 'WE ARE MANY-UNITED AGAINST HATE MOVEMENT' WILL BE HONORED BY PRESIDENT BIDEN DURING A UNITED WE STAND SUMMIT AT THE WHITE HOUSE. MASOOD AKHTAR WILL BE AMONG 21 "UNITERS" FROM ACROSS THE U-S BEING RECOGNIZED FOR THEIR EFFORTS IN COMBATING HATE.

9/21, 5pm: A YEAR-LONG STUDY OF THE EMPLOYMENT OF AFRICAN AMERICANS IN THE GREATER MADISON AREA HAS REVEALED SOME INEQUITIES IN THE WORKPLACE.

9/24, 10pm: THE BOARD VOTED TO ALLOW THE FIRST EVER GAY AND ALLY ALLIANCE CLUB TO FORM FOR GRADES SEVEN THRU TWELVE AT RICHLAND CENTER SCHOOLS. BUT NOT AFTER OVER TWO HOURS OF PUBLIC DISCUSSION WITH THE COMMUNITY.

NBC News Special Reports

6/28 12:00-2:11PM – January 6th Hearings
 7/4 12:55-12:58PM – Update on Highland Park, IL shooting
 7/4 6:50-6:54PM – Update on the Highland Park, IL shooting where the person of interest was taken into custody
 7/5 11:28-11:52AM – Officials speaking on Highland Park, IL shooting
 7/12 12:00-3:12PM – January 6th Hearings
 7/21 9:32-10:13AM – President Biden testing positive for Covid-19
 7/21 1:22-2:07PM – President Biden's tested positive for Covid-19
 7/27 10:41-10:56AM – President Biden tested negative for Covid-19
 8/4 10:26-10:33AM – Verdict for Brittany Griner
 8/11 2:04-2:17PM – AG Merrick Garland spoke on raid at former President Trump's residence in Florida
 8/12 2:00-2:30PM – Search Warrant obtained by NBC regarding the raid at Former President Trump's Florida residence
 8/26 11:35AM-12:00PM – Unsealing of the redacted Mar-A-Largo search warrant
 9/8 12:32-3:00PM – The passing of Queen Elizabeth II
 9/9 11:57AM-12:20PM – King Charles III gave his first official address following the passing of his mother, Queen Elizabeth II
 9/12 8:55-9:17AM – Royal Family attending a service for Queen Elizabeth II
 9/14 8:13-8:26AM – Procession for Queen Elizabeth II
 9/21 10:39-11:04AM – Announcement by the NY AG on former President Trump's alleged business fraud
 9/28 12:00-12:27PM - Landfall of hurricane Ian
 9/28 1:00-1:27PM - Landfall of hurricane Ian
 9/28 2:00-2:27PM – Landfall of hurricane Ian
 9/29 5:00-5:11AM – Update on hurricane Ian

WMTV Local News Special Reports

N/A

Severe Weather Cut-ins

7/4 8:27-8:29PM
 7/5 7:08-7:09PM
 7/23 4:27-4:29PM, 5:08-5:11PM, 5:24-5:26PM, 6:36-6:37PM, 7:53-7:54PM, 10:12-10:48PM
 7/24 1:11-1:12AM, 1:38-1:40AM, 2:07-2:09AM

8/3 11:56-11:57AM, 12:18-12:19PM, 12:23-12:24PM, 12:40-12:42PM
 9/20 2:22-2:23PM, 2:29-2:31PM, 3:05-3:07PM
 9/25 5:49-5:50PM, 6:05-6:06PM

**Public Service Report for NBC15 (WMTV)
 3rd Quarter 2022**

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. **Alzheimer's and Dementia Alliance Walk;** to benefit the Alzheimer's and Dementia Alliance of Wisconsin.
2. **Go Orange;** to benefit Second Harvest Foodbank during Hunger Action Month
3. **Madison Mini Marathon;** to benefit Girls on the Run of South Central Wisconsin

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. **Alzheimer's and Dementia Alliance Walk; ran multiple promos, approximate \$13,480 value. Station Employees participation; news coverage.**
2. **Go Orange; ran web ads, approximate value \$2,000. Ran promos, a approximate \$3,845 value. Station employees participation, news coverage.**
3. **Madison Mini Marathon; ran multiple promos, approximate \$6,575 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?

\$33,000 Alzheimers and Dementia Alliance of Wisconsin

\$102,000 Second Harvest Foodbank - during Hunger Action Month – part of this was from our Go Orange Event

Madison Mini Marathon numbers are not in yet

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.)?

350 people volunteered to walk in the Alzheimers and Dementia Alliance Walk

We had over 500 photo submissions for Go Orange Day to raise awareness of Hunger Action Month

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

Coach—Sun Prairie Softball (100 hours)

Board President—Sun Prairie Youth Football (130 hours)

Ambassador—Middleton Chamber Ambassadors (1 hour)

Coach—Verona Little League (31 hours)

Volunteer— Youth Football (8 hours)

Volunteer—Ironman Wisconsin (11 hours)

Board Meeting—Badger Childhood Cancer Network (1 hour)

Attendee—Village Diaper Bank Warehouse Ribbon Cutting Ceremony (1.5 hours)

Volunteer—West Middleton Elementary (7.25 hours)

Emcee—Housing Ministries Event (1 hour)

Emcee—Walk For Wishes Event (4 hours)

Emcee—Not Your Fathers Foundation Fundraiser (3 hours)

Emcee—Henry Vilas Zoo "Run Wild" 10K/5K (3.5 hours)

Volunteer Book Sorter—Madison Reading Project (2 hours)
Volunteer— Rush Soccer Club (2 hours)
Board Member —Alzheimer’s & Dementia Alliance Strategic Planning Meeting (15 hours)
Board Member —Alzheimer’s & Dementia Alliance (3.5 hours)
Committee Member — WBA Young Professionals (7 hours)
Awards Judging— Illinois Broadcaster's Association (2.5 hours)
Emcee—Dane Dances (3 hours)
Guest Speaker—NAMI Walks Kickoff Luncheon (1 hour)
Emcee—Evansville 4th of July Festivities (3 hours)
Emcee—Atwood Fest (1 hour)
Chaperone—Elementary School Field Trip (3 hours)
Clinical Trial Participant—UW Colon Cancer Clinical Trial (3 hours)
Celebrity Golfer—“A Round with Agrace” Golf Fundraiser (8 hours)
Emcee—Madison Mini Marathon Kids Run (1 hour)
Debate Moderator—Association of Wisconsin Lobbyists Political Debate (3 hours)
Event Planning Volunteer—West Middleton Elementary School (1 hour)
Participant—Parent Teacher Organization Meeting (2.5 hours)
Volunteer—Wisconsin Academy for Graduate Service Dogs (4 hours)
Emcee—Italian Workmen’s Group Badger Childhood Cancer Network Fundraiser (4 hours)

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

We did news stories on voter registration, including voter registration day and special stories about election security. We also did coverage on the abortion ban in Wisconsin that came down in a special session of the legislature.

How did your station provide coverage in a time of crisis or assist with disaster relief efforts? **We provided extensive weather coverage – breaking into programming during instances of severe weather.**

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

About 15 employees, about 372 volunteer hours donated

NBC15 Sponsored Community Events **3rd Quarter 2022**

JULY

Madison Mini Marathon

To benefit Girls on the Run of South Central Wisconsin
 Creating Promos/News Coverage/Provide Emcee
 Promos Ran June 15 – July 21

AUGUST

n/a

SEPTEMBER

Alzheimers and Dementia Alliance Walk

To benefit Alzheimers and Dementia Alliance of Wisconsin
 Creating Promos/News Coverage/Provide Emcee
 Promos Ran August 18 – September 17

Go Orange

To benefit Second Harvest Foodbank of Southern Wisconsin
Created and ran promos and provided day-long news coverage
Promos Ran September 1 – September 8