



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

JULY 1 – SEPTEMBER 30, 2014

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
15 News at 10	Monday-Friday	10:00-10:35pm
15 News at 10	Saturday-Sunday	10-10:30pm

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

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

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

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

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

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

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

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

“NBC Nightly News With Brian Williams” 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 night, 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.

First Business Monday-Friday, 3:30-4am

This half-hour program looks at the business day ahead with up-to-the-minute news from Washington, Wall Street and around the world, plus business travel advisories, commodities market reports and sports highlights. Feature reports offer news viewers can use all day: overseas market reports, the business agenda on Capitol Hill, investment opportunities, how-to start or run a small business, new products and services plus entrepreneurial success stories.

I. EDUCATION

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

7/2 – 5:00pm: Local medical residents are getting hands-on experience with emergencies that happen before patients get to the hospital.

7/8 – 5p: Report says sexual assaults are severely under-reported on the UW Madison campus.

7/20 – AM: Some parents of a private school in De Pere are out \$35,000 dollars. The Wisconsin International School closed and filed for bankruptcy earlier this month.

7/27 – AM: Advice to get your children started on a back to school routine.

8/6 - AM: UW-Madison hit a new application record with more in-state students applying.

8/12 – AM: The cost for school supplies is way up this year. Buying supplies for a middle school student is up \$100 from last year. This is due to school cutting back.

8/15 – 11am: The Meadowridge Public Library is moving and getting a makeover.

8/19 – 5pm: The University of Wisconsin system plans to ask Governor Walker for another 95 million in tax dollars in the next state budget.

8/23 – 6pm: The Taliesin Frank Lloyd Wright will be losing its accreditation in 2017.

8/27 – 11am: Country View Elementary in Verona is ready for school to start, despite being hit by a tornado less than 90 days ago.

9/1 – AM: School leaders and police around the country are worried about safety in school zones heading into the new year. There is an increase in distracted driving.

9/9 – 4pm: The state report cards for about 2100 public schools show approximately 88% met or exceeded expectations. About 98% of the state's 424 districts also achieved that mark.

9/24 – 11am: Student loan debt has reached an all-time high.

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.

First Business (Segments vary but are usually 5-7 minutes in length)

7/2 – It's getting more expensive to go to college. Financial planner gives parents tips on starting to save for their children's education.

8/5 – Financial planner looks at easy ways parents can save for their children's college education.

9/15 – Saving for college is hard work, especially as overall expenses continue to climb higher. Expert gives tips for families.

II. HUMAN RELATIONS / FAMILY

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

7/2 – 6pm: Police are looking for victims after a video voyeur was caught in a women's public restroom.

7/9 – 10p: A 9-year-old boy is killed after trying to fix an auger in a grain bin.

7/15 – 11am: A federal court will hear arguments on Wisconsin's ban on gay marriage August 13th. Last month U.S. District Judge Barbara Crabb declared the ban on gay marriage unconstitutional.

7/16 – 4pm: Today the Dane County Fair kicks off at the Alliant Energy Center. The Carnival will open at noon, the fair runs through Sunday.

7/22 – AM: Interview with a representative from Meriter Hospital. She demonstrated a brand new Epi-Pen that helps parents when administering the allergy shot to their kids.

7/24 – 6pm: The city of Platteville came together at the annual Party at the Park to honor the volunteer that have helped rebuild the city after tornadoes devastated them.

7/25 – 4pm: The City of Madison is offering 2 buildings to temporarily house children coming from Central America.

NBC 15 News continued

7/30 – 4pm: DAIS had their grand opening of their new shelter today.

8/3 – AM: A new study shows playing video games may be beneficial to children. Playing less than an hour a day improves life satisfaction and social behavior.

8/5 – 6pm: National Night Out encourages police to go out into the community across the national to break down barriers between them and those they serve.

8/10 – 10pm: The city of Baltimore is putting out a strict new curfew for teens due to gang violence, and some think it's not going to work out well.

8/11 – AM: As teens get ready to drive back to school, we had some tips on ways to reduce insurance costs for teen drivers.

8/15 – 10pm: Men in Janesville put on high heels to raise awareness about domestic violence.

8/25 – 10pm: Explaining how your college student can be safe while walking the streets at night on campus.

9/18 – 5pm: A memorial to a woman killed by a drunken driver must be removed in Sun Prairie because someone complained.

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.

First Business (Segments vary but are usually 5-7 minutes in length)

9/1 – Expert reports on the growing trend of part time workers, and what it is signaling about the labor market in the U.S.

9/9 – Why the grocery landscape is rapidly evolving.

9/10 – Expert digs into a charity that is using social media to get teens involved.

Music For Change: Global Citizen Festival – Saturday 9/27, 7-8pm (NBC)

This primetime special features highlights from concert headlines, and viewers heard the stories of “Global Citizens” – ordinary people who created extraordinary change through digital activism in the areas of vaccines, education, sanitation and water. Viewers also learn about their passion to bring an end to extreme poverty by 2030.

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.

7/1 – AM: The F-D-A is issuing a warning to parents not to use numbing gels on their teething children which can cause serious reactions.

7/5 – AM: Cancer risk linked to cholesterol.

7/8 – 6pm: The lack of exercise has more to do with weight gain than what you eat.

7/14 – AM: There is a new warning out today about spray sunscreen for children. Consumer reports suggest parents not use them on children pending an investigation from the FDA.

7/17 – 5pm: A new study of about 2-thousand adults finds nearly half the women and a third of the men admit to buying shoes that don't fit properly.

7/21 – 11am: The FDA says you should avoid pure, powdered caffeine...because you can overdose.

NBC 15 News continued

7/23 – 5pm: The number of teens who have experimented with human growth hormone has doubled in the past year.

7/29: 5pm: Dr. Ronald Grant from Meriter told us about a new running class for kids to help fight childhood obesity.

8/3 – 10pm: The U.S. Ebola patient that was transported to the US has had slight improvements in health.

8/11 – 11am: The city of Green Bay could face water troubles that would force the city of thousands to use bottled water only.

8/29 – 6pm: Leading health officials warn the Ebola outbreak sweeping across West Africa will only get worse. Today the WHO announced the outbreak could eventually infect more than 20,000 people.

9/3 – AM: A new study shows eating pistachios on a daily basis can help lower the risk of type two diabetes.

9/5 – 11am: Attorney General JB Van Hollen will take his fight against gay marriage to the Supreme Court. Three federal judges in Chicago ruled yesterday the bans in Wisconsin and Indiana are unconstitutional.

9/8 – 5pm: A new study reveals just how quickly viruses can spread and contaminate office buildings, hotels and even hospitals.

9/22 – 5pm: The Madison VA hospital will hold a town hall meeting tomorrow over complaints about health care.

9/25 – 10pm: New studies show the brain may be shrinking the more you multi task between different devices.

9/27 – 6pm: The Enterovirus 68 has gotten worse across the nation, leaving kids with more sudden side effects.

9/30 – 10pm: Studies are showing recovery is better if you have a strong support group after suffering a heart attack at a young age.

First Business (Segments vary but are usually 5-7 minutes in length)

9/17 – Former top soda executive says Americans are fighting a war on obesity – and they are more committed to winning than ever.

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

7/3 – 5pm: The tornado in Iowa County Sunday severely damaged some farmers' fields of crops.

7/10 – AM: The Packers are releasing their financial report for the 2014 fiscal year. The team is spending \$166 million dollars on the current phase of construction.

7/11 – 11am: Money expert Stacy Johnson showed us how to buy items on clearance and resell them for more money online.

8/5 – 5pm: Local business Wollersheim Winery is expanding.

8/15 – 5pm: Regulators are ordering the utility company to refund 6.7 million dollars to customers.

8/22 – 5pm: Mayor Soglin proposed a city ordinance to regulate the Uber/Lyft transportation companies.

8/26 – AM: Ashley Furniture is changing course and will not layoff any workers and it plans instead to add jobs.

9/2 – 5pm: Mayor Soglin announced his 2015 budget proposal today.

9/15 – 5pm: Today is the first day of a four-day conference at Epic. It's the annual users' group meeting at the local health care software company.

9/26 – 6pm: Story about a way the cities can repair the water mains without tearing up streets to do so, this is a follow up to all the water main breaks that happened during winter and spring.

9/30 – 5pm: Macy's is hiring thousands of temporary employees for the holiday season.

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.

First Business (Segments vary but are usually 5-7 minutes in length)

7/3 – A small business optimism report from Bank of America looks at why women are more likely to start a business than men.

8/1 – Analyst with Morningstar explains how to organize a smart, long term investment strategy.

8/4 – Expert explains what is behind the latest unemployment data.

8/11 – It could be a wild week on Wall Street. The US economy is in focus this week with economic data on the way, and geopolitical concerns lingering in the background.

8/25 – Why Fed Chair Janet Yellen is watching the quality of jobs in the labor market.

8/29 – Two traders with very different opinions on the stock market go head to head.

9/23 – How Yahoo and other stocks connected to Alibaba are performing in the stock market.

9/24 – How high net worth investors are planning ahead for their portfolios.

9/29 – Expert explains what has volatility creeping back in the stock markets.

V. CONSUMER INFORMATION**NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

7/1 – 4:00pm: Chrysler recalling thousands of cars for brake issue.

7/9 – 6pm: Getting an edge on the competitive housing market may be as simple as sprucing up your house a little bit.

7/18 – 10pm: Those who use propane to heat their homes are being urged to fill their tanks now to avoid a shortage this coming winter.

7/26 – 6pm: Google and Microsoft are adding a kill switch to their smartphones OS security.

8/1 – 4pm: Motorcycle maker Harley Davidson is recalling 3,000 low rider bikes, due to problems with the ignition switch.

8/3 – 6pm: An elderly couple in Beloit thought they might be part of a scam after they are unable to get a hold of a company they were paying for cremation services.

8/8 – 10pm: New credit card regulations no longer include medical bills as part of your credit score.

8/10 – 5pm: Gas prices are at a four year low even though temperatures have been high.

8/14 – AM: Perdue farms is recalling more than 15-thousand pounds of frozen chicken nuggets due to potential contaminates.

8/16 – 6pm: Airlines are revamping their in-flight safety instructions to grab people's attention from their electronic devices before take off.

8/28 – 5pm: Dairy Queen is added to the list of businesses hit by hackers. The ice cream and fast food chain says customer debt and credit card information at a limited number of stores may be at risk.

9/20 – 5pm: Panasonic has created a voice-activated TV.

9/26 – 11am: A fire at a federal aviation facility near Chicago is causing headaches for thousands of travelers across the country today.

First Business (Segments vary but are usually 5-7 minutes in length)

7/29 – Expert from Travelzoo looks at how to get a last minute summer vacation for less money.

9/11 – Expert from RetailMeNot.com says coupons are becoming back in focus for consumers.

9/19 – Expert looks at what's new in ID and security protection, and how to protect ourselves.

VI. ENVIRONMENT

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

7/5 – 10pm: Severe flooding in Iowa will get worse if more storms will move through the area this week.

7/13 – 5pm Illinois experienced some heavy flooding, up to a half foot due to Saturday's storms.

7/14 – 11am: Kenosha suffered severe wind damage over the weekend.

7/20 – 5pm: Wildfire in Washington state finally calms down a bit, giving firefighters a break.

7/24 – AM: Environmentalist are calling on the Minnesota Vikings to make changes to their stadium. They say more birds will fly into the new see-thru glass.

7/29 – 4pm: Firefighters are working to contain a massive wildfire in California. The fire is threatening Yosemite National Park.

8/2 – 6pm: Northwest Ohio is facing a state of emergency has their water supply is contaminated.

8/23 – AM: Fisheries across the state are considering stocking an inland lake with landlocked Atlantic salmon.

8/31 – 10pm: California is becoming the first state to ban plastic bags in groceries.

9/29 – 10pm: A Japan volcano erupted Saturday night, leaving rescue and search crews finding dead bodies and stranded hikers near the summit.

First Business (Segments vary but are usually 5-7 minutes in length)

8/18 – 10pm: A portfolio manager explains the growth of green bonds and why younger investors are more likely to buy in.

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

7/17 10:38-11am, 11:30-2pm – NBC coverage of the Malaysian airliner lost and believed crashed.

7/18 10:51-11:15am – President Obama's statement on the shooting down of an airliner over Ukraine.

7/21 10:14-10:26am – President Obama's statement on unrest in Ukraine.

8/1 1:43-2:35pm – Presidential news conference.

8/5 10-10:04am – continued unrest in Iraq.

8/7 8:29-8:41am – humanitarian aid and military aid in Iraq.

8/8 8:04-8:09am – US bombs Iraq.

8/9 9:27-9:56am – President Obama's remarks on situation in Iraq.

8/10 11:47-12pm – President Obama's remarks on Ferguson MO and US involvement in Iraq.

8/11 4:08-4:14pm – President Obama's remarks on Ferguson MO and US involvement in Iraq.

8/18 3:25-3:55pm - President Obama's remarks on Ferguson MO and US involvement in Iraq.

8/20 11:49-12pm - President Obama's remarks on US involvement in Iraq.

8/28 3:07-3:41pm - President Obama's remarks on US involvement in Iraq.

9/2 12:48-12:50pm – Update on Isis.

9/5 10:45-11:18am – Presidential news conference.

9/10 8-8:17pm – President Obama addresses the nation on his plans to combat the terrorist group Isis.

9/19 2:15-2:51pm – NBC Commissioner Roger Goodell press conference regarding domestic abuse among the NFL players and how the NFL plans to deal with offenders.

9/23 9:10-9:16am – Presidents remarks on US airstrikes in Syria.

9/25 3:26-3:38pm – Attorney General Eric Holder resigns.

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

7/7 – AM: In Washington congress returns today with just four weeks before their next break to deal with the immigration crisis at the border.

7/19 – 6pm: Fingers are being pointed at Russia for shooting down flight MH17 over Ukraine.

7/22 – 10pm: A ruling made today on the Affordable Care Act could impact thousands of Wisconsinites insurance.

7/24 – 5pm: AG Candidate Ismael Ozanne failed to supply a reason for spending thousands in campaign cash on state reports. A review shows Ozanne gave no reason for spending 33,000 dollars the first six months of the year.

8/8 – 4pm: President Obama has authorized airstrikes in Iraq.

8/9 – 10pm: President Obama spoke today how the U.S was successful in their air strikes against ISIS militants, but many are worried if this will bring a long term commitment.

8/18 – AM: he Governor of Missouri is calling in National Guard Troops to help deal with the ongoing violent protests in Ferguson.

8/22 – AM: A federal court has put off a decision until next month on whether to put Wisconsin's voter ID law back in place.

8/27 – 6pm: The most recent Marquette University Law School Poll finds Gov. Walker and Mary Burke in a dead heat.

9/10 - 5pm: President Obama will address the nation tonight on his plan to fight Isis.

9/14 – 6pm: The latest beheading of a British aid worker by ISIS militants is real. The video comes as the U.S. is trying to form a coalition to defeat them.

9/15 – 10pm: Now that WI's vote ID law has been reinstated, county and city clerks are rushing to get everyone up speed for the election on Nov. 4th.

9/22 – 6pm: What Madison is doing to help residents be properly registered to vote before November elections.

Severe Weather Cut-ins

8/1 2:47-2:49pm, 4:50-4:52pm – aired live severe thunderstorm warning for Marquette.

9/20 5:41-5:58pm, 6:30-8:50pm – aired thunderstorm watch for Crawford County (no live cut-in)

Honor Flight: They Fought For Freedom – Sunday 7/6 12-1pm

WI Broadcasters Association documentary, focusing on veterans of WWI. This special follows the Honor Flight from Madison WI to Washington DC, taking veterans to the memorials which honor their service. Program contains interviews and first-hand accounts of the war from the veterans.

COMMUNITY PARTICIPATION**Ellen Buss – Program/Traffic Manager**

Saturday morning volunteer at Hymn Sing for Oakwood Village nursing home's memory care unit

Amy Carlson – News/Weather Anchor / Reporter

9/6 – Guest speaker at Fitchburg Senior Center

9/21 – Emcee for the JDRF Walk To Cure Diabetes

Sara Noonan – Promotion Manager

7/16 – Walk For Wishes committee meeting

8/12 - Walk For Wishes committee meeting

9/4 - Walk For Wishes committee meeting

9/26 – Gilda Club PR & marketing committee meeting

Geoff Shields – Operations Manager

9/6 – Flag presentation ceremony at Camp Randall Stadium – part of the honor guard
9/7 – volunteer server at the 115th Fighter Wing Family Day
9/8 – Parents Association music meeting
9/9 – Board meeting for Mt. Horeb Summer Frolic
9/11 – American Legion executive meeting and honor guard for 911 Remembrance Ceremony
9/16 – Cable committee meeting
9/23 – WI American Legion district meeting
9/25 – WI American Legion Dane County meeting

John Stofflet – News Anchor / Reporter

7/7 – WAGS board meeting
7/12 – Sun Prairie beer, brew and BBQ fest judge
7/18 – Emcee for the golf outing supporting cancer research
7/19 – Agrace Hospice Care golf outing
7/19 – Badger Childhood Cancer board meeting
7/26 – Emcee for Deforest Relay For Life
8/2 – Honorary Chair and participant at the Food Allergy Association walk
8/3 – Emcee for the Carbone Center Drive For Hope fundraiser
8/23 – Emcee at South Madison Fest
8/30 – Honorary Chair – Badger Childhood Cancer Network superhero run
9/3 – Emcee of a MS fundraiser
9/13 – Badger Childhood Cancer Network meeting
9/19 – Emcee for the Light The Night LLS
9/27 – Emcee for the Alzheimer’s Alliance Walk

Carlos Tucker – Meteorologist

9/14 – Participant at the Make-A-Wish walk for wishes

Don Vesely – General Manager

9/9-9/11 – WBA trip to Washington DC to talk to lawmakers regarding the future of local television.

NBC15 Sponsored Community Events - 3rd Quarter 2014

JULY

Bike for Boys and Girls Club

Saturday, July 19
Edgewood College in Madison
Created a PSA
Robb Vogel helped with this event
\$432,000 raised for the Boys & Girls Club of Dane County

AUGUST

MS 150 Bike Tour

Saturday, August 2 and Sunday, August 3
150 mile bike ride across Wisconsin
Leigh Mills took part in this event
Create a PSA

Approximately \$1.4 million raised for the National MS Society

Drive for Hope

Sunday, August 3

Nakoma County Club in Madison

John Stofflet helped out with this event

Create a PSA

\$26,000 raised for the Creating Hope Campaign at the UW Carbone Cancer Center to go towards Lung Cancer Research

Alzheimer's & Dementia Alliance of WI "Million Dollar Shootout"

Monday, August 4

Maple Bluff County Club

Robb Vogel helped with this event

Created a PSA

Approximately \$40,730 raised for the Alzheimer's & Dementia Alliance of Wisconsin

Stuff a Bus

Saturday, August 9

Madison Area Wal-Mart Parking Lots

Ashley Matthews, Christine Bellport & Charlie Shortino helped out with this event

Created a PSA

School Supplies donated to the Madison School Foundation

\$15,000 raised in school supplies

Madison Mini-Marathon & 5K

Saturday, August 16

Wisconsin Student Union in Madison

Leigh Mills helped out with this event

Create a PSA and web ads

\$20,000 raised for the UW Health Department, "Healthy Women, Healthy Babies Fund"

Superhero Run 2013

Saturday, August 30

KEVA Sports Center in Middleton

John Stofflet helped out with this event

Create a PSA

Approximately \$24,780 raised for the Badger Childhood Cancer Network

SEPTEMBER

Go Orange! Fight Hunger!

Thursday, September 4

Everyone at station participated

Encourage people to wear orange...for every photo uploaded to our Facebook page, Land's End donated 30 meals for every photo.

Approximately \$10,000 (30,000 meals) raised for the Second Harvest Foodbank of Southern Wisconsin

Walk and Run for Wishes

Sunday, September 14

Alliant Energy Center in Madison

Carlos Tucker helped out with this event

Create a PSA

Approximately \$45,000 (10 wishes will be granted) raised for the Make a Wish Foundation of Wisconsin

JDRF Walk to Cure Diabetes

Sunday, September 21

Duck Pond at Warner Park in Madison

Amy Carlson helped out with this event

Create a PSA

\$365,000 raised for Juvenile Diabetes Research Foundation (JDRF)

Alzheimer's & Dementia Alliance of Wisconsin-Walk for Alzheimer's

Saturday, September 27 in Madison

Warner Park in Madison (and 5 other locations on different dates)

John Stofflet helped out with this event

Create a PSA and web ads

Approximately \$257,551 raised for the Alzheimer's & Dementia Alliance of Wisconsin

Public Service Report for NBC15 (WMTV) - 3rd Quarter 2014

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. **Bike MS, National MS Society**
2. **Bike for Boys & Girls Club, Boys & Girls Club of Dane County**
3. **JDRF Walk to Cure Diabetes, Juvenile Diabetes Research Foundation**

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. **Bike MS, 264-30 second PSAs ran, approximately a \$9990 value, interview segment and coverage of event.**
2. **Bike for Boys & Girls Club, 330-30 second PSAs ran, approximately a \$16,225 value, link on nbc15.com, interview segment and coverage of event. Also, Robb Vogel participated in this event.**
3. **JDRF Walk to Cure Diabetes, 184-30 second PSAs ran, approximately a \$7375 value, link on nbc15.com, interview segment and coverage of event. Also, Amy Carlson helped out with this walk.**

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

***\$2,611,061 (so \$2.6 million dollars)**

***Boys & Girls Club of Dane County, National MS Society, UW Carbone Cancer Center, Alzheimer & Dementia Alliance of Wisconsin, Madison School Foundation, Lion's Club, UW Health Department "Healthy Women, Healthy Babies Fund", Badger Childhood Cancer Network, Second Harvest Foodbank, Make A Wish Wisconsin and JDRF (Juvenile Diabetes Research Foundation)**

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.)?

***\$15,000 worth of school supplies to the Madison School Foundation**

***30,000 meals for the Second Harvest Foodbank of Southern Wisconsin**

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

- *Walk & Run for Wishes Committee Meeting, Make A Wish Wisconsin
- *Wrote Article on behalf of PR & Marketing Committee, Gilda's Club
- *Flag presentation ceremony at Camp Randall Stadium, DVA Honor Guard
- *Volunteer lunch server, 115th Fighter Wing (Air National Guard) Family Day
- *Attended Parents Association Music Meeting, Mount Horeb High School
- *Attended Board Meeting, Mount Horeb Summer Frolic
- *Honor Guard 911 Remembrance Ceremony, Mount Horeb American Legion Executive Meeting
- *Attended Cable Committee Meeting, Mount Horeb Village Hall
- *Attended Wisconsin American Legion District Meeting
- *Attended American Legion Dane County Meeting
- *Emcee, MS Fundraiser
- *Attend Meeting, Badger Childhood Cancer Network
- *Emcee Light the Night, LLS
- *Attended Cameron Harris Benefit
- *Talked to Senator Johnson in Washington D.C. about local TV
- *Honorary Chair, Food Allergy Association Walk
- *Emcee, South Madison Fest
- *Volunteer Cashier, Hearts for Healing (Brat Fest)
- *Photo Shoot, NBC15 Share Your Holidays
- *Attended Board Meeting, WAGS
- *Attended, Agrace HospiceCare Golf Outing
- *Emcee, DeForest Relay for Life
- *Emcee, Cancer Golf Outing

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.)?

- *Coverage of the primary election

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 18 employees, approximately 195 volunteer hours donated