



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

JANUARY 1 – MARCH 31, 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, 9-10:00pm, Saturday 8-10:00pm

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)

1-21-2022, 5P: THE UW SYSTEM BOARD OF REGENTS HAS SELECTED A NEW SYSTEM PRESIDENT.

1-9-2022, 5P: BALANCE TRAINING CAN HELP DECREASE THE SEVERITY OF AUTISTIC SYMPTOMS FOR TEENS WITH AUTISM. THOSE ARE THE FINDINGS FROM A NEW STUDY OUT OF UW MADISON. RESEARCHERS USED A NINTENDO WII BALANCE BOARD TO TEACH AUTISTIC TEENS YOGA AND TAI CHI POSES.

1-23-2022, 9P: UW STUDENTS ARE RETURNING TO CAMPUS THIS WEEK.

1-26-2022, 6P: OFFICIALS SAY THE S-A-T WILL NOW BE GOING DIGITAL. THE COLLEGE BOARD MADE THE ANNOUNCEMENT YESTERDAY. THE NEW VERSION WILL BE CUT DOWN TO TWO HOURS WITH MORE TIME GIVEN BETWEEN QUESTIONS.

2-4-2022, 4P: WISCONSIN'S COLLEGE GRADUATION RATES HAVE OFFICIALLY SURPASSED THE NATIONAL AVERAGE. ACCORDING TO THE NATIONAL STUDENT CLEARINGHOUSE RESEARCH CENTER, MORE THAN 70 PERCENT OF COLLEGE STUDENTS IN THE STATE ENROLLED IN 2015 GRADUATED WITHIN SIX YEARS.

3-10-22, 10P: GREEN FLOWER AND UW-PLATTEVILLE ARE PARTNERING TO OFFER A SIXTH-MONTH COURSE IN CANNABIS AGRICULTURE AND HORTICULTURE. STUDENTS LEARN THE BUSINESS, AGRICULTURE AND HEALTH CARE SIDE OF THE CANNABIS INDUSTRY IN THREE, EIGHT WEEK, ONLINE COURSES.

3-10-22, 11A: A ONE MILLION DOLLAR EXPANSION PROJECT AT THE MADISON COLLEGE CAMPUS IN FORT ATKINSON IS LOOKING TO RECRUIT THE NEXT GENERATION OF WORKERS.

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)

1-6-2022, 4:30A: THE U-S CAPITOL BUILDING IS GETTING SOME MUCH NEEDED WORK DONE, FIXING THE DAMAGE DONE DURING THAT ATTACK, AND SOME OF THE WOOD FOR THAT RESTORATION IS COMING FROM RIGHT HERE IN MADISON.

1-7-2022, 4:30A: NBC-15 HAS CONFIRMED WITH A REPUBLICAN SOURCE SENATOR RON JOHNSON WILL RUN FOR RE-ELECTION.

1-13-2022, 11A: A LIVE LOOK THROUGH OUR CAPITOL SKYCAM WHERE GOVERNOR TONY EVERS HAS GRANTED ANOTHER 54 PARDONS. EVERS HAS GRANTED NEARLY 400 PARDONS TO DATE.

2-3-2022, 6A: SIX YEARS AGO, 24-YEAR-OLD CAROLINE NOSAL WAS SHOT AND KILLED BY A CO-WORKER OUTSIDE MADISON'S METRO MARKET. ON THE ANNIVERSARY OF THE TRAGIC SHOOTING, HER FAMILY AND STATE DEMOCRATS ARE INTRODUCING A BILL THEY SAY WILL PREVENT FUTURE TRAGEDIES.

2-4-2022, 4P: TODAY, THE WISCONSIN SUPREME COURT REJECTED REPUBLICAN GUBERNATORIAL CANDIDATE REBECCA KLEEFISCH'S REQUEST TO TAKE OVER AN ABSENTEE BALLOT BOX CHALLENGE.

2-7-2022, 9P: GOVERNOR TONY EVERS GRANTED 25 MORE PARDONS TODAY -- BRINGING THE TOTAL HE'S GRANTED WHILE IN OFFICE TO 416. AN ADVISORY BOARD HEARD FROM ELIGIBLE APPLICANTS WHICH WERE THEN FORWARDED TO EVERS. HE HAS NOW GIVEN MORE PARDONS THAN ANY OTHER GOVERNOR IN CONTEMPORARY HISTORY.

3-3-2022, 5A: ONE-DAY AFTER GIVING THE STATE OF THE UNION ADDRESS, PRESIDENT JOE BIDEN IS GIVING A SPEECH TODAY IN SUPERIOR. WHILE UP NORTH THE PRESIDENT BIDEN SHOOK HANDS WITH WORKERS AT A BRIDGE THAT CONNECTS WISCONSIN AND MINNESOTA. THAT BRIDGE IS CANDIDATE TO BE REPLACED BECAUSE IT'S TOO CORRODED TO SUPPORT HEAVY TRUCKS.

3-4-2022, 5A: THE WISCONSIN SUPREME COURT HAS DECIDED TO ADOPT GOVERNOR TONY EVERS' REDISTRICTING MAPS. IN A 4-TO-3 DECISION. THE COURT CHOSE EVERS' PROPOSAL BECAUSE IT BEST MET THEIR STANDARD OF A "LEAST CHANGE" APPROACH TO THE EXISTING MAPS.

III. LOCAL BUSINESS AND TOURISM

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

1-1-2022, 5A: WINTER CAMPING NUMBERS ARE AT AN ALL TIME HIGH AS PEOPLE CONTINUE TO SOCIAL DISTANCE IN THE COLD. THE WISCONSIN D-N-R'S WEBSITE SHOWS THAT DEVIL'S LAKE STATE PARK'S YEAR ROUND CAMPING LOTS WERE COMPLETELY BOOKED YESTERDAY.

1-2-2022, 5P: FANS OF THE HARLEM GLOBETROTTERS GOT TO SEE THEIR HEROES BACK IN MADISON THIS AFTERNOON. THE WORLD FAMOUS BASKETBALL TEAM ENTERTAINING EVERYONE WHO ATTENDED THEIR GAME AGAINST THE WASHINGTON GENERALS AT THE ALLIENT ENERGY CENTER.

2-2-2022, 6P: IF YOU USE PUBLIC TRANSPORTATION IN JANESVILLE YOU'LL SEE SOME CHANGES THIS SPRING. THE CITY IS RENOVATING ITS TRANSIT CENTER.

2-4-2022, 11A: KOHL'S WILL NOT ACCEPT RECENT TAKEOVER BIDS BY A PRIVATE EQUITY FIRM AND AN ACTIVIST HEDGE FUND. LATE LAST MONTH, SYCAMORE PARTNERS APPROACHED THE MENOMONEE FALLS BASED COMPANY WITH AN OFFER.

2-7-2022, 9P: AMAZON IS PROPOSING TO BUILD A NEW DISTRIBUTION WAREHOUSE IN THE VILLAGE OF COTTAGE GROVE. AFTER SOME NEGATIVE FEEDBACK FROM RESIDENTS IN THE AREA, THE VILLAGE OF COTTAGE GROVE VILLAGE OF TRUSTEES AND PLAN COMMISSION HELD TWO PUBLIC MEETINGS TODAY.

2-8-2022, 10P: SEVERAL BUSINESSES ARE PREPARING FOR A MEETING TOMORROW NIGHT WITH THE VILLAGE OF MOUNT HOREB COMMUNITY DEVELOPMENT AUTHORITY. THE TOPIC OF DISCUSSION... THE USE OF AN ALLEY.

3-4-2022, 4P: A MADISON BAKERY IS RAISING MONEY FOR THE PEOPLE OF UKRAINE!

3-28-2022 5A: A NEW CAFE OPENS IN STOUGHTON TODAY. TO PREPARE FOR THE GRAND OPENING, THE "COFFEE FOUR ALL" BISTRO CAFE HOSTED A SILENT OPENING OVER THE WEEKEND. BUT OWNER PRISCAH NORTON SAYS IT WAS ANYTHING BUT EASY TO GET HERE.

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)

1-2-2022, 9P: CHEERS TO THE NEW YEAR BUT A NEW YEAR COMES WITH NEW RESOLUTIONS. AND ASPIRUS HEALTH DOCTORS ARE GIVING TIPS TO STICK WITH IT. EXPERTS SAY TO START SMALL. IF YOUR RESOLUTION IS TO GO TO THE GYM, PUT IT ON THE CALENDAR FOR THREE TO FOUR DAYS INSTEAD OF SEVEN.

1-3-2022, 6P: A VIEWER REACHED OUT TO US SAYING RESIDENTS WERE GIVEN LITTLE NOTICE AHEAD OF THEIR LEASE TERMINATION.

1-11-2022, 4P: EMPTY SHELVES AT GROCERY STORES ARE BECOMING MORE COMMON. IF YOU'VE NOTICED A BIT OF A STICKER SHOCK ON YOUR WEEKLY GROCERY RUN, YOU'RE NOT SEEING THINGS. INFLATION HIT A 39-YEAR HIGH.

2-2-2022, 5P: TAKE A LOOK. THESE EMAILS ARE CLAIMING TO BE FROM THE ANTI-VIRUS SOFTWARE COMPANY NORTON. YOU MAY HAVE RECEIVED AN EMAIL LIKE THIS, ASKING YOU TO RENEW YOUR SUBSCRIPTION. THE BETTER BUSINESS BUREAU IS WARNING THAT THESE EMAILS ARE A SCAM.

2-2-2022, 10P: WE'RE EXPLAINING HOW YOU MAY BE ABLE TO GET A TAX BREAK. IT'S THROUGH WHAT THE FEDERAL GOVERNMENT CALLS ITS LARGEST REFUNDABLE TAX CREDIT FOR LOW TO MODERATE INCOME FAMILIES.

2-3-2022, 9P: RECALLS BEING MADE IN LETTUCE. TWO DEATHS HAVE BEEN LINKED TO A LISTERIA OUTBREAK IN DOLE PACKAGED SALADS.

3-7-2022, 11A: GAS PRICES JUMPED 54 CENTS SINCE A WEEK AGO AND THE SPIKE IN PRICES DOESN'T SEEM TO BE STOPPING ANY TIME SOON. THAT'S ACCORDING TO THE LATEST SURVEY FROM GASBUDDY. THIS AFTER PRICES IN THE U-S TOPPED \$4.00 PER GALLON OVER THE WEEKEND.

3-24-2022, 11A: A NEW STUDY SHOWS WISCONSIN'S HOUSING MARKET IS STRONG, WITH THE TOTAL VALUE OF HOMES AND OTHER PROPERTY SOLD IN 2021 INCREASING AT THE FASTEST RATE IN 15 YEARS.

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)**

1-1-2022, 6A: WITH MORE SNOW AND ICE ON THE WAY, THE WISCONSIN STATE PATROL IS REMINDING DRIVERS TO MAKE ROOM FOR SNOW PLOWS.

1-11-2022, 10P: WITH CHANGING TEMPERATURES HITTING WISCONSIN THE MONONA FIRE DEPARTMENT IS TRAINING FOR THE BEST METHODS TO COPE WITH THE ELEMENTS WHEN OUT ON THE JOB.

2-24-2022, 6A: THE FREEZING RAIN AND SNOW YESTERDAY CAUSED A NUMBER OF SLIDE OFFS. KEEPING NOT ONLY SOME AUTO SHOPS BUSY BUT THE UW HEALTH EMERGENCY ROOM. MORE THAN 40 PEOPLE WERE ADMITTED FOR INJURIES RELATED TO THE ICE STORM.

2-24-2022, 5P: SOME CITIES HAVE ALREADY DECLARED SNOW EMERGENCIES. IN BELOIT, THE SNOW EMERGENCY GOES UNTIL 3 PM TOMORROW. IN SUN PRAIRIE, IT BEGINS AT 8 TONIGHT. IN WATERTOWN, AT 11 TONIGHT.

3-6-2022, 9P: TODAY THE NATIONAL WEATHER SERVICE CONFIRMED AN EF-1 TORNADO SPUN UP SE OF STOUGHTON NEAR DUNKIRK. IT WAS ONLY ON THE GROUND FOR ABOUT 4 MINUTES, BUT PACKED WINDS UP TO 95MPH.

3-7-2022, 4:30A: RIGHT NOW CLEAN-UP IS THE BIGGEST WORRY FOR FARMER BEN AMERA. THE STORM CAUSED TWO SILOS TO TOPPLED OVER ALONG WITH GRAIN BINS, BARN ROOFS, AND STORAGE SHEDS.

3-7-2022, 5A: THIS WEEKEND'S SEVERE WEATHER ALSO BROUGHT A DEADLY TORNADO THROUGH CENTRAL IOWA. SEVEN PEOPLE WERE KILLED INCLUDING TWO CHILDREN.

3-7-2022, 9P: THE CITY OF STOUGHTON IS ISSUING A STATE OF EMERGENCY FOLLOWING A TORNADO SATURDAY NIGHT. THE TORNADO TOUCHED DOWN IN THE TOWN OF DUNKIRK AND MOVED NORTHEAST. WINDS TOPPED 95 MILES PER HOUR CAUSING SEVERE DAMAGE TO HOMES AND POWERLINES.

VI. COVID-19 PANDEMIC**NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

1-24-2022, 4P: THE COVID-19 BOOSTER SHOT COULD SOON BECOME AN ANNUAL SHOT LIKE THE FLU VACCINE. AT LEAST, THAT'S WHAT PFIZER'S CEO IS HOPING. HE THINKS IT WOULD BE A STRATEGIC PUBLIC HEALTH STRATEGY AND A WAY TO CONVINCING MORE PEOPLE TO GET THEIR SHOTS.

1-26-2022, 4P: PUBLIC HEALTH OFFICIALS HAVE OFFICIALLY EXTENDED THE MASK MANDATE IN DANE COUNTY.

1-28-2022, 9P: NBC 15 INVESTIGATES. SOME CORONAVIRUS TESTING COMPANIES ARE UNDER SCRUTINY AROUND THE NATION, FACING QUESTIONS OVER LEGITIMACY. CUSTOMERS ARE SAYING THEY'VE BEEN REQUIRED TO PROVIDE A CHEEK SWAB AND DRIVER'S LICENSE AND THEY'RE LEFT WONDERING WHERE THAT PERSONAL INFORMATION IS GOING.

2-25-2022, 6A: THE CDC NOW SAYS MOST AMERICANS CAN SAFELY STOP WEARING MASKS INSIDE AS LONG AS THE AREA YOU LIVE IN HAS LOW COVID TRANSMISSION RATES.

2-22-2022, 9P: MMSD WILL BE ANNOUNCING ITS DECISION ON MASKING TOMORROW MORNING. THAT'S ACCORDING TO A SPOKESPERSON FOR THE DISTRICT. CURRENTLY, THE DISTRICT HAS BEEN FOLLOWING CDC GUIDANCE REQUIRING ALL TEACHERS, STAFF, STUDENTS, AND VISITORS TO WEAR MASKS REGARDLESS OF VACCINATION STATUS.

3-1-2022, 5P: MASKS ARE OFF. AS COVID-19 CASES AND HOSPITALIZATION RATES CONTINUE TO DECLINE, THE MONTHS-LONG MASK MANDATE EXPIRED TODAY IN DANE COUNTY AND HEALTH OFFICIALS SAY THEY DON'T INTEND ON RENEWING IT.

3-15-2022, 10P: AS WASTEWATER GETS TREATED AT THIS MADISON PLANT IT ALSO GETS SAMPLED FOR COVID-19. AJAY SETHI, AT THE UW SCHOOL OF MEDICINE AND PUBLIC HEALTH, IS REFERRING TO THE LEVELS OF VIRUS FOUND IN WASTEWATER.

3-21-2022, 5A: EVERY HOME IN THE U-S IS NOW ELIGIBLE TO ORDER A SECOND ROUND OF RAPID COVID-19 TESTS, ACCORDING TO OFFICIALS. GO TO COVID TESTS DOT GOV TO SIGN UP. EACH HOME WILL RECEIVE FOUR AT-HOME TESTS. THOSE WILL BE DELIVERED THROUGH THE U.S. POSTAL SERVICE.

VII. CRIME & PUBLIC SAFETY

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

1-1-2022, 6A: POLICE ARE INVESTIGATING A HOMICIDE IN STOUGHTON. INVESTIGATORS SAY AROUND 5 LAST NIGHT A 19-YEAR-OLD MAN WAS SHOT IN THE CHEST ON THE 300 BLOCK OF OLSON COURT.

1-2-2022, 7A: CHANDLER HALDERSON IS CHARGED WITH TWO COUNTS OF FIRST DEGREE INTENTIONAL HOMICIDE IN THE DEATH OF HIS PARENTS BART AND KRISTA, AMONG OTHER CHARGES.

1-19-2022, 9P: CATCHING CHANDLER HALDERSON IN A WEB OF LIES HE SPUN TO FAMILY AND FRIENDS, THAT'S WHAT THE STATE SPENT THE AFTERNOON TRYING TO PROVE TO THE JURY IN THE DOUBLE HOMICIDE TRIAL.

1-20-2022, 5A: A DEAD BODY FOUND COVERED UP INSIDE A CAR IN CAMBRIDGE. THE DANE COUNTY SHERIFF'S OFFICE OFFICIALS CONFIRM A WOMAN IS IN CUSTODY CONNECTED TO THIS CASE.

2-18-2022, 6A: QUADREN WILSON WILL APPEAR IN COURT TODAY. HE'S THE MAN WHO WAS ARRESTED IN MADISON AFTER BEING SHOT BY TWO STATE AGENTS WHILE THEY WERE TRYING TO ARREST HIM EARLIER THIS MONTH.

2-19-2022, 9P: THE FIRE DEPARTMENT SAYS IT'S HAPPENING ON THE 1700 BLOCK OF EAGAN ROAD. A SPOKESPERSON SAYS THE QUOTE "SEVERE" GAS LEAK ORIGINATED IN AN EMPTY BUILDING, WHAT USED TO BE A FURNITURE STORE.

2-25-2022, 10P: THIS DOCUMENT IS THE RESULT OF AN NBC15 INVESTIGATES OPEN RECORDS REQUEST. IT'S A LOG OF POLICE COMMUNICATION ON JANUARY 24 FROM WHAT'S CALLED CAD - COMPUTER AIDED DISPATCH SYSTEM. THAT MEANS IT'S OFFICERS' ROUGH NOTES OF WHAT THEY HEARD AND SAW ON SCENE FROM THE MIDDLETON LOCKDOWN IN REAL TIME.

3-1-2022, 4:30A: MADISON MEMORIAL STUDENTS WENT TO WEST TOWNE MALL. JEFFERSON MIDDLE SCHOOL STUDENTS WERE TAKEN TO JOHN MUIR ELEMENTARY. M-P-D GAVE THE ALL-CLEAR AFTER ABOUT 2 HOURS.

VIII. AGRICULTURE

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

1-4-2022, 6A: PRESIDENT BIDEN MET WITH FARMERS ACROSS THE COUNTRY VIRTUALLY YESTERDAY TO DISCUSS HIGH MEAT PRICES THAT ARE NOW IN GROCERY STORES NATIONWIDE.

1-1-2022, 11A: GOT MILK? WELL, YOU'RE IN LUCK! TODAY HAPPENS TO BE NATIONAL MILK DAY!

1-25-2022, 10P: NEW DETAILS ON THE UDDERLY UNUSUAL STORY WE FIRST BROUGHT YOU LAST NIGHT. POLICE CLOSING DOWN LANES ON HIGHWAY 151 NEAR SUN PRAIRIE DUE TO ROAMING CATTLE.

3-3-2022, 6A: AGRI IMPACT FROM RUSSIA. WHEAT, CORN, SOYBEANS AND FERTILIZER ARE ALL ESSENTIAL FOR FAMILY FARMS IN OUR REGION OF THE COUNTRY. AND THE COST TO GROW THOSE CROPS IS JUMPING.

3-14-2022, 4P: PEOPLE IN WISCONSIN ARE CALLED CHEESEHEADS FOR A REASON. WE SURE DO LOVE OUR CHEESE! AND GOVERNOR TONY EVERS WANTS TO KEEP IT THAT WAY. TODAY, WHICH ALSO HAPPENS TO BE NATIONAL AGRICULTURE DAY, HE SIGNED A BILL INTO LAW THAT WILL PUT MORE THAN \$883,000 TOWARD EXPANDING AND INCREASING WISCONSIN DAIRY EXPORTS.

3-23-2022, 5A: THE HENRY VILAS ZOO IS TAKING PRECAUTIONS AS AVIAN FLU WAS FOUND AT A LARGE CHICKEN FARM IN JEFFERSON COUNTY. THE ZOO SAYS IT IS CANCELING ITS BEHIND THE SCENES TOURS THAT INCLUDE BIRDS, ONLY ANIMAL CARE STAFF WILL BE ALLOWED TO SEE THEM.

3-23-2022, 5A: THIS AFTER REPORTS IN JEFFERSON COUNTY THAT MILLIONS OF CHICKENS AND EGGS WILL HAVE TO BE DESTROYED BECAUSE OF AVIAN INFLUENZA. THE WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE, AND CONSUMER PROTECTION SAYS IT'S WORKING WITH A NUMBER OF AGENCIES TO REMOVE AND COMPOST CONTAMINATED BIRDS AT A SITE NEAR PALMYRA.

IX. COMMUNITY IMPACT/OUTREACH

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

1-29-2022, 10P: BACK IN OCTOBER WE SPOKE WITH KYLE THOMPSON FROM HIS HOSPITAL BED. YOU MAY REMEMBER, HE'S THE BARNEVELD FARMER WHO SUFFERED A TRAUMATIC ACCIDENT WHILE ON THE JOB. HIS LEG GOT CAUGHT IN AN AUGER AND LED TO AN AMPUTATION FROM THE KNEE DOWN.

1-29-2022, 6P: THE CUBA CITY BOYS BASKETBALL COACH IS LOOKING TO HIT A CAREER MILESTONE TODAY. NBC 15 SPORTS' LEAH DOHERTY JOINS US FROM THEIR GAME WITH MORE ON WHAT A WIN TODAY WOULD MEAN FOR THIS SCHOOL.

1-30-2022, 5P: TRAVELING TO BEIJING WITH TEAM USA IS ONE OF WISCONSIN'S OWN. ANDREW ERNST HAS WORKED AT UW HEALTH AND FOR THE PAST SIX YEARS HAS BEEN THE ATHLETIC TRAINER FOR TEAM USA BOBSLED AND SKELETON.

2-2-2022, 5P: THE CITY OF JANESVILLE IS RENOVATING ITS MAIN BUS STOP USING A \$1.5 MILLION FEDERAL GRANT. WE LEARN HOW THIS CONSTRUCTION PROJECT COULD IMPROVE THE TWENTY YEAR OLD BUS STOP HUB.

2-6-2022, 9P: EVERY FOUR YEARS, THE WINTER OLYMPICS PUTS NICHE SPORTS ON THE WORLD STAGE AND ONE OF THOSE SPORTS IS CURLING. CURLING IS A WISCONSIN STAPLE, DATING BACK MORE THAN 150 YEARS.

3-21-2022, 5P: MADISON BALLET HAS CHOSEN A NEW ARTISTIC DIRECTOR. JA' MALIK WILL JOIN THE COMPANY IN JULY. HE IS A NATIONALLY KNOWN DANCER AND CHOREOGRAPHER BASED IN NEW YORK CITY.

3-22-2022, 6A: AS MILLIONS OF REFUGEES ARE DISPLACED ACROSS EUROPE, INTERNATIONAL ORGANIZATIONS ARE WORKING TO PROVIDE FOOD FOR THOSE IN CRISIS. ONE LOCAL BUSINESS IS SERVING UP A HOT MEAL TO HELP FUNDRAISE TO FEED UKRAINIAN REFUGEES.

3-23-2022, 9P: THE JUNEAU COUNTY SHERIFF'S OFFICE WILL NOW ACCEPT 9-1-1 TEXTS IN ADDITION TO 9-1-1 CALLS. OFFICIALS ASK THAT YOUR TEXT INCLUDES YOUR LOCATION AND THEN THE EMERGENCY. THE SHERIFF'S OFFICE SAYS THE DECISION MAKES IT EASIER FOR PEOPLE WHO HAVE A DISABILITY AND HELPS THOSE WHO HAVE AN EMERGENCY THAT PREVENTS THEM FROM TALKING ON THE PHONE.

X. SOCIAL JUSTICE

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

1-16-2022, 5P: EXPERTS SAY THE COVID-19 PANDEMIC PUT A SPOTLIGHT ON RACIAL INEQUALITIES IN MEDICAL CARE. NEW NUMBERS SHOW DIVERSITY IS GROWING IN MEDICAL SCHOOLS BUT AMERICA STILL HAS MORE TO DO TO LEVEL THE PLAYING FIELD.

1-20-2022, 6A: THREE FORMER MINNEAPOLIS POLICE OFFICERS WILL STAND FEDERAL TRIAL STARTING TODAY.

1-20-2022, 10P: THE UNIVERSITY OF WISCONSIN BANS AN INDIVIDUAL ACCUSED OF "ANTI-ASIAN ACTIVITIES" IT HAPPENED DURING TUESDAY NIGHT'S MEN'S BASKETBALL GAME ON THE ROAD AGAINST NORTHWESTERN. THE UNIVERSITY APPLAUDED OFFICIALS THERE FOR KICKING THE PERSON OUT OF THE AREA.

1-20-2022, 10P: INCREASING REPRESENTATION. STATE LAWMAKERS ARE HOPING TO BRING ASIAN AMERICAN HISTORY TO SCHOOLS ACROSS WISCONSIN.

2-20-2022, 10P: ADDRESSING VETERAN SUICIDE IN THE U-S. THE DEPARTMENT OF VETERAN AFFAIRS SAYS VETERANS ARE TWICE AS LIKELY TO TAKE THEIR OWN LIVES AS THOSE OUTSIDE OF THE MILITARY.

3-15-2022, 10P: ANNE WALKER MOVED INTO THIS HOUSE ON WINNEBAGO STREET IN 1992. IT'S NOT THE FIRST TIME SOMETHING HAS HAPPENED IN HER YARD. BUT WHEN WALKER FOUND THE REMNANTS OF A FIRE MONDAY MORNING WHERE HER UKRAINIAN FLAG USED TO HANG, IT STRUCK A DIFFERENT CORD.

3-6-2022, 9P: THE HONORABLE REVEREND EVERETT MITCHELL SAID WHEN HE SEES JUDGE KETANJI BROWN JACKSON, HE FIRST THINKS ABOUT HER EXPERIENCE, INCLUDING HER TIME AS A PUBLIC DEFENDER. HE ALSO SAID BLACK JUDGES ARE IN THE MINORITY, MAKING REPRESENTATION ALL THE MORE IMPORTANT.

NBC News Special Reports

1/6 8:05-8:46AM One year anniversary of the Capitol riots
 1/6 11:28AM-12:00PM Moment of silence for the January 6th Capitol attacks
 1/26 10:54-11:06AM Retirement of Supreme Court Justice Breyer
 1/27 11:33-11:58AM President Biden addresses Justice Breyers upcoming retirement
 2/3 9:19-9:30AM President Biden's remarks on a special forces operation in Syria in which an ISIS leader was killed
 2/22 1:20-1:41PM President Biden's remarks on the escalating crisis in Ukraine
 2/23 9:28-9:44PM Blasts heard in Ukraine's capitol and the invasion by Russia
 2/24 12:42-1:23PM Unfolding war in Ukraine
 2/25 8:00-8:03AM President Biden's announcement on Supreme Court nominee
 2/25 1:00-1:29PM President Biden's announcement of a Supreme Court nominee
 3/8 10:23-10:42AM President Biden's announcement of a ban on Russian Oil Imports in response to the invasion of Ukraine
 3/11 9:31-9:45AM President Biden's announced additional economic sanctions on Russia in response to their invasion of Ukraine
 3/16 8:05-8:38AM Ukrainian President Volodymyr *Zelensky* address to congress
 3/16 12:01-12:17PM President Biden's remarks on Ukrainian aid
 3/21 2:19-2:47PM Confirmation of Ketanji Brown Jackson and her opening statement
 3/22 8:00-10:33AM Confirmation hearing for Ketanji Brown Jackson
 3/23 1:32-1:37PM Death of Madeleine Albright
 3/24 12:32-1:01PM President Biden's press conference from the NATO summit
 3/26 12:16-12:47PM President Biden's address from Poland

WMTV Local News Special Reports

1/20 2:33-2:57PM Verdict of the Chandler Halderson case
 1/24 1:40-1:43PM Lockdown at Middleton High School

Severe Weather Cut-ins

3/5 5:17-5:18PM, 6:48-6:49PM, 8:19-8:21PM

Public Service Report for NBC15 (WMTV) 1st 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. **Diaper Drive;** raised more than \$129,000. Funds go to The Village Diaper Bank.
2. **Crystal Apple Awards Call For Entries;** 622 teachers nominated

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 \$43,065 value. **Station Employees participation; news coverage**

2. **Crystal Apple Awards**, ran multiple promos, approximate \$33,000 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?

\$129,000 The Village Diaper Bank

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 113,000 diapers for our Diaper Drive Drive in addition to the funds. With cash contributions, the total number of diapers raised was 1,019,458.

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

Emcee and Organizer for the Leukemia and Lymphoma Society Student of the Year Awards. (5 hours)

Participant for WBA Student Seminar (1.5 hours)

Board Meeting - Alzheimer's & Dementia Alliance (2.5 hours)

Celebrity Soup Server at Habitat for Humanity Souper Bowl (3 hours)

Presenter and Panelist – Wisconsin Broadcasters Association Student Job Fair (7 hours)

Member— American Advertising Federation (4 hours)

Past President — American Advertising Federation (10 hours)

Coach – Youth Basketball (55 hours)

Emcee — ATHENA Awards (1.5 hours)

Volunteer— Reading at West Middleton Elementary School (2 hours)

Judge — Emmy Awards (2 hours)

Coach—Youth Softball (29 hours)

President—Sun Prairie Youth Football (26 hours)

Judge—Athena Awards (2 hours)

Blood Donation—Red Cross (1.5 hours)

Judge — Colorado Broadcasters Association Awards (2 hours)

Judge — Missouri Broadcasters Association Awards (2 hours)

Judge — Illinois Broadcasters Association Awards (2 hours)

Volunteer—Diaper Drive (6 hours)

Guest Lecturer— UW-Madison Journalism Class (2 hours)

Meeting—West Middleton Parent Action Team (2 hours)

Volunteer— First Grade Class (2.5 hours)

Guest Lecturer—Careers in Broadcasting at Janesville Parker High School (1.5 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.)?

Ran news stories about re-districting and how to find your new polling place

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

We ran a Diaper Drive to help families in need during the COVID-19 pandemic

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

***About 25 employees, about 172 volunteer hours donated**

**NBC15 Sponsored Community Events
1st Quarter 2022**

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 24, 2022

PSAs Ran Jan 26 – Feb 24

Thank you PSAs ran Feb 25 – March 31

Raised 1,019,458 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 26-March 31st