



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

APRIL 1 – JUNE 30, 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 11:30am	Monday-Friday	11:30-Noon
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)

4/5, 4PM: TIM LEMONDS SUED MMSD TO TRY TO STOP THE DISTRICT FROM RELEASING OPEN RECORDS WE REQUESTED. LEMONDS' LAWYER CLAIMS THE INFORMATION WOULD HURT HIS CLIENT'S REPUTATION.

4/5, 9PM: THE SUN PRAIRIE SCHOOL DISTRICT UNCOVERING HISTORY TODAY! WHILE DEMOLISHING THE HOLD JUNIOR HIGH BUILDING, CREWS DISCOVERED A TIME CAPSULE FROM 1971 IN THE WALLS.

4/13, 9PM: GOVERNOR EVERS JOINED THE WISCONSIN DEPARTMENT OF WORKFORCE DEVELOPMENT TODAY TO ANNOUNCE NEW FUNDS FOR THE U-W SYSTEM... THE OVER \$1,000,000 IN GRANTS WILL GO TOWARD THE WISCONSIN FAST FORWARD PROGRAM.

4/17, 10PM: ALL MIDDLE AND HIGH SCHOOL STUDENTS ARE SET TO RECEIVE FREE BUS PASSES THIS SUMMER.

4/18, 4:30 AM: THE MADISON METROPOLITAN SCHOOL DISTRICT HAS NAMED AN INTERIM SUPERINTENDENT. LISA KVISTAD WILL LEAD THE DISTRICT FOR THE 2023 TO 2024 SCHOOL YEAR.

5/3, 5PM: A TEACHER IN PLATTEVILLE'S COMMITMENT TO HIS DEPARTMENT AND STUDENTS IS BEING RECOGNIZED AT A NATIONAL LEVEL.

5/23: 4:30 AM: FOR THE FIRST TIME IN AT LEAST A DECADE, THE MADISON METROPOLITAN SCHOOL DISTRICT COULD SEE ITS OPERATING REVENUES GO DOWN IN 2024.

6/13, 5PM: RESEARCH UNVEILED TODAY OUT OF UW-MADISON SHOWS KIDS AND TEENS ARE FINDING MORE DIVERSITY IN WHAT THEY READ.

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)

4/3, 6PM: SPENDING ON THE HIGH-STAKES WISCONSIN SUPREME COURT RACE HAS NOW TOPPED \$42,000,000. THAT'S NEARLY TRIPLE THE PREVIOUS NATIONAL RECORD FOR A COURT RACE.

4/4, 4:30 AM: THOUSANDS OF MADISON VOTERS HAVE ALREADY CAST THEIR BALLOTS AHEAD OF TODAY'S HIGHLY ANTICIPATED SPRING ELECTION. THE OUTCOMES OF LOCAL AND STATEWIDE RACES TODAY COULD HOLD MAJOR IMPLICATIONS.

4/4, 4PM: COLTON IS FOLLOWING INCUMBENT SATYA RHODES-CONWAY TO WHAT HAS THE MAYOR'S DAY LOOKED LIKE.

4/4, 5PM: LIVE COVERAGE FROM WHAT MANY FEEL IS THE MOST CONSEQUENTIAL RACE ON THE BALLOT TONIGHT, THE RACE FOR WISCONSIN'S STATE SUPREME COURT SEAT.

5/2, 5PM: THE BIENNIAL BUDGET DEBATE BEGAN BETWEEN THE WISCONSIN JOINT FINANCE COMMITTEE TODAY AT THE CAPITOL. A REPUBLICAN MOTION PASSED TO REMOVE 545 ITEMS FROM GOVERNOR TONY EVERS' PROPOSAL.

5/19, 11AM: UNDER THE BILL, \$1.5 BILLION IN AID TO MUNICIPALITIES WOULD BE PAID FOR BY TAPPING 20% OF THE STATE'S FIVE-CENT SALES TAX.

5/25, 4:30AM: THE POLL ALSO SHOWS MORE INFORMATION ABOUT THE PRIMARIES AS A WHOLE AND FOUND A MAJORITY OF PEOPLE HAVE UNFAVORABLE VIEWS OF TRUMP, DESANTIS AND PRESIDENT JOE BIDEN RUNNING.

6/5, 4PM: FORMER VICE PRESIDENT MIKE PENCE IS OFFICIALLY JOINING THE 2024 PRESIDENTIAL RACE.

III. LOCAL BUSINESS AND TOURISM

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

4/1, 6PM: THE HENRY VILAS ZOO IS NOW STARTING A PROMOTION FOR MEMBERS.

4/3, 9PM: EXCITING NEWS FOR BUCKS FANS! THE TEAM IS BACK IN THE POST SEASON FOR THE SEVENTH CONSECUTIVE YEAR AND YOU COULD GET THE CHANCE TO SEE THEM! TICKETS FOR POST SEASON GAMES ARE SET TO GO ON SALE TOMORROW AT NOON ON THE BUCKS WEBSITE.

4/12, 4PM: ALL 2,000 TERRACE CHAIRS WERE SET OUT THIS MORNING AND ARE GREETING PATRONS FOR THE FIRST TIME SINCE OCTOBER.

5/9, 11 AM: THE WORLD'S LARGEST BRAT FEST IS RETURNING TO MADISON OVER MEMORIAL DAY WEEKEND AND THEY'RE LOOKING FOR SOME GRILL MASTERS!

6/2, 11 AM: WELL FESTA ITALIA STARTS THIS AFTERNOON. ITS A PICNIC TO CELEBRATE ITALIAN CULTURE WITH FOOD, MUSIC, AND MORE

6/3, 6PM: THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES IS WAIVING ALL STATE PARK AND FOREST FEES. THAT MEANS ALL OF WISCONSIN'S 50 STATE PARKS AND 15 STATE FORESTS ARE FREE TO VISIT FOR EVERYONE.

6/5, 4PM: TODAY MARKS THE COMPLETION OF PHASE ONE OF THE \$85 MILLION EXPANSION PROJECT AT DANE COUNTY REGIONAL AIRPORT. ITS NEW TERMINAL IS THE SINGLE BIGGEST PROJECT IN THE AIRPORT'S HISTORY.

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)**

4/2, 5PM: EASTER IS NEXT SUNDAY. AND BECAUSE OF THE HIGH PRICE OF EGGS THIS YEAR MANY PEOPLE ARE FINDING CREATIVE WAYS TO SAVE.

4/3, 10PM: THE CONTINUOUS MEDICAID COVERAGE REQUIREMENT CONNECTED TO THE COVID-19 PUBLIC HEALTH EMERGENCY WILL EXPIRE.

4/7, 9PM: CITY OF MADISON OFFICIALS ALSO ALERTING RESIDENTS EAST WASHINGTON AVENUE WESTBOUND WILL BE SHRINKING DOWN TO ONE LANE STARTING NEXT WEEK.

4/7, 9PM: GO CHECK YOUR LETTUCE'S BEST BY DATE. REVOLUTION FARMS IS RECALLING ALL PRODUCTS SOLD UNDER THEIR BRAND.

5/1, 11AM: THE DEMAND IS TURNING SOME PATRONS TO SEARCH FOR SEATS ON THIRD PARTY WEBSITES.. BUT MANY OF THESE COMPANIES SELL TICKETS AT A STEEP MARK UP, AT DOUBLE OR TRIPLE THE ORIGINAL PRICE.

5/4, 5PM: IF IT SEEMS GAS PRICES ARE DROPPING, YOU'RE RIGHT. THE NATIONAL AVERAGE FOR A GALLON OF REGULAR GAS HAS FALLEN SIX CENTS SINCE LAST WEEK TO HIT \$3.57.

6/14, 5PM: CHECK YOUR FREEZER. SEVERAL FROZEN FRUIT ITEMS WITH STRAWBERRIES ARE BEING RECALLED.

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)**

4/1, 5AM: THE STORMS IS ALSO LEAVING THOUSANDS OF PEOPLE WITHOUT POWER. LET'S TAKE A LOOK AT OUTAGES HERE IN WISCONSIN.

4/2, 9PM: NEW INFORMATION FROM THE NATIONAL WEATHER SERVICE. THE NWS HAS CONFIRMED SIX ADDITIONAL TORNADOES THAT TOUCHED DOWN ON FRIDAY.

4/10, 6PM: THIS YEAR'S STATE-WIDE TORNADO DRILL IS SET FOR APRIL 20TH. IT'S PART OF TORNADO AND SEVERE WEATHER AWARENESS IN WISCONSIN, WHICH GOVERNOR TONY EVERS HAS SET FOR NEXT WEEK.

6/2, 11 AM: OFFICIALS ALSO SAY TO STAY INFORMED BY WATCHING THE FORECAST AND ANY EXTREME HEAT ALERTS.

6/5, 9PM: THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES HAS ISSUED AN AIR QUALITY ADVISORY UNTIL TOMORROW AT MIDNIGHT FOR MANY COUNTIES ACROSS THE STATE. THE ALERT WAS ISSUED DUE TO SMOKE FROM THE WILDFIRE IN QUEBEC.

6/28, 11 AM: THE POLLUTION IN BIGGER CITIES CONTRIBUTES TO THAT HAZE HOVERING CREATING A SMOG IN MANY PLACES. AN AIR QUALITY ALERT REMAINS IN PLACE IN THE CHICAGO AREA.

VI. COVID-19 PANDEMIC

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

4/11, 4:30AM: THE NATIONAL EMERGENCY FOR COVID-19 IS OFFICIALLY OVER MORE THAN THREE YEARS AFTER IT WAS DECLARED BY FORMER-PRESIDENT TRUMP.

4/20, 4PM: LESS THAN ONE IN FIVE ELIGIBLE AMERICANS HAVE GOTTEN THE RECOMMENDED UPDATED COVID-19 VACCINE. BUT ADDITIONAL DOSES OF THE BIVALENT BOOSTER HAVE BEEN GIVEN THE GREEN LIGHT FOR SOME ADULTS.

4/27, 11 AM: EMERGENCY COVID-19 EFFORTS ARE COMING TO AN END HERE IN WISCONSIN. TESTING AND VACCINE SERVICES WILL BE CHANGING.

5/15, 4PM: THE JOHNSON AND JOHNSON COVID VACCINE IS NO LONGER AVAILABLE IN THE UNITED STATES.

5/25, 4PM: THE NATIONAL INSTITUTES OF HEALTH FUNDED THE TWO YEARS OF RESEARCH TO THE TUNE OF ONE BILLION DOLLARS. THE SYMPTOMS OF LONG COVID INCLUDE FATIGUE, BRAIN FOG, DIZZINESS, GASTROINTESTINAL ISSUES, AND HEART PALPITATIONS.

6/11, 10PM: THE NATIONAL INSTITUTE OF HEALTH IS RELEASING ITS FINDINGS INTO LONG COVID IDENTIFYING SYMPTOMS AND COMMONALITIES AMONG PATIENTS.

6/15, 11 AM: TODAY ADVISERS TO THE FOOD AND DRUG ADMINISTRATION ARE SET TO VOTE ON UPDATED COVID-19 VACCINES.

VII. CRIME & PUBLIC SAFETY

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

4/3, 4PM: GOVERNOR TONY EVERS ANNOUNCED TODAY THAT HE HAS SIGNED A REPUBLICAN-AUTHORED BILL THAT WOULD ALLOW LOCAL GOVERNMENTS TO IMPOUND REPEAT RECKLESS DRIVERS' VEHICLES.

4/4, 4PM: NEW THIS AFTERNOON, THE DANE COUNTY MEDICAL EXAMINER'S OFFICE RELEASED THE NAME OF THE MAN WHO WAS KILLED IN A SHOOTING ON MADISON'S WEST SIDE LAST WEEK.

4/18, 4PM: THE MEDICAL EXAMINER SAID 52-YEAR-OLD ESSER WAS KILLED EARLY MONDAY AFTERNOON IN A ROLLOVER CRASH IN THE VILLAGE OF DANE THAT LED TO THE ARREST OF ANOTHER DRIVER.

5/3, 10PM: MARCUS RANDLE EL WILL SERVE AT LEAST 60 YEARS IN PRISON FOR KILLING BRITTANY MCADORY AND SEAIRAHA WINCHESTER. TODAY THEIR FAMILY AND FRIENDS FILLED THE COURTROOM TO EXPRESS THE PAIN THEY FEEL ABOUT LOSING THEIR LOVED ONE IN SUCH A VIOLENT WAY.

6/1, 10PM: POLICE BELIEVE AN INTERACTION BETWEEN TWO PEOPLE HAPPENED BEFORE THE SHOTS WERE FIRED AND NO INJURIES HAVE BEEN REPORTED. THE DEPARTMENT DID RELEASE THIS PICTURE OF A DARK COLORED SUV AND SAY THE DRIVER IS BETWEEN 60 AND 70 YEARS OLD.

6/7, 9PM: SAD NEWS FOR POTATO LOVERS TODAY. NEW PHOTOS FROM THE SCENE ON A COLUMBIA COUNTY HIGHWAY AFTER A SEMI-TRACTOR TRAILER HAULING POTATOES CAUGHT FIRE. THIS WAS ALONG I-39/90 NEAR LODI.

6/8, 4:30 AM: ONE OF THE YOUNG WOMEN SERVING TIME FOR THE 2014 WAUKESHA SLENDER MAN STABBING IS SEEKING EARLY RELEASE AGAIN. 21-YEAR-OLD MORGAN GEYSER IS ASKING TO HAVE HER 40-YEAR COMMITMENT AT A STATE MENTAL HEALTH FACILITY SHORTENED.

VIII. AGRICULTURE

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

4/5, 10PM: THE CITY SAYS THEY ARE WORKING WITH THE DNR TO PREVENT THESE WATER CONCERNS FROM HAPPENING AGAIN.

4/12, 10PM: SOME RESIDENTS HAD EVACUATED TO AFTER A WILDFIRE BROKE OUT RIGHT AROUND 4:00 THIS AFTERNOON AND WE LEARNED AROUND 8:00 TONIGHT THAT THE FIRE HAS BEEN FULLY CONTAINED.

5/3: 10PM: WISCONSIN WOMEN MAKING A DIFFERENCE, THIS TIME IN THE FIELD OF FARMING. ONE NETWORK CALLED WISCONSIN WOMEN IN CONSERVATION IS HELPING WOMEN GROW IN THE INDUSTRY.

5/16, 5PM: DANE COUNTY OFFICIALS KICKED OFF A NEW SEASON OF THE YAHARA CHAIN OF LAKES SEDIMENT REMOVAL PROJECT.

5/22, 6PM: FOR THE ROUGHLY 15,000 OF US WHO VISIT THE DANE COUNTY FARMERS MARKET EVERY SATURDAY, THERE ARE ABOUT 15% OF MARKET VENDORS WHO ARE HMONG.

6/1, 4PM: NOW IN IT'S EIGHTH YEAR, THE ADOPT A DAIRY COW PROGRAM SUPPLIES THOSE VISITING LOCAL FOOD SHELVES WITH FRESH MILK, WHICH IS A RARELY DONATED, NUTRIENT-RICH PRODUCT.

6/6, Sat 5AM: TODAY IS THE 44TH ANNUAL DANE COUNTY BREAKFAST ON THE FARM HELD AT THE KAHL FAMILY FARM WHERE NEARLY 5,000 PEOPLE ARE EXPECTED TO ATTEND.

6/20, 4PM: THIS WEEK IS POLLINATOR WEEK! AS PART OF THE CELEBRATION, LEGISLATORS AND ADVOCATES INTRODUCED THE POLLINATOR PROTECTION PACKAGE.

IX. COMMUNITY IMPACT/OUTREACH

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

4/2, 5PM: ONE GROUP IN SOUTH CENTRAL WISCONSIN IS HELPING GIRLS GET ACTIVE. THEY'RE JUST ABOUT TO KICK OFF THEIR 35TH SEASON, AND FOR THEM, THE RACE GOES BEYOND THE FINISH LINE. IT'S A LESSON ON LIFE.

4/3, 4PM: DESIGN FOR A DIFFERENCE IS ACCEPTING NOMINATIONS FOR THIS YEAR'S MAKEOVER. THE COMMUNITY DRIVEN MOVEMENT CHOOSES ONE NON PROFIT IN THE MADISON AREA TO GET A FREE INTERIOR MAKEOVER.

4/5, 4PM: TODAY MADISON JEWISH SOCIAL SERVICES WAS JOINED BY REPRESENTATIVE MARK POCAN TO ANNOUNCE \$250,000 IN FEDERAL FUNDING.

4/9, 5PM: DINING OUT TO HELP FIGHT HUNGER IN OUR AREA. THAT'S THE IDEA BEHIND A CAMPAIGN RUNNING THIS MONTH AS IT'S BROUGHT BY A PARTNERSHIP OF SECOND HARVEST FOODBANK AND FOOD FIGHT RESTAURANT GROUP.

4/12, 4PM: THE OVERTURE CENTER FOR THE ARTS, IN DOWNTOWN MADISON, HOSTED ITS 7TH COMMUNITY BLOOD DRIVE. THEY DO THIS IN PARTNERSHIP WITH THE AMERICAN RED CROSS.

4/15, 6AM: IT'S DAY TWO OF THE MIDWEST HORSE FAIR AT THE ALLIANT ENERGY CENTER. THINGS ARE GETTING STARTED SOON HERE WITH GATES OPENING UP AT 7:00.

4/28, 5PM: A HIGHLY ANTICIPATED EVENT RETURNS TO THE STREETS OF THE CAPITOL CITY TOMORROW MORNING. THE 41ST ANNUAL CRAZY LEGS CLASSIC! THE FESTIVITIES START JUST BEFORE 10 AM.

X. SOCIAL JUSTICE

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

4/2, 9PM: PEOPLE GATHERED TO LET THEIR VOICES BE HEARD BEFORE TUESDAY'S ELECTION. THE "RALLY FOR OUR RIGHTS" ADVOCATED FOR PRO-CHOICE LEGISLATION AND CHANGES TO WOMEN'S REPRODUCTIVE RIGHTS SPEAKERS EMPHASIZING AT THE OCCASION THE SUPREME COURT RACE LIKELY DECIDING WHICH WAY THE HIGH COURT WILL SWING ON THE TOPIC OF ABORTION RIGHTS.

4/20, 6PM: TODAY IS THE START OF "STAND AGAINST RACISM" WEEK IN ROCK COUNTY. COMMUNITY LEADERS KICKED OFF THE WEEK WITH AN IN-PERSON RALLY SHARING WHY THEY FEEL IT'S IMPORTANT TO ELIMINATE RACISM.

5/5, 6P: TODAY IS THE NATIONAL DAY OF REMEMBRANCE FOR MISSING AND MURDERED INDIGENOUS WOMEN AND GIRLS. TO HONOR THE DAY, THE WISCONSIN WOMEN'S COUNCIL AND STATE DEPARTMENT OF JUSTICE HELD AN EVENT AT THE CAPITOL TO RAISE AWARENESS ABOUT VIOLENCE AGAINST NATIVE WOMEN AND GIRLS.

6/12, 10PM: THE JUNETEENTH CELEBRATION IS HAPPENING THIS SATURDAY, WHICH IS THE 17TH, FROM NOON UNTIL 10 PM. IT WILL BE A DAY FILLED WITH LEARNING, CULTURAL EVENTS AND FUN.

6/16, 5AM: A FOND DU LAC COUNTY NATIVE AMERICAN TRIBE WANTS FEDERAL RECOGNITION. THE BENEFITS OF "OFFICIAL" STATUS INCLUDE FINANCIAL SUPPORT AND FEDERAL SERVICES.

6/22, 5P: HERE IN MADISON, JUNETEENTH FLAGS WERE RAISED AT UNIVERSITY HOSPITAL AND AMERICAN FAMILY CHILDREN'S HOSPITAL AS A MEANS TO REAFFIRM UW-HEALTH'S COMMITMENT TO ANTI-RACISM.

NBC News Special Reports

4/4	12:10-1:13 PM	President Trump's arraignment
4/4	1:14-2:00 PM	President Trump's arraignment
4/4	2:01-3:40 PM	President Trump's arraignment
4/25	9:10-9:13AM	Death of Harry Belafonte
5/3	1:00-1:07PM	Shooting at an Atlanta, GA hospital
5/9	2:10-2:30PM	Former President Trump being found liable for batter and defamation in a civil case
6/2	6:00-6:16PM	President Biden's speech regarding debt ceiling
6/8	6:42-7PM	Special Council's investigation of President Trump
6/9	12:48-12:51PM	2 nd Indictment of former President Donald Trump being unsealed
6/9	2:34-3:37PM	Indictment of former President Trump
6/13	12:33-3:30PM	President Trump's arraignment
6/20	8:44-8:51AM	Hunter Biden's plea deal on tax charges
6/22	2:00-2:20PM	Missing Titanic sub and the passengers that are presumed dead
6/29	9:11-10:00AM	Supreme Court affirmative action ruling
6/29	11:48AM-12:12PM	President Biden's remarks on the affirmative action vote
6/30	9:04-9:52AM	Supreme Court ruling on student loan forgiveness
6/30	3:00-3:20PM	President Biden's remarks on student loan forgiveness decision

WMTV Local News Special Reports

4/4	9:37-9:41PM	Judge Janet Protasiewicz's victory speech
-----	-------------	---

Severe Weather Cut-ins

4/4	1:13-1:14PM, 2:00-2:01PM, 10:48-10:49PM, 11:23-11:24PM
4/19	2:00-2:02PM, 2:19-2:21PM, 3:00-3:02PM

**Public Service Report for NBC15 (WMTV)
2nd 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. Crystal Apple Awards;** 760 nominations, 472 teachers nominated, 5 winners awarded with stories in the newscasts, 10 honorable mentions with framed certificates mailed out.
- 2. Take Your Brat To Work Day;** to benefit over 100 local charities through The World's Largest BratFest
- 3. Tellurian Celebrity Golf Tournament** to benefit Tellurian Substance Use and Mental Health Recovery Centers
- 4. American Family Insurance Golf Tournament,** benefitting over 400 local charities
- 5. Adopt A Dairy Cow Milk Fundraiser** for Second Harvest Foodbank
- 6. Crazylegs Classic** to benefit UW Madison Athletics
- 7. Concert On The Green** to benefit the Madison Symphony Orchestra League's Student Education Programs

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. Crystal Apple Awards, ran web ads and multiple promos, approximate \$9,000.00 value. Station Employees participation; featured on website and social media; news coverage.**

2. **Take Your Brat To Work Day, ran web ads, and promos, approximate value \$10,000.00. Station employees participation, featured on website, social media and news coverage.**
3. **Tellurian Celebrity Golf Tournament, ran promos, approximate value \$800.00. Station Employees participation; featured on website and news coverage.**
4. **American Family Insurance Golf Tournament, ran web ads and PSAs, approximate value \$5,500.00. Station Employees participation; featured on website and live news coverage.**
5. **Adopt A Dairy Cow Fundraiser, ran multiple promos, approximate \$13,000.00 value. Ran social media campaign; featured on website; several weeks of news coverage.**
6. **Crazylegs Classic, Monetary Sponsorship, Station Employees participation; featured on website and social media; news coverage.**
7. **Concert On The Green, ran PSAs, approximate value \$3,750.00. Station Employees participation; featured on website; news coverage.**

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

BratFest/Take Your Brat To Work Day - **Approx. \$120,000**

Tellurian - **Approx. \$100,000**

Adopt a Dairy Cow to benefit Second Harvest Foodbank - **\$156,444**

American Family Insurance monies raised have not been completely calculated yet.

Crazylegs Classic monies raised have not been completely calculated yet.

Concert on the Green to benefit the Madison Symphony Orchestra Youth Education Programs - **Approx. \$50,000**

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 sold 24,419 Brats in 3 hours for charity during Take Your Brat To Work Day.

We raised 48,000 gallons of milk for Second Harvest Food Bank

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

Coach—Sun Prairie Youth Softball (51 hours)

Board Member—Sun Prairie Youth Football (15 hours)

Sun Prairie High School Quarterback Club President (17 hours)

Coach—Verona Little League (50 hours)

Celebrity Judge – Spring FoodCentric Food Show (4 hours)

Blood Donation—Red Cross (1.5 hours)

Litter Collector – Starkweather Creek (2 hours)

Celebrity Participant – UW-Madison Badger Film Club Project (2 hours)

Speaker – Senior Adult Ministry Group at Messiah Lutheran Church (2 hours)

Board Meeting – Alzheimer's & Dementia Alliance of Wisconsin (3.5 hours)

Reading Volunteer— Good Shepherd Lutheran in Watertown (2.5 hours)

Volunteer – O'Keefe Middle School Event (3 hours)

Guest Speaker – UW Madison Journalism Class (1 hour)

Guest Reader at 2nd Grade (.5 hours)

Planning Call – Marsy's Law Panel for Department of Justice (1 hour)

Meeting—West Middleton PTO (1 hour)

Participant – Women to Watch BRAVA Event (1 hour)

Panelist – Statewide Crime Victims' Rights Conference (1.25 hours)

Advanced Math Volunteer—West Middleton Elementary School (.75 hours)

Volunteer—West Middleton Elementary School (2 hours)

Participant – Community Living Alliance Community Breakfast (2 hours)

Emcee—Walk MS Event (1 hour)

Emcee—Stand Up and Sing to benefit the Canopy Center (2 hours)

Volunteer—Meeting with Canopy Center to become a Board Member (1 hour)
Emcee—Walk to Cure Arthritis (1 hour)
Participant – Tellurian Golf Outing (4 hours)
Celebrity Cashier at BratFest (8.5 hours)
Panel Member – WI Department of Health Services Summit (6 hours)
Emcee and Participant – Habitat for Humanity of Dane County 7th Women’s Build (4 hours)
Volunteer – Work with UW Medical Students on Learning How To Be Interviewed on Live Television (2.5 hours)
Volunteer – UW Student Film Premiere (2.5 hours)
Reading Volunteer— Weston Elementary School in Cazenovia (4 hours)
Attendee – Madison Parks Foundation Fundraiser (4 hours)
Keynote Speaker – Attic Angels Association Vounteers (2.5 hours)
Attendee – VFW Memorial Day Memorial Service (1 hour)
Emcee – Cystic Fibrosis Foundation’s Madison Great Strides Walk (2 hours)
Volunteer – Middleton Chamber Ambassadors Meeting (1 hour)
Emcee—Madison Take Steps Walk for Crohn’s and Colitis Foundation Madison Chapter (3 hours)
Emcee – Wisconsin Historical Society Event (3 hours)
Grand Marshall – Fools; Flotilla for Wisconsin River Alliance (3 hours)
Attendee – Madison Symphony Orchestra Concert on the Green Fundraiser (3 hours)
Emcee/Quizmaster – PRSA (Public Relations Society of America) National Convention in Madison (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.)?

Ran news stories about how to register to vote, where to vote and coverage of April 4 election.

How did your station provide coverage in a time of crisis or assist with disaster relief efforts? **We provided extensive weather and news coverage when wildfire smoke affected the air quality in our area in June.**

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

***About 10 employees, about 230 volunteer hours donated**

NBC15 Sponsored Community Events 2nd Quarter 2023

APRIL

Crazylegs Classic

To benefit UW Madison Athletics

Monetary Sponsorship/News Coverage/Link on NBC15.com

Stories Ran April 14 – April 29

MAY

Crystal Apple Awards

Award Recognizing Local Teachers

Creating Promos/News Coverage/Link on NBC15.com

Promos Ran May 4 – June 7

Take Your Brat To Work Day (Kickoff to World's Largest Bratfest)

To benefit over 100 local charities
Creating Promos/News Coverage/Website takeover/Link on NBC15.com
Promos Ran May 18 – June 8

JUNE

Tellurian Celebrity Golf Tournament

To benefit Tellurian Substance Use and Mental Health Recovery Centers
Created and ran promos and provided news coverage and news anchor to emcee event
Promos Ran May 16 – May 24

American Family Insurance Golf Tournament

To benefit over 400 local charities, including American Family Insurance Children's Hospital
Creating Promos/News Coverage/Live News Coverage/Website takeover/Link on NBC15.com
Promos Ran June 2 – June 10

Adopt A Dairy Cow

Milk Fundraiser for Second Harvest Foodbank
Creating Promos/News Coverage/Social Push/Link on NBC15.com
PSAs ran June 1 – June 30

Concert on the Green

Fundraiser for the Madison Symphony Orchestra Leagues Student Education Programs
Creating PSAs/News Coverage
PSAs ran May 25 – June 5
Promos Ran June 1 – June 30