



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

**JANUARY 1 – MARCH 31, 2017**

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>
<b>The Morning Show</b>	Monday-Friday	4:30-7:00am
<b>The Morning Show Weekend</b>	Saturday	5:00-7:00am
<b>The Morning Show Weekend</b>	Sunday	6:00-9:00am
<b>15 News at 11am</b>	Monday-Friday	11:00-11:30am
<b>15 News at 4pm</b>	Monday-Friday	4:00-4:430pm
<b>15 News At 5</b>	Monday-Friday	5:00-5:30pm
<b>15 News At 6</b>	Monday-Saturday	6:00-6:30pm
<b>CW News at 9 (WMTV DT2)</b>	Monday-Sunday	9:00-9:30pm
<b>15 News at 10</b>	Monday-Friday	10:00-10:35pm
<b>15 News at 10</b>	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, 7:00-8:30am & 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” 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, Sunday nights, 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.

## **I. EDUCATION**

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

1/2 - 6pm: A UW freshman is among the 6 people missing after a private plane crashed into Lake Erie last Thursday.

1/5 – 9pm: A 17-year-old has been arrested in connection with the fire at Oregon High School.

1/8 – AM: A state lawmaker wants to introduce legislation that would require state schools to test students for drugs if parents request it.

1/9 – 6pm: The Madison Metropolitan School District Board of Education met today to hear from the public whether or not to approve the district's first public Montessor School.

1/13 – 9pm: A dangerous morning at East High School after a loaded handgun was found in a backpack.

1/17- 9pm: Janesville High School students have earned top ranks in an international robotics competition – first starting with more than 200 teams.

1/19 – AM: The Madison school district has been taking a lot of flack for not closing school the past few days when the icy roads have closed other schools.

1/24 – 5pm: The Madison Metropolitan School District is searching for 500 people to help tutor students.

1/27 – 4pm: A Sesame Street has been a destination for children's immigration for decades. Playing a part behind the lessons it teaches are experts from the University of Wisconsin's Center for Healthy Minds.

2/1 – 5pm: Gov. Walker is traveling the state announcing his budget proposals for funding rural schools.

2/5 – 5pm: Gov. Scott Walker wants to add \$649 Million dollars into K-12 schools in the state. He will be announcing his school proposal on Wednesday.

2/14 – 9pm: The Monroe community is grieving the deaths of three high school students. Tonight at a basketball game, Stoughton paid respects by wearing their colors and standing with them during the National Anthem.

2/15 – 4pm: Educators are discussing the gradual decline of preschool teachers in Wisconsin and how they can combat it.

2/23 – 5pm: A 7th grader from Madison won the Doodle 4 Google contest in Wisconsin and goes on to compete in the national competition.

2/28 – 9pm: A new male coalition is launching a citywide initiative to give youth and men of color resources and opportunities.

3/1 – AM: Gov Walker's proposed budget cuts could put an end to the Farm to School program for Wisconsin kids. Reedsburg community is working to get their own Boys and Girls club to offer afterschool activities to their students.

3/2 – 10pm: Teachers at American Family Children's Hospital School say you can throw the average teacher's lesson plan out the window. The Hospital School in Madison is the only one of its kind in Southern Wisconsin and is part of the Madison Metropolitan School District.

3/8 – 4pm: Hundreds in the Madison area took park in celebrating international women's day – even some who aren't old enough to vote.

3/11 – 6pm: Six schools in Madison that contained lead levels higher than the national standard were announced. East High School, Blackhawk and Sharman Middle Schools, and Gompers, Lapham and Lowell Elementary Schools were on the list.

3/15 – 11am: Candidates for Wisconsin State Superintendent are scheduled to meet for a forum today less than three week from the election.

### **NBC 15 News Continued**

3/21 – 5pm: More than 180 volunteers came together at Deforest High School to help donate meals to those in need.

3/22 – 4pm: The Sun Prairie School District no student is turned away from a hot lunch for their inability to pay, but one side effect is they are now \$57,000 dollar lunch balance deficit.

3/26 – AM: Survivors and supporters came together yesterday at Ten Pin Alley in Fitchburg to raise money and awareness for Lupus. We hear from two young women who live with the disease every day.

3/28 – 10pm: In the final days of Women’s History Month, one Madison group is encouraging young girls. The non-profit, We The Women, was started as a pilot program at Georgia O’Keefe Middle School and has proven successful and now has the possibility to grow.

3/31 – 6pm: Republican lawmakers who say school districts ask taxpayers for too much additional funding are seeking to rein in school referendums in a package of bills circulated this week.

**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. HUMAN RELATIONS / FAMILY**

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

1/1 – 9pm: Saint Mary’s hospital welcomed its first baby of the new year... Just after 7 this morning.

1/4 - AM: Illinois enacts a law to have hair stylists trained to recognize and address domestic abuse, and some in Wisconsin are looking at the benefit of such a law.

1/8 – 5pm: On Sunday a Madison church used the warmth of their hearts to help warm strangers on street.

1/15 – 5pm: A family is reunited after their daughter was kidnapped 18 years ago.

1/16 – 6pm: Speaker Ryan met with police chiefs from around the nation in Janesville about building trust in the community and de-escalation training.

1/21 – 9pm: In Madison, tens of thousands of people---filled state street and the Capitol Square this afternoon as part--of the-- nationwide protest.

1/22 – 5pm: Friends and family of Tony Robinson protested outside of the Madison Police Department’s South Side District Building because they say they don’t want Officer Matt Kenny Patrolling the streets.

1/31 – AM: The Boy Scouts of America will allow transgender kids who identify as boys to enroll in its boys-only program.

2/3 – 9pm: The number one birth defect in children are congenital heart defects – the story of a Waunakee family affected and how they’re working to support the American Heart Association’s efforts.

2/13 – 10pm: We spoke with local experts who say now is a good time to talk to your teens about teen dating violence.

2/16 – 10pm: We met a local six year old battling cancer. A stuffed monkey takes her place at school on days when she can’t make it in. We heard from her family and friends and teachers at school.

2/17 – 6pm: The University of Wisconsin-Madison’s student government arm is demanding the school give black students free tuition. The Associated Students Of Madison adopted a resolution Wednesday noting that blacks were legally barred from education during slavery and that the university remains out of reach for students of color.

2/22 – AM: Local synagogues are speaking out against the violence and anti-Semitism happening around the country.

2/23 – 10pm: The program, called DROP, stands for death, recovery or prison. Officer Chad Woodman of the Janesville Police Department says these are the only options someone has if they start using drugs.

3/4 - 6pm: The Junior League of Madison held its 13<sup>th</sup> Annual All Dressed Up Event in Madison for high school students in need of dresses. They are provided at a discount for those families who can’t afford them.

**NBC 15 News Continued**

3/6 – 9pm: The community gathered at the site of the shooting for a march and a vigil on the two-year anniversary of Tony Robinson’s shooting death.

3/13 – AM: People around the area showed their support for the U’Ren family over the weekend. At yesterday’s Cottage Grove Culver’s event it was estimated that the sales surpassed \$13,000.

3/19 – AM: Middleton offered a free self-defense training course for women looking to learn techniques to protect themselves.

3/27 – AM: Police in the western Wisconsin town of Lake Hallie say they are looking for a man trying to make family dog sick by throwing hot dogs with an unknown substance in them, in people’s yards.

3/30 – 5pm: Wisconsin joins 35 states with a system in place to keep addresses confidential for victim of violence, trafficking and stalking.

**Moms Everyday – Monday 11:30-12pm**

Moms Everyday is a 30-minute program by moms, for moms. Each week the panelists provide helpful information that families can use: parenting questions, affordable vacations, dealing with older family members, nutrition, education, social media, the latest products for your kids, and much more.

**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.

**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.

1/3 – 5am: Pediatricians recommend that teens do not use the muscle-building supplement Creatine, but many retailers try to sell it to them anyway. A new study finds weight loss surgery may cause eating and digestion problems.

1/9 – 4pm: With the winter cold comes aches and pains. Physical therapists say having good posture, stretching and drinking lots of water can help with symptoms.

1/11 – 6pm: After the first few weeks of the new year, maybe your pledge for change is getting hard to keep. We are here to help keep you focused and motivated.

1/12 – 5pm: Local officials weigh in on President-Elect Donald Trump’s decision to overturn the Affordable Care Act and the significant impact Wisconsin residents could feel.

1/16 – AM: Parents are turning to frozen meals because they are quick and convenient, but it’s not always the healthiest. More than a quarter of those surveyed were drawn to the cost savings, but processed meals have fewer fruits and veggies.

1/17 – 10pm: A state run software program doctors used to monitor prescription drug pain killer use got an update today. It’s working to help keep opioid abuse down.

1/20 – AM: The Well Expo is happening this weekend which will give event goers a look into options for a healthy lifestyle.

1/23 – 11am: The American Heart Association says women need to begin heart screenings at 20-years-old.

1/27 – AM: Some hospitals are using new protocols that could reduce the need for C-section births.

**NBC 15 News Continued**

2/3 – 11am: Today is “Go Red for Women National Wear Red Day.” Women should make sure to know their numbers – Cholesterol, HDL Cholesterol Blood pressure, Blood sugar and BMI.

2/8 – 11am: Vaping in high school has been found to increase a student’s chances of smoking cigarettes. A university of Michigan study found that vaping may make teens feel that smoking is not dangerous and they may be more likely to start smoking later on.

2/17 – 5pm: Flu activity is widespread in 46 states, including Wisconsin.

2/24 – AM: A 18 year study shows that there is no link between owning cats and mental health disorders. Certain depression treatments can lead to an increased risk of stroke.

2/27 – 5pm: This week is national eating disorder awareness week and a campaign is trying to bring awareness to the critical needs of people suffering from the disorder.

3/5 – AM: Skin care products can be misleading when it comes to describing what exactly is in some of the products.

3/7 – 11am: A medical psychologist with UnityPoint Health – Meriter talks about chronic pain and the seven things you can do to help ease the pain.

3/14 – 11am: 70% of employers surveyed by the National Safety Council said prescription drug abuse affects their workers, but very few feel prepared to deal with the issue.

3/16 – AM: A new high-tech bracelet can help patients with dementia detect problems before they can occur.

3/25 – AM: Brain scans could help doctors determine the treatment for depression patients.

We list a handful of ideas for healthier eating as March is national nutrition month.

3/28 – 4pm: Vitamin D and calcium supplements do not significantly lower the risk for cancer in older women as doctors had hoped.

3/29 – 11am: Dane County ranked 7<sup>th</sup> out of 72 counties in Wisconsin for health outcomes, according to the annual county health rankings. The data involved included more than 30 factors.

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

1/4 - 11am: We should know who will move forward in the process to take over the property at MATC’s downtown campus. The MATC board will meet tonight to make a decision on which three to five proposals to accept.

1/15 – 10pm: The most famous circus of all, Ringling Bros and Barnum and Bailey, will close later this this year. After entertaining generations of Americans for decades, the greatest show on earth has struggled to attract a new generation of fans.

1/25 – 6pm: Local unemployment rates went down or stayed the same in most major Wisconsin cities and up in most counties between November and December.

1/26 – 11am: An audit finds that major highway projects completed in Wisconsin over the past decade cost twice as much as initially estimated.

1/27 – 6pm: Hundreds of girls gathered on the east side of Madison today as the Badgerland Girl Scouts celebrated 100 years of selling cookies.

2/6 – AM: The High Point Road bridge replacement project is scheduled to begin today. The bridge will be closed and there will be a detour route using Mineral Point Road, South Junction Road and Watts Road.

2/10 – 6pm: Historic preservationists are preparing for another fight with Gov. Scott Walker over a wildly popular tax credit program used to restore and maintain historic properties.

2/12 – 5pm: The Alliant Energy Center, particularly the Coliseum building, could use an extensive update according to a new study. The county will decide whether or not to move forward with possible renovations and form a master plan at the end of the month.

2/20 – 11am: To celebrate President’s Day today, the National Park Service has waived its fees for more than 400 parks. This includes, entrance tour and transportation fees.

**NBC 15 News Continued**

2/21 – 5pm: Madison’s newest economic development specialist comes from Chicago and he’s bringing a fresh look to build a strong local economy.

2/27 – AM: The U.S. Department of Agriculture’s most recent statistics reports show the number of dairy cooperatives in Wisconsin continues to shrink, leaving dairy farmers in the state with fewer options for selling their milk.

3/9 – 6pm: Dane County is partnering with Madison on a new affordable housing project on the west side. It is located off Tree Lane and will cost more than \$11M. Construction is expected to start this spring.

3/15 – AM: People who avoid voting for a few years in Wisconsin, may soon be taken off the registration and will have to re-register to vote in the future.

3/21 – 10pm: After a quarry is proposed for the I39/90 corridor project, residents have mixed feelings. Residents' main concern is the environmental impact, while Hoffman Construction Co. says some misinformation has gotten around. That was the point of the meeting Tuesday, to get those questions answered.

3/22 – 10pm: Job seekers filled Alliant Energy Center today for a chance to speak with 150 employers. Within the first 30 minutes of Dane County Job Center's Job Fair Joseph Ledger said 500 people walked through the doors.

3/27 – 6pm: – The Common Council is considering changes to an advertisement policy for businesses.

**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.

## V. CONSUMER INFORMATION

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

1/3 – 11am: Orkin has released its latest top 50 bed bug cities list based on treatment data from the metro areas where it performed the most bed bug treatments in 2016.

1/6 – 11am: Online sales hit a record over the holidays. It topped 2015 by 11 percent.

1/12 – AM: A new medical grade tape that is supposed to de-age the wearers neck is causing quite the buzz and is sold out.

1/17 – 4pm: Walmart says it will add 10,000 jobs in the U.S. this year.

1/18 – 5pm: Tickets for the Texas homed Super Bowl 51 are cheaper now that all Texas teams have been eliminated from the playoffs.

1/19 – 11am: Netflix reports it added more than seven million new subscribers in its last quarter, thanks to shows such as "The Crown."

1/22 – 10pm: All of United Airlines domestic flights were grounded because of a computer outage.

1/30 – AM: IKEA is recalling over 30,000 foldable “Mysingso” beach chairs because there were 10 injuries reporting from the chairs collapsing including six fingertip amputations.

2/1 – AM: A local woman has fallen victim to a scam targeting job seekers where they are shipping stolen goods.

2/10 – 4pm: Consumers need to be on the lookout for tax scams this tax season. If your tax preparer promises you an inflated return, you should question it. Scammers usually target the elderly and those with a low income so be extra cautious if you fall in that group.

2/13 – 11am: Money expert Stacy Johnson talks about drones and what’s covered under insurance plans.

2/15 – 11am: Space heaters are very popular right now, but they aren’t as safe as you might think. Many people are using them wrong and in an instant tragedy can strike. If you choose to use one, you need to be very careful or a fire can easily break out.

2/18 – 6pm: Wells Fargo continues to see customers pulling back from doing business with the bank after the fake accounts scandal that was revealed late last year.

### **NBC 15 News Continued**

2/20- 4pm: The four things you need to know before you buy a new mattress.

2/24 – 4pm: JC Penney is closing up to 140 of its stores.

3/6 – AM: The FTC has warned of email and phone scams for decades, but one Monona woman was almost scammed by someone claiming to be from Publishers Clearing House.

3/12 – AM: Federal investigators have traced a Listeria outbreak to a soft cheese made by Vulto Creamery in New York. Two people died and four became sick because the cheese was made using raw milk.

3/17 – 11am: Money Expert Stacy Johnson has some tips on getting the best deals on financing or refinancing your car.

3/27 – 5pm: Nissan is recalling thousands of vehicles due to a power steering issue that can potentially lead to fires.

3/29 – 4pm: Slime is making a comeback with kids, but safety experts are warning families to be careful.

3/31 – 9pm: A recall for Epipen devices has expanded outside the U.S.

## VI. ENVIRONMENT

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

1/1 – 10pm: An early morning water main break left some people on Madison's west side without running water Sunday morning.

1/6 – 5pm: – There's a state of emergency in several states as millions across the south brace for a deadly winter storm.

1/13 – 11am: Bald Eagle watching days kicks off today in Sauk Prairie.

1/14 – 6pm: The Mad City Pond Hockey Championships will be postponed this year. It was slated for next weekend, but because of warmer weather in the forecast, organizers say it will be pushed back.

1/29 – 9pm: A shared solar project is officially in operation for MG&E customers in Middleton.

1/31 – 6pm: An advisory committee is getting ready to finalize its recommendations for revisions to Wisconsin's long-term chronic wasting disease program.

2/5 – AM: A volcanic eruption in Mexico was caught on video as the volcano spewed a column of gas and ash into the air. The volcano has been increasingly active since October.

2/11 – 9pm: A new pod of 240 whales swam ashore at a remote beach in New Zealand.

2/19 – AM: For the 3<sup>rd</sup> time in one month, a highway in Oregon is closed due to a landslide.

A massive landslide on a mountain in San Bernardino County was caught on camera. No one was hurt, but a few homes and a major road are threatened by unstable conditions.

2/20 – 10pm: Farmers across the area are keeping an eye on their crops as we have unseasonably warm weather. It could impact the crops.

2/26 – 10pm: Many Wisconsin Ski resorts are struggling to deal with this winter's warm weather spell and may have to close shop early.

3/1 – 6pm: How turning your home green can add some extra money to your wallets.

3/2 – 10pm: The District voluntarily had the lead levels tested in 157 school drinking fountains. In the tests conducted a few weeks ago, 14 of those fountains were found to have lead levels above standards set by the EPA. About 25% of MMSD schools were tested.

3/7 – 5pm: Dane County is receiving a new \$1.1 million program to help keep out lakes clean while partnering with local farmers.

3/13 – 10pm: A UW-Madison scientist and a supercomputer have re-created a tornado. According to UW-Madison, the video is a new supercomputer simulation of a supercell storm that left a path of destruction in Oklahoma in May 2011.

3/18 – 6pm: Olbrich Park friends did spring cleaning of the park in preparation for warmer weather. The park is one the biggest in Madison and the groups hopes to encourage more people to help preserve it.

3/31 – 10pm: Some people say they're upset beavers are being removed from Warner Park in Madison. Some people in the area say trappers are drowning the animals and it's inhumane.

### **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

1/6 12:19-12:25pm, 1:27-3pm, 4:19-4:24pm – coverage of the Ft. Lauderdale shooting  
 1/11 10:26-11:26am – Donald Trump news conference  
 1/18 1:23-2:28pm – President Obama final news conference  
 1/20 8:30-4:47pm – coverage of the inauguration of President Trump  
 1/21 3:25-3:26pm – coverage of the women’s march on Washington  
 1/23 12:43-1:30pm – White House briefing  
 1/25 1:50-1:54pm – President Trump statement  
 1/27 12:11-12:35pm – President Trump statement  
 1/31 7-7:17pm – President Trump announce Supreme Court nominee  
 2/10 12:07-12:39pm - President Trump statement  
 2/13 1:10-1:44pm - President Trump statement  
 2/16 11:50-1:22pm – President Trump news conference  
 3/2 3:05-3:24pm - President Trump statement  
 3/17 1:10-1:40pm - President Trump statement  
 3/20 9:23-10:13am, 12:51-1:03pm – FBI Director’s remarks to congress  
 3/22 10:10-11am, 11:46-11:58am  
 3/24 2:42-2:47pm, 3:12-3:28pm, 3:43-3:56pm – coverage of the health care bill failing to pass

### Severe Weather Cut-ins

2/28 Live weather cut-ins: 9:48-9:50am, 9:57-10:01am, 10:17-10:20am, 10:27-10:32am  
 3/6 Live weather cut-ins: 10:48-10:50pm, 11:11-11:13pm, 11:23-11:26pm, 11:52-11:54pm

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

1/2 – AM: Lawmakers return to Madison this week, Wisconsin Republicans will have their largest majorities in decades. They’ve credited President-Elect Donald Trump for that; now they’re asking Trump to give them new powers.

1/3 – 6pm: Both Republican and Democratic law makers have said they are hoping to work with one another on a lot when it comes to sorting out the budget.

1/5 – 5pm: The CIA-FBI report on Russian hacking of the U.S. election is finished and the key finding is that Vladimir Putin’s government tried to help Donald Trump win.

1/5 – 10pm: Speaker of the House Paul Ryan announced today the legislature will commence this year to repeal and replace the Affordable Care Act.

1/7 – 9pm: Thousands of people lined up this morning-- to get tickets to president Obama’s--farewell speech in Chicago--on Tuesday.

1/9 – AM Republicans are calling on Donald Trump to show leadership and act on U.S. intelligence proving Russia hacked emails to try and influence the election. Trump was briefed by intelligence leaders Friday, but tweeted this weekend to show his continued support for Russia. 1/11 – 4pm: In his news conference today, Donald Trump blasted what he calls “fake news” after a news organization published details of unverified allegations about the Russian government.

1/19 – 6pm: Congressman Mark Pocan is one of nearly 70 democrats boycotting the inauguration. He says this is to get Trump’s attention and protest the president-elect.

### NBC 15 News Continued

1/20 – 10pm: Donald Trump was sworn in as the 45<sup>th</sup> president of the United States today. We followed the excitement and protests surrounding the day.

1/23 – 5pm: The new White House press secretary focuses on the president's inauguration in his first official press briefing.

1/25 – 9pm: President Donald Trump signed an executive orders initiating a series of actions to stop illegal immigration, prompting more protests.

1/27 – 5pm: A panel of federal judges has ordered the Wisconsin Legislature to redraw legislative boundaries by November, rejecting calls from those challenging the maps to have the judges do the work.

2/2 – 6pm: Democratic U.S. Sen. Tammy Baldwin says she will vote against President Donald Trump's nominee for the U.S. Supreme Court. Republicans are accusing Baldwin of being a hypocrite since she had urged the Senate last year to quickly fill the vacancy.

2/4 – 6pm: President Trump's Temporary Immigration ban is on hold after a federal judge issued a temporary restraining order. However, the justice department is expected to appeal that ruling.

2/8 – 6pm: A mandate in the Governor's budget proposal would require school district employees to pay 12% of their health care premiums. This is something local governments are required to do under Act 10, but in the past, districts have been able to create their own health care payment plans.

2/11 – 6pm: Streets in downtown Madison were shut down for hours for a protest march against President Donald Trump and his immigration policies.

2/13 – 4pm: Thousands of people gathered in downtown Milwaukee for "A Day Without Immigrants" march and rally.

2/15 – AM: The White House is in a bit of turmoil as there are reports that Donald Trump was in constant communication with Russia during the presidential campaign.

2/21 – 11am: Today is spring primary day. The spring primary is historically Wisconsin's lowest-turnout election. So far today that proved to be true as there weren't many people or lines forming at several polling places we checked.

2/21 – 10pm: The spring primary was today, we took a look at voter turnout along with results.

2/24 – 5pm: 2/27 – 5pm: President Trump speaks at the CPAC, the first time a president has done so in his first term since Reagan.

2/26 – AM: The DNC elects a new chairman as they look to get more Democrats into legislative positions in government.

3/2 – 9pm: Janesville prepares for the arrival of Vice President Mike Pence. He will be at Blain supply with Speaker Paul Ryan.

3/3 – 4pm: VP Mike Pence visited Janesville today and spoke to workers about health care and the economy.

3/7 – 4pm: Wikileaks is back in the new after a document dump that claims the CIA targeted gadgets like smartphones as part of a surveillance program.

3/10 – 4pm: The President today leveled a strong claim against the Affordable Care Act -- saying it was intentionally made to fail.

3/14 – 10pm: The White House says President Donald Trump made more than \$150 million in income in 2005 and paid \$38 million in income taxes that year.

3/17 – 6pm: President Trump's new proposed budget could leave millions hungry as he has cuts for the meals on wheels program in it. Many people are worried that older Americans who rely on the service will suffer the most.

3/19 – 10pm: Beyond tensions over North Korea, this will be a critical week for the trump administration. Congressional investigations on Russia, questions about wiretapping, hearings for the Supreme Court nominee.

3/22 – 5pm: London Police say four people have died after a terrorist incident near the British Parliament.

3/23 – 11am: A showdown over the new GOP healthcare bill will come to a head today as congress votes on it. Many GOP leaders are worried that they won't have the votes to pass the bill and President Trump is actively trying to sway weary GOP congressman to vote yes.

3/25 – 10pm: U.S. Marines have been training with Norwegian and British troops in Operation Joint Viking. It's a show of force just a few hundred miles from Russia's border.

3/26 – 9pm: Two people are dead and several others are injured after three explosions went off at a market in Iraq.

3/31 – AM: There are reports of the White House sharing classified information with Russia as the investigation into Russia's involvement in the election heats up.

## **COMMUNITY PARTICIPATION**

### Ellen Buss – Program/Traffic Manager

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

### Russ Bruhn – News Director

3/4 WBA Student Seminar speaker

3/5 Kids Expo volunteer

3/16 Guest speaker at Madison Society of Professional Journalists quarterly meeting.

### Amy Carlson – Weather Anchor / Reporter

2/4 Super Bowl server for Habitat for Humanity

2/11 Emcee for Middleton Friends of Performing Arts "The Drifters."

3/5 Kids Expo volunteer

3/11 Emcee for the Huntington Disease ball

3/23 Print Into Design speaker

### Mike Jacques – Sports Anchor / Reporter

2/6 Gave studio tour to group

2/8 Spoke to UW Journalism students

### Ryan Lobenstein – Assignment Editor

Coached youth basketball for the YMCA January-March

### Leigh Mills – News Anchor / Reporter

2/25 ADDY Awards emcee

2/26 CTM Seussical guest reader

3/3 Academic Decathlon quizmaster

3/14 ATHENA awards emcee

3/26 Camp Bingo ball caller/emcee

### Meghan Reistad – News Anchor / Reporter

1/23 Gilda's club meeting

2/2 Event planning meeting for Agrace Hospice

2/24 Middle school presentation on working in news

3/2 Agrace Hospice meeting in Janesville

3/5 Kids Expo volunteer

3/7 Gilda's Club PR meeting

3/11 Sips & Sounds emcee

### Don Vesely – General Manager

2/9 Agrace Hospice luncheon

3/4 WBA Student seminar speaker

March U14 Rock Soccer Coach

### Geoff Sheilds – Operations Manager

3/4 WBA Student Seminar – presenter

3/5 American Legion fundraiser / auction

3/6 PFLAG membership meeting

3/7 American Legion executive committee meeting

- 3/9 American Legion membership meeting
- 3/10 and 3/16 Station tours for kids who are home schooled
- 3/23 Dane Co. Council American Legion meeting
- 3/28 3<sup>rd</sup> District American Legion executive committee meeting

John Stofflet – News Anchor / Reporter

- 1/3 Second Harvest Food Bank fundraising meeting
- 1/31 Badger Childhood Cancer Network board meeting
- 2/4 Super Bowl server for Habitat for Humanity
- 2/9 Second Harvest Food Bank fundraising meeting
- 2/25 Emcee for the Addy Awards
- 3/2 Read to elementary school children
- 3/3 Quizmaster – WI State Academic Decathlon
- 3/3 Celebrity server – United Cerebral Palsy of Dane Co. benefit
- 3/4 Kids Expo volunteer
- 3/4 Emcee for the WI Youth Symphony Orchestra gala
- 3/20 Badger Childhood Cancer Network board meeting

Tom Weeden – Chief Engineer

- 3/16 Assisted News Director with building tour for the Society of Professional Journalists

**Public Service Report for NBC15 (WMTV)  
1<sup>st</sup> Quarter 2017**

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. **BRAVA Kids Expo, BRAVA Magazine**
2. **Gilda's Club Madison**
3. **Bowlin for Colons, UW Carbone Cancer Center, GI Cancer Research**

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. **BRAVA Kids Expo, 175 -:30 length PSAs ran, approximately a \$3,500 value. Plus, several news mentions on newscasts.**
2. **Gilda's Club Madison, 307-:30 length PSAs ran, approximately a \$3,070 value.**
3. **Bowlin for Colons, 10 - :30 length PSAs ran, approximately \$350 in value.**

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

**\*\$9,156 UW Carbone Cancer Center**

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.)?

**\*N/A**

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

- Emcee – Addy Awards**
- **Guest Reader – Children's Theater of Madison**
- **Quizmaster – Academic Decathlon**
- **Emcee – Athena Awards**
- **Emcee – Camp Bingo**
- **Presenter – WBA Student Seminar**
- **Attendee – American Legion Fundraiser**
- **Attendee – PFLAG Membersihp Meeting**
- **Attendee – American Legion Meeting**
- **Attendee – Village of Mt. Horeb TV Committee Meeting**
- **Tour Guide – School Group**
- **Attendee – Design for a Difference Event**
- **Volunteer – BRAVA Kids Expo**
- **Attendee – Madison Society of Professional Journalist Quarterly**
- **Server – Souper Bowl – Habitat for Humanity**
- **Emcee – Middleton Friends at Performing Arts**
- **Attendee – Huntington Deisease Ball**
- **Speaker – Spring into Design**
- **Speaker – UW Sports Talk**
- **Speaker – Wisconsin Nurses Student Association**
- **Coach – Youth Basketball**
- **Attendee – Gilda's Club PR Meeting**
- **Attendee – Agrace Event planning**
- **Presenter – School Presentation on Jounalism**
- **Emcee – Sips and Sounds**

- **Attendee – Second Harvest Capital Campaign Meeting**
- **Attendee – Badger Childhood Cancer Network Board Meeting**
- **Guest Reader – Sunset Elementary School**
- **Server – United Cerebral Palsy of Dane County Benefit**
- **Emcee – Wisconsin Youth Symphony Orchestra Gala Emcee**
- **Donor – American Red Cross**
- **Coach – U14 Rock Soccer**
- **Attendee – Washington DC NAB Leadership reception**
- **Attendee – Agrace Hospice Luncheon**
- **Tour Guide – Society of Professional Journalists**

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 races and issues facing voters, interviews with candidates.**

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 24 employees, about 130 volunteer hours donated**

### **NBC15 Sponsored Community Events**

#### **1<sup>st</sup> Quarter 2017**

##### March

#### **Bowlin' For Colons**

Sunday, March 6

Dream Lanes, Bowl-a-Vard, Schwoegler Park Towne Lanes & Ten Pin Alley

PSA Created

Proceeds benefit the UW Carbone Comprehensive Cancer Center

#### **BRAVA Madison Kids Expo**

Saturday, March 5 & Sunday, March 6

Exhibition Hall at Alliant Energy Center

PSA Created

Booth at Event, Multiple Employees participated