



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

**APRIL 1 – JUNE 30, 2015**

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>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, 7:00-9:00am & Sunday, 9:00-10:00am

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

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

“NBC Nightly News” 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)**

4/1 – AM: Four u-w schools are offering employees buyouts to deal with a 300-million dollar cut in governor walker's budget. U-W Oshkosh announced yesterday it will offer voluntary buyouts to workers with 25 years of service. They also must be older than 60.

4/2 – 6pm: Governor Walker proposed cutting \$300 million from the UW system in his budget proposal. A group of UW students rallied today at the capitol to show their opposition.

4/7 – AM: Nine UW schools plan to ask regents this week for permission to drastically raise tuition rates for non-resident students. It would help offset millions of dollars in Governor Walker's proposed budget cuts.

4/9 – 4pm: The UW System Regents Committee approved plans to raise tuition for non-resident and graduate students today. The increases will impact nine campuses, including Madison, Platteville, and La Crosse. The full board will consider the plan on Friday.

4/11 – AM If you're not from the badger state, it's going to cost you more to get a UW degree. The UW Board of Regents has approved raising out of state and graduate student tuitions... starting next year. 4/17 – 11am: The University of Wisconsin-Madison Chancellor Becky Blank says the campus will have to cut 400 jobs if Governor Scott Walker's budget proposal passes with \$300 million in cuts to the entire UW system.

4/23 – 4pm: The Madison School District announced that a \$300,000 grant will be used for a community school model, which will open Leopold Elementary during the week after school hours and on the weekends. Eventually, they will provide health care, food, tutoring, etc.

4/29 – 4pm: Students from throughout the state gathered for the Skills USA competition in Madison on Wednesday. The program included various categories of skill sets. Organizers hope that students gain knowledge for their future skills in the workforce.

4/30 – 11am: Lt. Gov. Rebecca Kleefisch says Chinese delegates met at MATC and the UW to see the schools technical education programs. She says the program here and nationally differs from that in China, and it gave the delegation an opportunity to see how the career path looks here.

5/6 – 4pm: UW has kicked another fraternity off of campus today. A spokesman for the university says the Alpha Epsilon Pi chapter was shut down for hosting events while under a previous suspension.

5/7 – 11am: The graduation rate in Wisconsin is up. In 2014, the rate rose by .6%. Statewide, 88 percent of high school students graduated last year.

5/13 – 5pm: The community is reacting today to the decision not to charge Madison Police Officer Matt Kenny in the shooting death of Tony Robinson. The protests however, did not cause many students to leave area schools, like they had done in the past. Madison Metropolitan School District leaders say attendance was normal.

5/16 – 6pm: Students at the University of Wisconsin-Madison graduated on Saturday afternoon at Camp Randall Stadium, where Katie Couric was the keynote speaker.

5/21 – AM: Madison schools could eventually qualify under a proposed takeover bill. The legislature's finance committee approved an overhaul plan for Milwaukee yesterday.

**NBC 15 News (continues)**

5/24 – 10pm: A group of Girl Scouts from Montello is giving back to the community. After visiting the River Haven homeless shelter, they noticed that the interior could use some work. They spend Sunday painting the 30-day shelter, which sees several hundred people who need new homes and jobs.

5/29 – 5pm: Five people have been arrested after three shooting incidents in Beloit. Police say the incidents may be gang related.

6/4 – 5pm: Madison school Superintendent Jennifer Cheatham was a live guest. She talked about the new behavior policy in MMSD schools.

6/6 AM: A group of UW Madison professors is appealing to the u-w board of regents to preserve tenure protections. More than 360 professors have signed a letter that says the university would suffer significant competitive disadvantages if the legislature adopts the joint finance committee's recommendation to eliminate tenure protections.

6/8 – 6pm; Kate was live at Ashley Field in Sun Prairie where parents, teachers, school board members and superintendents were out speaking against the state's proposed budget.

6/10 – 10pm: Petitions handed in over a provision in the state budget that allows those to teach non-core classes without a degree.

6/15 – 4pm: Edgewood High School is getting a new athletic complex. They broke ground today in what is set to be a state-of-the-art facility for everything from football to Frisbee.

6/19 – 4pm: Friday was Summer Learning Day. The initiative was created to encourage parents to keep kids from losing what they've learned in school over the summer break.

6/23 – AM: A review of more than 20 studies tracking teens into early adulthood found those with poor health were less likely to have academic success or get a high quality job than their healthier peers.

6/26 – 4pm: Some area children have been opening up their minds this week. Organizers try to help participants build their creativity. This week, the kids built go-karts which were test-driven today.

6/30 – AM: Property taxes in Madison are going up by 100 dollars for the second year in a row. That's after the Madison School District Board passed a 504 million dollar spending plan for its schools. The resulting tax jump is the estimated increase on an average home valued at about 260-thousand dollars.

**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)**

4/1 – 4pm: Backlash stemming from Indiana's Religious Freedom Law; now Dane County officials are vowing to cease travel to Indiana.

4/2 – 10pm: In the aftermath of the Madison police shooting, there is a call for people to be educated about the investigation. Tonight, a legal expert held a forum in Madison, to explain the process and try to prevent a dangerous response from the public when a decision on charges is announced.

4/6 – 11am: The Dane County Boys and Girls Club announced they will be holding their biggest fundraiser in Fitchburg this year. The proceeds go toward the organization and its kids.

4/7 – 5pm: Crews are searching for a 5 year old girl who fell into the Wisconsin River last night.

4/11 – 10pm: The family of Angela Girton, the 5-year-old girl who has been missing since Monday after she fell into the Wisconsin River, held a candlelight vigil tonight. They gathered to remember the girl, who authorities are searching for as a recovery operation.

4/13 – AM: Today marks the first day of the trial for a former Dane County deputy accused of killing his wife and sister-in-law. Andrew Steele is charged in the deaths of Ashlee Steele and Kacee Tollefsboll.

4/16 – 6pm: 5 Madison teens have been arrested for dozens of vandalism incidents committed back in February. Seven of them were racist or anti-Semitic.

**NBC 15 News (continues)**

4/19 – 10pm: Family and friends of Tony Robinson, Jr. gathered at James Madison Park on Saturday to celebrate the life of Robinson, who died just over six weeks ago after he was fatally shot by MPD officer Matt Kenny. His mother said the event was not about politics, race or any other social issues; she said it was solely to remember the life of her son.

4/27 – 5pm: A group is protesting gay marriage in Milwaukee, one day before the SCOTUS will take up the issue.

4/28 – AM: April is child abuse and neglect prevention month and you are being encouraged to take action. This year will mark the supporting families together association's fourth annual small change makes a big difference teach-a-thon. Their goal is to educate 1,800 adults in the state of Wisconsin on how to recognize and do their part to prevent child abuse and neglect.

4/28 – 5pm: The National Guard is in Baltimore tonight, making sure that more riots don't break out in light of the death of Freddie Gray.

5/1 4pm: Shelton Kingcade, the Madison West High School basketball coach accused of sexually assaulting a minor, was in court today for a bond hearing. He is now allowed to make unsupervised contact with female juveniles under the age of 16. He's also unable to work or volunteer at organizations that work closely with children.

5/22: 10pm: After over 35 shots fired reports, MPD made some arrests today and plan to arrest more to deter gun violence on the streets.

5/6 – AM: Owners of a golden retriever in Arlington want answers after their dog was poisoned over the weekend. Authorities believe they were targeted.

5/7 – 5pm: Wisconsin Republicans have introduced a bill that would ban abortions after 20 weeks of pregnancy.

5/12 – 5pm: Dane County DA Ismael Ozanne today announced Officer Matt Kenny will not face charges in the fatal shooting death of Tony Robinson.

5/26 – 4pm: The Department of Justice is set to make major changes to dozens of religious leaders marched to City Hall ahead of the announcement. The agreement between Cleveland and the DOJ will address a pattern of excessive force and other abuses by officers.

6/13 – AM: The family of a transgender teacher in Milwaukee says she was the victim of bullying by her own co-workers. Now the family says the decade-long struggle led to her suicide last year.

6/1 – AM: Nursing homes in Wisconsin are rated higher than the national average when it comes to quality care. However, roughly A QUARTER of the state's nursing homes are still getting the lowest ratings.

6/3 – AM: The assembly health committee could vote on the abortion ban bill tomorrow. The bill states that doctors who perform an abortion after 20 weeks in non-emergency situations could be charged with a felony.

6/6 – 6pm: Three months since officer-involved shooting that left a 19-year-old dead. Tony Robinson's mother says the family plans to work to change police policies, which showed that MPD Officer Matt Kenny was working within policy the night he shot and killed the teen.

6/8 – AM: A woman is in custody after a standoff with police in Janesville. It happened around 10 last night on the 300 block of West Racine St. When police arrived they found a man who had been stabbed. Police arrested this woman, Dana Cairy after a brief standoff. Police say she got into an argument with her boyfriend.

6/13 – 6pm: The first ever Cops and Bobbers event was held in Belleville today. The event allowed community members to fish with members of the law enforcement. Organizers hope it helps build relationships between the community and members of law enforcement. It was an event held in partnership with the DNR.

6/14 – 5pm: Police say a person is dead after what they call a domestic homicide in Vienna on Saturday. They say they are interviewing people close to the couple, to see the dynamic leading up to the death. They have a woman in custody. They say she's cooperating with the investigation.

6/17 – 4pm: After controversy nationwide involving the NAACP. The Wisconsin chapter is looking to bring back attention to their most important issues. At a press conference today they set out new steps in their fight against racially profiling and excessive use of force by police in the state.

**NBC 15 News (continues)**

6/18 – 5pm: Nine people are dead after what police are investigating as a hate crime in Charleston, SC.

6/21 – AM: People took time yesterday to stop and pay their respects to the nine victims of Wednesday's shooting rampage in South Carolina. The shooter is said to be influenced by racism.

**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.

**Dateline: My Kid Would Never Do That – June 7-June 28, 6-7pm**

An NBC 4-part series which puts kids in difficult situations – while their parents secretly watch. Situations include stranger danger, cyber-bullying, cheating, teen sex and peer pressure, and even guns. Many of the parents were surprised at how easily their kids were led astray, but also how many kids did the right thing.

**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.

4/2 – 4pm: A stomach bug is sweeping through the U.S. It has been resistant to antibiotics in 90 percent of cases. Doctors say it will go away on its own. They add that antibiotics shouldn't be used unless it's a serious case.

4/6 – 10pm: Mammogram costs: new study shows \$4 Billion on unnecessary costs are spent each year based on mammograms. Doctors say they sometimes generate false alarms. There is treatment at times on tumors that aren't likely to cause problems.

4/9 – 5pm: A case of the canine flu has been confirmed in the Madison area, in a dog that traveled to Chicago.

4/10 – 10pm: A new study finds carrying extra weight in middle age could actually lower your risk of developing dementia later in life.

4/14 – 11am: Researchers say one of the best ways to prevent age-related memory loss is to stay physically active. It's also important to reduce all cardiovascular disease risk factors -- including smoking, high blood pressure and diabetes.

4/18 – 6pm: Two local rival high school baseball teams set aside their differences to strike out cancer on Saturday. Sun Prairie and Middleton's varsity teams partook in the game. Funds raised when to cancer research at the American Family Children's Hospital.

4/20 – AM: Researchers in France say they have come up with a new treatment for HIV, the virus that causes AIDS. A team of scientists developed a molecule that they say can paralyze the virus.

4/24 – 4pm: A new study finds more than half of foods advertised to children don't meet government nutrition guidelines.

4/26 – 10pm: Bowl for Epilepsy took place in Madison on Saturday. The event raised money and awareness for the neurological disease.

4/30 – AM: The food and drug administration has approved a drug to help melt away the fat that causes a double chin. The injectable drug is called "Kybella. It's a formulation of a substance normally found in the body that helps dissolve fat.

**NBC 15 News (continues)**

5/2 – 6pm: Wisconsin ranks second in healthcare nationwide, according to the Federal Agency for Healthcare Research. Last year, the state ranked third. It's been consistently placed at or near the top of the AHRQ's rankings since 2005.

5/11 - 10pm: Coloring books for adults. More people are turning to the books as a stress reliever, and to feel like a kid again.

5/14 – 6pm: Gompers Elementary and Black Hawk Middle School have added a state-of-the-art playground to their grounds. The principal of Black Hawk says that it's a great way for kids to get exercise and stay active. He adds that it's also a place for the entire community, not just for the students at the school.

5/15 – AM: – Labels will soon be required on packages of beef if they've been tenderized. Mechanically tenderized meat is poked with needles. It can transfer bacteria, like E. coli, from the outside of the cut to the inside.

5/16 – AM: Some popular probiotics may contain traces of gluten according to a new study from Columbia University. They're concerned that these findings could mean health risks for celiac patients.

5/18 – 11AM: A new study finds working a non-traditional schedule may increase the risk for sleep problems and obesity.

5/22 – 5pm: Two women, united by a rare medical condition called "HELLP syndrome", are sharing their stories in the hopes that it might save another mother or unborn baby.

5/26 – AM: A new study finds that men with asthma are less likely to develop a lethal form of prostate cancer. Researchers collected medical data from men between the ages of 40 and 75.

5/27 – AM: Obesity rates in America are on the rise according to a new Gallup poll. Mississippi has the highest obesity rates, while Hawaii has the lowest. Wisconsin ranked 14th highest obesity rate.

5/31 – AM: New grads may not be used to arranging food on their own. With independence they often go for unhealthy habits. We had some tips for the grocery aisles, the kitchen, and the workplace, for easy and healthy eating on an entry-level budget.

6/3 – 10pm: The state assembly is moving a bill forward that would allow businesses to keep a supply of epinephrine injectors to be used in case of life-threatening allergic reactions.

6/9 -11am: Wearing flip flops is potentially dangerous to your feet.

6/12 – AM: Certified Personal Trainer and Life Coach Ali McWilliams came to talk about 5 core moves for beginners.

6/13 – 10pm: Packers Head Coach Mike McCarthy was in Madison on Saturday at the UW Children's Hospital. He was visiting the hospital before his annual fundraiser gold tournament. The McCarthy Golf Invitational includes 18 holes and dinner at the Monona Terrace. The event raises money for the American Family Children's Hospital.

6/16 – 5pm: The number of pregnant women seeking midwives is growing, and some hospitals are expanding programs to accommodate.

6/18 – 4pm: A group of elderly people in the Madison area are proving that age is just a number. The Greater Madison Senior Softball League is a team of seniors over the age of 55 who like to stay active by playing softball.

6/21 – 5pm: Sunday was International Yoga Day. People from all around the globe participated. In fact, some even partook in the event in the air. An Indian airline had yoga instructors on its planes to help passengers with mind and body wellbeing during flight.

6/25 – AM: Preliminary research shows a component of a common kitchen spice could one day help treat head and neck cancers.

**Tom Brokaw – A Lucky Life Interrupted – May 7 at 9:00pm**

In a special edition of Dateline NBC, Tom Brokaw opens up for the first time about his emotional journey battling cancer, and his powerful new memoir, “A Lucky Life, Interrupted.” From the revelation that he had multiple myeloma in 2013, a treatable for incurable blood cancer, to his doctor visits and treatments, Brokaw chronicles his difficult and ultimately rewarding road to remission. He also details the serious setbacks and challenges he faced, taking viewers through his stages of regret, acceptance, hope and above all, gratitude.

#### **IV. LOCAL ECONOMY / FINANCE**

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

4/2 – 5pm: A committee held a public hearing on a bill that would impose regulations on internet-based ride-share companies such as Uber and Lyft.

4/4 – AM: The Ho-Chunk Nation is looking into an addition near its Madison casino. The tribe is working with city officials and property owners on the development.

4/7 – 6pm: Wisconsin honey makers hoping for a comeback. 2014 was a down year for several reasons. It dropped Wisconsin out of the top ten among honey-producing states. Now there is federal assistance available for commercial farmers.

4/13 – 6pm: New program will help emergency crews ask for additional aid during incidents.

4/16 – 5pm: UW police are taking a closer look at how dangerous crosswalks are. Last year, 35 pedestrians were killed in the state after being hit by motorists. A new grant allowed for training this morning and there were many close calls.

4/17 – 11am: The Department of Workforce Development says Wisconsin's unemployment rate is at its lowest point since before the recession. It's dropped to 4.6 percent in March. However, private sector job creation plunged in that time frame, with 5,000 people losing their jobs.

4/22 – 4pm: The Madison Farmers' Market on Wednesdays opened for the first time today in Madison. Vendors say the commute is worth it for the money they make in Madison.

4/22 – 10pm: McCain Foods plant closing in Fort Atkinson. No reason released today, but the closure will impact the jobs of more than 100 people.

4/23 – 5pm: Wisconsin regulators have given final approval to a \$580 million high-voltage power line that will run between Madison and La Crosse.

4/28 – 4pm: A Wisconsin lawmaker says she wants to double the state's minimum wage. Madison democratic state representative Melissa Sargent held a news conference this afternoon. She introduced a bill that would increase the state minimum wage to \$15 an hour.

5/6 – 5pm: The Legislative Fiscal Bureau says our state is not expecting any additional tax revenue over the next two years. That means major changes could be coming to the state budget.

5/9 – AM: A new study has found Wisconsin residents are less likely to splurge on fancy cars and five-star meals than those on the East and West Coasts.

5/17 – 5pm: At Sunday's GOP convention, Lt. Gov. Rebecca Kleefisch said that, with Republicans at the helm, the state has been able to recover from the recession with 4,200 more jobs in Wisconsin than were there before Gov. Walker and the conservative party took over control.

5/26 – 5pm: More than 20 state lawmakers are voicing their support for Rep. Melissa Sargent's minimum wage bill. She wants to increase the minimum wage from \$7.25 to \$15/hr.

6/2 – 4pm: Hilldale's multi-million dollar makeover was unveiled this morning, after 9 months of construction.

6/3 – 4pm: Today we learned the value of the damage caused by an F-2 tornado in our area nearly a year ago. UW-Platteville officials say it cost them \$18.6 million. Last June, the tornado hit campus, breaking windows, destroying roofs, downing trees.

6/20 – 6pm: - Public hearings in MKE on the city plan for the Bucks Arena area.

##### **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)**

4/3 – 4pm: A new report says that Americans spend more time researching a home purchase than any other major purchase. Liberty Mutual Insurance surveyed 2,000 adults nationwide and found that 73 percent ranked house hunting as the number one big purchase researched.

4/3 – 10pm: Chocolate shortage looming. There are fewer cocoa producers in Africa, which could drive up prices in the coming years.

4/8 – 4pm: Disney now has a free-to-use "Vacation Account" to help families manage vacation saving up to five years in advance. You can link it to a debit or credit card and the account will automatically deduct the money on a basis that you choose.

4/11 – 6pm: Dane County is helping locals with their taxes. They are offering free tax filing services in Madison before Tax Day on Wednesday. They also have a few ways for consumers to possibly get more money on their tax return, as many people are unaware they qualify for certain items.

4/19 – 5pm: The Dane County Humane Society is offering discounted ID tags and microchips during National Pet ID Week. The microchips help identify pets if they are ever lost. The discount will be offered all week at the Dane County Humane Society.

4/27 – 11am: Nylabone products is recalling some of its puppy dog chews because they could be contaminated with salmonella.

4/29 – 10pm: – Dane County Airport has the highest airfares in the country.

5/1 – 5pm: Americans' retirement savings is at a record high. The average 401k balance was \$92,000, while the average IRA balance was \$94,000.

5/12 – AM: Starbucks has started testing a mini Frappuccino... A new - smaller version of its popular drink.

5/12 – 4pm: When you think of spring cleaning you think of your garage, closets, and cabinets but you may be forgetting on important thing that you use every day... your cell phone. A representative from AT&T shared with us how to keep your technology tidy so you can get much more out of your phone.

5/18 – AM: The average price of gas has jumped 22-cents over the last three weeks. Higher oil prices from a weaker U.S. dollar is part of the cause.

5/20: 5pm: Takata is recalling their airbags from more than 34M vehicles in the U.S. That's the largest consumer recall in U.S. history.

5/21: 4pm: Spotify is making over their app. The company says it plans to add video content from outlets like NBC, BBC and Comedy Central. That's among other features, including playlists that are based on your jogging pace.

5/28 – 4pm: state's budget. Leaders in the Senate and Assembly have indicated they don't have the votes to back the Governor on a full repeal of prevailing wage. A committee approved the measure with a 5-4 vote on Wednesday.

6/3 – 11am: Money expert Stacy Johnson showed us some of the best and worst things to buy in June.

6/7 – AM: Shell gas stations nationwide are now selling a new, more expensive grade of premium-plus gasoline. Shell claims the high-end fuel's benefits include longer engine life and improved performance.

6/17 – 11am: Money expert Stacy Johnson walked us through the steps of buying a house.

6/22 – 4pm: Nearly 15% of Americans will move this year, and over half of all renters will have leases that will need to be renewed or will expire. We share tips to help make the transition a bit easier.

6/29 – AM: Gas prices are finally falling after more than two-months of big price hikes. The average price of gas dropped two-cents over the past two weeks. This comes after nine-weeks of increases.... totaling 42-cents per gallon.

## VI. ENVIRONMENT

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

4/4 - AM: Torrential rain in Kentucky has caused severe flooding-- forcing people to evacuate... And even causing a road to collapse. The severe weather has contributed to at least one death in the state and has forced the closure of multiple roads due to mudslides.

4/8 - AM: Severe storms are making their way across the country. There have been flash floods, hail, and tornado warnings across Midwest states.

4/8 – 6pm: WI joins other states in a lawsuit against the EPA's emission reductions they have in place on states.

4/15 – 10pm: The Assembly Speaker supports park fee increases and corporate sponsorship of facilities.

4/15 – 5pm: A bill that would ban microbeads from personal care products now heads to Gov Walker's desk. Scientists recently discovered that the beads are flowing from waste water plants into the great lakes and other water bodies.

4/22 – 6pm: Safe Communities Madison-Dane County created a program to encourage people not to flush their unused medications, so they don't end up in the water system. The program has helped residents safely dispose of several tons of unwanted prescriptions through its med drop program.

4/23 – AM: There is a fifth case of bird flu in Wisconsin... this time at a large farm in Jefferson County. The latest outbreak hit an egg facility with 800,000 hens.

4/24 – 6pm: Bird Flu (H5N2) is expanding to two more farms in Wisconsin and residents are concerned about what happens to the killed poultry.

4/25 – 6pm: A devastating earthquake hit Nepal on Saturday. The death toll is approaching 1,400 people. It was a 7.8 magnitude quake.

5/1 – 11am: Opening Day of sport fishing season is Saturday. Due to a depletion of fish, there is a one-bad limit for walleye and only three fish can be brought home. The fish must also be 15 inches long.

5/8 – 5pm: An owl found dead in northeastern Wisconsin is the first wild bird in the state to test positive for the deadly bird flu.

5/20 – 6pm: Invasive species is turning Lake Mendota brown and is affecting the chemical levels in the lake.

5/24 – 5pm: Torrential rains in the southern and central plains area of the country have caused massive flooding issues in Oklahoma and Texas. It's led to rescues and evacuations, as the areas expect to get more rain over the next.

5/25 – 5pm: California's drought has some wineries looking for alternative ways to save water. A California winery started making wine from grapevines irrigated with wastewater.

6/2 – 6pm: Brat Fest waste reduced by 50% at the annual weekend festival.

6/4 – 10pm: Wildlife centers nearing capacity -- part of this story was to leave nature alone. We don't have to try to rescue every animal out there that looks lonely. Mom might not be too far away.

6/11 – 4pm: After heavy rains, Sauk County says on Thursday they will provide free sand and sandbags to help with run off and water level increases.

6/14 – AM: More people are running into turtles in Northeast Wisconsin this season. The slow-moving reptiles can be seen on, or crossing roads searching for nesting grounds.

6/23 – 5pm: Chilean authorities declared an environmental emergency for Santiago, forcing more than a million cars off the city's roads. The emergency measures were needed due to poor air circulation and unseasonably dry weather affecting the area.

6/28 – 5pm: A new recycling facility will be built at the Dane County landfill. The facility will focus on recycling items from construction and demolition projects.

### **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**

4/2 12:47-12:52pm, 1:23-1:46pm – Progress made on the Iran nuclear talks  
 4/8 1:14-1:17pm – Boston bombing suspect Dzhokhar Tsarnaev verdict.  
 5/15 2:29-2:36pm – Boston bomber Dzugijgar Tsarbaev sentenced to death.  
 6/18 11:10-11:30am – President Obama statement on Charleston, SC church shooting  
 6/26 9:01-9:19am, 10:11-10:24am – Supreme Court decision to legalize same sex marriage in all states.  
 6/26 3:42-3:46pm – update on the manhunt for the escaped prisoners.

### **NBC 15 News Special Report**

4/4 10:49-11:17pm – Live coverage of the UW men's basketball news conference, following their loss.  
 4/6 10:45-11:07pm – live coverage of the UW men's basketball team's return to Madison.  
 5/12 2:47-3:18pm – live coverage of the news conference regarding Tony Robinson shooting and inquiry.

### **NBC 15 Severe Weather Cut-ins**

4/9 – 3:14-3:16pm, 5:45-5:47pm, 7:22-7:23pm  
 6/20 – 2:27-2:29pm  
 6/22 – 7:20-7:25am, 7:38-7:40am, 8:39-8:52am, 9:02-9:19am, 9:27-9:48am, 10:26-10:33am, 10:54-10:56am

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

4/2 – 4pm: Iran announced that it agreed to scale back on its nuclear program. The United States and the U.N. would drop sanctions against Iran, but not until the country complies with its commitments.  
 4/7 – 4pm: Today there are two statewide races; one supreme court justice matchup, and one constitutional referendum -- regarding how the chief justice is chosen on the high court.  
 4/9 – AM: Hackers claiming allegiance to ISIS seized control of a French television network. The hackers briefly cut transmission of eleven channels and took over the network's websites and social media accounts.  
 4/9 – 10pm: Madison area man is in custody after attempting to join ISIS  
 4/13 – 4pm: A Wisconsin lawmaker says the state should legalize marijuana to reduce crime and improve the state's economy. Rep. Melissa Sargent, a Madison Democrat, introduced a bill Monday that would legalize marijuana for medicinal and recreational purposes.  
 4/15 – 6pm: Spoke with the POTUS about middle class economics and how it will affect Wisconsin families.  
 4/17 – 10pm: - ISIS used a car bomb in an attack outside the US Consulate in Erbil.  
 4/21 – 11am: Wisconsin Gov. Scott Walker is heading west to make connections in Minnesota.  
 4/27 – 6pm: Debate continues over the law even a month after a Supreme Court ruling on Voter ID law.  
 4/30 – 10pm: GOP Republicans want to get rid of Obamacare without making cuts to other healthcare programs in the budget.  
 5/5 – 10pm: Revisions made to a bill to make changes to Wisconsin's prevailing wage law.  
 5/9 – 10pm: Governor Scott Walker attended the Freedom Summit in South Carolina on Saturday. The event brought Republicans who have already announced a presidential run or are likely to soon.  
 5/15 – 11am: A federal judge has refused to issue an injunction that would allow Shirley Abrahamson to remain the state Supreme Court's chief justice.  
 5/18: 10pm: ISIS took over an Iraq city and pushing towards Baghdad.  
 5/23 – AM: The Senate blocked both a House-passed Bill and short-term extension of The USA Patriot Act early this morning in a marathon session before the holiday weekend. The bill would have moved the bulk collection of domestic phone records from The NSA to being held by telecom companies.  
 5/30 – 6pm: Former MD Gov. Martin O'Malley announced that he will be running for President in 2016. He had formally endorsed Hillary Clinton, but now the Democrat will go head-to-head with her over the next year and a half.  
 6/5 - 6pm: Reflection on the one year anniversary of Wisconsin's gay marriage ban being struck down.  
 6/11 – 6pm: Protests at Capitol against budget provisions.

**NBC 15 News (continues)**

6/15 – 5pm: Jeb Bush officially announced he's running for president in 2016.

6/17 – AM: A man charged with orchestrating the shootings at a Texas art show depicting the prophet Mohamed allegedly wanted to join ISIS and attack the Super Bowl.

6/19 – 11am: Gov. Scott Walker is telling donors that he's still praying over whether to run for President in 2016.

6/24 – 4pm: Gov. Scott Walker signed a bill today that not only repeals the state's 48-hour waiting period for buying handguns, but also allows off-duty and retired police officers to carry guns on or near school grounds.

6/26 – 5pm: The historic decision by the United States Supreme Court today require all states to recognize same sex marriages.

6/29 – 6pm: President Obama is planning a trip to Wisconsin. He's set to visit La Crosse Thursday for an event on the economy.

6/30 – 5pm: New Jersey Governor Chris Christie has announced he's officially running for president.

## **COMMUNITY PARTICIPATION**

### Russ Bruhn – News Director

5/6 – Cub Scout tour of station  
 5/14 – Crystal Apple awards dinner  
 5/17 – WI Youth Symphony Orchestra concert and presentation ceremony  
 5/21 – YMCA luncheon

### Ellen Buss – Program/Traffic Manager

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

### Amy Carlson – News/Weather Anchor / Reporter

4/11 – Emcee for Friends of Middleton PAC  
 4/14 - Weather radio presentation/demonstration in Janesville  
 4/16 – Weather radio presentation/demonstration in Verona  
 4/26 – Construction Awards emcee – Middleton Outreach Ministry  
 5/16 – Walk for Dyslexia emcee  
 5/22 – Bratfest celebrity cashier  
 6/20 – DMP 5K for Glioblastoma Research

### Christy Dimond – News Reporter

5/23 – Bratfest volunteer

### Ashley Matthews – News Anchor / Reporter

4/13 – Reach a Child marketing meeting  
 4/17 – Red Ribbon Affair for ARCW  
 4/20 – Tellurian golf event meeting  
 5/1 – Career fair for Sennett Middle School  
 5/2 – Emcee for Sauk County walk  
 5/4 - Reach a Child marketing meeting  
 5/16 – Emcee for Madison BBQ Fest  
 5/20 – Big Brothers Big Sisters graduation ceremony  
 5/22 – Bratfest volunteer  
 5/28, 6/2 – Tellurian golf outing – board meeting  
 6/8 – Emcee for the Tellurian golf outing  
 6/9 – Reach A Child marketing meeting

### Leigh Mills – News Anchor / Reporter

5/3 – Emcee for Walk MS  
 5/5 – State of the Lakes breakfast emcee  
 5/8 – Presenter at the DOC Stalking conference  
 5/14 – DAIS Trustee council meeting  
 5/19 – Emcee for the Speaker Showcase  
 5/22 – Celebrity cashier at Bratfest  
 6/1 – Emcee Down Syndrome golf  
 6/6 – Emcee/rider for Trek 100  
 6/15 – DAIS luncheon emcee  
 6/18 – DAIS capacity building committee meeting  
 6/22 – DAIS board meeting

### Becki Noel – General Sales Manager

6/3 – Volunteer at Ronald McDonald House

Zach Nugent – News Anchor / Reporter

5/2 – Walk To Cure Arthritis emcee

5/22 – Bratfest volunteer

Kate Pabich – News Reporter

5/25 – Bratfest volunteer

Geoff Shields – Operations Manager4/1 – meeting with 2<sup>nd</sup> Harvest Food Bank

4/3 and 4/9 – Visit to center for families – Design For A Difference

4/9 – American Legion Post executive committee meeting

4/11 and 4/13 – Cub scout tour of WMTV

4/17 – Summer Food Drive meeting

4/30 and 5/1 – Dane County Council American Legion meeting

5/7 – MATC Student Expo – Design Media

5/9 – American Legion Vets breakfast

5/12 – Village cable committee meeting

5/13 – American Legion Dane County Council finance committee meeting

5/17 – WI Youth Symphony Orchestra concert and presentation ceremony

5/18 – Badger Honor Flight fund raiser

5/20 – Presented Legion scholarships at Senior Awards night – Mt. Horeb High School

5/21 - YMCA Dane County community luncheon

5/22 – Bratfest volunteer

5/25 – American Legion Memorial ceremonies

5/26 and 5/28 – American Legion district committee meeting

6/7 – Guest speaker – 1<sup>st</sup> brigade band concert

6/8 – Participant in Tellurian golf outing

6/9 – Mt. Horeb Village cable board meeting

6/10 – American Legion board meeting

6/11-6/15 – Mt. Horeb Summer Frolic volunteer

6/17 – WI Broadcasters Association job fair

6/25 – Dane County Council of American Legion meeting

6/27 – Fundraiser/golf outing for American Legion of Wisconsin

Maria Silvas – Sports Anchor/Reporter

6/3 – Madison Sports Hall of Fame banquet

John Stofflet – News Anchor / Reporter

4/9 – Emcee for Sweet Revolutions/Home Health United

4/11 – Badger Childhood Cancer Network board meeting

4/18 – Emcee WI Youth Symphony Orchestra “Art of Note” fundraiser

4/22 – Speaker Madison West High School journalism class

4/29 – Speaker at Deforest Rotary Club regarding Badger Childhood Cancer Network

5/3 – MS Walk participant

5/6 – Speaker at Pardeeville High School current events class

5/7 – Mad Skillz non-profit seminar

5/14 – Emcee at the Crystal Apple awards dinner

5/21 – Public Relations society speaker

5/22 – Celebrity cashier for Bratfest

5/29 – Emcee for the Leukemia/Lymphoma Society gala.

6/7 – Kids Fishing Day – Badger Childhood Cancer Network event

6/13 – Badger Childhood Cancer Network board meeting  
 6/13 – Deforest Relay for Life Emcee  
 6/16 – WAGS service dog outing

Don Vesely – General Manager

5/9 and 5/10 – Community volunteer for Janesville soccer tournament.

Tom Weeden – Chief Engineer

5/6 – Hosted monthly meeting of the Madison chapter of the Society Of Broadcast Engineers  
 5/24 – Communications support (amateur radio) for the Madison Half-Marathon.

**Public Service Report for NBC15 (WMTV)  
 2<sup>nd</sup> Quarter 2015**

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. **NBC15 Take Your Brat to Work Day, Over 100 Local Charities.**
2. **Tour de Cure, American Diabetes Association**
3. **Walk MS, National MS Society**

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. **NBC15 Take Your Brat to Work Day, 46-:30 length PSAs ran, approximately a \$1,160 value. Live Morning Newscast from the event.**
2. **Tour de Cure, 25-:30 length PSAs ran, approximately a \$875 value. NBC15 Emcee host, and web link on nbc15.com.**
3. **Walk MS, 249-:30 length PSAs ran, approximately a \$8,715 value. Interview segment and web link on nbc15.com.**

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

**\*\$491,949, Bratfest Charities, National MS Society, American Diabetes Association, Meals on Wheels, Tellurian, Arthritis Foundation**

In addition to monetary donations, what quantifiable results can you point to due to the last quarter's campaigns (e.g., pounds of food collected, volunteers recruited, etc.)?

**N/A**

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

- \*Tour guide, Cub Scouts**
- \*Attendee, Crystal Apple Awards Dinner**
- \*Attendee, YMCA Luncheon**
- \*Volunteer, Oakwood Covenant House**
- \*Emcee, Friends of Middleton PAC**
- \*Emcee, Construction Awards, Middleton Outreach Ministries**
- \*Volunteer, Weather Radio Programming**
- \*Emcee, Walk for Dyslexia**
- \*Volunteer, Bratfest**
- \*Volunteer, 5K for Glioblastoma Research**

- \*Volunteer, Reach A Child
- \*Attendee, Red Ribbon Affair – ARCW
- \*Attendee, Tellurian Golf Event Meeting
- \*Attendee, Sennett Middle School Career Fair
- \*Emcee, Sauk County Walk
- \*Volunteer, Madison BBQ Fest
- \*Attendee, Big Brothers Big Sisters Graduation Ceremony
- \*Emcee, YMCA Cultivate the Community Luncheon
- \*Emcee, Walk MS
- \*Emcee, State of Lakes Breakfast
- \*Presenter, DOC Stalking Conference
- \*Emcee, Crystal Apple Banquet
- \*Attendee, DAIS Trustee Council Meeting
- \*Emcee, Speaker Showcase
- \*Volunteer, Ronald McDonald House
- \*Emcee, Walk to Cure Arthritis
- \*Attendee, Design for a Difference Open House
- \*Attendee, American Legion Meeting
- \*Attendee, Setting the Table for Summer Meeting
- \*Speaker, Setting the Table for Summer Breakfast
- \*Attendee, MATC Open House
- \*Attendee, Village Cable Committee Meeting
- \*Attendee, Mt. Horeb Business Expo
- \*Volunteer, Badger Honor Flight Fundraiser
- \*Speaker, 1<sup>st</sup> Brigade Band Concert
- \*Volunteer, Mt. Horeb Summer Frolic
- \*Volunteer, WBA Summer Job Fair
- \*Attendee, Madison Sports Hall of Fame Banquet
- \*Emcee, Sweet Revolutions
- \*Emcee, WYSO Art of Note Fundraiser
- \*Speaker, Badger Childhood Cancer Network
- \*Attendee, Walk MS
- \*Attendee, WBA Awards
- \*Attendee, Mad Skillz Non-Profit Seminar
- \*Speaker, Public Relations Society Speaker
- \*Emcee, Lukemia/Lymphoma Society
- \*Volunteer, Kids Fishing Day – Badger Childhood Cancer Network
- \*Emcee, Deforest Relay for Life
- \*Volunteer, WAGS Service Dog Golf Outing
- \*Volunteer, Janesville Soccer Tournament
- \*Host, Society of Broadcast Engineers Monthly Meetings – Madison Chapter
- \*Volunteer, Communications support – Madison Half Marathon

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.)?

N/A

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 17 employees, about 195 volunteer hours donated



**NBC15 Sponsored Community Events  
2<sup>nd</sup> Quarter 2015**

**APRIL**

**Sweet Revolutions: Home Health United Meals on Wheels**

Thursday, April 9th  
Overture Center for the Arts Lobby  
Leigh Mills helped out with this event  
Created a PSA

**MAY**

**Walk to Cure Arthritis**

Sunday, May 2nd  
Vilas Park  
Zach Nugent helped out with this event  
Created PSA  
\$46,548 raised

**WALK MS**

Sunday, May 3  
Monona Terrace in Madison  
Leigh Mills helped out with this event  
Station participated in walk  
Created a PSA  
\$172,748 raised

**Tour de Cure**

Saturday, May 16  
Madison  
Amy Pflugshaupt helped with this event  
Create a PSA  
\$210,379 raised

**Take Your Brat to Work Day**

Friday, May 22  
Willow Island at the Alliant Energy Center  
Create a promo  
Morning Show live from event & whole station participates  
Approximately \$61,398 raised.

**JUNE**

**Tellurian Swing for Recovery**

Monday, June 8  
Wild Rock in The Dells  
Ashley Matthews helped with this event  
Created a PSA with Ashley Matthews (Sales)