



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

JANUARY 1 – MARCH 31, 2020

The following issues were identified as significant and addressed by WMTV in order to serve the community and act in the public interest as set forth by the Federal Communications Commission:

- 1. Educational Issues** – including education standards, school safety, alternative schools, as well as informative programming.
- 2. Family Issues** – including building stronger families, family values, domestic violence, racism, and alternative lifestyles.
- 3. Health and Fitness** – including exercise, dieting, disease prevention and new treatment options.
- 4. Local Economy / Financial Issues** – including business development, community infrastructure, and personal finances.
- 5. Consumer Information** – including information on new products and consumer alerts on existing products.
- 6. Environmental Issues** – including information on global warming, energy conservation, recycling, and specie preservation.
- 7. Politics** – including information on state and local news, international news, and homeland security.

**DESCRIPTION OF PROGRAMS PROVIDING MOST
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

<u>PROGRAM</u>	<u>DAYS</u>	<u>TIMES</u>
The Morning Show	Monday-Friday	4:30-7:00am
The Morning Show Weekend	Saturday	5:00-7:00am
The Morning Show Weekend	Sunday	6:00-9:00am
15 News at 11am	Monday-Friday	11:00-11:30am
15 News at 4pm	Monday-Friday	4:00-4:30pm
15 News At 5	Monday-Friday	5:00-5:30pm
15 News At 6	Monday-Saturday	6:00-6:30pm
CW News at 9 (WMTV DT2)	Monday-Sunday	9:00-9:30pm
15 News at 10	Monday-Friday	10:00-10:35pm
15 News at 10	Saturday-Sunday	10:00-10:30pm

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

Early Today Monday-Friday, 3-4:30am

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

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

This three-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment, and sports. NBC 15 provides local 1 minute 25 second news cut-ins at 7:27am, 7:57am, 8:27am and 8:57am.

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

Both weekend broadcasts continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human-interest stories, covering topics related to health and finance, and presenting the latest sports and weather information. NBC 15 provides local 1 minute 25 second news cut-ins on Saturday at 7:27am, 7:57am, 8:28am and a 1 minute 16 second cut-in on Sunday at 9:27am.

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

“NBC Nightly News” provides reports and analysis of the day’s most newsworthy national and international events. It offers solution-driven programming that delves into the toughest issues facing our society today. Each Friday the “Making A Difference” segment profiles men and women who have helped improve the human condition.

NBC Nightly News – Weekend Saturday & Sunday, 5:30-6:00pm

The weekend editions of “NBC Nightly News” provide complete and timely reports on national and international events that take place on Saturday and Sunday.

Dateline NBC Friday, 9-10:00pm, Saturday 8-10:00pm

This network program has pioneered a unique approach to prime-time news programming, with its multiple-nights-per-week franchise. With this schedule, the one-hour newsmagazine enables NBC News to present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

Meet The Press Sunday, 10:00-11:00am

This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast. Transcripts - <https://www.nbcnews.com/meet-the-press/meet-press-transcripts-n51976>

I. EDUCATION

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

01/05, 10PM: CALORIE COUNTING - NEW TONIGHT -- ONE OREGON HIGH SCHOOL STUDENT IS SPEAKING OUT AGAINST AN EIGHTH GRADE HEALTH ASSIGNMENT SHE SAYS... CAN LEAD TO LOW SELF-ESTEEM.

01/07, AM: SHOW THIS AFTERNOON -- THE MADISON METROPOLITAN SCHOOL DISTRICT IS EXPECTED TO FORM A CITIZENS NAMING COMMITTEE AFTER RECEIVING A PROPOSAL TO RENAME GLENDALE ELEMENTARY.

01/14, 9 PM: WE ARE INTRODUCING THE THREE FINALISTS FOR MADISON SCHOOL DISTRICT SUPERINTENDENT.

02/01, AM: SHOW IMAGINE YOUR CHILD MISSING NEARLY HALF A YEAR OF SCHOOL. IT GOT TO THAT POINT FOR SOME STUDENTS IN JANESVILLE.

02/04, 10PM: IT'S NOT TOO EARLY TO THINK ABOUT-- AND MORE IMPORTANTLY -- REGISTER FOR YOUR KIDS' SUMMER CAMPS BEFORE SPOTS DISAPPEAR.

02/06 11AM: NEW THIS MORNING -- GOVERNOR TONY EVERS IS CALLING A SPECIAL SESSION TO ADDRESS EDUCATION FUNDING.

03/02 9PM: CHANGING THE WAY STUDENTS ARE GRADED.MADISON METROPOLITAN SCHOOL DISTRICT IS TRYING OUT A NEW STRATEGY TO KEEP TEENS FROM FAILING OUT OF SCHOOL

03/09, 6PM: THE FATE OF RIDGEWAY ELEMENTARY SCHOOL IS UP IN THE AIR TONIGHT AFTER THE DODGEVILLE SCHOOL DISTRICT ANNOUNCED IT WAS CONSIDERING CLOSING THE SCHOOL.

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)

01/02, 6PM: DOLL WITH DISABILITIES A UNIQUE AMERICAN GIRL DOLL IS HITTING THE SHELVES AND TEACHING KIDS LIFE LESSONS. THE NEW "GIRL OF THE YEAR" SPORTS A SURFBOARD AND A HEARING AID.

01/02, 9PM : HARASSING OFFICIALS - NEW LEGISLATION PROPOSED IN OUR STATE COULD MEAN A HEFTY FINE OR EVEN JAIL TIME FOR PARENTS WHO HARASS SPORTS OFFICIALS.

01/14, 10PM: WERE LEARNING OF A CALL FOR CROSSING GUARDS.DOZENS OF PARENTS IN MADISON ARE WORRIED ABOUT WALKING THEIR KIDS TO AND FROM SCHOOL ON SEGOE ROAD.

02/07, 10PM: YOU JUST HEARD FROM MADISON'S MAYOR AND THE STATE HEALTH OFFICER ADDRESSING DISCRIMINATION CONCERNS INVOLVING THE CORONAVIRUS.

02/12, 6PM: THOUSANDS OF HMONG RESIDENTS - SOME RIGHT HERE IN WISCONSIN - COULD SOON FACE DEPORTATION

02/14, 6PM: AS LAW ENFORCEMENT CONTINUES TO INVESTIGATE A NUDE PHOTO SHARING SCANDAL AT MIDDLETON HIGH SCHOOL, WE'RE LOOKING INTO THE PRESSURES TEENS FACE WHEN TEXTING AND USING SOCIAL MEDIA.

03/01, AM SHOW: A WISCONSIN ORGANIZATION IS EDUCATING THE PUBLIC ABOUT HUMAN TRAFFICKING IN ALTOONA

03/14,10PM: AS SCHOOLS AND BUSINESSES SHUT DOWN.. OUR SANIKA BHARGAW EXPLAINS HOW SOME LOCAL ORGANIZATIONS ARE STEPPING UP TO HELP FAMILIES WHO NEED IT MOST.

III. HEALTH AND FITNESS

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

01/03, 10PM: THIS FLU SEASON IS SHAPING UP TO BE ONE OF THE WORST IN DECADES.

01/11, AM SHOW: WISCONSIN HEALTH OFFICIALS ARE ON HIGH ALERT AFTER THE FIRST CHILD HAS DIED FROM THE FLU.

01/23, 9PM: NEW NUMBERS TONIGHT -- 830 CONFIRMED CASES OF CORONAVIRUS AND 25 DEATHS LINKED TO THE OUTBREAK IN CHINA.

02/02, 5PM: CORONAVIRUS TRAVEL - TONIGHT THE T-S-A IS ISSUING NEW GUIDELINES.. TO GET AHEAD OF THE CORONAVIRUS OUTBREAK.

02/05 AM SHOW: ACCORDING TO THE ANNUAL REPORT FROM THE WISCONSIN OFFICE OF CHILDREN'S MENTAL HEALTH, THE STATE'S TEEN SUICIDE RATE IS CONSISTENTLY HIGHER THAN THE NATIONAL AVERAGE AND HAS BEEN FOR A DECADE.

02/10, 5PM: FEBRUARY IS NATIONAL CHILDREN'S DENTAL HEALTH MONTH AND KIDS IN OUR AREA CAN BENEFIT THIS WEEK.

03/07 6PM: NEW TONIGHT -- THE NUMBER OF CORONAVIRUS CASES IN THE U-S MORE THAN TRIPLED IN THE LAST WEEK.RIGHT. NOW PEOPLE ON BOARD TWO CRUISE SHIPS IN U-S WATERS ARE BEING HELD UNTIL DOCTORS CAN TEST FOR CORONAVIRUS.

03/09, 9PM: LATEST CORONAVIRUS CASE WISCONSIN'S SECOND CASE OF CORONAVIRUS CONFIRMED LATE THIS AFTERNOON. HEALTH OFFICIALS SAY THE PERSON WAS EXPOSED WHILE TRAVELING WITHIN THE U-S AND IS CURRENTLY ISOLATED AT HOME.

IV. LOCAL ECONOMY / FINANCE

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

01/01, 10PM: MARIJUANA LATEST - NEW TONIGHT, WISCONSINITES ARE SOUNDING OFF ABOUT THE LEGAL SALE AND USE OF RECREATIONAL MARIJUANA ACROSS THE BORDER.

01/06, 5PM: NEW TONIGHT, THE CITY OF БЕЛОIT IS EXPECTING A MAJOR ECONOMIC IMPACT FROM AMAZON'S NEW FULFILLMENT CENTER .

01/10, 11AM: SAUK COUNTY HEALTH OFFICIALS ARE INVESTIGATING AFTER THEY SAY SOMEONE WITH TIES TO THE BARABOO AND SAUK COUNTY SCHOOL DISTRICTS MAY HAVE CONTRACTED TUBERCULOSIS.

02/02, AM SHOW: IT'S OPENING WEEKEND OF THE LAKE GENEVA ICE CASTLES BUT ORGANIZERS ARE WORRIED THE ABOVE-AVERAGE TEMPERATURES MAY THREATEN THE ICY TRADITION.

02/07, 9PM: PEOPLE RIDING THE BUS DOWN EAST WASHINGTON ARE GETTING A HEAD START ON TRAFFIC. OUR ELISE ROMAS SPENT THE DAY LEARNING THIS NEW SYSTEM AND IT'S IMPACT ON OTHER DRIVERS.

02/09, 10PM: A PUSH FOR FIRST FLOOR COMMERCIAL SPACE IN MADISON'S HOUSING DEVELOPMENTS HAS SOME DEVELOPERS UNHAPPY. NBC 15'S SANIKA BHARGAW SPOKE TO CITY PLANNING AND DEVELOPERS ABOUT WHAT EACH WANTS TO SEE.

03/01, 5PM: NEW APARTMENT BUILDINGS AND HOUSES ARE GOING UP ACROSS JANESVILLE, MANY WILL BE FINISHED IN THE NEXT TWO YEARS.

03/02, 4PM: AFTER 40 YEARS IN BUSINESS, A-1 FURNITURE AND MATTRESS IS CLOSING THREE OF ITS STORES TO PREPARE FOR A MAJOR RE-BRAND.

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)

01/02, AM SHOW: THE NEW YEAR BRINGS GOOD NEWS FOR DRIVERS, SMART PHONE APP GAS BUDDY IS FORECASTING GAS PRICES IN 20-20 WILL ACTUALLY BE TWO CENTS LOWER THAN LAST YEAR.

01/07, 10PM: PINK TAX - SEVERAL LEGISLATORS IN WISCONSIN, FROM BOTH SIDES OF THE AISLE, WANT TO REMOVE THE "SALES AND USE" TAX ON DIAPERS AND FEMININE HYGIENE PRODUCTS.

01/27, 11AM: TAX SEASON IS OFFICIALLY STARTS TODAY! AND A QUICK REMINDER THAT THE IRS HAS GIVEN THE W-4 FORM A MAKEOVER.

02/05, 10PM: TONIGHT - CYBERCRIMINALS ARE USING THE GLOBAL CORONAVIRUS SCARE TO TRY TO STEAL PERSONAL DATA.

02/08: AM SHOW: THE WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION RECENTLY RELEASED THE TOP CONSUMER COMPLAINTS OF 2019.

02/11, 10PM: A CONSUMER ALERT TONIGHT - AS WISCONSIN VETERINARIANS WARN DOG OWNERS AGAINST BUYING A POPULAR HEARTWORM MEDICATION ONLINE.

03/03, 5PM: NEW REPORTS SHOW WISCONSIN'S CURRENT AVERAGE GAS PRICE IS ABOUT TEN CENTS BELOW THE CURRENT NATIONAL AVERAGE AT \$2.31 PER GALLON.

03/08, AM SHOW: YOU CAN SCORE GREAT DEALS FOR THE WHOLE FAMILY AT THE JUST BETWEEN FRIENDS SPRING EVENT.

VI. ENVIRONMENT

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

01/01, 5PM: DISAPPEARING BIRDS - WHEN YOU'RE OUTSIDE, MOST OF US ARE USED TO SEEING BIRDS FLYING AROUND BUT THAT COULD CHANGE. EXPERTS SAY THE NUMBER OF NORTH AMERICAN BIRDS IS TAKING A NOSE DIVE AND THE TIME TO SAVE THEM IS NOW.

01/09, 6PM: CWD SEMEN - NEW RESEARCH TONIGHT SHOWS PRIONS THAT CONTAIN CHRONIC WASTING DISEASE HAVE BEEN DETECTED IN DEER SEMEN.

01/15, 6PM: A WARNING FROM THE D-N-R AND STATE DEPARTMENT OF HEALTH SERVICES AFTER FISH TESTED POSITIVE FOR PFAS IN LAKE MONONA.

02/06, 9PM: STRAW BAN - IT'S AN EFFORT TO REDUCE WASTE, THE MADISON CITY COUNCIL IS PUTTING A LIMIT ON PLASTIC STRAW USE IN THREE MONTHS.

02/18, 10PM: TONIGHT THE STATE ASSEMBLY APPROVED A TEN-MILLION DOLLAR PACKAGE OF BILLS TO ADDRESS WATER QUALITY.

02/19, 4PM: NEW THIS AFTERNOON - THE AIR FORCE IS RECOMMENDING MADISON'S TRUAX FIELD AS ITS TOP CHOICE TO HOUSE ITS F-35 JETS, THAT'S ACCORDING TO A NEW 900-PAGE ENVIRONMENTAL IMPACT STATEMENT.

03/06, AM SHOW: NEW THIS MORNING - GERBER IS SET TO ROLL OUT A RECYCLING REVOLUTION.

03/06, 9PM: A SPRING GREEN WOMAN IS BUILDING THE FIRST FULLY ENERGY EFFICIENT HOME IN HER COMMUNITY. THE GOAL IS TO REDUCE HER ENVIRONMENTAL FOOTPRINT AND ENERGY BILL.

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

01/03, 6PM: TONIGHT - A WISCONSIN SOCIOLOGY EXPERT IS WEIGHING IN AS TENSIONS INCREASE BETWEEN THE U-S..AND IRAN FOLLOWING A U-S ARISTRIKE THAT KILLED A PROMINENT IRANIAN MILITARY OFFICAL.

01/08, 9PM: CYBER SECURITY THREATAS WORLD LEADERS SAY WAR ON THE GROUND IS OUT OF THE QUESTION FOR NOW -- SECURITY EXPERTS SAY A *CYBER* WARFARE THREAT STILL LINGERS.

01/10, AM SHOW: IMPEACHMENT TRIAL - THE SENATE IS ALSO STILL WAITING TO START THE IMPEACHMENT TRIAL AGAINST PRESIDENT TRUMP.

02/03 11 AM: YOU MIGHT BE FAMILIAR WITH THE CANDIDATES AND THE ISSUES BUT LOTS OF PEOPLE ARE STILL A BIT FUZZY ON HOW THE CAUCUS ACTUALLY WORKS.

02/08, 6PM: THE CITY OF MADISON SAYS IT'S ALREADY PREPPING FOR NOVEMBER'S PRESIDENTIAL ELECTION. TONIGHT OFFICIALS SHOWED NBC15'S MICHELLE BAIK HOW THE CITY'S BALLOT COUNTING MACHINES ARE BEING PREPARED.

02/10, 11AM: IT'S THE LAST DAY BEFORE THE FIRST IN THE NATION PRIMARY AND CANDIDATES ARE HITTING THE GROUND HARD IN NEW HAMPSHIRE HOPING TO SWAY A HANDFUL OF REMAINING UNDECIDED VOTERS.

03/01, 10PM : PETE BUTTIGIEG IS SUSPENDING HIS RUN FOR THE DEMOCRATIC PRESIDENTIAL NOMINATION.

03/05, 10PM: WITH DONALD TRUMP LOOKING FOR ANOTHER 4 YEARS IN THE WHITE HOUSE, DEMOCRATS ARE STILL DECIDING WHICH CANDIDATE SHOULD RUN AGAINST HIM.

NBC News Special Reports

1/3 2:14-2:28PM President Trump's remarks on Iran
 1/8 10:24-10:50AM President Trump's response to Iran attack
 1/9 11:30-11:37AM Plane crash in Iran
 1/15 9:09-9:26AM House Speaker Pelosi's news conference to announce the House Impeachment Managers
 1/15 12:00-12:18PM House resolution naming managers for Senate Impeachment Trial
 1/15 4:19-4:51PM Delivery of the Articles of Impeachment
 1/16 1:01-1:40PM Swearing in for the Senate Impeachment Trial
 1/21 11:30AM-4:00PM Start of President Trump's Senate Impeachment Trial
 1/22 12:00PM-4:00PM President Trump's impeachment trial in the Senate
 1/23 12:00PM-3:00PM President Trump's Senate Impeachment trial
 1/24 12:00PM-3:00PM Impeachment Trial
 1/25 9:00AM-11:18AM Impeachment trial of President Trump
 1/26 2:08-2:20PM Death of Kobe Bryant in a crash
 1/26 4:34-4:49PM Death of Kobe Bryant in a crash
 1/27 12:00PM-3:00PM Impeachment Trial

1/28 12:00PM-12:28PM Impeachment Trial
 1/28 12:40PM-2:05PM Impeachment Trial
 1/29 12:00PM-3:00PM Impeachment Trial
 1/30 12:00PM-3:00PM Impeachment Trial
 1/31 12:00PM-2:00PM Senate Impeachment Trial
 2/3 10:00AM-11:19AM Impeachment Trial
 2/3 11:52AM-2:10PM Impeachment Trial
 2/3 7:00PM-7:02PM Iowa caucus
 2/3 8:37PM-8:38PM Iowa Caucus
 2/3 9:42PM-9:44PM Iowa Caucus
 2/4 3:55PM-4:12PM Results of the Iowa Caucus
 2/5 3:00PM-4:00PM Senate Impeachment Vote
 2/6 11:20AM-12:36PM President Trump's remarks after his Impeachment Acquittal.
 2/11 7:00-7:01PM update on the New Hampshire Primaries
 2/11 7:52-7:53PM update on the New Hampshire Primaries
 2/11 8:53-8:55PM update on the New Hampshire Primaries
 2/11 9:56-9:57PM update on the New Hampshire Primaries
 2/24 10:45-10:53AM Harvey Weinstein verdict
 2/28 3:00-3:05PM Stark Market falling and the coronavirus
 2/29 12:51-1:04PM President Trump's comments on the coronavirus
 3/9 8:30-8:35AM Special report in regards to stock market opening
 3/9 3:00-3:06PM Stock Market closing at a low and coronavirus update
 3/10 7:00-7:01 PM Decision 2020 update
 3/10 7:21-7:22PM Decision 2020 update
 3/10 8:00-8:51PM Decision 2020 update
 3/10 8:12-8:13PM Decision 2020 update
 3/11 10:04-10:07AM Sentencing of Harvey Weinstein
 3/11 8:00-8:19PM President Trump addresses the nation on the coronavirus pandemic
 3/12 8:30-8:35AM Update on the stock market
 3/12 3:00-3:05PM Stock market dropping due to coronavirus pandemic
 3/13 2:30-3:49PM President Trump's address the nation on the coronavirus pandemic
 3/14 12:1-12:02PM President Trump's remarks regarding the Coronavirus pandemic
 3/15 4:16-4:24PM Special report from the coronavirus task force regarding the benchmark rate dropping to zero
 3/16 8:30-8:35AM Stock market plunging due to the coronavirus
 3/16 2:21-3:21PM Special report on the federal coronavirus task force
 3/17 10:40AM-12:11PM Statement from President Trump and the federal coronavirus task force
 3/18 11:09AM-12:11PM Briefing from the White House Coronavirus Task Force
 3/19 10:32-11:55AM Briefing from the White House Coronavirus Task Force
 3/20 10:49AM-12:34PM White House Briefing from Coronavirus task Force.
 3/21 12:00-1:35PM Coronavirus task force briefing
 3/21 3:02-3:04PM Coronavirus update
 3/21 4:10-4:12PM Coronavirus update
 3/22 3:03-3:05PM Coronavirus update
 3/22 4:07-4:09PM Coronavirus update
 3/22 4:56-6:30PM Coronavirus update
 3/28 3:06-3:08PM Coronavirus update
 3/28 4:05-4:07PM Coronavirus update
 3/29 3:09-3:11PM Coronavirus update with updated total diagnosis
 3/29 4:10-4:12PM Coronavirus update with updated total diagnosis
 3/29 4:44-4:55PM President Trumps Coronavirus update

WMTV Local News Special Reports

1/28	12:28PM-12:40PM	Vice President Pence's visit to the State Capitol
1/28	2:07PM-2:13PM	News Cut-In regarding Vice President Pence's departure from Madison
2/26	6:37-6:48PM	Press Conference of the mass shooting at Molson Coors in Milwaukee
3/12	11:30AM-12:00PM	Gov. Evers' update on the coronavirus pandemic
3/15	2:31-2:46PM	update on how the coronavirus is affecting Dane county
3/23	1:41-2:10PM	Coronavirus safer at home order
3/24	1:33-1:50PM	Local coronavirus safer at home order
3/30	1:33-1:50PM	Governor Evers' update on Covid-19

Severe Weather Cut-ins

3/28 7:33-7:35PM , 7:56-7:58PM, 8:46-8:48PM

Public Service Report for NBC15 (WMTV)**1st Quarter 2020**

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. **Care Box Challenge:** so far raised more than \$450,000. Funds go towards Second Harvest Foodbank
2. **Bowlin for Colons;** \$115,000 Raised. Funds go toward UW Carbon 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. **Crystal Apple Awards,** ran multiple promos, approximate \$40,000 value. **Station Employees participation; news coverage**
2. **Care Box Challenge:** ran multiple promos, approximate \$10,000 value
3. **Bowlin for Colons,** ran :30 promos, approx \$5,000 value. **Website links on NBC15.com; News coverage**

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

****Approx \$565,000** Second Harvest Foodbank, 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.)?

Coach—Sun Prairie Youth Softball (4 hours)
Board President—Sun Prairie Youth Football (15 hours)
Volunteer—Radio Engineering WIXL City Church (15 hours)
Judge—Athena Awards (2 hours)
Coach—Rock Soccer Club U17 Soccer (22 hours)
Volunteer—Cambridge Chamber of Commerce, Board of Directors (4 hours)
Volunteer—Madison Reading Project (2 hours)
Volunteer—Cambridge Chamber of Commerce, Board of Directors (4 hours)
Board Meeting—Middleton Chamber (1 hour)
Volunteer—Radio Engineering WIXL City Church (12 hours)
Coach—Rock Soccer Club U17 Soccer (26 hours)

Member—WBA Foundation and Association (13 hours)
Volunteer—Feed My Starving Children, Food Packing (2 hours)
Volunteer—NRSSH (2 hours)
Volunteer—Souper Bowl Fundraiser (2 hours, 3 employees)
Member—Madison Ad Federation (15 hours)
Volunteer—“Read Your Heart Out” Event (3 hours)
Emcee—Circus (1 hour)
Board Member—Badger Childhood Cancer Network –4 Hours
Station Tour—1 hour
Job Shadow—UW Journalism Student (3 hours)
Board President—Sun Prairie Youth Football (10 hours)
Coach—Sun Prairie Youth Softball (6 hours)
Coach—Third Grade Basketball (8 hours)
Coach—3rd/4th Grade Basketball (6 hours)
Speaker—J-Con Event at Memorial High School (1 hour)
Meeting—Middleton Foundation for Public Schools (2 hours)
Emcee—Middleton Education Foundation (4 hours)
Emcee—Athena Awards (3 hours)
Guest Reader—Sunset Ridge Elementary (1 hour)
Coach—Little League (1 hour)
Volunteer—WIXL City Church (15 hours)
Station Tour—Madison Area Repeater Association (2.5 hours)
Meeting—Middleton Chamber Ambassadors (1 hour)
Board President—Sun Prairie Youth Football (3 hours)
Coach—Sun Prairie Youth Softball (3 hours)
Member—American Advertising Federation (15 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.)?

***Not this quarter.**

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

Mid-March is when Covid-19 really started impacting Wisconsin.

Launched 4 PSAs with CDC information, helpful tips and warnings for viewers

Partnered with Second Harvest Foodbank to help with new food insecurities—Care Box Challenge

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

***About 40 employees, about 235 volunteer hours donated**

NBC15 Sponsored Community Events

1st Quarter 2020

JANUARY

n/a

FEBRUARY

Crystal Apple Awards Call for Nominations

Award Recognizing Local Teachers

Creating Promos/News Coverage/Link for Nomination on NBC15.com

Promos Ran Feb 12-March 31st

MARCH

Bowlin For Colons

UW Carbone Cancer Center

March 1, 2020

Created Promo, News Coverage, Station Team at event, link for registration on NBC15.com

Raised \$115,000

Kids Expo

Brava Magazine

March 3-4, 2020

Ran Promos, News Coverage, Booth with on Air Talent during expo

Care Box Challenge

Second Harvest Foodbank of Southern Wisconsin

Launched March 18, ongoing

Created PSA, News Coverage, online information for donations

As of March 31, raised more than \$450,000