



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

**APRIL 1 – JUNE 30, 2019**

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, 7:00-9:00am & 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, 8-10pm, Sunday 6-7pm

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)**

04/04 – AM SHOW: A WISCONSIN SCHOOL DISTRICT IS TESTING TRACKING STUDENTS AND BUSES THROUGH A G-P-S MONITORING SYSTEM AS PART OF AN EFFORT TO KEEP KIDS SAFE.

04/04 – 9PM - 9 SET UP TRADES-SKILLED TRADES WORKERS ARE TRYING TO RECRUIT MORE EMPLOYEES TO THE INDUSTRY BY GOING TO HIGH SCHOOLS.

04/05 – 10PM VO STUDENT HEALTH - TONIGHT THE UW- SYSTEM REPORTS A DRAMATIC INCREASE IN STUDENTS SEEKING BEHAVIORAL HEALTH SERVICES.

05/13 – 6PM VO MMSD MEETING - RIGHT NOW -- A DISCUSSION AT THE MADISON METROPOLITAN SCHOOL DISTRICT BOARD MEETING, AS IT WORKS TO FIND AN INTERIM SUPERINTENDENT.

05/14 – AM SHOW - THREE TEENS FACE CHARGES OF TERRORISTIC THREATS AFTER THEY ALLEGEDLY POSTED SCHOOL SHOOTING THREATS ON SOCIAL MEDIA.

05/15 – 6PM CRYSTAL APPLE RECAP - IT'S ALWAYS A PRIVILEGE TO HIGHLIGHT THE WORK OF EXCEPTIONAL EDUCATORS ACROSS SOUTH-WESTERN WISCONSIN.

06/03 – 9PM VO TEACHER CERTIFICATION - WISCONSIN IS ONE OF THE FIRST STATES TO PARTNER WITH A NONPROFIT PROGRAM THAT HELPS POTENTIAL TEACHERS GET THEIR CERTIFICATION ONLINE.

06/05 – 5PM VO LUNCH SHAME - A PROPOSAL RESTING IN THE STATE ASSEMBLY WOULD MAKE SURE ALL STUDENTS WOULD GET A SHCOOL LUNCH EVEN IF THEY CAN'T AFFORD IT.

**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)**

04/05 – 6PM DOMESTIC ABUSE - IF YOU OR SOMEONE YOU KNOW NEEDS HELP OR IS IN AN ABUSIVE RELATIONSHIP CALL ONE OF THE DOMESTIC VIOLENCE HOTLINES LISTED ON YOUR SCREEN.

04/08 – 5PM VO BARABOO HOMELESS - A NON PROFIT TRYING TO OPEN A HOMELESS SHELTER IN WEST BARABOO HAS HIT A SNAG WITH THE VILLAGE GOVERNMENT.

04/08 - 10PM - NEW HMONG CENTER - NEW TONIGHT -- A NEW CENTER FOR THE HMONG COMMUNITY IN DANE COUNTY IS CHANGING LIVES.

05/21 – 9PM YOUTH SPORTS - AS THE SUMMER MONTHS APPROACH -- KIDS PREPARE FOR TRAVELING SPORTS AND THE TRY-OUTS THAT GO ALONG WITH THEM.

05/21 – 10PM VOSOT ASSAULT BILL OF RIGHTS - NEW TONIGHT -- SURVIVORS OF SEXUAL ASSAULT MAY SOON BE GUARANTEED MORE RIGHTS -- REGARDLESS OF WHEN OR IF THEY REPORT THEIR ASSAULT TO LAW ENFORCEMENT.

05/22 – 6PM VO RASTA CHURCH PROTEST - NEW TONIGHT, ONE OF THE 'BROTHERS' AT MADISON'S RASTAFARI CHURCH GIVES HIS SIDE OF THE CONTROVERSY SURROUNDING A SERIES OF SOCIAL MEDIA POSTS. (THE POSTS CONCERNED RACE AND SEXUAL ORIENTATION)

06/02 – 5PM VO AMISH - AND TONIGHT -- FINDING ACCEPTANCE -- A 24-YEAR-OLD WISCONSIN MAN WHO GREW UP ON AN AMISH DAIRY FARM NEAR WILTON SAYS HE'S FOUND FREEDOM AFTER LEAVING THE AMISH COMMUNITY.

06/11 – 9PM VO SUMMER SECURITY - AUTHORITIES ARE ASKING PARENTS AND GUARDIANS TO PAY CLOSE ATTENTION TO INTERNET SECURITY FOR THEIR KIDS THIS SUMMER.

### **III. HEALTH AND FITNESS**

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

0401 - 11AM - MOST PARENTS SUPPORT AGE LIMITS WHEN IT COMES TO TACKLING IN FOOTBALL THAT'S ACCORDING TO A NEW SURVEY OF MORE THAN 1000 PARENTS.

04/03 – 10PM CAPS FOR THE CURE - MANY SCHOOLS HAVE RULES AGAINST LETTING STUDENTS WEAR HATS TO CLASS BUT THIS WEEK THERE WAS AN EXCEPTION, FOR A GOOD CAUSE.

04/08 - 4PM – 5PM VO BALDWIN HEALTH - SENATOR TAMMY BALDWIN INTRODUCED NEW HEALTH CARE LEGISLATION TODAY.

05/14 – 9PM TICK SEASON - WARMER WEATHER IN WISCONSIN MEANS LOTS OF OUTDOOR ACTIVITIES -- AND WITH THEM -- COME THE RISK FOR TICK EXPOSURE.

05/15 – 5PM VO WI ABORTION - A BILL COINED AS THE 'BORN ALIVE' BILL IS NOW HEADED TO THE STATE SENATE THE LEGISLATION WOULD REQUIRE PHYSICIANS TO CARE FOR BABIES WHO SURVIVE ABORTION ATTEMPTS OR FACE PRISON.

05/20 - 11AM - A NEW STUDY SUGGESTS SLEEP PROBLEMS IN TEENAGERS CAN BE REVERSED BY LIMITING EVENING SCREEN TIME. RESEARCHERS FOUND TEENS WHO SPENT OVER FOUR HOURS A DAY ON PHONES, TABLETS, AND COMPUTERS TOOK LONGER TO FALL ASLEEP AND WOKE MORE OFTEN THAN OTHERS WHO SPENT LESS THAN AN HOUR ON SCREENS.

06/03 – 6PM VO MMSD FOOD - MOST KIDS ARE EXCITED THE SCHOOL YEAR IS NEARLY OVER BUT KIDS WHO DEPEND ON FREE OR REDUCED PRICE MEALS AT SCHOOL MIGHT BE LOSING A MEAL.

06/10 – 6PM VO ACCIDENTAL FALLS - NEW DATA FROM THE WISCONSIN DEPARTMENT OF HEALTH SERVICES SHOWS THAT NEARLY 14-HUNDRED PEOPLE AGE 65 AND OLDER DIED FROM ACCIDENTAL FALLS IN 2017.

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

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

04/06 – AM SHOW: SHOPKO EMPLOYEES ARE LOOKING FOR NEW JOBS AFTER LEAVING THE HEADQUARTERS FOR GOOD YESTERDAY.

04/05 – 9PM VO MILLENNIALS - A REVIEW WEBSITE RANKED THE OSHKOSH-NEENAH AREA AS THE SECOND BEST PLACE FOR MILLENNIALS TO MOVE TO IN 20-19.

04/15 – 6PM PORCHLIGHT PRODUCTS - NEW AT 6 - A LOCAL NONPROFIT AND UW-MADISON'S WISCONSIN UNION HAVE TEAMED UP TO HELP EACH OTHER GIVE BACK TO THE COMMUNITY.

05/12 – 9PM SHOPKO CLOSURES - SHOPKO NO LONGER HAS ANY STORES IN DANE COUNTY -- AS THE SHOPKO IN MONONA SHUT ITS DOORS TODAY.

05/13 – 5PM - 5 VO INFRASTRUCTURE - MADISON MAYOR SAYTIA RHODES-CONWAY KICKED OFF "INFRASTRUCTURE WEEK" -- VISITING TRANSIT AND WATER FACILITIES ACROSS THE CITY.

05/14 – 4PM VO LIBRARY MALL ART- A NEW ART INSTALLATION ON STATE STREET TODAY AND IT'S NEARLY THREE YEARS IN THE MAKING!

06/03 – 5PM VO FLOOD REPAIRS - LOCAL COMMUNITIES CAN NOW APPLY FOR DANE COUNTY'S ONE-MILLION-DOLLAR PARK AND TRAIL FLOOD REPAIR GRANT.

06/05 – 6PM VO GB INNOVATION CENTER - NEW TONIGHT, QUESTIONS SWIRL ABOUT ANY PROGRESS AT THE FOXCONN INNOVATION SITES ACROSS THE STATE.

##### **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)**

04/04 - 4PM - TARGET IS RAISING THE MINIMUM HOURLY WAGE TO \$13 AN HOUR. THE DOLLAR INCREASE IS SET TO TAKE EFFECT IN JUNE FOR ALL CURRENT AND NEW EMPLOYEES.

04/06 - 11AM - A WARNING THIS MORNING FOR A FISHER PRICE TOY AFTER 10 BABIES DIED PLAYING WITH IT.

05/16 – 6PM VO SHOPKO OPTICAL - TONIGHT THE WHEELS ARE IN MOTION TO ESTABLISH FREE-STANDING 'SHOPKO OPTICAL' LOCATIONS.

05/17 – 5PM VO DEERE TARIFFS - THE U.S.- CHINA TRADE WAR IS HURTING FARMERS AND COMPANIES THAT SUPPLY FARMERS.

05/21 – 5PM SET UP DATCP STICKER - WITH MEMORIAL DAY WEEKEND AHEAD ONE STATE AGENCY IS MAKING SURE YOU'LL GET YOUR MONEY'S WORTH AT THE PUMP.

05/21 – 6PM DEL MONTE RECALL - A CONSUMER ALERT, IN TO THE NBC15 NEWS ROOM WITHIN THE PAST HOUR AND A HALF -- INVOLVING ANOTHER DEL MONTE VEGETABLE TRAY SOLD AT KWIK TRIP STORES.

06/05 – 11AM VO SECOND JOB STUDY - IF YOU'RE WORKING MORE THAN ONE JOB FOR SOME EXTRA CASH -- YOU'RE NOT ALONE.

06/12 – 11AM VO PAMPERS - PAMPERS IS HOPING TO HELP DAD'S DO DIAPERS ON THE GO.

## **VI. ENVIRONMENT**

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

04/15 - 6PM WI AIR POLLUTANTS - TONIGHT THE STATE OF WISCONSIN IS NO LONGER A PART IN A MULTI-STATE LAWSUIT CHALLENGING A FEDERAL LAW ON POWER PLANT EMISSIONS.

04/05 – 9PM VO BALDWIN FLOOD - FOR MANY IN WISCONSIN THE SPRING FLOODING CONCERNS STILL LINGER.

04/06 – 9PM VO POLLUTION - TWO OF WISCONSIN'S MOST POLLUTED SITES ON THE GREAT LAKES ARE MAKING PROGRESS.

05/13 -10PM MGE CLEAN ENERGY - TONIGHT AN ACTIVIST GROUP IN MADISON IS WORKING TO BRING CLEAN ENERGY TO THE CITY SAYING MADISON GAS AND ELECTRIC IS SHUTTING DOWN THEIR CAUSE.

05/17 – 6PM ARMADILLO - NEW TONIGHT -- A VERY UNUSUAL FIND AT THE SIDE OF THE ROAD IN RICHLAND COUNTY.

05/23 – 6PM VO NITRATE HELP – NEW TONIGHT - A BILL AIMS TO HELP OWNERS IN A NUMBER OF WISCONSIN COUNTIES DEALING WITH NITRATE CONTAMINATION IN THEIR WELLS.

06/13 – 9PM NEW GLARUS - NEXT WEEK - A LOCAL BREWING COMPANY IS BEING PRESENTED WITH AN AWARD FOR ENERGY EFFICIENCY.

06/14 – 5PM VO COMPOST - MADISON RESIDENTS WILL SOON HAVE THE CHANCE TO PARTAKE IN A PRACTICE COMPOST PROGRAM.

### **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)**

04/02 – AM SHOW: THE SPRING ELECTION IS TODAY! HERE ARE SOME THINGS TO KNOW ABOUT POLLING STATIONS.

04/05 – 5PM SET UP MOVE OVER - THE WISCONSIN MOVE OVER LAW REQUIRES VEHICLES TO MOVE OVER A LANE OR SLOW DOWN WHEN AN EMERGENCY VEHICLE IS PRESENT.

05/15 – 9PM ROAD SAFETY - A LOCAL FIRE DEPARTMENT IS ASKING LAWMAKERS TO TAKE ACTION TO PROTECT THE LIVES OF EMERGENCY RESPONDERS.

05/18 – 9PM VO REPUBLICAN CONVENTION - AFTER LOSING THE GOVERNOR'S MANSION IN 2018 THE REPUBLICAN PARTY OF WISCONSIN IS GEARING UP FOR THE 2020 PRESIDENTIAL ELECTION.

05/29 – 5PM TOSS STEIL BILL- NEWLY ELECTED CONGRESSMEN BRYAN STEIL IS PROPOSING HIS FIRST BILL THAT WORKS TO FIGHT HUMAN TRAFFICKING IN WISCONSIN.

05/30 - AM SHOW - LEGISLATORS ARE WORKING ON NEW LEGISLATION TO HELP THE STATE'S GROWING HEMP INDUSTRY.

06/02 – 10PM VO GUN DEBATE - THIS SHOOTING HAS RE-SPARKED THE DEBATE OVER GUN CONTROL IN WASHINGTON.

06/03 – 6PM VO GAS TAX - NEW TONIGHT - GOVERNOR EVERS TALKS ROAD REPAIRS AFTER REPUBLICAN LEADERS ANNOUNCED THEY WON'T SUPPORT AN EIGHT-CENT-PER-GALLON TAX HIKE TO FUND THOSE PROJECTS.

06/05 – 9PM VO MISSION ACT - A BIG CHANGE IS COMING TO VETERANS' AFFAIRS OFFICES ACROSS THE COUNTRY TOMORROW. THE U-S DEPARTMENT OF VETERANS AFFAIRS IS LAUNCHING THE NEW MISSION ACT.

### **NBC News Special Reports**

4/15 1:06-2:00PM – Fire at Notre Dame Cathedral  
 4/15 3:00-3:08PM – Update on fire at Notre Dame Cathedral  
 4/18 8:22-9:11AM – Robert Mueller report  
 4/18 10:04-11:25AM – Release of the Mueller report  
 5/6 8:48-8:53AM – Announcement for the birth of the Royal Baby  
 5/7 4:30-4:37PM – School shooting in Colorado  
 5/29 10:00-10:34AM – Robert Mueller's public statement on the Russia Investigation  
 6/4 8:04-8:37AM – President Trump & Theresa May press conference  
 6/10 1:10-1:51PM – Helicopter crash in NYC

### **WMTV Local News Special Reports**

#### **Severe Weather Cut-ins**

4/17 7:39-7:40PM, 8:17-8:18PM  
 5/24 8:55-9:17PM, 9:49-9:0PM

6/1 2:55-2:58PM  
 6/25 1:43-1:44PM  
 6/27 3:17-3:19PM, 3:40-3:43PM  
 6/30 11:13-11:17AM, 11:38-11:44AM, 12:10PM-12:15PM, 4:30-4:34PM, 6:05-6:07PM

**Public Service Report for NBC15 (WMTV)  
 2nd Quarter 2019**

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. **Tellurian Golf Outing:** Approx \$100,000—benefits Tellurian Clinic
2. **Brat Fest:** 32,381 brats sold in three hours (Approx. \$97,000) for Take Your Brat to Work Day, benefits multiple charities in area
3. **Adopt a Dairy Cow:** Approx \$50,000 --benefits Second Harvest Foodbank of Southern Wisconsin

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. **Brat Fest;** Ran :30 PSAs, approx. \$10,000 value. Website Links on NBC15.com; News Coverage, Station Participation//Sponsorship of Take Your Brat to Work Day
2. **Adopt a Dairy Cow;** Produced and Ran :30 PSAs, approx. \$7,500 value. Website Links on NBC15.com; News Coverage,
3. **Tellurian Celebrity Golf Outing,** ran :30 promos, approx \$2,000 value. Website links on NBC15.com; News coverage; Station Employee Participation/Emcee

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

More than \$250,000

Second Harvest Foodbank

Tellurian Clinic

Wil Mar Neighborhood Center

Madison Symphony Orchestra's Education and Community Engagement Programs

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.)?

**Volunteer—Weather Radio Programming (Multiple Station Employee Participation)**

**Emcee/Host—Crystal Apple Awards Dinner (Multiple Station Employee Participation)**

**Donation/Young Professional Meeting—Young Rising Stars of Second Harvest (Multiple Station Employee Participation)**

**Celebrity Cashier—BratFest (Multiple Station Employee Participation)**

**Emcee/Attendees—Spring into Design, Design for a Difference Kick off**

**Emcee—Tellurian Golf Outing**

**Host—MSOL Parties of Note (Multiple Station Employee Participation, 3 hours)**

**Volunteer—Red Cross (39 hours)**

**Coach—Youth Softball (20 hours)**

**Coach—Youth Flag Football (6 hours)**



**Board Member--Sun Prairie Youth Football (5 hours)**  
**Emcee—Hair Affair MMOCA (3 hours)**  
**Board Member—Badger Childhood Cancer Network (2 hours)**  
**Board Member—Middleton Chamber Ambassadors (1 hour)**  
**Volunteer—Madison Public Library (3 hours)**  
**Coach—Little League Baseball (10 hours)**  
**Judge—Wisconsin Heights School, “Shark Tank” Project (2 hours)**  
**Coach—Youth Soccer (34 hours)**  
**Volunteer—Marshall (6 hours)**  
**Board Member—Middleton Chamber Ambassadors (1 hour)**  
**Coach—Youth Softball (18 hours)**  
**Coach—Youth Flag Football (15 hours)**  
**Board Member--Sun Prairie Youth Football (7 hours)**  
**Volunteer—Madison Public Library (3 hours)**  
**Job Shadow—UW Journalism Student (3 hours)**  
**Keynote Speaker—VFW Memorial Day Event (2 hours)**  
**Volunteer—City Church Media Team (15 hours)**  
**Committee Member—Gilda’s Club Public Relations Committee (1 hour)**  
**Emcee—DeForest Police Department Awards Ceremony (2 hours)**  
**Committee Member—Magnet Young Professional Social Committee Meeting (2 hours)**  
**Coach—Youth Softball (15 hours)**  
**Board Member—Youth Football (10 hours)**  
**Emcee—Crohn’s & Colitis Take Steps Walk (3 hours)**  
**Volunteer—Madison Reading Project (2 hours)**  
**Volunteer—Rhumba 4 Rainbow (5 hours)**  
**Classroom Visit—Marshall Elementary (2 hours)**  
**Coach—Little League (10 hours)**  
**Volunteer—Shelter from the Storm (2 hours)**  
**Board Member—Badger Childhood Cancer Network Meeting (4 hours)**  
**Attendee—Madison Symphony Orchestra Fundraiser “Concert on the Green” (3 hours) 6 employees**  
**Volunteer—Habitat for Humanity (30 Hours)**  
**Member—Middleton Chamber Ambassadors Meeting (1 hour)**  
**Emcee—Music and Memories Concert benefiting Alzheimer’s Society (2 hours)**  
**Volunteer—Dane County Humane Society (3 hours)**  
**Coach—Oregon Minor League Baseball (28 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?

**\*Not this quarter.**

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

**40 Employees, approximately 350 hours**

**NBC15 Sponsored Community Events  
2nd Quarter 2019**

**APRIL**

**Spring into Design**

April 3, 2019

Kick off for Design for a Difference

News Coverage, Emcee at event

Design for a Difference 2019 Beneficiary: Wil Mar Neighborhood Center

**MAY**

**BratFest**

May 24 – 26, 2019

Take Your Brat to Work Day

Kick off for Brat Fest

Benefits multiple non-profits in area

Created Promos/News Coverage leading up and Day of Live News Coverage at Event

Promos Ran April 23 – May 24

32,381 brats sold in three hours (Approx. \$97,000)

Brat Fest total 141,688

**Tellurian Swing Fore Recovery Golf Outing**

May 30, 2019

Benefiting Tellurian Clinic

Created PSAs/News Coverage/TV Personalities at Event

Promos Ran April 23 through May 29 2019

**JUNE**

**Adopt a Dairy Cow**

Second Harvest Foodbank of Southern Wisconsin

Created PSAs/News Coverage

Promos Ran May 29 through June 30

Raised approx. \$50,000

**Concert on the Green**

June 24, 2019

Supports Madison Symphony Orchestra's Education and Community Engagement Programs

PSAs/News Coverage