



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

JANUARY 1 – MARCH 31, 2024

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

- 1. Education** – Class sizes, Connectivity, Teacher Retirements, School Referenda and Student Safety. They’ve long been issues of importance to our local viewers. Because of the pandemic, we’ve branded our commitment to these issues as “Navigating School”.
- 2. Politics** – This will include issue-based stories from all levels, with an emphasis on local and state, and the Presidential and Congressional elections.
- 3. Local Business and Tourism** – This is for coverage of events bringing tourism dollars into the viewing-area and what may affect turnout. (*Fairs, festivals, sporting events, parks, playgrounds, activities, accommodation, etc.*)
- 4. Consumer Concerns** - We’ve renewed our commitment to investigative journalism and other consumer-driven stories (scams, recalls, problem solving). Stories branded under the “NBC15 Investigates” franchise will be targeted to this category unless they fit another category better.
- 5. Severe Weather and Preparedness** – for First Alert Days, our Weather Radio programming events, and other stories where we’ve assigned additional resources to cover storms (on approach, during and the aftermath).
- 6. COVID-19** – This category is to detail coverage of the decisions and impact of decisions made by our legislative leaders, the toll on and also research being done at our local health care facilities, as well as impact on the workforce.
- 7. Crime and Public Safety** - Increased gang activity, violent crimes, stolen vehicles, home break-ins, and gun control.
- 8. Agriculture** -- Wisconsin, dubbed America’s Dairyland, currently leads the nation in farm bankruptcies. Farmer mental health and access to resources is a concern amid growing suicides. The state’s governor has also prioritized initiatives and legislation to help our ag industry. *NOTE: This category will include legislative proposals and action.*
- 9. Community Impact/Outreach** - This will be for stories re: personal appearances made by NBC15 Staff. It will also include the NBC15 School Shout Out (where classrooms wish our viewers good morning) AND our hallmark Share Your Holidays Campaign to raise funds for Second Harvest Foodbank of Southern Wisconsin.
- 10. Social Justice** – This explores race relations, homelessness and human rights within our communities.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

This network program has pioneered a unique approach to prime-time news programming, with its multiple-nights-per-week franchise. With this schedule, the one-hour newsmagazine enables NBC News to

present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

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

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

I. EDUCATION

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

1/5, 4PM: THE MADISON METROPOLITAN SCHOOL DISTRICT BOARD OF EDUCATION WILL MAKE ITS FINAL SELECTION FOR THE NEXT SUPERINTENDENT IN FEBRUARY. SINCE THE APPLICATION LAUNCHED IN NOVEMBER, THE DISTRICT HAS RECEIVED 60 APPLICATIONS. BOARD MEMBERS ARE LOOKING FOR THE COMMUNITY'S HELP IN THE FINAL INTERVIEWS.

1/16, 11 AM: SOME SCHOOLS IN SOUTH CENTRAL WISCONSIN HAD TO CANCEL CLASS TODAY AFTER THEIR SCHOOL BUSES HAD A HARD TIME DEALING WITH THE COLD.

1/26, 5PM: FOUR M-M-S-D HIGH SCHOOL GRADUATION CEREMONIES WILL BE CHANGING LOCATIONS THIS SPRING BECAUSE OF RENOVATIONS AT THE KOHL CENTER'S HOCKEY RINK FLOOR.

2/1, 5PM: A SAUK PRAIRIE STUDENT IS DOING REMARKABLE THINGS IN HER COMMUNITY. JUNIOR ALEXIS BEARD HAS BEEN SUPPLYING TEACHERS ACROSS THE DISTRICT WITH ITEMS THEY NEED FOR THEIR CLASSROOMS.

2/6, 11AM: TODAY, THE THREE FINALISTS FOR THE SUPERINTENDENT OF THE MADISON METROPOLITAN SCHOOL DISTRICT WILL BE INTERVIEWED AND YOU CAN WATCH THE INTERVIEWS LIVE ON THE DISTRICT'S YOUTUBE.

2/26, 10PM: THE MIDDLETON-CROSS PLAINS AREA SCHOOL DISTRICT ANNOUNCED THEY HAVE ADDRESSED NETWORK ISSUES THAT FORCED THEM TO CLOSE TODAY. IN A STATEMENT WE RECEIVED FROM THE DISTRICT, SCHOOL OFFICIALS APOLOGIZED FOR THE LACK OF INFORMATION UP UNTIL THIS POINT.

3/5, 9PM: A NEW EMPLOYEE HEALTH CLINIC IS OPEN FOR THE MIDDLETON CROSS PLAINS AREA SCHOOL DISTRICT.

Today and Weekend Today (Segments vary but are usually 5-7 minutes in length)

Today's Parenting segments air each week with experts offering advice on a wide variety of subjects including safety tips, nutrition, behavior modification, etc.

II. POLITICS

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

1/1, 10PM: FORMER PRESIDENT DONALD TRUMP'S LEGAL TEAM IS EXPECTED TO APPEAL THE DECISIONS THAT REMOVED HIM FROM THE 2024 PRIMARY BALLOTS IN COLORADO AND MAINE.

1/3, 10PM: THE CITY OF BELOIT SAYS A BALLOT PLACEMENT DRAWING WILL BE HELD AT 10 AM THIS UPCOMING MONDAY FOR THE FOUR CITY COUNCIL SEATS OPEN FOR THIS COMING SPRING ELECTION. THE CITY COUNCIL POSITION IS A TWO-YEAR TERM.

2/1, 10 PM: CONSULTANTS HIRED BY THE WISCONSIN SUPREME COURT TO LOOK AT STATE'S LEGISLATIVE MAPS RELEASED RESULTS TONIGHT.

2/3, 6AM: THE WAGE INCREASES COME AS GOVERNOR EVERS FILED A LAWSUIT IN OCTOBER ARGUING THE REPUBLICAN CONTROLLED LEGISLATURE WAS OBSTRUCTING BASIC GOVERNMENT FUNCTIONS. THIS INCLUDED BLOCKING PAY RAISES FOR ABOUT 35,000 STATE UNIVERSITY EMPLOYEES. THAT LAWSUIT IS ONGOING.

2/8, 5AM: A NEW POLL PUTS PRESIDENT JOE BIDEN AND FORMER PRESIDENT DONALD TRUMP TIED AT 49% AMONG REGISTERED VOTERS IN WISCONSIN.

3/1, 5AM: VICE PRESIDENT KAMALA HARRIS WILL BE IN MADISON NEXT WEEK. IT'S HER SECOND VISIT TO THE BADGER STATE SO FAR THIS YEAR.

3/6, 4PM: THE WISCONSIN G-O-P SAYS HARRIS' VISIT IS MORE ABOUT CAMPAIGNING FOR THE ADMINISTRATION. RATHER THAN TOUTING ITS COMMITMENT TO EXPANDING APPRENTICESHIP PROGRAMS AND CREATING WELL-PAYING UNION JOBS. WISCONSIN REPUBLICANS ALSO CRITICIZED THE BIDEN-HARRIS ADMINISTRATION ON INFLATION, BORDER SECURITY AND FOREIGN SPENDING.

III. LOCAL BUSINESS AND TOURISM

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

1/1, 10PM: THE NEW YEAR MEANS MORE WINE TIME IN WISCONSIN. A NEW LAW ALLOWS WINERIES TO STAY OPEN LATER.

1/2: 11AM: A NEW ITEM WILL BE ROLLING INTO KWIK TRIP THIS YEAR! IT'S A BRAND NEW DUNKER DONUT, AND IT'S RASPBERRY FLAVORED.

1-4, 6PM: AFTER ALMOST A MONTH OF BEING CLOSED THE OREGON PUBLIC LIBRARY IS RE-OPENING ITS DOORS TONIGHT IN A NEW SPACE! THE PROJECT IS ACTUALLY THREE YEARS IN THE MAKING.

2/2, 5PM: A CHERISHED TRADITION IN THE CITY OF SUN PRAIRIE, JIMMY THE GROUNDHOG DID NOT SEE HIS SHADOW THIS MORNING WHICH MEANS HE IS PREDICTING AN EARLY SPRING.

2/3, 10PM: DESPITE THE WARMER TEMPERATURES CANCELLING SOME TRADITIONAL FROZEN ASSETS EVENTS, PEOPLE ARE SHOWING UP THIS WEEKEND AT THE EDGEWATER FOR THE FESTIVITIES.

3/3, 10PM: NO TICKET PURCHASE NECESSARY! A WISCONSIN OWNED SMALL MOVIE THEATER IN MARQUETTE COUNTY IS DOING SOMETHING SPECIAL FOR VETERANS.

3/8, 4PM: IT'S MARCH, AND IT'S ALMOST TIME FOR ST. PATRICK'S DAY! WHICH MEANS THE TRINITY IRISH DANCERS ARE KICKING OFF THE SEASON HERE IN THE MADISON 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.

IV. CONSUMER CONCERNS

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

1/3, 11AM: FORD IS RECALLING MORE THAN 112,000 F-150 PICKUP TRUCKS BECAUSE OF A ROLL AWAY RISK.

1/16, 4PM: COSTCO IS TESTING A NEW SYSTEM REQUIRING SHOPPERS TO SCAN THEIR MEMBERSHIP CARDS WHEN THEY ENTER THE STORE. THIS REPLACES SHOPPERS SHOWING THEIR CARDS TO EMPLOYEES WHEN THEY WALK IN.

2/6, 11AM: RIZO-LÓPEZ FOODS IS RECALLING DOZENS OF DAIRY PRODUCTS AFTER A MULTI STATE LISTERIA OUTBREAK.

2/7, 9PM: ACCORDING TO THE FDA, A SINGLE CINNAMON PROCESSOR IN ECUADOR LIKELY CONTAMINATED "WANA-BANA" CINNAMON APPLESAUCE POUCHES. THE APPLESAUCE IS POTENTIALLY LINKED TO HUNDREDS OF LEAD POISONINGS ACROSS THE U.S. THE CINNAMON PROCESSOR IS NOT OPERATING AT THIS TIME.

2/12, 11AM: THE CONSUMER PRODUCT SAFETY COMMISSION HAS ISSUED A MAJOR RECALL INVOLVING A POPULAR REFRIGERATOR BRAND.

3/4, 5AM: THE FDA HAS APPROVED THE YOGURT INDUSTRY TO MAKE THE CLAIM THAT EATING AT LEAST TWO OR THREE CUPS OF YOGURT A WEEK COULD LOWER YOUR CHANCE OF DEVELOPING TYPE TWO DIABETES.

Powerhouse Home Energy

Saturdays 5-5:30pm – Informative 30-minute weekly programs produced by Alliant Energy shows homeowners how to make their homes more energy efficient, thereby saving viewers money.

V. SEVERE WEATHER AND PREPAREDNESS

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

1/5, 6PM: A PLOWING UPDATE TONIGHT FROM THE CITY OF MADISON. CREWS APPLIED BRINE TO THE SALT ROUTES TODAY IN ADVANCE OF THE LIGHT SNOWSTORM WE'RE EXPECTING EARLY TOMORROW. THE PRE-TREATMENT OF SALTWATER BRINE HELPS PREVENT SNOW FROM STICKING TO THE PAVEMENT WHEN IT BEGINS TO FALL.

1/8, 11AM: THE WISCONSIN DEPARTMENT OF TRANSPORTATION IS REMINDING YOU WITH THE WINTER STORMS ROLLING IN, IT'S A PERFECT TIME TO PREPARE YOUR VEHICLE FOR WINTER.

1/9, 5PM: WE ARE CLOSELY MONITORING DELAYS AT THE DANE COUNTY REGIONAL AIRPORT. RIGHT NOW LET'S LOOK AT THE CURRENT DEPARTURE DELAYS.

2/8, 9PM: THERE'S NEVER BEEN A TORNADO RECORDED IN THE MONTH OF FEBRUARY IN WISCONSIN. I GAVE YOU A FIRST ALERT BACK ON MONDAY FOR THE POSSIBILITY OF SEVERE WEATHER. HERE'S VIDEO OF A FUNNEL CLOUD THAT POSSIBLY LED TO A TORNADO.

2/9, 4PM: JUST INTO THE NEWSROOM WITHIN THE LAST HOUR. THE NATIONAL WEATHER SERVICE HAS BEEN OUT SURVEYING THURSDAY'S STORMS ALL DAY AND WE NOW HAVE SOME PRELIMINARY DATA ON MULTIPLE TORNADOES ACROSS SOUTHERN WISCONSIN.

2/10, 6AM: WE'RE NOW HEARING FROM THE PEOPLE WHO HAD TO TAKE SHELTER IN THE DOWNSTAIRS LIBRARY OF ALBANY HIGH SCHOOL WHEN THE STORMS STARTED JUST BEFORE A BOYS BASKETBALL GAME.

3/20, 4PM: TIME TO AVOID BURNING AGAIN. YOU CAN SEE ON THIS MAP FROM THE DNR THAT MOST OF THE STATE IS IN HIGH TO VERY HIGH FIRE DANGER RIGHT NOW. WITH THE WINDY AND DRY CONDITIONS WE'VE HAD.

3/22, 11AM: THE SNOW MADE FOR A MESSY COMMUTE THIS MORNING BUT THOSE PLOWS HAVE BEEN HARD AT WORK. WMTV'S MACKENZIE DAVIS JOINS US NOW LIVE FROM MADISON'S WEST SIDE.

VI. COVID-19

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

1/26, 11AM: ACCORDING TO A NEW STUDY, BABIES BORN TO MOTHERS WHO GOT COVID WHILE PREGNANT HAD UNUSUALLY HIGH RATES OF RESPIRATORY ISSUES.

2/13, 4PM: ISOLATION MAY NO LONGER BE NECESSARY IF YOU HAVE COVID-19 AND HAVE BEEN FEVER-FREE FOR 24 HOURS WITH MILD OR IMPROVING SYMPTOMS.

2/28, 4PM: A PANEL OF ADVISERS WITH THE CENTERS FOR DISEASE CONTROL IS RECOMMENDING THAT OLDER ADULTS GET COVID-19 BOOSTER SHOTS THIS SPRING.

3/1, 4PM: PEOPLE WHO TEST POSITIVE FOR COVID-19 NO LONGER NEED TO ISOLATE FROM OTHERS FOR AT LEAST FIVE DAYS. THAT'S ACCORDING TO NEW GUIDELINES ISSUED BY THE U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION TODAY.

3/5, 11AM: ALL ORDERS PLACED ON OR BEFORE FRIDAY, MARCH 8TH WILL BE DELIVERED. OFFICIALS SUSPENDED THE RAPID TEST DISTRIBUTION PROGRAM LAST MAY AFTER THE END OF THE COVID-19 PUBLIC HEALTH EMERGENCY.

3/25, 11AM: WISCONSIN DOCTORS SAY THEY ARE STILL SEEING THE IMPACT LOCKDOWNS LEFT ON TEENS AND YOUNG ADULTS. MANY PEOPLE FEEL THE PANDEMIC EFFECTED THEIR MENTAL HEALTH. SOME STUDENTS AT THE UNIVERSITY OF WISCONSIN-MILWAUKEE SAY THIS HAS BEEN TRUE FOR THEM.

VII. CRIME & PUBLIC SAFETY

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

1/1, 4PM: TWO PEOPLE WERE ARRESTED AFTER A HIGH-SPEED CHASE WITH POLICE ON NEW YEAR'S EVE.

1/2, 6PM: LAST NIGHT'S CHASE WAS THE FIFTH POLICE PURSUIT IN MONONA IN FIVE DAYS AND THE FIRST ONE TO TURN DEADLY.

1/2, 10PM: THE DEADLY CRASH IS NOW IN THE HANDS OF THE STATE PATROL AND THE D-O-J TO INVESTIGATE. THEY'LL TAKE THE NEXT FEW WEEKS TO GATHER FACTS, REPORTS AND DO INTERVIEWS TO DETERMINE IF THE OFFICERS FOLLOWED PROTOCOL DURING THE CHASE.

2/1, 11AM: TWO PEOPLE HAVE DIED FROM GUNSHOT WOUNDS AT A BAR IN ELKHORN, ACCORDING TO THE WALWORTH COUNTY SHERIFF'S OFFICE. THE SHERIFF'S OFFICE WAS CALLED TO THE SPORTS PAGE BAR ON SOUTH WISCONSIN STREET JUST AFTER MIDNIGHT LAST NIGHT..

2/8, 4:30AM: WE NOW KNOW THE NAME OF THE PERSON KILLED IN A CAR CRASH IN JANESVILLE ON MONDAY. 35 YEAR OLD RONNIE JONES DIED ON THE SCENE.

3/14, 5AM: A "SHOTS FIRED INCIDENT" IN MILTON LAST NIGHT LEAD TO A LAW ENFORCEMENT RESPONSE ON NORTHSIDE DRIVE. SEVERAL LAW ENFORCEMENT AGENCIES RESPONDED LAST NIGHT AROUND 7:30.

3/15, 5AM: MADISON POLICE ARE INVESTIGATING AFTER A GROUP OF TEENAGERS AND KIDS ALLEGEDLY JUMPED AND BEAT UP A MAN IN HIS SIXTIES ALONG STATE STREET.

VIII. AGRICULTURE

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

1/3, 11AM: THE WISCONSIN DEPARTMENT OF AGRICULTURE IS LOOKING FOR THE STATE'S NEXT "ALICE IN DAIRYLAND"! IF YOU HAVE A PASSION FOR AGRICULTURE, IT MIGHT BE THE POSITION FOR YOU.

1/18, 5AM: WE HAVE THESE PHOTOS OF THE FIRE FROM THE LYNDON STATION FIRE AND E-M-S DEPARTMENT. THEY WERE ONE OF SEVERAL AGENCIES WHO RESPONDED TO THE FIRE EARLY YESTERDAY. UNFORTUNATELY, THE FARM LOST A CALF IN THE FIRE BUT ALL THE REST OF THE COWS MADE IT OUT OKAY.

2/27, 11AM: THE WISCONSIN FARM BUREAU SAYS THERE ARE TWO MAIN CONCERNS WHEN IT COMES TO WEATHER SHIFTS FOR FARMERS... MOISTURE AND ANIMAL CARE AND WELL BEING. IN LODI, JAZZY JERSEYS DAIRY FARM IS TAKING PREVENTATIVE MEASURES FOR THEIR CALVES TO MAKE SURE THESE TEMPERATURE SWINGS DON'T GET THEM SICK.

2/28, 6PM: AS UNSEASONABLY HIGH TEMPERATURES HIT PARTS OF WISCONSIN, THERE IS CONCERN AMONG CHERRY GROWERS FOR THEIR CROPS THIS SEASON. ONE FARMER IN DOOR COUNTY SAYS HIS SUCCESS IS DEPENDENT ON THE WEATHER.

3/1, 4:30AM: FARMERS SAY OUR WARM WEATHER COULD REALLY BE MAKE OR BREAK FOR THIS YEAR'S CROP. PLANTING EARLY MAY PUT A LOT OF THOSE CROPS AT GREATER RISK FOR FREEZE DAMAGE.

3/26, 4PM: THE RECENT SNOW AND RAIN ACROSS THE STATE BRINGS HEADACHES FOR SOME BUT CHEERS FOR MANY WISCONSIN FARMERS.

IX. COMMUNITY IMPACT/OUTREACH

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

1/8, 10PM: THE "RIVER FOOD PANTRY" SAYS IT WILL ALSO BE CLOSED TOMORROW. THE PANTRY SAYS A LIMITED NUMBER OF FOOD IS AVAILABLE IN A FOOD EMERGENCY LOCKER WHENEVER "THE RIVER" CLOSED. THE PANTRY SAYS IT PLANS TO REOPEN ON WEDNESDAY AT 11 AM.

1/10, 6PM: OUR EIGHT-WEEK LONG, SHARE YOUR HOLIDAYS CAMPAIGN JUST WRAPPED UP AND IT WAS SUCH AN AMAZING EFFORT. MORE THAN 221 LOCAL GROUPS HOSTED FOOD AND FUND DRIVES ACROSS 29 CITIES.

1/14, SUN 7AM: TOMORROW IS MARTIN LUTHER KING JUNIOR DAY. AND TO HONOR THE LATE CIVIL RIGHTS ACTIVIST, THE ANNUAL "I HAVE A DREAM" BALL WAS HELD IN MADISON. THE GROUP "WOMEN IN FOCUS" HOSTS THE EVENT.

2/9, 4:30AM: THE MADISON METROPOLITAN SCHOOL DISTRICT HAS A NEW PILOT PROGRAM OFFERING MADE FROM SCRATCH LUNCHEs. THEY WANT THESE HOMEMADE MEALS TO PROMOTE HEALTHY EATING. STARTING AT NUESTRO MUNDO ELEMENTARY SCHOOL, STUDENTS LINE UP TO TRY OUT RECIPES FROM BOTH M-M-S-D AND THE CHEF ANN FOUNDATION COOKBOOK.

2/9, 5PM: THE WMTV 15 NEWS DIAPER DRIVE KICKS OFF IN A WEEK! WE ARE THRILLED TO BE PARTNERING ONCE AGAIN WITH THE VILLAGE DIAPER BANK. HERE'S HOW YOU CAN HELP.

3/6, 10PM: A GROUP OF STUDENTS FROM SCHOOLS IN MARATHON COUNTY TRAVELED TO THE STATE CAPITOL TODAY TO ADVOCATE FOR A BETTER MENTAL HEALTH BUDGET FOR WISCONSIN SCHOOLS.

3/7, 10PM: CHIEF CARBON SAYS DEPARTMENTS ACROSS THE COUNTRY ARE WORKING TO DIVERSIFY THE PUBLIC SAFETY WORKFORCE. M-F-D WILL BEGIN ACCEPTING APPLICATIONS FOR THE 'CITY OF MADISON FIREFIGHTER/EMT DEVELOPMENT PROGRAM' ON MARCH 13TH.

X. SOCIAL JUSTICE

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

1/4, 4:30AM: THE MADISON POLICE DEPARTMENT NOW HAS A "HATE CRIMES TASK FORCE" .

1/7, 7AM: A NEW SENTENCE IN THE DEATH OF ELIJAH MCCLAIN, A YOUNG BLACK MAN WHO WAS KILLED IN 2019 BY POLICE AND PARAMEDICS.

1/19, 4PM: THERE COULD BE A POSSIBLE CHANGE TO WISCONSIN'S 20-WEEK ABORTION BAN. REPUBLICAN LAWMAKERS ARE PROPOSING CHANGING IT TO 14 WEEKS. A PUBLIC HEARING IS SCHEDULED FOR MONDAY. SENATOR MARY FELZKOWSKI SAYS LAWMAKERS WOULD LIKE TO HEAR DIRECTLY FROM VOTERS ON THIS ISSUE WHICH IS WHY IT COULD SHOW UP ON THE APRIL PRIMARY BALLOT.

2/2, 6AM: YOU CAN NOW CHECK OUT THIS ART, WHICH IS ON DISPLAY AT MADISON COLLEGE. THIS IS THE THIRD YEAR OF THE EXHIBIT BY THE COLLEGE'S BLACK WOMEN'S AFFINITY GROUP.

2/5, 9PM: TODAY THE UW BOARD OF REGENTS ANNOUNCED THE 2024 DIVERSITY AWARDS, WHICH HONORS INDIVIDUALS AND PROGRAMS THAT FOSTER ACCESS AND SUCCESS FOR STUDENTS OF UNDERREPRESENTED POPULATIONS.

3/3, 7AM: INTEGRATING CULTURE INTO THE ARTS. A DANCE TEACHER AT JANESVILLE PARKER HIGH SCHOOL IS EMBRACING THE AFRICAN DANCE CULTURE, NOT JUST DURING BLACK HISTORY MONTH, BUT EVERY DAY OF THE YEAR.

3/9, 9PM: A NEW STUDY FOUND WISCONSIN WOMEN MAKE AN AVERAGE OF 80.4% OF WHAT MEN MAKE. A FIGURE THAT'S NEARLY IDENTICAL TO WHERE STATE DATA STOOD A DECADE AGO.

NBC News Special Reports

- 1/15 7:46-7:48PM Results from the Iowa Caucus announcing former President Trump's win
- 1/23 7:25-7:27PM Results from the New Hampshire primary
- 2/5 12:00-12:11PM King Charles's cancer diagnosis
- 2/6 9:17-9:30AM Recent developments in former President Donald Trump's immunity claim in DC Circuit Court
- 2/6 12:41-12:50PM Jennifer Crumbley verdict of manslaughter in her son's school shooting
- 2/8 1:59-2:12PM No charges for President Biden and his classified documents
- 2/14 3:45-4PM Press conference regarding the shooting at the Kansas City Super Bowl celebration
- 2/16 2:03-2:41PM Former President Trump's civil fraud decision
- 3/4 9:03-9:18AM Supreme Court's decision to allow Donald Trump to remain on Colorado's 2024 ballot
- 3/6 9:04-9:14AM Nikki Haley suspended her presidential campaign
- 3/22 1:00-1:20PM Princess Kate's cancer diagnosis
- 3/26 8:54-9:15AM Francis Scott Key Bridge collapse in Baltimore
- 3/26 11:41-11:52AM President Biden's press conference in regards to the Baltimore bridge collapse
- 3/26 2:38-3:00PM Press conference dealing with the Maryland bridge collapse

WMTV Local News Special Reports

- 3/6 11:57AM-12:08PM Coverage of Vice President Kamala Harris's Madison visit and press conference
- 3/27 2:09-2:14PM Verdict of the Mark Wagner trial

Severe Weather Cut-ins

- 2/8 5:10PM-6:46PM
- 3/4 2:47PM-2:48PM, 3:16PM-3:46PM, 4:07PM-4:46PM

**Public Service Report for NBC15 (WMTV)
1st Quarter 2024**

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. **WMTV Diaper Drive**; raised 1,177,137 diapers. Funds and diapers go to The Village Diaper Bank.
2. **WMTV Crystal Apple Awards Call For Entries**; 640 teachers nominated
3. **Bowlin' for Colons**; raised \$53,105 to benefit the UW Health Carbone Cancer Center

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. **Diaper Drive**, ran multiple promos, approximate \$20,750 value. **Station Employees participation; news coverage**
2. **Crystal Apple Awards**, ran multiple promos, approximate \$23,775 value. **Station Employees participation; news coverage**
3. **Bowlin' for Colons**, ran multiple promos, approximate \$6,700 value. **Station Employees participation; news coverage.**

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

\$185,418.00 - The Village Diaper Bank
\$53,105 - UW Health 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.)?

We raised over 18,274 diapers for our WMTV Diaper Drive in addition to the funds. With cash contributions, the total number of diapers raised was 1,177,137.

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

Emcee—Fire Fighters Local 311 Ice Ball (8 hours)
Coach—Youth Softball (31 hours)
Board President—Sun Prairie East High School QB Club (12 hours)
Board Member—Sun Prairie Youth Football (10 hours)
Judge — Speech and Debate Tournament at DeForest High School (6 hours)
Volunteer—Olbrich Gardens (5 hours)
Volunteer— Blood Donation at Red Cross (1 hour)
Volunteer—West Middleton Elementary School (1.25 hours)
Volunteer—Basketball Tournament Admissions (2 hours)
Volunteer—Sun Prairie Food Pantry (10 hours)
Emcee—Martin Luther King Day Event (4 hours)
Ambassador—Fitchburg Chamber of Commerce Events (20 hours)
Ambassador — Stoughton Chamber of Commerce Events (2 hours)
Participant—Verona Women's Network Meeting (10 hours)
Emcee—Professional Firefighters of Wisconsin Charitable Foundation Burn Ball Gala (5 hours)
Celebrity Soup Server at Habitat for Humanity Souper Bowl (3 hours)
Judge — Speech and Debate Tournament at West High School (8 hours)
Ambassador — Madison Public Library Foundation Wisconsin Book Festival (1 hour)
Guest Reader — Read Aloud Series at Middleton Elementary School (1 hour)
Volunteer—Make-A-Wish Foundation Event (5 hours)
Volunteer—Helping Hands Boys and Girls Club of Dane County Gala (6 hours)
Guest Reader — Read Your Heart Out at Hawthorne Elementary School (2.5 hours)
Celebrity Bowler—Bowlin' for Colons Fundraiser for UW Health Carbone Center (3 hours)
Bowler—Bowlin' for Colons Fundraiser for UW Health Carbone Center (18 hours)
Emcee—ATHENA Awards (2 hours)
Emcee—"Not A Gala" for Tellurian (4 hours)
Volunteer—West Middleton Elementary School (6.5 hours)
Judge — Speech and Debate Tournament at Vel Phillips Memorial High School (6 hours)
Guest Speaker— Career Day at Lewiston Elementary School in Portage (2 hours)
Presenter and Panelist – Wisconsin Broadcasters Association Student Seminar and Job Fair (12 hours)

Has your station provided election-related programming and activities designed to register voters or inform voters about candidate and issues (e.g. debates, candidate interviews, voter registration drives, etc.)?

Ran news stories about voting, candidates, referenda and the issues leading up to April 2, 2024 election.

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

We did live weather cut-ins during programming when severe thunderstorms and tornadoes came through our viewing area on February 8, 2024.

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

About 20 employees, about 208 volunteer hours donated

**WMTV Sponsored Community Events
1st Quarter 2024**

JANUARY

n/a

FEBRUARY

WMTV Diaper Drive

Benefiting The Village Diaper Bank

Produced PSAs/News Coverage/Information about donations/Live coverage day of Drive - February 22, 2024

PSAs Ran Feb 15 – Feb 22

Thank you PSAs ran Feb 24 – March 15

Raised 1,177,137 diapers

MARCH

Crystal Apple Awards Call for Nominations

Award Recognizing Local Teachers

Creating Promos/News Coverage/Webpage Takeover/Link for Nomination on wmtv15news.com

Promos Ran Feb 24 – March 25

Received 640 Nominations

Bowlin' For Colons Fundraiser Event

Benefiting UW Health Carbone Cancer Center

Produced PSAs/News Coverage/Staff Participation

PSAs Ran Feb 9 – March 2

Raised \$53,105