



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

**APRIL 1 – JUNE 30, 2016**

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, 7:00-8:30am & Sunday, 9:00-10:00am

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

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

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

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

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

**Dateline NBC** Friday, Sunday nights, various times/lengths

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

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

This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast.

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

4/1 – 4pm: Today Johnson creek schools were on lockdown after a person crashed a stolen vehicle into the high school's maintenance building. Wisconsin state patrol troopers say they tried to stop a driver for excessive speeding, but the car didn't stop.

4/6 – 4pm: Henry Vilas Zoo announces a campaign to bring Bucky home and honor Wisconsin's state history. Dane county executive Joe Parisi and the Badger's men's basketball coach Greg Gard helped introduce a new badger at the zoo.

4/9 – AM: UW System Regents have approved measures raising tuition for some students.

4/12 – 11am: A group of fifth graders at Sugar Creek elementary school in Verona are also getting ready for severe weather season... It's part of the student tools for emergency planning - or step - program.

4/16 – AM: East Elementary School in Jefferson was selected to be part of the Google Expedition pilot program. It allows students to go on virtual reality field trips.

4/18 – 6pm: Religious group holds lunches on certain Tuesdays, which leaves some students feeling left out and the school district caught in the middle.

4/21 – 5pm: More than 100 people gathered at UW Madison to protest what they are calling unfair treatment of a student.

4/24 – 5pm: police identify teenager who shot two students as they left the Antigo high school prom last night. Investigators say 18-year-old Jakob Wagner opened fire with a rifle on two students- one male, one female- as they left the dance.

4/27 – AM: A Menominee Indian high school teacher is facing charges for having a gun on school grounds.

4/29 – 4pm: Madison Rep. Chris Taylor is urging the state elections board to invest more money in a public education campaign on voter ID requirements.

5/1 – AM: In the wake of a recent spike in gun violence around Madison, community leaders are calling for action with a campaign to 'stop The Violence,' launched with a video to spread a message of peace.

5/2 – 11am: More children are getting seriously hurt on playgrounds despite design improvements.

Government data shows a significant increase in playground-related head injuries between 2005 and 2013.

5/4 -11am: A new study ranks UW Platteville as one of the best value colleges in the state. The school earned the second slot in a recent study by smartasset.com.

5/5 – 5pm: Madison College will soon be leasing its downtown campus property and expanding its south campus.

5/6 – 4pm: Janesville police say a teacher at Ddison middle school had a sexual relationship with a student. 44-year-old Aaron O'Reilly of Edgerton was arrested today.

5/8 – 6pm: More UW Madison students are demanding the administration make changes at a time college students nationwide have expressed growing frustration with discrimination and on predominantly white campuses.

**15 News Continued**

5/11 – AM: Horizon high school in Madison helps students overcome addiction and depression, is lacking funding. Horizon's board president says if there is no money by June, they can't hold summer school, when students are most likely to relapse.

5/11 – 5pm: UW Students are making their own version of the Hyperloop. It's part of a competition put on by Space-X.

5/13 – 5pm: Donald Driver stopped by Brooklyn Elementary in Oregon today to promote healthy eating and physical activity.

5/16 -11am: Monroe high school is open today following a threat, but police say more officers are patrolling the area. A threatening email was sent to students yesterday according to authorities.

5/17 – 11am: Students at a Wisconsin elementary school are not able to drink water after it tested positive for antifreeze. Addison elementary school in Washington County sent a letter to parents this past weekend.

5/23 – 5pm: Counselors in the Madison school district are working with dozens of students affected by recent gun violence.

5/28 – 6pm: An 8th grader from Wausau with dreams of playing in his high school band is getting some help from a group of engineers at UW Madison. Roy Thorson is playing his baritone on his own for the very first time.

6/1 – 5pm: The Madison public library received a top honor today - at the white house.

6/6 – 5pm: Today local officials launched the "MOST program finder". It helps families find summer activities to keep their kids engaged.

6/8 – AM: UW Regents are considering raising application fees. A proposal would raise undergrad fees from fifty to sixty dollars.

6/10 – 6pm: Three teenagers are facing charges for burglarizing a school in Janesville.

6/14 – AM: Just because school is out doesn't mean children can't get the same free or reduced-cost meals they rely on during the school year. Any child 18 and younger can eat free at designated summer meals sites across the country.

6/20 – 6pm: Summer meals for kids and parents for free in the area.

6/27 – 4pm: Sun Prairie High School summer activities were shut down after a suspicious package was found. It was later determined to be harmless.

6/28 – AM: Three new schools could be built in Sun Prairie in the next seven years. Recommendations were presented to the school board last night in hopes of getting a referendum on the ballot as soon as November.

**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)**

4/2 – AM: Few people can imagine the horror felt by a baby's mother after a woman who befriended her walked off with her seven week old son. Now the mother is speaking, after the baby was found unharmed and the kidnapping suspect was arrested.

4/4 – 6pm: Sun Prairie park was vandalized and community members are paying to make repairs.

4/7 – 11am: Each year shortly before Mother's Day, Two Men and a Truck hosts its annual Movers for Moms. We explained the program.

**15 News Continued**

4/10 – AM: As part of sexual assault awareness month, the Wisconsin Coalition Against Sexual Assault organized an event at the state Capitol.

4/15 – 5pm: A judge has refused to reduce bond for both Wisconsin girls accused of trying to kill their classmate in an attempt to please the fictional horror character Slender Man.

4/19 – 5pm: Madison police say a 30-year-old man has died from gunfire outside a bar and restaurant near West Towne Mall.

4/22 – 10pm: Boy gets to be a firefighter for the day through Make-a-Wish.

4/25 – 6pm: A Lake Mills man accused of stabbing his brother has plead not guilty. Police say 22-year-old Anthony Seljan stabbed his 19 year old brother during an argument last month.

4/27 – 5pm: A man and two children are dead in what Wisconsin Rapids police say is an apparent double murder-suicide. Police say the father of the children fatally shot them and then himself at their home.

5/2 – AM: A Wisconsin lawmaker plans to bring back a bill forbidding transgender people from certain restrooms.

5/4 – 5pm: Charges have been filed against the man accused of killing a wife and mother on the Interstate in a drive-by shooting this weekend.

5/7 – 5pm: Wisconsin Attorney General Brad Schimel says two police officers who shot and killed a hostage during an incident at a motorcycle shop won't face criminal charges.

5/9 – 5pm: A Cottage Grove couple is hospitalized following a domestic disturbance.

5/9 – 10pm: Dane County has new grant to crackdown on distracted driving.

5/10 – 11am: A new report ranks the best states to grow old and it isn't the sunshine state. The caring.com study ranked all 50 states based on financial, healthcare and quality of life.

5/11 – 4pm: Madison police Chief Mike Koval says last night's homicide has a connection to the fatal shooting at O'Grady's pub. This afternoon the chief spoke about the death of a 38-year-old man outside a gas station.

5/12 – 11am: Dozens walked the streets in Madison today in silence calling for an end to the violence that has rocked our city. Community members and leaders walked together for a "silent walk" on Verona Rd and Allied Dr. less than an hour ago.

5/14 – 5pm: Today the White House is calling on schools in every state to allow students to use the restroom of the gender they identify with.

5/16 – 6pm: - City leaders outline steps to curb gun violence in the community.

5/19 – 6pm: Fridays at the Y continue this year offering programming at night for kids to interact with local law enforcement in a fun setting.

5/22 – 5pm: Today runners in Madison raised money for a homeless youth shelter. Briarpatch's first flower power 5k run/walk kicked off today.

5/23 – 11am: Authorities have identified the 12-year-old boy killed in a dirt bike crash in Dodge County on Friday. Maxwell Behmke of Neosho was reportedly crossing county road NN near North Tyler Road in the town of Rubicon when a pickup truck crashed into him.

5/27 – 5pm: A body has been found in the Rock River in Janesville. Family believes it's James Brieske, who's been missing since Monday.

6/7 – 5pm: The Madison Common Council will vote tonight on whether to fund an independent review of the police department.

6/8 – 11am: The Madison City Council has approved hundreds of thousands of dollars in additional funding for a review of the Madison Police Dept.

6/11 – AM: Story about an 11-month-old who was rescued from a hot car. This led into warnings for families about how quickly cars can heat up.

6/14 – 5pm: A rally was held at the Capitol for LGBT/racial justice because of the Orlando mass shooting.

6/19 – AM: Postpartum depression and research being done to help women.

6/21 – 10pm: Teens drinking hand sanitizer to get drunk.

6/23 – 10pm: Community members meet to discuss the arrest at the mall that went viral.

6/26 – 10pm: Madison police arrested a domestic violence suspect who they say was threatening family members with a machete.

**NBC Nightly News**

Making A Difference On the Homefront, an extension of NBC Nightly News, is an effort to shine a light on veterans, military families and the issues affecting them across the country. In particular, these segments will attempt to assist military veterans find employment.

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

- Each week this program features “Forever Young” segments with experts discussing various subjects of special interest to those viewers over 50 years of age.

### III. HEALTH AND FITNESS

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

A fitness segment appears in the 5pm newscast every Friday, which we call “Fitness Friday.”

A fitness segment also appeared in the 11am newscast every Monday.

4/5 – AM: An experimental new drug is showing promise in treating pancreatic cancer.

4/16 – 6pm: Records show Wisconsin health officials waited several months to announce an outbreak of a rare bloodstream infection to the public. According to records, the Wisconsin Department of Health Services began investigating the outbreak of the bacteria known as Elizabethkingia in December.

4/19 – AM: There has been a recent rise in the number of waterborne infections in the US. As water temperatures continue to rise, so will the bacteria counts, increasing this threat.

4/20 – 11am: West Towne Mall has been transformed into what looks like a space odyssey. And it's all for a good cause. It's all a part of Middleton Outreach Ministry's "Canstruction" competition to help end hunger.

4/21 – 4pm: There's evidence that women who have irregular menstrual cycles in early adulthood may be at an increased risk for ovarian cancer later in life. The research is from the public health institute in California, and included 15-thousand women.

4/23 – AM: We all know bed bugs are a huge headache to deal with. Professional extermination of bed bugs typically can cost anywhere from \$200 to \$1500 per room and often fails. Now a new study shows the pest just became harder to get rid of.

4/25 – AM: Eating a Mediterranean diet may help lower the risk of heart attack and stroke in people with heart disease.

A New Zealand study looked at the health and diet of over 15-thousand heart patient.

4/26 – 5pm: While most of us are aware that fast food is not the healthiest option... a new study is raising new concerns. The CDC found people who eat a lot of fast food have higher levels of hormone disruptors in their system.

4/27 – 11am: Aches and pains in our knees and ankles may come with age... but more than 50 million adults... and more than 300-thousand kids live with arthritis.

4/29 – 4pm: US doctors will soon have access to a new test for the Zika virus. Zika can lead to severe birth defects and spreads mainly via mosquitos.

5/3 – 5pm: Experts say Zika is likely coming to the U.S. soon in large numbers, and the nation is not ready.

5/5 -11am: The vision council says wearing sunglasses can protect the eyes against cancer, cataracts and age-related macular degeneration.

5/8 AM: Experts lawnmowers can be dangerous if the proper precautions aren't taken. Each year, at least 20,000 people are hurt in lawnmower accidents.

5/12 – AM: Children with persistent asthma may be at an increased risk of developing chronic lung disease as an adult. Researchers at Brigham and Women's hospital followed over 600 children being treated for asthma.

5/16 – 4pm: The Supreme Court today opted out of a controversial case dealing with Obamacare and contraception after nuns sued not to provide birth control to their employees.

5/18: 4pm: The nation's capital has kept its crown as the country's fittest city. The American College of Sports Medicine has once again labeled Washington DC as the "fittest city."

**15 News Continued**

5/18 – 6pm: State health officials confirms Wisconsin resident tested positive for Zika after traveling to Honduras.

5/25 – AM: There could be a new pill to help obese patients eat less but the pills don't have medicine in them. Scientists at the Washington University School of Medicine tested gas filled capsules given to obese patients for six-months.

6/1 –AM: A new study suggests women diagnosed with migraine headaches have an increased risk of cardiovascular disease. Data from more than 115-thousand women showed those who had migraines were slightly more likely to suffer a heart attack or stroke than women with no migraine history.

6/3 – 4pm: With more than two-million drug-resistant infections each year, the search is on for new antibiotics including right here at UW-Madison.

6/6 – AM: Cleaning up your messy kitchen could help you eat less. Researchers gathered a group of women in an un-tidy kitchen and found that they ate twice as many cookies than women gathered in an organized kitchen.

6/10 – 4pm: That so-called "healthy glow" people think they're getting at a tanning bed isn't so healthy after all.

6/17 – 4pm: Cases of the Zika virus are rising rapidly in Puerto Rico. The Centers for Disease Control and Prevention is following Zika infections in the US territory by analyzing the blood donor supply there.

6/24 – 4pm: It is important to get your daily dose of vitamin D and there are different ways you can get it. Doctor Apple Bodemer gave advice.

6/30 – 11am: New questions are being raised about the medical effectiveness and safety of popular hand sanitizers used by millions of people.

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

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

4/1 – AM: Alliant Energy Corp. has won preliminary approval to build a \$700 million natural gas-fired power plant near Beloit.

4/7 – AM: A new grocery store will host its grand opening this morning in Madison. Festival Foods will be opening their store on East Washington Avenue.

4/15 – 11am: Roundy's will be holding career fairs to help fill 100 new jobs in the Madison area. Copps, Pick n' Save, and Metro Market are looking to fill jobs ranging from part time deli clerks and cashiers to full time department managers.

4/18 – 5pm: A federal jury in Wisconsin has awarded health care software firm Epic nearly \$1 billion in damages in its lawsuit against an Indian firm it had accused of stealing trade secrets.

4/20 – 6pm: Madison City Council chooses developer to take over the Judge Doyle Square construction.

4/22 – AM: A State Street icon is seeing some management changes. Live Nation will now be helping run the Orpheum Theatre.

4/29 – 5pm: Tourists spent nearly \$12 billion in Wisconsin last year. That's according to a report the state Department of Tourism released Friday. It found tourists spent \$11.9 billion in the state in 2015, an increase of \$500 million from 2014.

5/10 – 5pm: Gov. Scott Walker says he'll lead a trade mission to Mexico in June.

5/16 – 5pm: Uno's, a well-known pizzeria and grill in Madison has closed.

5/17 – 5pm: The operations manager with ski hi fruit farm in Baraboo says their crops have sustained severe damage that could leave them with much less produce than in years past.

5/25 – AM: Dozens of people at a cookie plant in Ripon are losing their jobs. Treehouse Foods is closing its plant because they say there isn't enough demand to keep the plant open.

6/3 – AM: Governor Walker will not add a gas tax or vehicle registration fee increase in the next budget. That decision means delays for several road projects.

**15 News Continued**

6/13 – 6pm: Salaries for prison staff in Wisconsin have dropped almost 13 percent. The Bureau of Labor Statistics says the state's correctional officers and guards earned an average, inflation-adjusted salary of \$41,770 in 2015. That's a drop of more than \$6,000 compared with what they made six years before.

6/16 – 5pm: Wisconsin's unemployment rate is the lowest it's been in 15 years.

6/20 – 11am: Money expert Stacy Johnson is here with some ideas that you can combine to save an extra 100 dollars this week.

6/23 – AM: A recent survey found Janesville is one of the cities in the country where homeowners will pay the most in energy bills.

6/25 – AM: How Brexit can impact people personally in 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.

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

4/4 – 11am: Looking for a bargain on everything from TVs to clothes? Money expert Stacy Johnson shows us some of the best and worst things to buy in April.

4/7 – 4pm: A 17 year-old Texas girl is the latest person to die as the result of faulty Takata airbags. Her death is prompting family members and officials to remind people to check to see if their cars are part of a mass recall.

4/10 – 5pm: Tax day is just around the corner and IRS scams from criminals trying to trick people out of their money and their identity are on the rise. With talk with a man about how easy it is to fall victim to phone scams.

4/15 – AM: Thousands of Fisher-Price cradle swings are being recalled. Fisher-Price issued the recall for about 34-thousand manufactured so called Cradle n Swings.

4/18 – 11am: Pre-paid debit cards are skyrocketing in popularity. Use was up 50-percent between 2012 and 2014 according to a new report.

5/4 – AM: Walmart is recalling more than one million water kettles due to burn and shock hazards.

5/5 – AM: To get the most accurate and useful apps you might have to spend a little money. More useful information on mobile devices are coming with a price tag.

5/5 – 4pm: A choking hazard has prompted munchkin to recall about 108-thousand pacifiers and clips. The recall involves munchkin's latch lightweight pacifiers and clips sold as a set in five different styles.

5/11 – 5pm: If you want your teeth to last a lifetime, you've got to take care of them. That certainly includes regular checkups, but does it also include expensive toothpaste? Money expert Stacy Johnson says no.

5/13 – AM: Jetblue and Alaska Airlines take the lead once again in customer satisfaction. Both airlines maintained their decade-long reign at the top of JD Power customer service satisfaction survey.

5/20 – 11am: Everyone employed by the Milwaukee Bucks last year have fallen victim to an internet scam. The team says someone impersonating the president of the team requested W-2 forms of Bucks employees.

5/21 – AM: It's being called one of the biggest food recalls across the U.S. At least 400 frozen food products under 40 different brands are being called back by the Federal Food Administration.

5/31 – 5pm: Home Inspector Bill Kneebone was in, to show us pictures of problems he's found while on the job, and how we can prevent them from happening in our own homes.

6/4 – AM: Two models of LaRose's Jewelz Gem Creation jewelry making kits and one refill product have been recalled. These kits contain high levels of lead.

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**15 News Continued**



6/5 – 10pm: Gas prices climbed six cents over the past two weeks according to the Lundberg survey. The national average is now two-dollars and 37-cents a gallon.

6/8 – 4pm: Peanut residue detected in flour has prompted Frito-Lay to recall four varieties of Rold Gold pretzels.

6/12 – AM: There was a recall alert for the charging cords of remote-control flying toys.

6/15 – 11am: BMW is recalling nearly 189-thousand SUVs because the child seat anchors may become damaged and won't hold the seat properly.

6/21 – AM: The national frozen food corporation has issued a nationwide recall due to possible listeria contamination. The recall covers frozen peas and mixed vegetables packaged by several companies.

6/22 – 4pm: The April tax season is long over, but scam artists run a yearlong business online. Scammers, impersonating IRS agents are trying to trick college students into thinking they need to hand over cash to cover a federal student tax that does not exist.

6/27 – 5pm: Toyota is recalling more than three million vehicles globally for two safety issues. The first recall involves nearly two and a half million vehicles for defective air bags - which can partially inflate due to a small crack in some inflators.

6/30 – 4pm: Noodles and Company says some people who used their debit or credit cards at certain locations between January 31st and June 2nd of this year are at risk.

## VI. ENVIRONMENT

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

4/2 – 10pm: Governor Walker signed a bill prohibiting people from bothering hunters in the Wisconsin woods. Walker signed the bill today at the Wisconsin Bear Hunters' Association's 52nd annual convention in Rothschild.

4/6 – 5pm: Next week is National Severe Weather Awareness Week -- and in honor of that, Dane County Emergency Management offered a free severe weather spotter class today.

4/8 – 11am: The snow just can't stay away from Wisconsin. Many of us woke up to snow flurries and snow sticking to the ground this morning.

4/17 – 5pm: the latest news from Ecuador is grim - at least 238 people are dead and more than 15-hundred injured from a powerful earthquake. The quake last night was centered at the coast and did widespread damage.

4/21 – 10pm: Gov. Walker declares a State of Emergency because of the high possibility for wildfires to break out.

4/22 – 5pm: Earth Day has many people thinking about how they can be more eco-friendly. Energy Star helps businesses and people save money and protect our climate.

4/25 – 5pm: Three people were taken to the hospital after a chemical spill at a Sun Prairie warehouse. Firefighters were called to Imperial Blades just after 9:30 this morning.

4/30 - 6pm: Fve people are dead several others are injured as severe spring storms continue battering the south and plains. The storms are packing record-setting rain, tornadoes, and hail some 25-million Americans are affected.

5/9 – AM: The DNR says the danger of Wisconsin wildfires remains high. The National Weather Service has issued another red flag warning until 7 p.m. Saturday for several counties.

5/13 – 4pm: Governor Walker is calling for a number of changes in Wisconsin's plan to combat chronic wasting disease but they don't include widespread killing of deer.

5/20 – 10pm: La Crosse is giving birth control to pigeons to control the population.

5/24 – 6pm: Areas of the Rock River tested to determine the water quality.

5/26 – 6pm: Clean Lakes Alliance keeping track of water quality near area beaches.

**15 News Continued**

5/29 – 5pm: Beloit police and DNR officials safely sedated a juvenile bear that was found on a city street. Police alerted the public to keep away from the area as they worked with DNR to humanely relocate the bear and prevent injuries.

6/2 – 6pm: The cause of a recycling plant fire in Madison is still unknown. Yesterday afternoon the Madison fire department responded to reports of an explosion at all metals recycling on South Park St.

6/3 – 6pm: Using goats to get rid of unwanted greenery.

6/10 – 10pm: Tree limbs broken during spring storm.

6/22 – 5pm: As scorching heat continues across the west, another major wildfire is forcing evacuations, this time in southwest Utah.

6/25 – 6pm: A wildfire raging in central California has killed two people and burned 150 homes.

**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**

4/18, 3:01-3:03pm – President Obama announces more troops being sent to Iraq

4/21, 12:23-12:34pm – Prince found dead

5/19, 9:15-9:18am – Egypt Air plane crash update

5/20, 3-3:03pm – Shooting near the White House

6/3, 11:17-11:19pm – Muhammad Ali died

6/12, 9:15am-2:31pm – coverage of the Orlando nightclub shooting

6/13, 10:32-10:50am – President Obama's remarks regarding the Orlando nightclub shooting

6/14, 10:30-10:33am – update on the Orlando nightclub shooting

6/14, 11:15-11:46am – President Obama's remarks on the National Security meeting

6/23, 10:52-11:14am – President Obama's remarks regarding the Supreme Court's ruling on immigration.

6/24, 8:30-8:38am, 3:01-3:03pm – Great Britain's decision to leave the EU and the effect on the stock market

6/27, 9:07-9:10am – More Supreme Court decisions, including one on Texas strict abortion laws

6/28, 2:50-3pm – Explosions at the Istanbul airport

**NBC 15 Severe Weather Cut-ins**

5/25 2:22-2:23pm, 3:11-3:13pm, 6:20-6:32pm, 6:37-6:44pm, 7:11-7:12pm

5/28 4:10-4:15pm, 4:29-4:31pm, 4:38-4:39pm, 5:02-5:03pm, 5:27-5:28pm, 7:04-7:06pm, 7:55-7:56pm

6/5 6:33-6:35pm, 6:54-6:55pm

6/9 10:48-10:49pm, 11:19-11:20pm

6/10 7:31-7:32pm, 7:41-7:42pm, 8:04-8:05pm

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

4/4 – 5pm: Tomorrow is Wisconsin's primary election. Ted Cruz, Donald Trump and Bernie Sanders all made stops in the area ahead of the election.

4/5 – 6pm: On Election Day, we look at what issues polling places are dealing with.

4/11 – AM: A central figure in the John Doe probe involving Gov. Scott Walker is calling on delegates to the Republican National Convention in Cleveland this summer to reject Donald Trump. Eric O'Keefe told the Wall Street Journal that delegates should nominate someone else.

**15 News Continued**

4/12 – 11am: Democrat Russ Feingold's first campaign ad is airing today in the race to win back the senate seat he lost to Republican incumbent Ron Johnson in 2012. Feingold doesn't mention Johnson in the 60-second ad.

4/18 – 10pm: Recent presidential polls for both GOP and Democratic candidates.

4/20 – 5pm: Gov. Walker says he would back Donald Trump as the Republican presidential nominee, even though he endorsed Cruz.

4/23 – 10pm: Another weekend of campaigning for the five remaining candidates in five pivotal northeast states ahead of Tuesday's primaries.

4/28 – AM: Ted Cruz announced Carly Fiorina will be his running mate.. if he becomes the Republican presidential nominee.

4/29 – 10pm: Covered all of the presidential candidates today. Including protesters at Trump's speech.

5/1 – 10pm: The Brussels airport reopened its departure hall today for the first time since the deadly terrorist attacks on March 22nd. The airport reopened earlier this month, but until today passengers had been using a temporary check-in tent.

5/3 – AM: Both Democratic and Republican voters will head to the polls in Indiana.

According to recent polls, Donald Trump is 15 points ahead of his rivals.

The Democratic race is tighter with Hillary Clinton ahead of Bernie Sanders by only four points.

5/4 – 10pm: John Kasich suspends campaign leaving Donald Trump and clear leader for GOP.

5/6 – 11am: Turmoil within the Republican Party, from the highest-ranking Republican, Paul Ryan, saying he isn't ready to endorse Donald Trump to former Presidents and Presidential candidates saying they won't even attend the convention in July.

5/9 – 11am: North Carolina's Governor goes on the offensive suing the federal government over a controversial state law.

5/11 – 10pm: Donald Trump and Paul Ryan meeting tomorrow to discuss their differences.

5/15 – 10pm: Donald Trump is off the campaign trail today to attend his daughter's college graduation...but he still went on a twitter rant against the New York Times.

5/17 – 10pm: Results of Kentucky presidential Primary.

5/27 – AM: Donald Trump has officially locked up enough delegates to be the Republican nomination for president. Meantime, the idea of a debate between Bernie Sanders and Trump is gaining traction.

5/29 – 10pm: Deforest has a replica of the Tomb of the Unknown Soldier just in time for Memorial Day.

The Deforest veterans memorial foundation will host it's annual memorial day event tomorrow.

5/30 – AM: The presidential candidates are honoring veterans today and making their final dash to the finish line.

6/4 – 6pm: State democrats are gathering this weekend in the Green Bay area for an annual convention. The party still has two presidential candidates campaigning, less than 2 months from the national convention.

6/7 – 10pm: Where do delegates in our state stand when it comes to Democratic Candidates.

6/10 – AM: House Speaker Paul Ryan unveiled the Republican plan for foreign policy and national security.

6/14 – 4pm: The President is fighting back against comments by Donald Trump and other Republicans who say he has no plan to stop ISIS-inspired terror on American soil. He spoke strongly against the animosity towards all Muslims, saying that attitude actually helps terrorists and makes us less safe.

6/18 – AM: British lawmaker killed during fight between two men.

6/19 – 5pm: Church services were held in Orlando honoring the 49 people massacred in a nightclub a week ago.

6/21 – 5pm: Hillary Clinton is leading Donald Trump in the latest CNN poll.

6/27 – 11am: Hillary Clinton is increasing her lead over Donald Trump in a new NBC News/Wall Street Journal poll.

## **COMMUNITY PARTICIPATION**

### Ellen Buss – Program/Traffic Manager

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

### Russ Bruhn – News Director

5/12 Crystal Awards dinner – honoring teachers

5/27 Take Your Brat to Work day – all proceeds go to charity

6/22-6/26 American Family golf tournament – coordinated newscasts live from site

### Amy Carlson – Weather Anchor / Reporter

4/4 Weather radio demonstration – Stoughton

4/7 Weather radio demonstration – Janesville

4/14 Weather radio demonstration – Sauk City

4/16 Make The Magic event – benefits non-profit camp

4/24 “Canstruction” emcee – benefits Middleton Outreach Ministries

4/28 Weather radio demonstration – Cottage Grove

5/17 Station rep at Soy Council outing at Crave Brothers Farm

5/21 Speaker for Mother's Day gathering at Oakwood East

6/5 Volunteered at Feed The Need, benefits River Food Pantry

### Mike Jacques – Sports Director

4/12 Tour of station for group

6/1 Emcee for Madison Sports Hall Of Fame banquet

6/15 Station tour

6/24 Station tour

### Leigh Mills – News Anchor / Reporter

4/19 DAIS capacity building committee meeting

4/24 Italian Workman's Club sauce tasting judge

4/25 DAIS trustee council meeting

4/28 Emcee for Sweet Revolutions (Meals on Wheels)

4/30 Emcee for the Spring Savings soiree

5/12 Crystal Apple awards emcee – honoring teachers

### Geoff Shields – Operations Manager

4/12 Conducted mock interviews with Madison Media Institute students

4/14 Career Day speaker at Mt. Horeb High School

4/22-4/23 – American Legion district spring conference

April and May – attended various American Legion meetings

5/27 Take Your Brat to Work volunteer

### Don Vesely – General Manager

6/7, 6/9 Coached boys soccer

### A.J. Waterman – Weather Anchor / Reporter

4/17 Weather radio demonstration

### Tom Weeden – Chief Engineer

5/13 Job shadow – sophomore from Cambridge High School shadowed all morning

John Stofflet – News Anchor / Reporter

- 4/15 Badger Childhood Cancer Network (BCCN) volunteer at Midwest Horse Fair
- 4/19 BCCN board meeting
- 4/28 Emcee for Sweet Revolutions (Meals on Wheels)
- 5/2 WAGS board meeting
- 5/6 Speaker at Sun Prairie senior center
- 5/12 Crystal Apple awards emcee – honoring teachers
- 5/22 Speaker at Briarpatch youth homeless shelter fundraiser
- 5/24 BCCN board meeting
- 5/27 Bratfest volunteer
- 6/1 Leukemia/Lymphoma fundraiser meeting
- 6/3 Emcee for the Leukemia/Lymphoma society fundraising event
- 6/7 Second Harvest food bank board meeting
- 6/13 Down Syndrome Society golf emcee.

**Public Service Report for NBC15 (WMTV)  
2<sup>nd</sup> Quarter 2016**

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 to Cure Arthritis, Arthritis Foundation**

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, 66+:-:30 length PSAs ran, approximately a \$2,310 value. Live Morning Newscast from the event.**
2. **Tour de Cure, 46:-:30 length PSAs ran, approximately a \$1,610 value. NBC15 Emcee host, and web link on nbc15.com.**
3. **Walk to Cure Arthritis, 46:-:30 length PSAs ran, approximately a \$1,610 value. Interview segment and web link on nbc15.com, emcee at event.**

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

**\*\$248,604.84, Bratfest Charities, 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.)?

**Volunteer – Take Your Brat to Work Day  
Attendee – Crystal Apple Awards Dinner  
Volunteer – Weather Radio Programming  
Emcee – Construction with Middleton Outreach Ministry  
Speaker – Mother's Day Gathering at Oakwood East**

**Tour Guide – Children's group**  
**Attendee – DAIS capacity bldg. Committee**  
**Judge – Italian Workman's Club sauce tasting**  
**Attendee – DAIS Trustee Council meeting**  
**Emcee- Sweet Revolutions**  
**Attendee – Spring Savings Soiree**  
**Attendee – American Legion Dane County Executive Committee Meeting**  
**Interviewer – Madison Media Institute Mock Interviews**  
**Speaker – Mount Horeb High School Career Day**  
**Attendee – American Legion Spring Conference**  
**Attendee – American Legion 113 Executive Meeting**  
**Attendee – Mt. Horeb Village Cable Commission Meeting**  
**Attendee – American Legion Golf Fundraiser**  
**Volunteer – Badger Childhood Cancer Network**  
**Attendee – BCCN Board Meeting**  
**Attendee – Defy Inertia Fundraiser**  
**Emcee – Crystal Apple Awards Dinner**  
**Speaker – Briarpatch Youth Homeless Shelter Run**  
**Volunteer – Bratfest**  
**Job Shadow – Cambridge High School**  
**Emcee – Leukemia/Lymphoma Society Fundraiser**  
**Attendee – LLS Fundraiser Meeting**  
**Attendee – Second Harvest Food Bank Meeting**  
**Emcee – Down Syndrome Society Golf Emcee**  
**Volunteer – Feed the Need Food Pantry**  
**Speaker – Madison Sports Hall of Fame Banquet**  
**Volunteer – Tellurian Celebrity Golf Outing**  
**Volunteer – Coach**  
**Attendee – Wisconsin Broadcasters Association Meeting**  
**Emcee – Tour de Cure**  
**Emcee – Walk to Cure Arthritis**

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

**\*Coverage of the races and issues facing voters, interviews with candidates.**

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

**\*Not this quarter**

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

**\*About 11 employees, about 105 volunteer hours donated**

**NBC15 Sponsored Community Events  
2<sup>nd</sup> Quarter 2016**

**APRIL**

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

Thursday, April 28th

Overture Center for the Arts Lobby

Leigh Mills helped out with this event

Created a PSA

**MAY**

**Walk to Cure Arthritis**

Sunday, May 7th

Vilas Park

Meredith Barack helped out with this event

Created PSA

\$52,476 raised

**Tour de Cure**

Saturday, May 21

Madison

Meredith Barack helped with this event

Create a PSA

\$130,926.84 raised

**Take Your Brat to Work Day**

Friday, May 27

Willow Island at the Alliant Energy Center

Create a promo

Morning Show live from event & whole station participates

Approximately \$65,202 raised.

**JUNE**

**Tellurian Swing for Recovery**

Monday, June 6

Wild Rock in The Dells

Leigh Mills helped with this event

Created a PSA with Leigh Mills

**Proceeds benefited Tellurian**

**Public Service Report for NBC15 (WMTV)  
1<sup>st</sup> Quarter 2016**

Name the top three public service campaigns/activities your station participated in during the last quarter. What organizations were the beneficiaries of these initiatives?

4. **Bowlin for Colons, UW Carbone Cancer Center, GI Cancer Research**
5. **BRAVA Kids Expo, BRAVA Magazine**
6. **Women for Wish Kids, Make-a-Wish Foundation**

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.

4. **Bowlin for Colons, 77 -:30 length PSAs ran, approximately a \$2,695 value. Plus, several news mentions on newscasts.**
5. **BRAVA Kids Expo, 40-:10 length PSAs ran, approximately a \$1,400 value. Plus, coverage of the event, volunteers at event, news mentions and interview segment.**
6. **Women for Wish Kids, 107-:15 length PSAs ran, approximately a \$3,745 value. Plus coverage of the event, news mentions.**

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

**\*\$8,265 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.)?

- Attendee – WBA Legislative Day**
- **Attendee -WBA Winter Student Meeting**
- **Tour Guide – Station tour**
- **Volunteer – St. Dennis School Fundraiser**
- **Volunteer – Kids Expo**
- **Guest Speaker – School Visits**
- **Guest Speaker – Hall of Fame Luncheon**
- **Attendee – DAIS Trustee Meeting**
- **Attendee – Project Money Finale**
- **Server – UCP Celebrity Dinner**
- **Emcee- Addy Awards**
- **Speaker – Madison Media Insitute**
- **Speaker – Reedsburg HS AV Club**
- **Attendee – Mt. Horeb American Legion Meeting**
- **Attendee – State Convention for American Legion**
- **Volunteer – Design for a Difference site visits**
- **Speaker – Career Day – Memorial HS**
- **Attendee – Badger Childhood Cancer Network Board Meeting**
- **Judge – Atheena Awards**
- **Celebrity Server – United Cerebral Palsy Dinner**
- **Attendee – Second Harvest Foodbank Committee Meeting**
- **Attendee – WAGS Board Meeting**
- **Volunteer – Meals on Wheels**



- **Speaker – Wisconsin Broadcasters Association Student Seminar**
- **Presenter – Madison Area Repeater Association**

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

**\*Coverage of the races and issues facing voters, interviews with candidates.**

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

**\*Not this quarter**

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

**\*About 14 employees, about 175 volunteer hours donated**

### **NBC 15 Sponsored Community Events Q1 2016**

#### March

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

Sunday, March 6

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

PSA Created

Proceeds benefit the UW Carbone Comprehensive Cancer Center

#### **Women for Wish Kids**

Thursday, March 3

Maple Bluff Country Club

Leigh Mills emceeds this event

PSA Created

Proceeds benefit the Make-a-Wish Foundation

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

Saturday, March 5 & Sunday, March 6

Exhibition Hall at Alliant Energy Center

PSA Created

Booth at Event, Multiple Employees participated