



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

**APRIL 1 – JUNE 30, 2013**

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

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

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

<u>PROGRAM</u>	<u>DAYS</u>	<u>TIMES</u>
<b>The Morning Show</b>	Monday-Friday	4:30-7:00am
<b>The Morning Show Weekend</b>	Saturday	5:00-7:00am
<b>The Morning Show Weekend</b>	Sunday	6:00-9:00am
<b>15 News at 11am</b>	Monday-Friday	11:00-11:30am
<b>15 News at 4pm</b>	Monday-Friday	4:00-4:430pm
<b>15 News At 5</b>	Monday-Friday	5:00-5:30pm
<b>15 News At 6</b>	Monday-Saturday	6:00-6:30pm
<b>15 News at 10</b>	Monday-Friday	10:00-10:35pm
<b>15 News at 10</b>	Saturday-Sunday	10-10:30pm

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

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

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

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

This three-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment, and sports. NBC 15 provides local five-minute news cut-ins at 7:25am, 7:55am, 8:25am, 8:55am, 9:25am and 9:55am.

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

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

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

“NBC Nightly News With Brian Williams” 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 night, 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.

**First Business** Monday-Friday, 3:30-4am

This half-hour program looks at the business day ahead with up-to-the-minute news from Washington, Wall Street and around the world, plus business travel advisories, commodities market reports and sports highlights. Feature reports offer news viewers can use all day: overseas market reports, the business agenda on Capitol Hill, investment opportunities, how-to start or run a small business, new products and services plus entrepreneurial success stories.

## I. EDUCATION

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

4/1 – AM: Madison School District is looking to change the way it disciplines students.

4/8 – AM: Wisconsin students are doing well when it comes to reading and math. Test results released yesterday by the State Department of Public Instruction shows about half the state's students scored in the two highest ratings in math.

4/8 – 4PM: Half Price Books teamed up with members of our community to donate 7,000 books to kids in need.

4/10 – 4PM: Former 3 Dog Night drummer was live in studio to talk about his "Inner City Slickers" program to help at-risk youth.

4/14 – 10pm: A program at Edgewood College called cutting edge is giving those with mental disabilities the opportunity to attend college.

4/28 – 10pm: Madison school district has a new tech plan that would put a laptop or tablet in everyone of their classrooms.

4/30 – 6pm: Madison schools are working on an improvement plan to bring a better education to every student in the district

5/7 – 10pm: The UW Odyssey Project held a graduation ceremony tonight for the low income adults who take part in the program.

5/8 – AM: Democrats on a bipartisan committee studying rural schools say the final report from eight months of work falls short of fixing substantial problems. Members of the Rural Schools Task Force say the final report doesn't address declining enrollment and flaws in the state funding formula.

5/15 – 5pm: Donald Driver is headlining the DOT's annual "Click it or ticket" campaign.

5/17 – AM: Graduation weekend at UW Madison. The ceremony will be held at Camp Randall for the first time in a decade.

5/19 – 10pm: The Madison school board approved the 1st phase of a technology plan in tonight's budget meeting.

5/21 – AM: The state voucher program is adding six new schools. Triple the amount of number capped for vouchers applied for next year.

5/28 – 5pm: Volunteers painted a US map on the playground of a local elementary school.

6/9 – 5pm: President Obama signed an executive order easing student loan debt for millions of Americans.

6/10 – 6pm: A group of students from Badger Rock Middle School in Madison is heading to Florida for a history competition.

6/15 – AM: New Principal named at Middleton High School.

6/27 – 5pm: Kids graduated today from the Madison Safety Town, where they learned things such as bike helmet safety and how to safely cross a road.

### **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.

### **First Business** (Segments vary but are usually 5-7 minutes in length)

4/21 – Expert reports on the trendy new cities college grads are flocking to.

4/29 – President of Texas A&M explains why drones are providing opportunities for students.

## II. HUMAN RELATIONS / FAMILY

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

4/15 – AM: Local church is doing a live Easter reenactment outside all weekend in hopes of getting more non-church goers to come.

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

4/20 – AM: An investigation is underway after a family in Stoughton received a photo in their mailbox that had their son photo shopped into a picture of two people hanging from a tree.

4/23 – 5pm: Stoughton community rallies around family who receive hate mail.

4/24 – 11am: A Dane Co. judge is hearing a case filed by Planned Parenthood over a 2012 abortion law.

4/24 – 6pm: Nearly 200 Kraft Foods and Oscar Mayer Employees are volunteering at the Second Harvest Food Bank as part of National Volunteer Week.

4/26 – AM: It's a dangerous trend amongst teenagers called Beezin. Beezin is when teens apply a light layer of burt's bees lip balm to their eyelids.

4/28 – 11am: The owner of the LA Clippers is under fire for allegedly making racial comments over the phone.

4/29 – 6pm; A father was faced with a difficult decision of keeping his son out of trouble or doing the right thing. He chose to turn his son in for the Janesville hit and run that killed two motorcyclists.

5/2 – 6pm: The Middleton Police and Fire Departments are putting on a blood drive for a young boy with a rare form of cancer.

5/5 – 4pm: American Family Children's hospital and other organizations teamed up to host "car seat recycle day" today.

5/6 – 6pm: Dane County has had a number of co-sleeping deaths over the last five years. A new campaign is looking to change that.

5/12 – AM: A woman is dead after being hit and killed by a man fleeing officers. It happened just before 8 p.m. Sunday night on the 900 block of 10th street. Police say they were called to home for complaint about an unwanted person.

5/13 – 6pm: Rock County Sheriff's has released computer software, called "Computer Cop" to help parents keep their kids safe online.

5/18 – 5pm: Friends of Jenny Boyce put on the second annual Jenny 5k Run/walk to honor her memory and raise money for Girls on the Run Dane County.

5/20 – 10pm: A dangerous new fashion trend is making a girl try to achieve an unrealistic and unhealthy thigh gap.

5/27 – 11am: A federal judge is starting to weigh in on whether a Wisconsin law requiring abortion providers to get admitting privileges at nearby hospitals is constitutional.

5/29 – 5pm: The number of babies born in the United States has increased for the first time in 5 years.

6/6 – 5pm: A federal judge has struck down Wisconsin's ban on same-sex marriage, ruling it unconstitutional.

6/8 – 10pm: Packers Coach Mike McCarthy and his wife Jessica and family paid a visit to the American Family Children's Hospital in Madison.

6/17 – 5pm: Attorneys for the WI ACLU are considering filing lawsuits on behalf of same-sex couples who got married, after a federal judge struck down the state's ban on gay marriages.

6/23 – 5pm: The U.S. Supreme Court turned down Wisconsin's bid to start enforcing a state law requiring abortion providers to have admitting privileges at nearby hospitals.

6/25 – 10pm: The Madison Mallards look to continue you an annual family tradition at Warner Park for 4<sup>th</sup> of July.

6/30 – 5pm: A historic decision by the US Supreme Court this morning. In a 5 to 4 decision, they've ruled that companies \*can deny their employees free birth control because the company has a religious objection.

**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.

**First Business** (Segments vary but are usually 5-7 minutes in length)

4/8 – Report on a nonprofit that helps women in underprivileged communities dress for success.

### **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.

4/1/ - 11am: Leading health groups have conflicting opinions on when and how often they should get mammogram screenings.

4/7 – 4pm: Governor Walker is signing seven anti-heroin bills at several stops across our state.

4/9 – 11AM: Kelly Jones with the Medithin Weight Loss Clinic walked us through 4 steps to help lower our risk of developing cancer.

4/10 – 4PM: A new study finds Facebook has negative affects on young women's body image.

4/11 – 5pm: Young athletes, from higher income families are at an increased risk of suffering overuse injuries.

4/16 – 5pm: A new deadly virus, spread by mosquitoes has entered the western hemisphere. Experts say there's a chance it could pop up in America this spring.

4/23 – 11am: The CDC reports a second wave of the flu is on the rise, especially in the northeast and some mid-Atlantic states.

4/25 – 6pm: Researchers found Vitamin D supplements appear to do very little to protect seniors from falling.

4/30 – 11am: UV lamps in nail salons do not increase the risk of skin cancer.

5/1 – 5pm: New research shows musicians have an increased risk of hearing loss. The study found musicians were four times more likely to suffer from noise induced deafness than the general population.

5/7 – 4pm: A new study reveals people who are obese at age 25 are more likely to face serious weight problems later in life.

5/9 – 6pm: All hand sanitizer dispensers have been removed from the City County building in Madison after a recurring problem of people drinking out of the dispensers to get drunk.

5/11 – AM: The FDA says taking aspirin to prevent a second heart attack or stroke is no advised.

5/14 – 4pm: Researchers say women who go through early menopause appear to be at an increased risk for heart failure.

5/19 – 11am: The first bird in Wisconsin has tested positive for West Nile this year.

5/22 – 4pm: A new study finds alcohol use in movies can affect a viewer's emotional involvement, and opinion of a film.

5/28 – AM: Fewer kids are physically fit, than just a decade ago. A new report tracked trends in cardio-respiratory fitness.

5/29 – 6pm: During pregnancy a lot of focus is put on the mother and child, but dads have a big part too.

6/6 – 10: Local hospital is using UV lights around the building to cut down on germs.

6/9 – AM: In the age of excessive picture taking and social media posting... It appears people will do anything to take the perfect picture. It's being called "Selfie Surgery".

6/10 – 11am: Blue-green algae blooms have been spotted on Lake Mendota. Contact with toxins from the blooms can cause serious health issues.

6/13 – 4pm: People with lower blood levels of Vitamin D are twice as likely to die prematurely.

6/19 - 4pm: Young women who are depressed face a significantly increased risk for heart problems.

6/27 – 4pm: Study show using numbing gels for children who are teething may lead to death.

#### IV. LOCAL ECONOMY / FINANCE

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

4/11 – AM: The UW System board of regents is expected to adopt a new policy setting limits on their surplus. This comes after a 1 billion dollar surplus was found and tuition rates were increasing.

4/18 – 4pm: 55,000 people attended the Midwest Horse Fair last weekend. People spent more than \$8.5M at local hotels, restaurants, shops and other businesses.

4/21 – 10pm: Construction crews are getting ready to begin a major road construction project in Waunakee.

4/22 – 4pm: Existing home sales fell 11% in Wisconsin last month.

4/23 – 4pm: Lambeau Field is hiring seasonal employees for next football season.

5/1 - AM: One of Wisconsin's famous sausage brands is for sale. The Klement's Sausage Company has been family owned since 19-56 and is headquartered in Milwaukee.

5/2 – 5pm: Department of Tourism says visitors added about \$17.5 billion to the state economy last year.

5/8 – 5pm: The Dane County Boys and Girls Club has helped 160 teens find jobs for the summer.

5/16 – 5pm: The number of people applying for unemployment aid last week dropped to its lowest level in 7 years.

5/17 – 6pm: Those that invest their 401k with the help of professional tend to see better returns.

5/29 – am: The Obama administration has named the first communities receiving special attention to help attract global manufacturers. One of those is Milwaukee.

5/30 –am: The unemployment level fell last week to nearly the lowest level in seven years.

6/12 – 5pm: Goodman Pool opens today. Opened late for repairs.

6/19 – 11am: Wisconsin ranks 37th in private sector job creation.

6/20 – AM: The popular Twitter Hidden Cash game has come to Madison. One family followed the clues and found an envelope for \$80

##### **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.

##### **First Business** (Segments vary but are usually 5-7 minutes in length)

4/7 – Expert explains why Americans are losing major cash by cashing out of their 401k's.

4/14 – Tax expert has last minute tips for Americans making charitable donations.

5/20 – Expert looks at the sneaky moves financial advisors make to charge you more.

5/28 – Reporter looks at the rise of the “pop-up” bank.

6/4 – Reports from the Census Bureau tells us what sectors of the economy are on the rise and which are lagging behind.

6/10 – Financial advisor shares tips on how to retire early.

6/13 – With Father's Day coming, we look at how dad can improve his finances with a list of money tips.

6/23 – Expert explains why start-ups are bringing back broken cities and reigniting them as real estate investment opportunities.

#### V. CONSUMER INFORMATION

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

4/7 – AM: Lands' End will start trading as a separate public company on Monday after spinning off from Sears. Chicago's flagship sears store closed its doors for good.

4/8 – 5PM: Bacon and other pork prices are going up since a virus is killing off baby pigs.

4/10 – AM: A computer virus is stealing personal financial information and is impacting millions of people. We talked about ways you can avoid getting scammed.

4/11 – 4pm: Subway is phasing out the controversial chemical in its breads also used to make yoga mats.

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

4/15 – AM: Hotels are looking for ways to enhance the travel experience and technology is at the center of the trend. Some hotels are now offering guests.. a virtual concierge

4/21 – AM: Kraft Foods is recalling 96 thousand pounds of

Oscar Mayer wieners because the package is not correctly labeled. The wieners contain cheese which has milk in it.

4/24 – 6pm: about 800-thousand rechargeable batteries used in baby monitors are being recalled this morning. The Batteries Made By Summer Infant Can Overheat And Rupture.

4/29 – 4pm: BMW is recalling more than 156,000 cars and SUVs because there's a risk of engine failure.

5/2 – AM: A new nationwide survey of human resource executives shows 2/3 of employers plan to hire college grads from this year's graduating class.

5/6 – 10pm: GM is recalling 60,000 Saturn Auras after a transmission lever issue.

5/7 – 4pm; Apple is working to fix a security flaw in iOS7. It turns out that e-mail attachments are not encrypted.

5/8 - 4pm: Amazon, the online retail giant announced Thursday that they're expanding the list of cities that they will offer Sunday delivery

5/12 – 11am: Running on empty is good for the wallet...but could be bad for your car. Experts say you should have at least 1/4 tank of gas at all times.

5/14 – 4pm: This past winter grabs the title the most flight cancellations in 20 years. U.S. Airlines cancelled nearly 5% of flights.

5/18 – AM: Hyundai has issued a recall for 2011-2014 Tucson SUV's. There is an issue with the airbag mount and can be a problem is you get in an accident.

5/21 – AM: General Motors issued another recalled to more than a million vehicles. There is an issue with the front seat belt.

5/23 – 4pm: A massive recall of tainted ground beef is now expanding. On an updated list from the USDA it says at least six retailers across ten states may have sold the beef.

5/25 – 5pm: A reminder to safely dispose of ashes and coals this grilling season.

Fire officials say hot ashes placed in a paper bag -- and left in the garage -- caused a fire in Madison.

5/26 – 5pm: Two national pet retailers are pulling dog and cat treats made in China. About a thousand pet owners claim the treats killed their dogs.

5/30 – 4pm: Facebook CEO Mark Zuckerberg and his wife Priscilla are donating 120 million to the San Francisco Bay Area school system. The gift will be spread out over 5 years.

6/2 – AM: The next time you stop in to the coffee shop, you may have to fork over a little extra for your cup. Farmers in Central America are battling "the coffee rust", a plant disease that has caused more than a billion dollars in damage across the region.

6/9 – 4pm: Amazon is expanding its roll in e-commerce. The online retail giant launched a new service that allows the company's 240 million active users use credit card details stored on Amazon.com to pay for services.

6/16 – 5pm: It's berry picking season in Wisconsin and there's a new website that helps you find berry farms.

6/20 – 6pm: Having a landscaping crew take a look at questionable tree in your yard could not only save you money, but keep you safe in the future.

6/22 – 5pm: Experts believe gas prices will go up due to the turmoil in Iraq.

6/30 – 10pm: McDonald's is offering a new app that lets customers order from their phones.

**First Business** (Segments vary but are usually 5-7 minutes in length)

5/2 – Expert gives the top destinations for summer vacation.

5/5 – Expert explains why Florida and Arizona are no longer the “hot” places to retire.

5/9 – Defense Intelligence Officer explains how to fight back against serious cyber criminals.

5/23 – Expert reviews the biggest destinations for the holiday weekend.

6/3 – Expert shares tips on how to go on a great vacation without breaking the bank.



## VI. ENVIRONMENT

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

4/8 – AM: More severe weather is expected in the southeast today. More than a dozen people were hurt yesterday when a suspected tornado hit two eastern North Carolina counties. The storms also triggered heavy rains and deadly flash flooding.

4/21 – AM: This week starts severe weather awareness week. Mock watches and warnings will be held on Thursday.

4/22 – 5pm: A Mount Horeb man has built one of the greenest houses in the state

4/22 – 6pm: From energy efficient house to, a convention, to looking at how the food cycle is a full circle process. The Madison area was well represented on Earth Day.

4/30 – 10pm: There is a no wake alert for the Rock River in Rock County.

5/3 – 10pm: The start of fishing season gets underway Saturday. Ice continues to cover most lakes in the northern part of the state.

5/13 – 5pm: Gayle from the Dane Co Humane Society came in to explain how to help turtles when they cross the road.

5/22 – 4pm: Carnival Cruise line is spending 400-million-dollars to reduce air pollution. It would involve diesel engines that power its more than 70 cruise ships. Carnival's fleet will use scrubbers to cut sulfur-dioxide emissions.

5/28 – 10pm: The water quality of lakes in Madison are good, but it's up to the community to keep them that way.

6/12 – 10pm: A New Glarus 8th grader wins a business award for his beekeeping business which he hopes will help save the declining bee population.

6/13 – 11am: Madison is starting to treat 22,000 ash trees with ash borer infestations.

6/23 – AM: There is a new wildfire this morning in the hills above Glendale, a large, upscale community just north of LA. By nightfall last night it charred 150 acres.

6/29 – 5pm: Flash flood warnings across Minnesota are showing millions of dollars in damage

### **Ann Curry Reports: Year Of Extremes: Did Climate Change Just Hit Home? – Sunday 4/6, 6-7pm**

Ann Curry reports 97% of climate scientists believe the climate change is real and the warming is largely caused by human activity. This documentary takes viewers on a journey to the Arctic at the top of the world, to drought stricken regions in the American West, to the edge of rising seas in Florida, and into extreme weather events all over the globe.

### **First Business** (Segments vary but are usually 5-7 minutes in length)

4/23 – Best Buy executives discuss electronics are becoming the fastest growing waste stream on the planet.

5/7 – Expert reports on the economic impact of climate change.

6/9 – Scientists share views on the climate change debate.

### **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**

4/1, 3:16-3:40pm – President Obama's statement on the Affordable Care Act

4/17, 2:23-3:13pm – Presidential briefing

4/26, 3-5:15am – Canonization ceremony at St. Peter's Basilica by Pope Francis

5/2, 11:07-11:51am – Press conference with President Obama and German Chancellor Merkel

5/15, 9:07-9:24am – Opening ceremony for the 911 museum  
 5/21, 9:57-10:20am – President Obama addresses the VA scandal  
 5/25, 11:30-11:32am – President Obama arrives in Afghanistan  
 5/27, 1:44-1:59pm – Presidential press conference regarding the removal of troops in Afghanistan  
 5/30, 10:15-10:40am – President Obama press conference regarding his meeting with the VA Secretary  
 6/13, 10:56-11:10am – President Obama's remarks on the situation in Iraq  
 6/19, 12:31-1:03pm – President Obama's remarks on the deteriorating situation in Iraq  
 6/30, 202:22pm – President Obama's remarks on immigration reform

**Severe Weather Cut-ins (severe thunderstorm warnings average 2-3 minutes, tornado warnings are continuous coverage until the danger has passed)**

4/12, 4:38-7:01pm – severe thunderstorm warnings x3  
 4/24, 1:42pm – statewide tornado drill  
 5/11, 3:57-4:34pm – severe thunderstorm warnings x2  
 5/12, 10:36-8:51pm – severe thunderstorm warnings x9  
 6/1, 4:45-6pm – flash flood watch alert  
 6/16, 11-1:20pm – severe thunderstorm warnings x 3  
 6/16, 11:50-12:44pm – tornado warning (continuous coverage)  
 6/17, 11:46-1:39pm – severe thunderstorm warnings x4  
 6/18, 7:48-8:29am – tornado warning (continuous coverage)  
 6/25, 12:49-3:16pm – severe thunderstorm warnings x5  
 6/29, 10-11:28pm – tornado warning (continuous coverage)  
 6/30, 2-3:55pm – severe thunderstorm warnings x3  
 6/30, 4:10-5:15pm – tornado warning (continuous coverage)

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

4/7 – 6pm: Governor Scott Walker has proclaimed it Work Zone Safety Awareness Week to remind drivers to watch out for construction workers on the side of the road.  
 4/8 – 10PM: President Obama signed two executive orders aiming to work towards equal pay for women.  
 4/14 – 11am: Former Assembly Majority Leader Bill Kramer will plead not guilty to two felony counts of second-degree sexual assault.  
 4/15 – 6pm: Governor Scott Walker signed a number of bills into law, include one legalizing CBD oil and the other on domestic violence.  
 4/23 – 6pm: Governor Scott Walker signed a bill today that requires all officer involved shootings to be investigated by officials outside of the department.  
 4/24 – 6pm: Governor Scott Walker was named one of Time Magazine's 100 most influential people.  
 4/29 – 5pm: State attorney general says he will appeal the federal court ruling striking down Wisconsin's voter identification law.  
 5/10 – 10pm: Outrage continues across the globe over hundreds of girls kidnapped from Nigeria.  
 5/14 – AM: The American legion and some lawmakers are calling for the VA secretary to resign over reports of delayed care at the hands of the veterans affairs health care system.  
 5/14 – 5pm: We're getting our first look inside the 9-11 memorial and museum in New York City.  
 5/23 – AM: The U.S Embassy in Moscow has confirmed a US diplomat was among five people hurt by an apparent gas explosion at an apartment building in the Russian capital.  
 5/23 – 5pm: Attorney General J.B. Van Hollen asked a federal judge to place on hold any order she may make that would strike down the state's ban on gay marriage.  
 5/26 – 6pm: Across the nation and in the Madison area, past and present military members are honored on Memorial Day.  
 5/29 – 4pm: The White House says Edward Snowden should return to the U.S. and face the felony charges that have been levied against him.  
 5/31 – 6pm: Soldier who was held captive for 5 years was released today based on an agreement that will release 5 Gitmo prisoners in exchange.

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

6/1 – 5pm: The only POW from the Afghanistan war has been released.

6/6 – 4pm: For the first time since the Ukraine crisis began, President Obama met face-to-face with Russian President Vladimir Putin.

6/10 – 5pm: Rep. Brett Hulseby has collected enough signatures to be on the ballot this August.

6/13 – 6pm: A federal judge issued a decision halting gay marriages in Wisconsin until an appeals court gives its decision.

6/24 – 5pm Explanation of how Wisconsin's campaign finance law is being criticized. Law may need to be changed.

6/25 – AM: Secretary of State John Kerry attended a NATO foreign ministers meeting in Brussels Wednesday.

**COMMUNITY PARTICIPATION****Lindsay Branwall – News Reporter**

May Dane Co. Humane Society volunteer

5/18 Bowling fundraiser for Big Brothers/Big Sisters

June Dane Co. Humane Society volunteer

**Russ Bruhn – News Director**

5/25 Bratfest volunteer

5/27 Crystal Apple Awards dinner

**Ellen Buss – Program/Traffic Manager**

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

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

4/1 Emcee for WI Literacy Awards

4/5 Emcee for Friends Of Performing Arts "Play Ball"

5/1 Emcee for Middleton outreach ministries fundraiser

5/10 Emcee for Middleton Friends of Performing Arts

5/15 Shopping For A Cause volunteer to benefit rape crisis center

5/23 Bratfest cashier

6/17 Country Day School weather talk

**Britni McDonald – Anchor / Reporter**

4/26 Emcee for WI Medical Society Foundation fundraiser

5/30 Participant in Rock Co. Cancer Coalition Walk For Hope

**Leigh Mills – News Anchor / Reporter**

4/15 Tellurian golf committee meeting

4/18 Madison Ballet board meeting

4/25 Emcee for the State Of The Lakes breakfast

4/27 Italian Workman's Club sauce judge

4/28 DAIS Board of Trustees meeting

5/3 WBA Awards banquet

5/4 Emcee for Walk MS

5/8 Emcee for Sweet Revolutions

5/9 Emcee for Red Ribbon Affair

5/21 Emcee for Power Buy For Food

- 5/23 Bratfest cashier
- 6/1 Andy North & Friends dinner
- 6/9 Emcee for Tellurian Celebrity Golf
- 6/24 Emcee for DAIS luncheon

Sara Noonan – Promotion Manager

- 4/22-4/25 Classroom instructor for Junior Achievement
- 5/1 Classroom instructor for Junior Achievement
- 5/6 Gilda's Club PR and Marketing committee meeting
- 6/19 Walk for Wishes committee meeting

John Stofflet – News Anchor / Reporter

- 4/5, 5/12, 5/21, 6/14, 6/24 Badger Childhood Cancer board meeting
- 4/21 WAGS fundraising board meeting
- 4/25 Rad to Sugar Creek Elementary School classes
- 5/1 Speaker at Middleton High School
- 5/4 MS Walk helper
- 5/19 Speaker at Janesville High School Honor Student luncheon
- 5/27 Emcee for Crystal Apple Awards
- 6/1 Carbone Cancer Center fundraiser
- 6/17 WAGS golf outing/fundraiser

Carlos Tucker – Meteorologist

- 4/15 Severe Weather talk to Boardman and Clark Law Firm
- 4/27 Emcee for Purple Strides – Pancreatic Cancer Action Network
- 5/17 Emcee for Tour de Cure – American Diabetes Assoc. fundraiser
- 5/25 Bratfest cashier

Don Vesely – General Manager

- May Coached kids soccer
- 5/23 Take Your Brat To Work Day volunteer
- 6/1 UW Carbone Cancer Center fundraiser
- 6/2 Andy & Friends golf outing benefiting UW Carbone Cancer Center
- 6/9 Tellurian Drug & Rehabilitation golf outing
- 6/16 Concerts On The Green fundraiser for Madison Symphony Orchestra

Tom Weeden – Chief Engineer

- 4/26 Amateur Radio Communications support for Crazy Legs run in Madison

**Public Service Report for NBC15 (WMTV)  
2<sup>nd</sup> Quarter 2014  
July 2014**

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. **Walk MS, National MS Society**
2. **Friends of Andy North Golf Experience, UW Carbone Cancer Center**
3. **Purple Strides, Pancreatic Cancer Action Network**
4. **Take Your Brat to Work Day and Brat Fest, Brat Fest Charities**

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. **Walk MS, 175-30 second PSAs ran for Walk MS, an approximate value of \$7405. News Coverage of the event, a news story, Leigh Mills walked in the event and web ads placed on nbc15.com with a link to information about the event.**
2. **Friends of Andy North Golf Experience. No PSAs aired or web ads. Station representation at the golf event and dinner and news coverage of the golf event and dinner.**
3. **Purple Strides, 208-30 second PSAs ran, a value of \$8945. Web ads were placed on nbc15.com with a link to information about the event. News Coverage of the event, a news story and an interview segment.**
4. **Take Your Brat to Work Day and Brat Fest, 454-30 second PSAs & 10 second PSAs ran, a value of \$18,540. Web ads placed for both events on nbc15.com with a link to the events, entire Morning Show LIVE from Take Your Brat to Work Day, several anchors/reporters were celebrity cashiers at Brat Fest, several news mentions, news coverage of the event as well as news/weather updates from Brat Fest**

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

**\*Approximately \$2.9 million dollars**

**\*Pancreatic Cancer Action Network, Arthritis Foundation, National MS Society, Home Health United, AIDS Network, American Diabetes Association, Brat Fest Charities, UW Carbone Comprehensive Cancer Center, Tellurian and the Madison Symphony Orchestra League**

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.)?

**\*Not this quarter**

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

- \*Classroom Instructor, Junior Achievement**
- \*Attend PR & Marketing Committee meeting, Gilda's Club**
- \*Attend Walk for Wishes meeting, Make a Wish Wisconsin**
- \*Volunteer, Dane County Humane Society**
- \*Bowl, Big Brother & Big Sisters**
- \*Emcee, Wisconsin Literacy Awards**
- \*Emcee, Friends of Performance Arts Middleton**
- \*Shopping for a Cause, Rape Crisis Center**
- \*Construction Emcee, Middleton Outreach Ministries**
- \*Weather Talk, Country Day School**
- \*Emcee, WI Medical Society Foundation Fundraiser**

- \*Rock County Cancer Coalition Walk for Hope
- \*Tellurian Golf Committee meeting, Tellurian
- \*Attend Board Meeting, Madison Ballet
- \*Emcee, State of the Lakes Breakfast
- \*Judge, Italian Workman's Club Sauce Judging
- \*Attend DAIS Board of Trustees meeting, DAIS
- \*Attend, WBA Awards
- \*Moderator, Associate Prof. Fundraisers Meeting
- \*Emcee, Power Buy for Food
- \*Emcee, DIAS luncheon
- \*Attend Badger Childhood Cancer Board Meeting
- \*Attend WAGS Fundraising Board Meeting
- \*Reader, Sugar Creek Elementary School
- \*Speaker, Middleton High School
- \*Attend, Affordable Health Care Forum
- \*Speaker, Janesville Honor Student Lunch
- \*Golfer, WAGS Golf Outing/Fundraiser
- \*Attend, Severe Weather Tack at Boardman and Clark law Firm
- \*Coaching soccer
- \*Senator Tammy Baldwin & Senator Johnson DC visit to discuss local broadcast needs
- \*Amateur radio communications support for Crazy Legs Run in Madison

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.)?

**\* We covered the election on 4/1/14. We did not do any stories on voter registration drives or debates or do any candidate interviews. We covered the races the day of the election and did a couple of follow-up stories on races that had interesting results.**

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

**\*We were on the air during tornadoes that hit our DMA. We covered the damage. We also did stories on how people can get help if they had damage and how to avoid people who may try to scam storm victims.**

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

**\*About 18 employees**

**\*About 350 volunteer hours donated**

## **2<sup>nd</sup> Quarter 2014**

### **Community Sponsored Events**

**July 3, 2014**

### **APRIL**

#### **Purple Strides**

Sunday, April 27

Warner Park in Madison

Carlos Tucker helped out with this event

Created a Public Service Announcement

\$246,000 raised for Pancreatic Cancer Action Network

**MAY****Walk to Cure Arthritis**

Saturday, May 3

Vilas Park in Madison

Ashley Matthews helped out with this event

Created a Public Service Announcement

\$32,500 raised for the Arthritis Foundation

**WALK MS**

Sunday, May 4

Monona Terrace in Madison

Leigh Mills helped out with this event

Created a Public Service Announcement

\$1.2 million raised for the National MS Society

**Sweet Revolutions**

Thursday, May 8

Overture Center in Madison

Leigh Mills helped out with this event

Created a Public Service Announcement

\$50,000 raised for Home Health United

**Red Ribbon Affair**

Friday, May 9

Overture Center in Madison

Leigh Mills helped out with this event

Created a Public Service Announcement

\$51,779 raised for the AIDS Network

**Tour de Cure**

Saturday, May 17

Madison

Carlos Tucker helped out with this event

Create a PSA

\$230,000 raised for the American Diabetes Association

**Take Your Brat to Work Day**

Friday, May 23

Willow Island at the Alliant Energy Center

Morning Show live from event &amp; whole station participates

Approximately \$140,000 raised for the Bratfest Charities

**Bratfest**

Friday, May 23-Monday, May 26

Willow Island in Madison

Create a spot

Anchors/Reporters celebrity cashiers and news coverage of event

Approximately \$140,000 raised for the Bratfest Charities

**JUNE**

**Friends of Andy North Golf Experience**

Sunday, June 1 and Monday, June 2

Trappers Turn at the Kalahari Resort in the Wisconsin Dells

John Stofflet, Leigh Mills and Charlie Shortino helped with this event

Approximately \$920,000 raised for the Carbone Comprehensive Cancer Center

**Tellurian Swing for Recovery**

Friday, June 9

Wild Rock in The Dells

Leigh Mills helped with this event

Created a Public Service Announcement

Approximately \$75,000 raised for Tellurian

**Madison Symphony Orchestra – Concert on the Green**

Monday, June 17

Bishop's Bay Country Club in Middleton

Created a Public Service Announcement

Amy Carlson was in the spot

Approximately \$30,000 raised for MSOL (The Madison Symphony Orchestra League)



