



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

**JULY 1 – SEPTEMBER 30, 2021**

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. This year, because of the pandemic, we’ve branded our commitment to these issues as “Navigating School”. Other elements like bus driver or crossing guard shortages are reviewed.
- 2. Politics** – This will include issue-based stories from all levels, with an emphasis on local and state, and the Presidential and Congressional elections. There is a renewed push in Wisconsin for redistricting and a non-partisan board is set to hold statewide hearings, in advance of a legislative vote in 2021.
- 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 Pandemic** – 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. Millions of dollars were also earmarked to help farmers impacted by COVID-19 and to help get food to the hungry. *NOTE: This category should include legislative proposals and action vs. including it in “politics.”*

**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	4:00-4:30pm
<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 9 (WMTV DT2 “CW”)</b>	Monday-Sunday	9:00-9:30pm
<b>15 News at 10</b>	Monday-Friday	10:00-10:35pm
<b>15 News at 10</b>	Saturday-Sunday	10:00-10:30pm

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## **I. EDUCATION**

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

7/7, AM SHOW: A TRADITION CLASSROOM OR VIRTUAL EXPERIENCE? MORE PARENTS ARE CHOOSING THE LATTER AFTER THE PANDEMIC.

7/21 6PM: LOOKING AHEAD TO THE FALL - UW-PLATTEVILLE ANNOUNCED TODAY ITS WELCOMING FACULTY AND STAFF BACK AT FULL FACE-TO-FACE CAPACITIES THIS UPCOMING ACADEMIC YEAR.

7/29 9PM: NEW TONIGHT - THE CITY OF MADISON TRAFFIC ENGINEERING DIVISION IS LOOKING FOR PART-TIME SCHOOL CROSSING GUARDS.

8/16, AM SHOW: WITH THESE YOUNGER CHILDREN MANY OF THEM MAY BE EXCITED FOR SCHOOL, BUT NOT SO SURE ABOUT LEAVING MOM AND DAD AND HOME.

8/19, 10PM: PARENTS AND STUDENTS MAY BE IN FULL GEAR FOR BACK TO SCHOOL BUT THERE IS A BUS DRIVER SHORTAGE NATIONWIDE.

8/30, 4PM: A GROWING NUMBER OF COMMUNITIES ARE MOVING TO REQUIRE TEACHERS TO GET VACCINATED AGAINST THE VIRUS.

9/14, 11AM: SCHOOL IS BACK IN SESSION FOR THE MADISON METROPOLITAN SCHOOL DISTRICT. AND WHILE LOTS OF STUDENTS ARE GETTING BACK TO IN-PERSON LEARNING, OTHERS ARE STAYING VIRTUAL FOR ANOTHER SEMESTER.

9/16, 5PM: NAVIGATING SCHOOL... A NEW YEAR IS NOW WELL UNDERWAY IN WAUNAKEE.

**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)**

7/1, 11AM: AN \$87 BILLION SPENDING PLAN FOR THE NEXT TWO YEARS NOW SITS ON THE DESK OF GOVERNOR TONY EVERS AFTER IT PASSED THE SENATE LAST NIGHT.

7/13, AM SHOW: NEW AND ONLY ON THE MORNING SHOW... A JANESVILLE WOMAN WILL BE THROWING HER HAT INTO THE RING FOR THE FIRST CONGRESSIONAL DISTRICT.

7/21, 5PM: LIEUTENANT GOVERNOR MANDELA BARNES IS OFFICIALLY MAKING A RUN FOR THE U-S SENATE. HE'S ONE OF 7 DEMOCRATS NOW RUNNING FOR THE SEAT.

8/12 4PM: THE CENSUS BUREAU IS SET TO RELEASE THE DATA USED TO DRAW CONGRESSIONAL AND STATE LEGISLATIVE DISTRICT LINES TODAY.

8/16, 6PM: OUR LIVE TEAM COVERAGE CONTINUES IN FORT MCCOY, WHERE AFGHAN REFUGEES ARE BEING TEMPORARILY HOUSED AMID THE TALIBAN TAKEOVER IN AFGHANISTAN.

8/25, 5PM: THE WHITE HOUSE CONFIRMED PRESIDENT BIDEN'S INTENTION TO NOMINATE BARRETT WEDNESDAY AFTERNOON.

9/16, 10PM: A PANEL OF FEDERAL JUDGES IS DENYING A REQUEST BY WISCONSIN LEGISLATURE TO DISMISS A REDISTRICTING LAWSUIT BROUGHT BY DEMOCRATS. THE COURT ALSO ALLOWED FIVE REPUBLICAN CONGRESSMEN AND GOVERNOR TONY EVERS TO INTERVENE IN THE CASE.

9/22, 9PM: PRESIDENT BIDEN MEETS WITH DEMOCRATIC LAWMAKERS TO DISCUSS HIS MULTI-TRILLION DOLLAR DOMESTIC AGENDA.

**III. LOCAL BUSINESS AND TOURISM****NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

7/1, 11AM: SUN PRAIRIE'S NEW \$1.2 MILLION SPLASHPAD AND PLAYGROUND AT WETMORE PARK IS NOW OPEN. THE SPLASHPAD WILL OPERATE ANNUALLY - MEMORIAL DAY THROUGH LABOR DAY.

7/1, 5PM: A NEW DEAL WILL ALLOW BETTING ON SPORTING EVENTS FOR THE FIRST TIME IN WISCONSIN BUT IT'S NOT A DONE DEAL YET. THIS MORNING GOVERNOR TONY EVERS AND THE ONEIDA NATION SIGNED AN AGREEMENT TO ALLOW SPORTS WAGERING.

7/6, 10PM: FOURTH OF JULY IS A BIG WEEKEND FOR TOURISM - AN INDUSTRY THAT TOOK A HEAVY BLOW LAST YEAR.

8/9, 4PM: HOTELS IN OUR STATE ARE GETTING A \$70 MILLION BOOST FROM THE FEDERAL GOVERNMENT.

8/13, AM SHOW: POHLMAN FIELD HERE IS HOSTING THE U.S. KUBB OPEN TOMORROW.

8/13, 6PM: CITIES AND VILLAGES ACROSS SOUTHERN WISCONSIN CONTINUE TO CELEBRATE THIS SUMMER AS THEY MOVE FORWARD.

9/19, AM SHOW: CONGESTION CONTINUES ALONG THE BELTLINE AS CREWS WORK ON THE FLEX LANE PROJECT THAT WILL SPAN FROM THE INTERSTATE TO WHITNEY WAY.

9/23, 10PM: WILL TRAIN TRACKS LEAD TO MADISON? THAT IS THE QUESTION WE HAVE BEEN FOLLOWING SINCE APRIL AFTER AMTRAK ANNOUNCED ITS VISION FOR 2035.

**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)**

7/13, 4PM: IN THE COMING MONTHS, THAT MORNING CUP OF COFFEE COULD COST YOU MORE THANKS TO GLOBAL COFFEE PRICES ON THE RISE.

7/13, 10PM: HUMAN MILK. IT'S THE MAIN INGREDIENT IN A LODI-BASED COMPANY'S NEWEST SUPPLEMENT.

7/29, 9PM: STARTING A FAMILY IS A BIG STEP FOR ANYONE BUT A MADISON SAME-SEX COUPLE SAYS THEY'RE FACING AN ADDED HURDLE... INSURANCE COVERAGE.

8/12, 5PM: POSTAGE MAY COST A LITTLE EXTRA THIS HOLIDAY SEASON. THE UNITED STATES POSTAL SERVICE WANTS TO RAISE ITS PRICES DURING PEAK HOLIDAY SEASON.

8/17, 11AM: THERE ARE NEW CONCERNS SURROUNDING TESLA'S AUTO-PILOT FUNCTION AFTER CARS CRASHED INTO FIRST RESPONDERS' VEHICLES.

8/17, 6PM: FINANCING FRUSTRATION - A WOMAN IN ROCK COUNTY SAYS SHE RECENTLY PURCHASED A USED S-U-V AND WAS TOLD SHE MIGHT HAVE TO RETURN IT AFTER HER CAR LOAN FELL THROUGH.

9/14, 4PM: GOOD NEWS FOR SHOPPERS! INFLATION IS ACTUALLY COMING DOWN FROM A 13-YEAR HIGH.

9/16, AM SHOW: RIGHT NOW, THERE'S A MICROCHIP SHORTAGE THAT'S IMPACTING CAR PRODUCTION BUT NOW IT COULD IMPACT HOW WE HEAT AND COOL OUR 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.

## V. SEVERE WEATHER AND PREPAREDNESS

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

7/14, 10PM: ALL ACROSS BARABOO, HIGH WIND GUSTS TOPPLED TREES IN NEIGHBORHOODS CAUSING POWER OUTAGES AND BLOCKED ROADWAYS.

7/29, 4PM: WISCONSIN IS UNDER A STATE OF EMERGENCY AS CREWS WORK TO CLEAN UP SCENES LIKE THIS.

7/30, 6PM: WE'RE WAITING TO LEARN IF MORE TORNADOES TOUCHED DOWN HERE IN SOUTHERN WISCONSIN FROM THURSDAY MORNINGS' STORMS.

8/6. 10PM: THE FIRST STEPS IN MOVING FORWARD. AFTER A DESTRUCTIVE TORNADO TYLER O'NEAL AND HIS COWORKERS DROVE AN HOUR SOUTH FROM CASHTON TO BE HERE.

8/9, 5PM: TODAY VOLUNTEERS ARE WORKING TO HELP CLEAR THE DEBRIS. JUST A FEW HOURS AGO WE CHECKED IN WITH THE WISCONSIN RED CROSS. THEY SAY 11 FAMILIES IN BOSOBEL WERE IMPACTED BY THE TORNADO.

8/12, 9PM: WE NOW KNOW THE NATIONAL WEATHER SERVICE CONFIRMED TWO E-F-0 TORNADOES TOUCHED DOWN NEAR MINERAL POINT YESTERDAY.

9/18, AM SHOW: WE ARE GETTING A BETTER LOOK AT STORM DAMAGE AFTER SEVERE WEATHER MOVED THROUGH PARTS OF WISCONSIN.

9/21, 11AM: EVERYTHING IS CALM NOW BUT YESTERDAY EVENING AND EVEN INTO THE EARLY MORNING HOURS OF TODAY, THE RAIN AND WIND REALLY CAUSED SOME PROBLEMS. CHECK OUT THIS PIECE OF ROOFING THAT FLEW OFF A BUILDING AND LANDED IN A NEARBY CORNFIELD OUT IN LODI.

## VI. COVID-19 PANDEMIC

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

7/8, AM SHOW: DEATHS IN WISCONSIN DUE TO COVID ARE DECREASING. IN THE MONTH OF MAY, 121 WISCONSINITES DIED FROM THE VIRUS.

7/19, 11AM: WITH JUST DAYS TO GO UNTIL THE OPENING CEREMONIES, THE FIRST CASES OF COVID-19 ARE SHOWING UP AT THE TOKYO OLYMPIC GAMES.

7/22, 10PM: MADISON METROPOLITAN SCHOOLS IS RELEASING ITS COVID-19 SAFETY PLAN FOR THE UPCOMING SCHOOL YEAR. THE RULES APPLY TO ALL DISTRICT BUILDINGS AND ALL GRADE LEVELS. THERE ARE FOUR THINGS YOU SHOULD KNOW.

8/4, 4PM: WISCONSIN IS NOW AVERAGING MORE THAN A THOUSAND NEW COVID-19 CASES PER DAY.

8/13, 6PM: THOSE WITH SEVERELY WEAKENED IMMUNE SYSTEMS AND TRANSPLANT RECIPIENTS ARE APPROVED FOR A THIRD DOSE OF THE COVID-19 VACCINE.

8/26, 5PM: RIGHT NOW, TRAVELERS WHO ARE AT A HIGHER RISK OF SEVERE COVID-19 ILLNESS ARE ASKED TO AVOID TRAVELING ON CRUISE SHIPS

9/13, 4PM: WE'VE ALL HEARD OF BREAKTHROUGH CASES OF COVID-19 INFECTIONS THAT HAPPEN WHEN SOMEONE WHO IS FULLY VACCINATED GETS THE VIRUS. A DOCTOR FROM UW HEALTH SAID BREAKTHROUGH CASES ARE INEVITABLE BUT THEY DON'T MEAN THE VACCINE ISN'T WORKING.

9/19, AM SHOW: MODERNA IS THE MOST EFFECTIVE VACCINE IN THE U-S. THAT'S ACCORDING TO A CDC STUDY. BUT IT'S NOT BY A LOT.

## **VII. CRIME & PUBLIC SAFETY**

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

7/4, 10 PM : IT'S BEEN ONE YEAR SINCE A LAW PASSED IN WISCONSIN, STRENGTHENING VICTIMS RIGHTS IN THE COURTROOM . BUT ONE SAUK COUNTY MOM SAYS SO FAR IT'S DONE NOTHING TO HELP IN HER DAUGHTER'S FIGHT FOR JUSTICE. NBC 15 INVESTIGATES' ELIZABETH WADAS EXPLAINS WHY.

7/9, 4PM: THE DANE COUNTY SHERIFF'S OFFICE IS NOW CALLING A COUPLE'S DISAPPEARANCE "SUSPICIOUS".

7/13, 5PM: MADISON POLICE ARE POINTING OUT WHAT THEY CALL "PROBLEM AREAS" WHEN IT COMES TO TRAFFIC VIOLATIONS.

8/3, 6PM: THE MOTHER OF AN EAST WASHINGTON AVENUE HIT-AND-RUN VICTIM IS CALLING FOR CHANGE.

8/6, AM SHOW: A WOMAN IS DEAD AFTER SHE WAS HIT BY A TRAIN WHILE WALKING NEAR THE TRACKS. MADISON POLICE SAY THIS HAPPENED ON THE WEST SIDE AROUND 11 LAST NIGHT.

8/13, 4PM: THERE'S A NATIONWIDE NEED FOR 9-1-1 DISPATCHERS. ROCK COUNTY IS CURRENTLY HIRING SEVEN PEOPLE TO FILL POSITIONS.

9/7, 6PM: A MONONA MOTHER IS IN THE HOSPITAL WITH LIFE THREATENING INJURIES AFTER POLICE SAY HER SON ATTACKED HER WITH TWO SWORDS.

9/13, 4PM: WE'RE FOLLOWING BREAKING NEWS IN BARABOO, WHERE THE HIGH SCHOOL WAS EVACUATED EARLIER TODAY AFTER SOMEONE CALLED THE SCHOOL MAKING A THREAT. THAT'S ACCORDING TO THE BARABOO SCHOOL DISTRICT.

## VIII. AGRICULTURE

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

7/19, AM SHOW: UP IN ROCK SPRINGS, FINDING OUT FROM FARMERS THE FINANCIAL IMPACT OF COUNTY FAIRS RETURNING.

7/20 6PM: A HONEY CRISP CRISIS. NBC15'S ELISE ROMAS SHOWS US WHY MANY OF THE APPLE TREES ARE STURGGLING TO PRODUCE FRUIT THIS YEAR.

7/21, 4PM: A NEW REPORT FINDS BILLIONS OF TONS OF FOOD IS WASTED EVERY YEAR AND IT'S DAMAGING THE ENVIRONMENT.

08/17, 9 PM: CRANBERRIES, ANYONE? WISCONSIN IS SET TO LEAD THE NATION IN GROWING THE TART BERRIES.

8/18, 5PM: GOVERNOR TONY EVERS IS DIRECTING \$50 MILLION IN FEDERAL CORONAVIRUS RELIEF TO FARMERS AND THE AGRICULTURAL COMMUNITY.

9/19, 10PM: AGRICULTURAL TOURISM WEEK STARTS NEXT MONDAY, SEPTEMBER 27TH. THE GOVERNOR'S PROCLAMATION HOPES TO ENCOURAGE PEOPLE TO EXPERIENCE WHAT LOCAL FARMS HAVE TO OFFER.

9/27, 5PM: THIS MORNING AT HINCHLEY'S DAIRY FARM TOURS IN CAMBRIDGE - LEARNING HOW TO MILK A COW! IT'S ONE OF THE MANY EXPERIENCES YOU CAN HAVE BY PARTICIPATING IN AGRICULTURAL TOURISM IN OUR STATE.

9/28, 11AM: EVEN THOUGH IT DOESN'T FEEL LIKE IT, FALL IS IN FULL SWING AND NBC15'S COLTON MOLESKY IS FINDING OUT WHAT THE CROP OF APPLES HOLDS FOR THIS YEAR'S FARMERS.

### **NBC News Special Reports**

7/1 1:45-2:10PM Indictment of the Trump Organization

7/1 3:29-3:49PM President Biden's remarks in Florida after meeting with families of building collapse victims

7/4 6:30-6:49PM President Biden's 4<sup>th</sup> of July remarks

7/20 7:56-8:37AM Launch of Blue Origin

8/16 3:00-3:33PM President Biden's remarks on the Taliban takeover in Afghanistan

8/18 3:32-3:51PM President Biden spoke on booster shots for Covid

8/20 12:49-1:28PM Situation in Afghanistan

8/22 3:18-3:36PM President Biden is expected to deliver remarks on Tropical Storm Henri and the situation in Afghanistan

8/23 12:57-1:16PM President Biden's remarks on the FDA's approval of the Pfizer vaccine

8/26 9:30-9:37AM Explosion at the airport in Kabul, Afghanistan

8/26 12:22-12:33PM Report on the explosion in Kabul, Afghanistan

8/26 2:00-2:41PM Pentagon press briefing on the attack at the Kabul Airport in Afghanistan

8/26 4:25-4:53PM President Biden's remarks on the 12 US service members killed in the Kabul bombings

8/29 12:30-12:37PM Hurricane Ida landfall and Kabul remains arrival

8/30 3:36-4:02PM Final U.S. Troops leaving Afghanistan

8/31 2:27-3:11PM President Biden addressed the nation on the end of the war in Afghanistan  
 9/9 4:03-4:17PM President Biden's plans for mandatory vaccines for business that have over 100 employees  
 9/11 7:30-10:20AM NBC 9/11 special  
 9/21 9:01-9:45AM President Biden's address to the U.N. General Assembly  
 9/23 3:22-3:27PM Shooting that happened in Collierville, TN

### WMTV Local News Special Reports

None

### Severe Weather Cut-ins

6/29 3:30-4:31PM  
 7/14 1:00-1:02PM, 1:27-1:30PM, 9:16-9:41PM  
 7/27 8:22-8:24AM, 8:58-9:01AM, 9:20-9:23AM, 9:45-9:47AM  
 7/28 12:04-12:05AM, 12:29-1:59AM  
 8/6 9:02-9:03PM  
 8/7 11:36-11:38AM, 12:37-12:38PM, 1:30-1:32PM, 1:59-2:01PM, 4:04-6:51PM  
 8/8 3:41-3:42PM  
 8/9 3:14-3:35PM  
 8/10 3:31-3:35PM, 5:46-5:47PM  
 8/11 1:53-3:11PM, 6:07-6:50PM  
 8/24 3:40-4:15PM  
 8/27 9:50-9:52AM, 9:00-9:24PM  
 9/20 7:25-7:46PM, 9:27-9:50PM, 10:47-10:48PM

### **Public Service Report for NBC15 (WMTV) 3rd Quarter 2021**

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. **Alzheimer's and Dementia Alliance Walk; to benefit the Alzheimer's and Dementia Alliance of Wisconsin.**
2. **Go Orange; to benefit Second Harvest Foodbank during Hunger Action Month**

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. **Alzheimer's and Dementia Alliance Walk; ran multiple promos, approximate \$2,450 value. Station Employees participation; news coverage.**
2. **Go Orange; ran web ads, approximate value \$1,500. Ran promos, an approximate \$3,755 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?

**Over \$160,000** Alzheimer's and Dementia Alliance of Wisconsin  
**\$57,000** Second Harvest Foodbank

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 142,500 meals for Second Harvest Foodbank

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

**Past President—American Advertising Federation (4 hours)**  
**Member—American Advertising Federation (10 hours)**  
**Coach—Sun Prairie Softball (75 hours)**  
**Board President/Coach—Sun Prairie Youth Football (180 hours)**  
**Ambassador—Middleton Chamber Ambassadors (2 hours)**  
**Coach—Verona Little League (12 hours)**  
**Coach – Youth Football (8 hours)**  
**Emcee—Henry Vilas Zoo “Run Wild” 10K/5K (4 hours)**  
**Girl Scouts Presentation about Journalism (2.5 hours)**  
**Blood Donation—Red Cross (1.5 hours)**  
**Volunteer Sales Clerk—Madison Public Library Warehouse Book Sale (4 hours)**  
**Virtual Speaker: Young Journalist Class (30 minutes)**  
**Team Manager— McFarland Soccer Club (6 hours)**  
**Board Meeting —Alzheimer’s & Dementia Alliance (4.5 hours)**  
**Emcee/Participant—Alzheimer’s & Dementia Alliance Walk (2 hours)**  
**Awards Judging— Young Athena Award/The Business Forum (2 hours)**  
**Guest Speaker—Association of Women in Sports Media at UW (1.5 hours)**  
**Awards Judging— Illinois Broadcaster's Association (2 hours)**  
**Emcee—Dane Dances (30 minutes)**  
**Emcee—YWCA Rock County’s Women of Distinction Gala (4 hours)**  
**Attendee—NAMI Walks Kickoff Luncheon (1 hour)**  
**Emcee—Evansville 4th of July Festivities (3 hours)**  
**Band Announcer—Atwood Fest (1 hour)**

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.)?

**None this quarter**

How did your station provide coverage in a time of crisis or assist with disaster relief efforts? **We provided extensive weather coverage – breaking into programming during several instances of severe weather – including tornadoes – in August and September.**

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

**About 15 employees, about 335 volunteer hours donated**

### **NBC15 Sponsored Community Events**

#### **3<sup>rd</sup> Quarter 2021**

#### **JULY**

n/a

#### **AUGUST**

n/a

**SEPTEMBER**

**Alzheimer's and Dementia Alliance Walk**

To benefit Alzheimer's and Dementia Alliance of Wisconsin

Creating Promos/News Coverage/Provide Emcee

Promos Ran August 15 – September 18

**Go Orange**

To benefit Second Harvest Foodbank of Southern Wisconsin

Created and ran promos and provided day-long news coverage

Promos Ran September 4 – September 9