



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

JULY 1 – SEPTEMBER 30, 2018

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>
The Morning Show	Monday-Friday	4:30-7:00am
The Morning Show Weekend	Saturday	5:00-7:00am
The Morning Show Weekend	Sunday	6:00-9:00am
15 News at 11am	Monday-Friday	11:00-11:30am
15 News at 4pm	Monday-Friday	4:00-4:430pm
15 News At 5	Monday-Friday	5:00-5:30pm
15 News At 6	Monday-Saturday	6:00-6:30pm
CW News at 9 (WMTV DT2)	Monday-Sunday	9:00-9:30pm
15 News at 10	Monday-Friday	10:00-10:35pm
15 News at 10	Saturday-Sunday	10-10:30pm

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

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

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

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

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

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

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

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

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

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

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

Dateline NBC Friday, 8-10pm, Sunday 6-7pm

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

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

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

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

07/17, 6pm -Summer Hunger - Many think of summer as a chance to take a break and relax but educators warn it can be a tough time for students.

07/18, 4pm -Curiosity Cube is a traveling science lab for kids that tours the country and encourages them to learn about all the sciences. It came to Lincoln Elementary School in Madison today.

07/19 – 11am: Another 12 school districts and one school in south-central Wisconsin will receive safety grants. Attorney Brad Schimel made the announcement in Wausau. \$4 million was awarded to 89 schools and districts across the state.

08/03, 10pm: 10 I cost to teachers - As families save on school supplies with the sales tax holiday happening now, Teachers on average are spending hundreds on their classrooms.

08/08, 9pm: Madison Barber Shop gets kids ready for school for with new supplies

08/14, 4pm: Lots of students suffer from back to school anxiety. Tips on how to ease students back into the classroom.

09/02, 9pm: Hair Braiding: One Madison woman held a back to school event to braid girls' hair and paint their nails for free.

09/04, 6p: 6 VO Back to school - It's that time of year again... happy first day of school to all the kids who went back today.

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)**

07/13, AM Show: Red Cross helping families who lost their homes in Sun Prairie explosion

07/28, AM Show: Verizon gives advice on apps for parents to keep track of their kids

08/02, 4pm: Adult children who are controlling their senior parents are called helicopter kids...and the dangers this behavior causes for all involved.

08/08, 10pm: A virtual dementia tour was hosted by the Deforest public library and offered by Dane County Aging and Disability Resource Center, with officers from the Deforest police department assisting.

08/09: 6pm- Silent march - Today, more than 600 pairs of shoes were placed on the capitol square to send a message to state law makers about guns.

08/19, 10pm: Madison held their annual pride parade promoting unity and awareness among the LGBTQ+ community

09/14, 4pm: GO Orange day raised several thousand meals for families struggling to put a meal on the table.

09/19, 5pm: Talking about the shooting can be hard for parents to wrap their heads around, but for children it can be especially difficult. Barb Buffinton, the Director of Students Services at Middleton – Cross Plains School District, has some advice for parents.

Moms Everyday – Monday 11:30-12pm ending August 13th, 2018

Moms Everyday is a 30-minute program by moms, for moms. Each week the panelists provide helpful information that families can use: parenting questions, affordable vacations, dealing with older family members, nutrition, education, social media, the latest products for your kids, and much more.

III. HEALTH AND FITNESS

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

07/12, 4pm: Researchers at Children’s Hospital of Philadelphia did an online survey of about 760 parents...finding about half use cell phones while driving with children.

07/13, 6pm : 6 VO West Nile - Tonight, Public Health Madison and Dane County confirm a dead bird tested positive for West Nile Virus in the county.

07/30: We're learning many older adults are not told about the risks of taking opioids ... or how to dispose of unused pills.

08/07, 11 am/4 pm: UW Health is partnering with other local organizations to offer free athletic physicals for uninsured high school athletes.

08/09: 9pm - Heroin overdoses increasing in Madison

08/16, 4pm: A new study is warning that there’s a direct link between the number of children drowning and cellphone use by their parents. What all parents need to know about distracting drowning.

09/03, 5pm: A recent survey from the American Psychological Association found *work* is the number one cause of *stress* for Americans.

09/18, 4pm: A new report from the US Department of Health and Human Services shows thousands of foster children are taking psychiatric medications they might not need.

IV. LOCAL ECONOMY / FINANCE

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

07/16, 10pm; 10 VO Soglin Roads - The City of Madison has until august first to make a decision on the reconstruction of Cottage Grove and Buckeye roads.

07/19: 10pm - I Isthmus Eats - Meal delivery kits have become more popular and they're designed to make it easier for you to get a home cooked meal.

07/23, 6pm : 6 VO Milk Production - Wisconsin dairy farmers keep cranking out high amounts of milk.

08/01, 9pm : Garver Mill - A historic east side site is being rehabbed but the City's contract with the developers has been dissolved after the developers failed to prove they had funding secured for the project.

08/05, 5pm: today was the last day for the sales tax holiday

08/14, 6pm: 6 VO Exact Sciences - Today -- Exact Sciences started the next chapter in the company's expansion in Madison.

09/03, 6pm: VO GB Packers Sellers - If you've ever been to a Packer’s game you've probably seen dozens of pop-up vendors lining the streets.

09/16, AM Show: Rebuilding for highway 14 in Black Earth will begin tomorrow.

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)

07/12, 11am: Portillo's is coming to Madison. The famous Portillo's that specializes in Chicago-style food that will open up their first location in Madison. They broke ground yesterday.

07/16, 6pm -6 Janesville Rentals - A consumer alert tonight -- A scam involving rental properties in Janesville is making the rounds on Craigslist.

07/25, 4pm: Kraft Heinz is recalling about 7,000 cases of cheese drip over concerns about botulism.

08/01, 4pm: Facebook and Instagram announced today that both apps are launching new tools to help you spend your time wisely on social media.

08/06, 11am: Experts say prices may be impacted at the grocery store because of tariffs.

08/10 -11am Party City will begin selling costumes on Amazon's online marketplace starting this fall.

09/17 6pm: 6 VO Bon Ton future - Boston Store is making a comeback.

09/21, AM Show: Cargill is recalling thousands of pounds of ground beef, linked to a deadly outbreak of E-coli.

VI. ENVIRONMENT

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

07/10: One company is selling alternatives to plastic straws to cafés and restaurants. They're metal and just have to be cleaned like silverware.

07/14, AM Show: Saving on energy during hot temperatures

07/18: 9pm: EPA Rules - The EPA is rolling back Obama-era coal ash regulations.

08/02, 6pm: 6 VO DNR Fences - The Department of Natural Resources is poised to tighten up the state's deer farm fencing rules, in an effort to slow the spread of Chronic Wasting Disease.

08/08, 6 VO DNR CWD Fences - The Department of Natural Resources today approved tighter fencing restrictions for deer farms in Wisconsin.

08/23: 11 am: All but one Dane county beach is currently closed. According to Public Health of Madison this due to high levels of toxic blue green algae.

09/21, AM Show: CWD Rules: Plan to stop the spread of Chronic Wasting Disease in Wisconsin is sparking concerns across the state.

09/24, 10pm: 10 VO DEER Baiting - As Wisconsin deer hunters have their sights set on the woods this fall a record number of counties have baiting and feeding bans in place.

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

7/5 2:52-2:56PM - Resignation of EPA Chief Scott Pruitt

7/9 8:00-8:21PM –President Trump nominating a new Supreme Court Justice

7/13 7:52-8:48 AM - President Trump's visit with British Prime Minister Theresa May

7/13 10:56-11:35 AM – President Trump's meeting with the Queen of England and a press conference with deputy AG Rosenstein

7/16 6:07-6:16 AM – President Trump's meeting with Russian President Vladimir Putin

7/16 9:47-11:12 AM – President Trump-Putin joint press conference
 7/17 1:49-2:12 PM – President Trump and his comments on misspeaking on election meddling
 7/25 3:18-3:31 PM – President Trump and the Head of the European Union’s statement on trade
 7/27 8:33-9:02 AM – President Trump’s remarks on the US economy
 7/30 1:17-1:45 PM – Press Conference with President Trump and the Italian Prime Minister
 8/16 9:00-9:06 AM – Special report regarding Aretha Franklin’s death
 8/21 3:35-3:50 PM – Jury reached a partial verdict in the Paul Manafort trial
 8/25 7:23-7:38 PM – Special report on the death of John McCain
 8/26 3:43-3:45 PM – Special report regarding shooting event in Jacksonville, FL
 8/27 10:36-10:42 AM – President Trump’s decision on NAFTA
 8/31 9:36-10:31 AM – Live Coverage of the lying in state ceremony at the U.S. Capitol
 9/1 7:58-11:32 AM – Services honoring Senator John McCain
 9/11 7:45-7:50 AM – Special report on the 9/11 Memorial Services
 9/11 9:38-9:57 AM – President Trump’s comments at a 9/11 ceremony
 9/13 3:00PM-3:04 PM – Update on Hurricane Florence
 9/13 4:00-4:04 PM – Update on Hurricane Florence
 9/13 7:10-7:12 PM – Update on Hurricane Florence
 9/13 8:10-8:12 PM – Update on Hurricane Florence
 9/13 9:17-9:19 PM – Update on Hurricane Florence
 9/14 3:01-3:07 AM – Update on Hurricane Florence
 9/14 4:01-4:06 AM – Update on Hurricane Florence
 9/14 8:30-8:34 AM – Paul Manafort pleads guilty
 9/14 4:00-4:00 PM – Update on Hurricane Florence
 9/17 2:13-2:24 PM – President Trump’s remarks on Judge Kavanaugh allegations
 9/18 1:29-2:13 PM – President Trump’s remarks about Judge Kavanaugh
 9/25 9:35-10:17 AM – President Trump’s address to the U.N. General Assembly
 9/27 8:30-11:02 AM – Kavanaugh Hearing
 9/27 12:00-5:05PM – Kavanaugh Hearing
 9/27 5:01-5:30PM – Kavanaugh hearing
 9/28 8:30-8:39AM – Judge Kavanaugh vote
 9/28 12:49-1:22PM – Vote to advance Judge Kavanaugh to a full Senate Vote for Supreme Court

WMTV Local News Special Reports

7/10 8:57-9:07PM live press conference regarding Sun Prairie explosion
 7/11 10:34-10:37PM – coverage of the Sun Prairie fireman procession
 7/14 8:35-8:50AM – Sun Prairie fireman Cory Barr funeral coverage
 7/14 9:31-9:42AM – Sun Prairie fireman Cory Barr funeral coverage
 7/14 10:16-11:21AM - Sun Prairie fireman Cory Barr funeral coverage
 7/14 1:35-2:04PM - Sun Prairie fireman Cory Barr funeral coverage
 8/14 8:31-8:39PM – Primary election update
 8/14 9:41-9:43PM – Primary election coverage update
 9/19 11:14AM-1:40PM – Coverage of Middleton, WI shooting
 9/20 10:32-10:56AM – Press conference on Middleton shooting
 9/21 10:28-10:35AM – Press conference on Wednesday’s Middleton shooting

Severe Weather Cut-ins

7/1 1:37-1:43PM, 2-2:02PM
 7/13 5:45-5:46PM, 7:00-7:01PM, 7:11-7:12PM, 7:37-7:49PM
 8/9 3:27-3:28PM
 8/20 9:45-9:48PM, 10:46-10:48PM, 11:10-11:13PM, 12:19-12:21AM
 8/26 4:32-4:33PM, 8:25-8:26PM, 8:45-8:47PM
 8/27 8:37-8:53PM, 9:34-9:35PM, 11:02-11:03PM, 11:27PM-12:06AM, 12:11-12:24AM

8/28 2:04-2:06PM, 2:36-3:51PM
 9/2 3:30-3:31PM, 4:15-4:17PM, 4:25-4:26PM
 9/25 3:38-3:39PM

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

07/13, 9pm - Absentee Voting - Absentee voting for Wisconsin's August 14th primary is underway.
 07/16, 5pm Trump Putin - Republicans and Democrats openly criticizing the summit between us President Donald Trump and Russian President Vladimir Putin.

07/20: 10 VO Pence - The White House announced an invitation to Russian President Vladimir Putin, to visit Washington this fall.

08/04, 6 pm/10pm: President Trump is in Ohio tonight trying to help republicans hang on to a house seat that has been solidly theirs for decades.

08/08, 10pm: 10 VO Gov Forum - Tonight... hundreds heard seven out of the eight democratic candidates running for governor make their pitch on why they should be in office.

08/14: Fall Primary Election Coverage in all shows

09/04: AM Show: Today President Trump's nominee for the Supreme Court, Brett Kavanaugh, will begin his confirmation hearings.

09/16, 9pm: A woman accusing Supreme Court nominee Brett Kavanaugh of sexual misconduct more than 30 years ago came forward publicly today.

**Public Service Report for NBC15 (WMTV)
 3rd Quarter 2018**

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. **Bucky on Parade Finale Party:** More than \$800,000—benefits *Garding Against Cancer*, and other local non-profits
2. **JDRF OneWalk to Cure Diabetes:** Raised \$202,899--benefits *Juvenile Diabetes Research Foundation of Wisconsin*
3. **Go Orange Day:** Raised 87,000 Meals--benefits *Second Harvest Foodbank of Southern Wisconsin*

How much airtime was donated in support of these efforts (e.g., news coverage, PSAs, live broadcasts, other on-air support, etc.)? List the dollar value, where calculable.

1. **Bucky on Parade Finale**, ran :15 promos, approx \$10,000 value. Website links on NBC15.com; News coverage throughout; Station Employee Participation/Emcee
2. **JDRF OneWalk to Cure Diabetes:** Ran promos, approx. \$5700 value. Website links on NBC15.com; Station Participation/Emcee at Event
3. **Go Orange Day:** Ran Promos, aprox \$5000 value. Web/social media takeover, Station-wide participation

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

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.)?

Meeting--Walk for Wishes (1hr)

Multiple Employee Participation--Boys & Girls Club of Dane County 48 Hour Fundraiser (1 hr)
Emcee—Bike 4 BGC (1 hr)
Board Member—Sun Prairie Youth Football Board
Coach—Sun Prairie Youth Football
Volunteer—Red Cross (57 hours)
Participant—Scene Shore 150 Cancer Research Fundraising Bike Ride (16 hours)
Board Meeting—Badger Childhood Cancer Network (2 hrs)
Subcommittee Meeting—BCCN (1 hr)
Donate Blood—Red Cross (1 hr)
Board Meeting—Alzheimer’s Alliance
Emcee—Atwood Fest Fundraiser
Emcee—Tempo Ballroom Dance Studio Evening Showcase
Judge/Participant—Overture Pie Contest (1 hr)
Member—Meeting for Second Harvest NRSSH Board (5 station employees, 2 hours)
Station Tour—Knights of Columbus 1.5 hours
Judge—Beef Cook-Off at Alliant Energy Center (2 employees, 3 hours)
Ribbon Cutting—Middleton Chamber Ambassador Meeting (1 hour)
Coach—Youth Football (2 hours per game, multiple hours)
Volunteer—Ad2 Madison Public Service Committee (6 hours)
Board Meeting—BCCN Subcommittee meeting (3 hours)
Emcee—Heels for Meals, Meals on Wheels Fundraiser (3 hours)
Volunteer—Map Course BCCN Superhero Run (2 hours)
Volunteer—American Red Cross (39 hours)
Volunteer—Second Harvest Foodbank (2 hours, 3 employees)
Coach—McFarland Dance Team (5 hours)
Volunteer—Walk for Wishes (6 hours, 2 employees)
Coach—Youth Football
Station Tour—Good Shepherd Lutheran (3 employees, 1 hour)
Emcee—Madison Symphony Orchestra Gala (2 employees, 3 hours)
Emcee—Pregnancy Helpline Diaper Dash (3 hours)
Emcee—JDRF OneWalk (3 hours)
Emcee—Omega School Adult Spelling Bee (2 hours)
Chamber Meeting—Middleton Chamber of Commerce Ambassadors Meeting (2 hours)
Station Tour—Madison Chapter Institute of Electrical and Electronics Engineers (2 hours)
Volunteer—Media Team, City Church, Radio Engineering (approx. 40 hours)
Station Tour—Madison Boy Scouts Troop 11 (1 hour)
Emcee—Windsor Elementary Track Event WE Run (2 hours)
Judge—Italian Workman’s Club (3 hours)
Producer Workshop—Multiple Station employees (8 hours)
Speaker—Women’s Group (2 hours)
Emcee/Walk Fundraiser—Badger Childhood Cancer Network Run Walk
Emcee --Alzheimers & Dementia Alliance Walk (3 hours)
Emcee—Bucky on Parade Finale Party (Multiple Station Employees, 5 hours)

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

August 14--Partisan Primary for Governor, Lt. Governor, Attorney General, Secretary of State, State Treasurer, U.S. Senator, Representative in Congress, State Senator (odd-numbered districts) Representatives to the Assembly (all districts).

Team coverage of results. Web Videos educating viewers of each candidate

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

Historic Flooding during Month of August. *Team coverage, website with information for relief help and ways to volunteer. Station participation with sand bagging efforts.*

Workplace Shooting Coverage, September 19--Middleton Police Chief Charles Foulke said a WTS Paradigm employee began shooting people at his workplace in Middleton on Sept. 19.

Team Coverage, Broke into programming from 11:30AM to approximately 2:00 PM as information developed

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

***50 Employees, More than 193 hours**

**NBC15 Sponsored Community Events
3rd Quarter 2018**

JULY

Madison Brian Tumor 5K

July 7, 2018

Benefiting brain cancer research—National Brain Tumor Foundation

Ran PSAs and employee participation at event, emcee

Raised \$40,000

AUGUST

Million Dollar Shootout

August 13, 2018

Benefits Alzheimer & Dementia Alliance of Wisconsin

Ran PSAs and station participation at event, emcee

Raised \$45,000

Madison Mini Marathon

August 18, 2018

Benefits UW Department of Obstetrics and Gynecology

Ran PSAs, station participation, emcee

SEPTEMBER

Go Orange Fight Hunger

September 13, 2018

Benefits Second Harvest Food Bank

Ran Promos and widespread station participation

Raised 87,000 Meals

Walk for Wishes

September 16, 2018

Benefits Make a Wish Wisconsin

Ran PSAs, station participation, emcee

Raised over \$50,000

Superhero Run/Walk

September 22nd, 2018

Benefits Badger Childhood Cancer Network

Ran PSAs, Station Participation, Emcee

Raised \$31,974

JDRF Walk to Cure Diabetes

September 23, 2018

Benefits JDRF

Ran PSAs, Station Participation, emceed

Raised \$202,899

Alzheimer's Walk

September 29th, 2018

Benefits Alzheimer & Dementia Alliance of Wisconsin

Ran PSAs, station participation, emcee

Raised \$48,753

Bucky on Parade Finale—Auction

September 29th, 2018

Kohl Center

Created awareness, ran promos and multiple levels of station participation

Emcee at Event/Live updates in Broadcast

Raised more than \$800,000