



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

**JANUARY 1 – MARCH 31, 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)**

1/1 – 5pm: FAFSA applications can be filled out starting Friday, January 1, 2016. It provides grants and scholarships that you don't have to pay back that go toward college education.

1/11 – 5pm: Gov. Scott Walker has announced a series of legislative proposals aimed at making college more affordable. His plans unveiled today included removing the cap on tax deductible student loan interest, increasing need-based assistance programs at Wisconsin technical colleges and bringing on more internship coordinators across the state.

1/11 – 10pm: Social Media Athlete - Fallout over an athlete who chose to bash the WIAA on Twitter, is now suspended.

1/14 – AM: A bill in the Wisconsin Legislature would allow residents with concealed weapons permits to carry guns on school grounds.

1/15 – 4pm: A program that helps kids graduate high school and find opportunities for their future is coming to Sun Prairie high school. Thanks to a donation from AT&T 'Jobs for America's Graduates' will expand.

1/19 – 5pm: Boys & Girls Club will receive significant grants and partner with multiple community groups to increase academic support for area students.

1/20 – AM: Bouncy Bands are heavy duty rubber straps that attach to the legs of student's desks. The bands allow kids to lightly bounce their feet and stretch their legs as a way to release their extra energy, anxiety or boredom in class.

1/21 – 4pm: Teachers from all over southern Wisconsin got together to design educational games for the classroom. Today at the Wisconsin Institute for Discovery, several educators joined the field day lab team to create dozens of sixth grade science games.

1/25 – 11am: State lawmakers are introducing a bill today that would help future college students stay debt-free.

1/30 – 10pm: Going from the climbing cream of the crop to young bright minds, several middle school students gathered at the UW Engineering Hall today to compete as well.

2/12 – 5pm: Two high school students accused of spiking their teacher's drink with a cleaning solution are heading to trial. 18-year-old Hailey Brock and 17-year-old Gavin Gilbertson plead not guilty yesterday.

2/18 – 4pm: An Alabama teacher is charged with second degree stalking, but it's possible he may be in bigger trouble. Police searched 39-year-old Jeremy Hunter's home. He is accused of stalking a student.

2/20 - AM: A racist drawing found in a residence hall at U.W. La Crosse is sparking conversations about racism on campus. The chancellor sent a campus-wide email, saying hateful incidents occur "with disturbing frequency" at the university. Yesterday students, faculty and staff gathered to discuss the drawing and how to stop racism on campus.

2/21 – 10pm: The Beloit International Film Festival is back again. The ten day event brings film makers and audiences from near and far to experience the small city film festival

2/22 – 11am: A threat made on social media closed Watertown High School today.

**15 News Continued**

2/24 – AM: Children may have an easier time learning if they "jump around." Researchers tested the impact of combining moderate to vigorous physical activity with classwork.

2/28 – AM: Three 12-year-old girls in Florida are facing criminal charges for allegedly spiking a teacher's soft drink with spicy hot pepper.

3/1 – AM: A group of Edgewood College students believes the campus judicial process needs to change. Protestors feel the judicial committee treats sexual assault cases inconsistently.

3/5 – 10pm Waukesha students use secret apps to send nude pictures to each other.

3/7 – 11am: March is national music in the schools month & importance of music education. A local nonprofit is helping introduce area children to the arts with music, art and drama programs for all ages.

3/8 – 5pm: Gov. Scott Walker signed a bill into law that creates a temporary teaching license based on experience for vocational education teachers.

3/11 – 11am: The Dodge County Sheriff says two high-risk sex offenders are moving to a facility that is too close to children. Robert Larson junior and Johnathan miller were placed at a home in Brownsville, south of Fond du Lac last July.

3/14 – 5pm: A security threat has closed the University of Wisconsin-Platteville. Classes were canceled at 1:30 p.m. Monday due to the threat, according to a message on the school's website.

3/21 – 5pm: A Janesville teacher killed himself. He was under investigation for inappropriate contact with female students.

3/28 – 5pm: Gov. Scott Walker is signing a series of bills Monday aimed at college affordability.

**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)**

1/4 – AM: We're learning more about the man behind a murder-suicide in Cudahy early Friday morning. Police say 27-year-old Brett Hartman killed his two-year-old daughter... Skylar... And then turned the gun on himself.

1/4 – 10pm: Gun Control - Obama announces plan to curb gun violence in the country.

1/6 – 6pm: Women in the Military. Women vets speak about the changes, allowing qualified women to do combat.

1/9 – 4pm: A resident at the Waterleaf Apartments says she was worried for the safety of her children after she heard someone say "please don't shoot" inside the building around midnight Thursday into Friday.

1/13 – 6pm: Internet crimes, state lawmakers are discussing multiple bills designed to on protect children from online predators.

1/18 – 5pm: Making note that it's MLK day, two well-known entertainers say they're skipping the Academy Awards this year following controversy on the lack of diversity in the nominations.

1/21 – 5pm: The state Senate has passed a bill that would strip Planned Parenthood of federal grant money.

1/27 – 4pm: Governor Walker gave remarks at today's Future of the Family's commission meeting -- discussing his hope for young people in Wisconsin. The commission hosts a series of meetings throughout the year with the goal of discussing family dynamics within the state.

1/28 – 5pm: Beloit PD believes they have recovered the SUV involved in the shooting of 5-year-old Austin Ramos, Jr.

1/31 – AM: Two local teams put competition aside to come together for a special cause. The Madison East Boys Basketball Team joined Middleton High School last night in taking a stand to end racism.

### **15 News Continued**

2/1 – AM: During a stress exercise, researchers found women who received face-to-face support responded in a more positive manner than those who got support from texts.

2/4 – 5pm: Bomb threats to a Wisconsin county sheriff's office made with an apparent reference to "getting justice" for the convict profiled in the popular Netflix series "Making a Murderer" are the latest in a long string of threats made to the department and its officers since the series went online.

2/6 – AM: A former UW Badger football star was arrested in Madison. Police say Montee Ball and his girlfriend got into a fight yesterday at the Hampton Inn And Suites downtown. Ball was arrested for substantial battery and was taken to the Dane County Jail.

2/11 – 5pm: The state Assembly is set to consider a Republican bill that would cost Planned Parenthood millions of dollars.

2/15 – 11am: A Madison teen was robbed at gunpoint when she went to meet a Facebook "friend" in person.

2/17 – 11am: A vigil will be held for the Portage woman who was shot and killed in Columbia County. 41-year-old Tracy Krueger was found dead Monday morning at the Ridge Motor Inn in Portage. Police tracked down and arrested Tracy's estranged husband, 51-year-old Kevin Krueger.

2/19 – 6pm: A police Use of Force committee releases recommendations for police practices.

2/23 – 5pm: UW-Madison is holding a town hall meeting on anti-Semitism tonight.

2/25 – 5pm: Five men in southern Wisconsin are now facing felony charges for having sex with the same underage girl.

2/26 – 11am: A man allegedly caused thousands of dollars in damage after kicking his ex-girlfriend's car. Madison police say 31-year-old Andre Jones and his girlfriend were going through a break up.

2/29 - 5pm: Madison PD are looking for a group of people who beat up a teenager who was in town for the state wrestling tournament.

3/1 – 11am: Being a dad can get tough, especially when your little one reaches the 'why' years. To help, Unitypoint Health Meriter has a new class just for dads of toddlers.

3/15 – 11am: A Wisconsin woman is bringing joy to others throughout the state with her pet therapy rabbits. Jenn Eckert adopted Betsy and Walter from the Wisconsin Humane Society.

3/22 – 5pm: Fitchburg Police are conducting a death investigation. A 26-year-old man was fatally shot in Beloit last night.

3/25 – 5pm: A man accused of fatally shooting a woman in a Madison grocery store parking lot is now facing new charges from a separate incident.

3/26 – AM: This week's terrorist attacks in Brussels led to fears of a greater backlash against Muslims. But as Christians observed Good Friday, there were calls as well for greater unity on social media and in some American neighborhoods.

3/30 – 4pm: Verona Police are investigating a report of attempted child enticement.

3/31 – 5pm: A 15 year old girl is being charged with disorderly conduct during a disturbance at the Trump rally in Janesville earlier this week.

### **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.

1/7 – 4pm: For the first time, the federal nutrition guidelines have set a limit on added sugar. The recommendation is not to have more than 10 percent of your daily calories from added sugars. Those sugars are the ones not naturally found in fruit.

1/11 – 4pm: Many diseases get their start in your digestive system, so some doctors are going there to treat them. There are foods you can add to your diet to keep a healthy gut, which can mean a healthy body.

1/17 – AM: New data shows women are waiting longer to become mothers. The CDC says it’s been rising for the last 15 years.

1/22 – 11am: Water births don't appear to pose increased risks to newborns. A new study included data on more than 65-hundred water births in the US.

1/24 – 5pm: From Madison to Michigan, people in our community are donating water to Flint, Michigan residents. Today volunteers and organizers with the boys and girls club of Dane County loaded up trucks with water.

1/27 – 11am: Many women who are diagnosed with Melanoma before they turn 40 used indoor tanning beds at a very young age.

1/29 – 4pm: Many older adults are leaving their doctors in the dark about early signs of memory problems. A new study of more than ten thousand people finds just one in four adults over age 45 talked to a doctor or nurse about memory issues during a routine check-up.

2/1 – 11am: February is "Heart Month" -- a time to raise awareness about the nation's number one killer: Heart disease. Exercise greatly reduces the risk for heart disease but many of us are not getting enough.

2/11 – 4pm: The legislature's budget committee approved state health officials' request to spend more on Wisconsin's mental health institutes. The department of health services wants to spend an additional \$15-point-8 million beyond the state budget on upgrades at the Mendota Mental Health institute in Madison.

2/13 – 4pm: Moms can now take their babies to exercise class. Today in Madison at Supreme Health and Fitness, mothers came with their babies in a sling.

2/17 – 10pm: When it comes to the Zika virus, men know need to be concerned about getting it.

2/24 – 4pm: A new study of Ebola survivors shows how complications can continue long after patients are declared free of the disease. A team of neurologists from the N-I-H examined 82 Ebola survivors in Liberia.

3/2 – 4pm: With a new layer of snow on the ground and some below freezing temps you may not be thinking about allergy season. But allergists at UW Health say this year could be an exception.

3/3 – 5pm: A team of federal, state and local investigators are looking for the source of a bacterial bloodstream infection linked to 18 deaths in Wisconsin.

3/7 – 6pm: Addicted Newborns, the number of infants addicted to heroin has more than doubled since 2009.

3/13 – AM: As all of us spring forward an hour for daylight saving time, a recent study suggest losing an hour of sleep may trigger serious health-related issues for some people.

3/17 – 11am: New research suggest adults with an active commute have less body fat and lower BMI than those who drive to work.

3/23 – 5pm: The U.S. Supreme Court is hearing arguments on the Obamacare contraceptive mandate today.

3/27 – AM: Following evidence that the Zika virus can be spread through sexual contact, the Centers For Disease Control has issued guidance for couples in which the man has traveled to or lives in areas where the virus is spreading.

3/31 – 11am: Another death in Wisconsin has been linked to Elizabethkingia. 18 people who have been diagnosed with the bloodstream infection have died in the state.

#### IV. LOCAL ECONOMY / FINANCE

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

1/7 – 11am: The community of Lake Delton has set up a place for in-person purchases of items found on Craigslist or other Internet sales sites.

1/10 – AM: With record-breaking Powerball jackpots, lottery sales have been at a frenzy. The Wisconsin Lottery says the state's economy stands to gain, with \$4 billion in property tax relief and increase in traffic at gas stations and other sale locations.

1/12 – 5pm: An Indiana bank will buy Anchor Bancorp Wisconsin in a deal valued at \$461 million.

1/14 – 11am: It could be another tough year for Wisconsin's dairy farmers because milk prices remain low.

1/31 – 5pm: Last November, Oscar Meyer announced it will be closing its historic plant right here in Madison. This results in over a thousand employees losing their jobs.

2/2 – 5pm: Authorities are reminding you to be on the lookout for a phone scam. Scammers pretend to be from the IRS, and demand immediate payments.

2/7 – 10pm: Gas prices drop almost a dime. Prices are down eight cents over the past two weeks- now averaging one-82 a gallon for regular.

2/19 – 11am: Clothing takes a big chunk of many people's budget. But money expert Stacy Johnson shows us some ways to tailor your spending and dress for less...

2/21 – AM: Dangerous issues have been uncovered with infrastructure in Wisconsin. It has prompted state leaders to work to improve rail safety and a \$3 million grant is meant to do just that.

2/23 – 10pm: a new website is launched to help provide resources for those who need it most.

2/27 – 6pm: more than 100 volunteers were on the north side of Madison today...

getting eight apartment units ready for families in need.

2/29 – 11am: Ever since the foreclosure crisis and great recession, many people who used to own homes instead joined the ranks of renters. And all that demand has pushed rents up in many markets. But wherever you live, there ARE WAYS to get your rent for less, and money expert Stacy Johnson has them.

3/2 – 10pm: A Madison Harley-Davidson shop is participating in a custom built bike competition.

3/9 – 5pm: The Madison Transit and Parking Commission is holding a public hearing tonight to talk more about a proposed increase in downtown street parking.

3/12 – 6pm: Speaker of the House Paul Ryan made an appearance in Kenosha yesterday to tour Amazon's fulfillment center. In addition to touring the warehouse, Ryan also had a question and answer session discussing how Wisconsin brings in businesses and his plan to keep them in state.

3/29 – 5pm: Today Gov. Walker announced a \$480,000 project to fix a section of deteriorating pavement at Madison's Dane County Regional Airport.

##### **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)**

1/2 - AM: The US Department of Justice is investigating how Blue Bell creameries handled the ice cream contamination linked to 10 reported cases of listeriosis last April. Three of those believed to be sickened by Blue Bell frozen treats died.

1/4 - 11am: Money expert Stacy Johnson showed us the best and worst things to buy in January.

1/12 – 4pm: Eight ounce jars of "Nice!" brand mandarin oranges sold at Walgreens stores have been recalled after complaints of glass shards being found inside some of the containers.

1/20 -11am: Microsoft plans to voluntarily recall power supplies for Surface Pro, Surface Pro 2 and Surface Pro 3.

**15 News Continued**

1/22 – 10pm: Juneau County 911 service is down.

1/23 – 6pm: A long-time Madison business will be closing down soon. The Hobby Horse in Madison is going out of business.

1/26 – 5pm: Ford is recalling nearly 400,000 Ranger pick-up trucks due to faulty airbags.

2/6 – 6pm: Good news for Girl Scout cookie lovers. Badgerland Girl Scouts kicked off their cookie selling season today in Middleton. The long-awaited annual sales start on the 13th.

2/8 – AM: All Chipotle restaurants nationwide will be closed until 3pm local time today so employees can attend a meeting focusing on food safety changes. The chain is tightening procedures after recent outbreaks of e. Coli and norovirus.

2/18 – AM: For the second time in weeks, major airlines hike air fares. It started last week when Jetblue raised prices by six dollars per round trip.

2/22 – 4pm: U.S. health officials say people exposed to certain types of flooring made by Lumber Liquidators face three times higher the risk than previously thought.

2/27 – 4pm: Evenflo is recalling about 56,000 combination booster seats over a concern children may access the seat's harness adjuster button and loosen it.

3/6 – AM: Amazon has removed the ability to encrypt locally stored data on its Fire tablets.

3/9 – 6pm: Baraboo police are investigating a scam involving local hospital and a billing company.

3/10 – 10pm: Look at the cost of prom and how to save some money on the big night.

3/17 – 10pm: Nike releases Olympics outfits for Rio.

3/21 – AM: Apple will announce its latest product updates. The headliner is expected to be a smaller version of the iPhone, followed by a smaller version of the iPad Pro.

3/24 – 10pm: Home prices are rising faster than wages in most parts of the country according to RealtyTrac.

3/30 – 10pm: The best and worst headlights on vehicles, according to a study.

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

1/6 – 11am: A legislative committee held a public hearing on a Republican bill that would prohibit people from owning dangerous exotic animals.

1/8 – AM: Kelly Lake in Oconto County doesn't have as much ice this year as there has been in the past. The annual fishing derby has happened every year since 1979,

1/15 – 5pm: Authorities are monitoring an ice jam in the Rock River that has led to minor flooding in Rock Township.

1/16 – 6pm: Despite frigid temperatures hundreds braved the cold to be a part of a unique experience. This afternoon the raptor education group gave people an up close look at two bald eagles. The group has been caring for the birds after being poisoned or injured.

1/20 – 11am: Scientists say they finally have "solid evidence" for a true ninth planet on the fringes of our solar system.

1/22 – 5pm: A coyote hunting contest in northern Wisconsin is drawing criticism from those concerned that wolves could be killed instead.

1/28 – 10pm: Senators from Michigan along with other Democratic senators are announcing a plan to help families in Flint who have been exposed to lead poisoning. The senators announced a proposal to amend the current energy bill.

1/30 – AM: Water samples from more than two dozen Flint, Michigan homes revealed lead levels exceeding what can be effectively treated by the water filters being given to residents.

2/2 – 4pm: An owl on the prowl for predators is targeting people in Florida in her quest to keep her babies safe. Neighbors say it's nesting season, which has the owl on alert.

2/15 – 6pm: Conditions on lakes are murky so the spearing season for Sturgeon might last longer than normal.



**15 News Continued**

2/19 – 5pm: A stream of manure from a large-scale dairy farm in Grant County has flowed two miles into a creek stocked with trout.

3/5 – AM: Scientists say they have discovered what might be a new species of octopus while searching the Pacific Ocean floor near the Hawaiian Islands.

3/11 – 5pm: There is no relief for people in Louisiana and other communities in the southeast right now. Relentless rain has pounded the area for the last three days.

3/16 – 11am: More than 500 homes in Madison were without power earlier this morning due to downed power lines. Heavy rains soaked the Midwest and possible tornadoes were spotted in Illinois.

3/20 – 6pm: Flooding is still a concern but easing in Columbia county. Officials say the major flood stage has resulted in widespread flooding along the Wisconsin River.

3/28 – 6pm: Wisconsin farmer uses an all-season greenhouse to grow crops.

**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**

1/5 10:39-11:22am – President Obama announces executive action on gun control.

1/12 3:14-3:16pm – Iran seizes 2 US navy ships.

2/16 3:51-4:34pm – President Obama's news conference.

2/20 7:48-7:49pm – Decision 2016 election results.

2/23 9:30-9:49am – President Obama's announcement regarding Guantanamo.

3/6 10:46-11am, 1:50-1:51pm – former first lady Nancy Reagan dies.

3/21 1:18-2pm – special coverage of President Obama's trip to Cuba.

3/22 4-4:30am, 7-11am – complete coverage of the terrorist attack in Brussels, Belgium.

**NBC 15 Severe Weather Cut-ins**

3/15, 7:57-7:58pm

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

1/1 – 10pm: Superior Mayor Bruce apologizes for calling President Obama a Muslim

1/7 – 5pm: Tensions between the U.S. and North Korea are growing. Overnight, Pres. Obama spoke with Japan's Prime Minister about an international response to North Korea's nuclear test.

1/14 – 5pm: ISIS is claiming responsibility for an attack in Indonesia's capital that left seven people dead and injured 23 others.

1/19 – 10pm: State of State- Gov. Walker's proposals for the state for the upcoming year.

1/20 – 6pm: Immigration bill had a hearing on bill that would penalize sanctuary cities.

1/26 – 11am: The Democratic Presidential Candidates are making their final push this week. They participated in a live town hall-style forum in Iowa Monday where they took questions from voters, and tried to explain some controversial aspects about their campaigns.

1/27 – 10pm: Gov. Walker's presidential campaign ends with over a million in debt.

2/1 – 10pm: Caucus Coverage includes the latest results from Iowa.

2/3 – 4pm: It's the race for the white house, with one more definite drop-out, Rand Paul and a probable drop-out, Rick Santorum ... as the candidates vie for support in a state that's notorious for serious, demanding voters.

2/9 – 11am: The country's first primary election for the 2016 presidential race is underway today in New Hampshire.

**15 News Continued**

2/11 – 10pm: Debate coverage of the democratic presidential candidates in Milwaukee.

2/18 – 5pm: 20,000 protesters gathered at our state capitol today, protesting a pair of Republic bills they consider to be anti-immigration.

2/23 – 10pm: Decision 2016 with results from the Nevada Caucus.

2/25 – 10pm: It looks like Governor Scott Walker's approval ratings haven't improved much over the last seven months. A Marquette university law school poll released Thursday shows walker's approval rating at 39 percent.

3/3 – 5pm: President Obama was in Milwaukee today to congratulate city officials on winning a national Obamacare enrollment competition.

3/6 – 10pm: – Bernie sanders and Hillary Clinton square off in their latest debate in Flint, Michigan.

3/7 – 6pm: – WI Supreme Court Justice Rebecca Bradley is apologizing for anti-gay opinion pieces she wrote 24 years ago.

3/10 – 11am: Republican White House hopefuls will hit the debate stage tonight in Florida as Donald Trump seeks to further cement his path to the nomination -- time is running out for some of his rivals.

3/19 – 11am: Press conference will be held today to address comments made by Justice Rebecca Bradley.

3/19 – 4pm: voters in Wisconsin can begin casting ballots in the presidential race on Monday. That is a little over two weeks before the state's April 5th primary where a seat on the state supreme court is also at stake.

3/21 – 6pm: Early voting has started in Wisconsin for the April ballot.

3/23 – 11am: Republican presidential candidates Ted Cruz and John Kasich are campaigning in Wisconsin today.

3/25 – 10pm: GOP Town Hall - Preps are underway in Milwaukee for the GOP CNN Town Hall on Tuesday.

3/26 – 6pm: – In our Decision 2016 coverage... Senator Bernie Sanders drew a large crowd this afternoon at the Alliant Energy Center.

3/29 – 6pm: GOP front-runner Donald Trump spoke in Janesville this evening.

3/31 – 4pm: Donald Trump's campaign is in trouble in Wisconsin. Ahead of Tuesday's primary his call to punish women who have illegal abortions is adding to criticism of his ability to be president

**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**

1/27 WBA Legislative Day

2/27 WBA Winter student meeting

3/9 Station tour with State Representative Melissa Sargent

**Jaleesa Irizarry – News Reporter**

3/5 Participant for trivia fundraiser for St. Dennis School

3/6 Hosted booth at the Brava Magazine Kids Expo

**Mike Jacques – Sports Director**

1/4 Station tour for group from St. Dennis Church

1/19 Guest speaker at Madison Sports Hall of Fame luncheon

2/17 Spoke to 2 classes at Jefferson Middle School

2/29 Station tour for grade school group from Madison

3/5 Trivia Knight host at St. Dennis School

3/7 Tour of studio for school group

Leigh Mills – News Anchor / Reporter

- 2/12 DAIS trustee capacity meeting
- 2/16 Project money finale
- 2/20 UCP celebrity dinner – server
- 2/27 ADDY Awards emcee

Geoff Shields – Operations Manager

- 1/5 Meet with students and staff of Madison Media Institute, and Reedsburg HS AV Club
- 1/11 and 3/10 Executive committee meeting for Mt. Horeb American Legion
- 1/12 and 3/8 Mt. Horeb cable commission meeting
- 1/15-1/16 Attended state convention and executive committee meeting of American Legion
- 1/27 Met with state legislators for WBA Legislative Day
- 3/4 Mentorship workshop review at the VA
- 3/5 American Legion visit to retirement home
- 3/8 Madison Media Institute tour of station
- 3/16 Design for a difference on-site visits: The Road Home and Literacy Network.
- 3/18 DFAD visit to mentoring positives

John Stofflet – News Anchor / Reporter

- 1/11 Memorial High School career day speaker
- 1/12 and 3/2 Badger Childhood Cancer Network board meeting
- 1/13 Judge for the Athena Awards
- 1/22 Career day speaker at White Horse Middle School
- 2/20 UCP Celebrity server
- 2/22 Second Harvest committee meeting
- 2/27 Addy Awards emcee
- 3/4 Tournament Quizmaster for the Super Quiz Oral Relay
- 3/5 St. Dennis trivia night presenter
- 3/7 WAGS board meeting
- 3/15 Delivery volunteer for meals on wheels
- 3/22 Second Harvest Food Bank campaign meeting

Don Vesely – General Manager

- 2/27 WBA Student seminar speaker

Tom Weeden – Chief Engineer

- 3/14 Gave presentation on the TV Spectrum Auction and next generation digital TV to amateur radio group

**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?

1. **Bowlin for Colons, UW Carbone Cancer Center, GI Cancer Research**
2. **BRAVA Kids Expo, BRAVA Magazine**
3. **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.

1. **Bowlin for Colons, 77 -:30 length PSAs ran, approximately a \$2,695 value. Plus, several news mentions on newscasts.**
2. **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.**
3. **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 emcees 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