



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

APRIL 1 – JUNE 30, 2022

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. Because of the pandemic, we’ve branded our commitment to these issues as “Navigating School”.
- 2. Politics** – This will include issue-based stories from all levels, with an emphasis on local and state, and the Presidential and Congressional elections.
- 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 will include legislative proposals and action.*
- 9. Community Impact/Outreach** - This will be for stories re: personal appearances made by NBC15 Staff. It will also include the NBC15 School Shout Out (where classrooms wish our viewers good morning) AND our hallmark Share Your Holidays Campaign to raise funds for Second Harvest Foodbank of Southern Wisconsin.
- 10. Social Justice** – This explores race relations, homelessness and human rights within our communities.

**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	4:00-4:30pm
15 News At 5	Monday-Friday	5:00-5:30pm
15 News At 6	Monday-Saturday	6:00-6:30pm
15 News at 9 (WMTV DT2 “CW”)	Monday-Sunday	9:00-9:30pm
15 News at 10	Monday-Friday	10:00-10:35pm
15 News at 10	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)

4/2, 6PM: THE PANDEMIC FORCED FAMILIES TO TAKE A HARD LOOK AT EDUCATION AND SOME FOUND THAT EXTENSIVE SCREENTIME IN THE CLASSROOM DOES NOT WORK FOR THEM. NBC 15'S MARCUS AARSVOLD SHARES ABOUT A FREE NATIONAL GUARD PROGRAM THAT PROVIDES A STRICT SCHEDULE TO HELP YOUNG PEOPLE FIND FOCUS.

4/21, AM SHOW: THE ADDITIONAL 90 TO 120 MINUTES OF COURSEWORK WILL BE ADDED MONDAY AFTERNOONS THROUGH JUNE 6TH. DISTRICT OFFICIALS SAY THE REASON FOR THIS IS TO MAKE UP FOR THE THREE DAYS OF EXTENDED WINTER BREAK DUE TO COVID-19 CONCERNS AND TO AVOID ADDING ON THOSE DAYS TO THE END OF THE SCHOOL YEAR.

4/26, 4PM: WE ALL KNOW THERE ARE SO MANY AMAZING TEACHERS OUT THERE AND TODAY, ONE PRINCIPAL WAS HONORED FOR HER PASSION AT HER SCHOOL. DR ANURADHA EBBE WAS HONORED BY THE ASSOCIATION OF WISCONSIN SCHOOL ADMINISTRATORS AS THIS YEAR'S PRINCIPAL OF THE YEAR FOR SECONDARY SCHOOLS.

5/5, 4PM: JUST 31 WEEKS AGO, ELECTRO-MECHANICAL TECHNOLOGY STUDENTS AT MADISON COLLEGE STARTED OUT WITH A BASE TABLE, SOME EQUIPMENT AND AN IDEA.

5/17, 11AM: UW-MADISON HAS NOW NAMED THEIR NEW CHANCELLOR, DOCTOR JENNIFER MNOOKIN. MNOOKIN IS THE CURRENT DEAN OF THE SCHOOL OF LAW AT THE UNIVERSITY OF CALIFORNIA AND WILL REPLACE REBECCA BLANK. OFFICIALS SAY, SHE WILL BEGIN HER JOB AS CHANCELLOR ON AUGUST 4TH.

5/23, 5PM: MMSD TEACHERS ARE PUSHING FOR HIGHER WAGES AT A RALLY THIS EVENING. THE RALLY FOR RETENTION ORGANIZERS SAY A RAISE OF 4.7% WOULD KEEP UP WITH THE COST OF LIVING IN THE AREA.

6/19, 6PM: A FEDERAL WAIVER THAT MADE SCHOOL BREAKFAST AND LUNCH FREE TO ALL STUDENTS, REGARDLESS OF THEIR FAMILY'S INCOME, IS COMING TO AN END. IT'S SET TO EXPIRE JUNE 30TH.

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)

4/6, AM SHOW: IN PORTAGE, RESIDENTS ELECTED A NEW MAYOR. MITCHEL CRAIG WINS OVER INCUMBENT RICK DODD. CRAIG RECEIVED 59 PERCENT OF THE VOTE. WE GOT A CHANCE TO SPEAK WITH CRAIG ON HIS NEW DUTIES.

4/13, 11AM: THE WISCONSIN SUPREME COURT IS HEARING ARGUMENTS TODAY IN A CASE THAT WILL LIKELY DETERMINE HOW EXTENSIVELY ABSENTEE BALLOT DROP BOXES CAN BE USED IN THE UPCOMING MIDTERM ELECTION.

4/25, 9PM: REPUBLICAN TIM MICHELS LAUNCHES HIS CAMPAIGN FOR WISCONSIN GOVERNOR. MICHELS JOINS A CROWDED FIELD OF GOP CANDIDATES, INCLUDING FORMER LT. GOV. REBECCA KLEEFISCH, BUSINESS OWNER KEVIN NICHOLSON AND STATE REP. TIMOTHY RAMTHUN. THE WINNER OF THE AUG. 9 PRIMARY WILL TAKE ON GOVERNOR EVERS IN NOVEMBER.

5/7, 9PM: FOR THE FIRST TIME IN DECADES THIS YEAR'S RACE FOR WISCONSIN SECRETARY OF STATE ACTUALLY MEANS SOMETHING. 4 REPUBLICANS ARE COMPETING TO TAKE ON DEMOCRATIC INCUMBENT DOUG LA FOLLETTE COME NOVEMBER. LA FOLLETTE HAS HELD OFFICE SINCE 1982. BUT REPUBLICANS ARE EYEING CHANGES THAT COULD TRANSFER ELECTION OVERSIGHT TO THAT OFFICE INSTEAD OF THE BIPARTISAN ELECTIONS COMMISSION.

6/8, 9PM: FOLLOWING THE CALL FOR A SPECIAL SESSION FROM GOVERNOR EVERS, WE TALKED WITH PEOPLE ON BOTH SIDES OF THE ABORTION DISCUSSION IN WISCONSIN.

6/19, 9PM: FOR THE FIRST TIME IN WELL OVER A DECADE, IOWA COUNTY IS ASSURED A NEW FACE IN THE SHERIFF'S OFFICE. SHERIFF STEVE MICHEK IS RETIRING AFTER HOLDING THE OFFICE SINCE 2003. OVER THE COURSE OF THE SUMMER, TWO PEOPLE WILL VIE FOR HIS SEAT.

6/26, SUN 6AM: THE 2022 STATE DEMOCRATIC CONVENTION WILL WRAP UP IN LACROSSE LATER TODAY. SO FAR, DEMOCRATS SAY IT'S NOT JUST THEIR NAMES ON THE BALLOT THIS FALL, THE ISSUE OF ABORTION IS TOO.

III. LOCAL BUSINESS AND TOURISM

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

4/1, 4PM: THINGS ARE GETTING STICKY IN POYNETTE. THE ANNUAL MAPLE SYRUP FESTIVAL IS RETURNING TOMORROW TO THE MACKENZIE CENTER!

4/21, AM SHOW: LILIANA'S RESTAURANT OWNER DAVE HEIDE KEPT THE BUSINESS AFLOAT DURING THE PANDEMIC, SWITCHING TO MAINLY PROVIDING TAKEOUT. HE UTILIZED THE SBA'S ECONOMIC INJURY DISASTER LOAN, THE PAYCHECK PROTECTION PROGRAM AND RESTAURANT REVITALIZATION FUND BUT SAYS WITHOUT HIS DEDICATED EMPLOYEES THIS WOULDN'T BEEN POSSIBLE.

4/23, 9PM: WHILE OTHER SHOPS ARE OPEN FOR BUSINESS, JANESVILLE'S ONE AND ONLY RECORD STORE IS CLOSING ITS DOORS FOR GOOD. THE "EXCLUSIVE COMPANY" IS CLOSING THE CURTAINS ON 20 YEARS IN BUSINESS.

5/6, 11AM: IT'S LOOKING LIKE THE PERFECT WEEKEND TO GET OUTSIDE AND TOMORROW IS OPENING DAY FOR WISCONSIN'S FISHING SEASON!

5/19, 9PM: HILLDALE IS GETTING A NEW RESTAURANT LATER THIS SUMMER. AMARA WILL FEATURE CONTEMPORARY COASTAL ITALIAN CUISINE PLUS A WINE LIST WITH ITALIAN WINES. THE RESTAURANT WILL BE FILLING THE FORMER PASQUAL'S SPACE.

5/24, AM SHOW: THIS IS THE MEDUSA SLIDEWHEEL AND IT'S AN 80 FOOT WATER SLIDE AND FERRIS WHEEL. IT'S A ROTATING WATER SLIDE AND WILL OFFICIALLY OPEN UP ON SATURDAY. IT'S PART OF A 23 MILLION DOLLAR EXPANSION PROJECT AT MOUNT OLYMPUS. THIS KIND OF INVESTMENT IS ONE WISCONSIN DELLS WATERPARKS ARE SEEING TO KEEP UP WITH THE PENT-UP DEMAND FOR TOURISM IN THE PANDEMIC.

6/12, SUN 10P: A FAVORITE SUMMER TREAT IS GETTING LOCAL RECOGNITION IN MADISON.

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)

4/13, AM SHOW: THAT'S THE BIGGEST JUMP IN CONSUMER PRICES IN A 12 MONTH SPAN SINCE DECEMBER 1981, MORE THAN 40 YEARS AGO. FOOD, HOUSING, AND ENERGY COSTS LED TO THE SPIKE IN PRICES.

4/22, 11AM: IF YOU HAVE AN AIR-FRYER, LISTEN UP. 'BEST BUY' IS RECALLING INSIGNIA AIR FRYERS AND AIR FRYER OVENS OVER SAFETY ISSUES.

4/27, 9PM: OAK CREEK'S STARBUCKS IS OFFICIALLY THE FIRST UNIONIZED LOCATION IN WISCONSIN. WORKERS ELECTED WORKERS UNITED INTERNATIONAL UNION AS THEIR REPRESENTATIVE TODAY. STARBUCKS WORKERS IN PLOVER, FOX VALLEY, AND MADISON ARE SET TO CAST THEIR VOTES FOR UNION REPRESENTATION SOON.

5/24, 5PM: FESTIVAL FOODS AND KWIK TRIP ARE LAUNCHING A FUEL SAVINGS PARTNERSHIP. THE GAS REWARDS PROGRAM ALLOWS FESTIVAL FOOD SHOPPERS THE CHANCE TO EARN ONE CENT OFF KWIK TRIP FUEL PURCHASES WITH EVERY 10 DOLLARS SPENT AT FESTIVAL FOODS. YOU CAN PARTICIPATE BY PICKING UP A GAS REWARDS CARD AT FESTIVAL FOODS.

5/27, 4PM: IF YOU'RE HEADING OUT OF TOWN THIS MEMORIAL DAY WEEKEND, BE READY TO PAY MORE FOR GAS.

5/30, AM SHOW: THE BETTER BUSINESS BUREAU SAYS TO BEWARE OF SCAMS TODAY. MEMBERS OF THE MILITARY SHOULD BE ON ESPECIALLY HIGH ALERT. SCAMMERS MIGHT OFFER VETERANS BENEFITS PLANS, FAKE RENTAL PROPERTIES OR EXPENSIVE LIFE INSURANCE POLICIES.

6/13, AM SHOW: OFFICIALS SAY, THE BRAND MISSING THE MOST ON STORE SHELVES IS TAMPAX. ITS MAKER, PROCTER & GAMBLE RELEASED A STATEMENT ADMITTING SOME CONSUMERS MAY BE UNABLE TO QUOTE "TO FIND WHAT THEY NEED" RIGHT NOW. EXPERTS BELIEVE THE RISING PRICE OF RAW MATERIALS LIKE COTTON IS ONE REASON FOR THE SHORTAGE.

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)

4/5, 5PM: IT'S SEVERE WEATHER AWARENESS WEEK AND DANE COUNTY EMERGENCY MANAGEMENT WANTS YOU TO BE PREPARED. EMERGENCY MANAGEMENT OFFICIALS SAY THE MORE YOU PLAN THE SAFER YOU WILL BE.

4/6, AM SHOW: A REMINDER, THERE WILL BE STATEWIDE TORNADO DRILLS TOMORROW. THEY WILL BE AT 1:45 P.M. AND 6:45 P.M. WHETHER YOU ARE AT HOME OR AT WORK YOU ARE ENCOURAGED TO PARTICIPATE IN ORDER TO HAVE A PLAN SHOULD SEVERE WEATHER HIT.

4/7, 9PM: EARLIER TODAY TORNADO DRILLS WERE RUN IN SCHOOLS AND REVIEWED IN WORKPLACES ALL AROUND THE BADGER STATE. WE SAT IN ON THE TORNADO DRILL OVER AT HORIZON ELEMENTARY IN SUN PRAIRIE AND KIDS THERE DOING A GREAT JOB!

5/10, 4PM: STRONG STORMS RUMBLED THROUGH THE UPPER MIDWEST YESTERDAY, POSSIBLY PRODUCING A TORNADO, BUT CERTAINLY LEAVING BEHIND HEAVY DAMAGE.

5/21, 9PM: AS THE MONTHS GET WARMER, THE DNR ENCOURAGES YOU TO THINK HARD ABOUT SAFE BOATING.

5/26, 11AM: SEVERE WEATHER HIT ROCK COUNTY LAST NIGHT. A TORNADO WAS SPOTTED WEST OF BELOIT NEAR HIGHWAY 213 WEST AND FINLEY ROAD.

6/13, 10PM: A LOT OF RESIDENTS WERE HOME AT THE TIME THE STORM TORE THROUGH AND THEY HEARD AND SAW IT ALL HAPPEN. I MET A FATHER SON DUO TODAY WHO IF IT WASN'T FOR DAD'S QUICK THINKING HIS LITTLE BOY COULD HAVE REALLY GOTTEN HURT.

VI. COVID-19 PANDEMIC

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

4/3, 5PM: JEHOVAH'S WITNESSES RESUMED IN-PERSON MEETINGS TODAY. AFTER MEETING ON ZOOM CALLS FOR TWO YEARS. CONGREGATIONS MET TOGETHER FOR WORSHIP FOR THE FIRST TIME SINCE THE START OF THE PANDEMIC. KINGDOM HALL CONGREGATION MEMBERS RANDALL AND RUTH LARSON SAY TODAY WAS A SPECIAL MOMENT TO BE ABLE TO SEE AND GREET THEIR FRIENDS IN PERSON AGAIN.

4/8, 11AM: AN UPDATE ON THE TRANSPORTATION MASK MANDATE IS EXPECTED TO BE RELEASED LATER THIS WEEK.

4/22, 9PM: IF IT HASN'T BEEN FOUR MONTHS SINCE YOUR BOOSTER SHOT, DON'T TRY TO SCHEDULE AN APPOINTMENT YET. LOCAL PHARMACIST HEATHER WALKER SAYS IMMUNOCOMPROMISED INDIVIDUALS OR FIFTY PLUS SHOULD CONSIDER THE SECOND BOOSTER TO BUMP UP THEIR IMMUNITY. SHE HOPES THE VACCINE PROCESS SIMPLIFIES SOON. PHMDC DIRECTOR JANEL HEINRICH HOPES FOR THE SAME.

5/4, 9PM: DHS MADE THIS ANNOUNCEMENT YESTERDAY. THE ANTIVIRAL PILLS RECEIVED EMERGENCY USE AUTHORIZATION FROM THE FDA FOR COVID PATIENTS AT RISK FOR SEVERE DISEASE.

5/18, AM SHOW: PFIZER REQUESTED EMERGENCY USE AUTHORIZATION FOR ITS BOOSTERS LAST MONTH. IN WISCONSIN, JUST ONE IN FOUR KIDS BETWEEN 5 AND 11 HAVE COMPLETED THEIR INITIAL VACCINE SERIES. IN DANE COUNTY, THE PERCENTAGE IS HIGHER WITH 53% HAVING IT DONE.

5/26, 5PM: TODAY, WISCONSIN DHS DISCUSSED A NEW DATA SHOWING MORE PEOPLE WITH BOOSTER SHOTS TESTED POSITIVE LAST MONTH FOR COVID-19 THAN UNVACCINATED PEOPLE. WE SPOKE WITH A HEALTH EXPERT AT SSM HEALTH WHO SHARES WHAT HE IS TELLING HIS PATIENTS.

6/10, 11AM: NEW THIS MORNING, THE BIDEN ADMINISTRATION IS LIFTING ITS REQUIREMENT FOR INTERNATIONAL AIR TRAVELERS ENTERING THE U-S TO TAKE A COVID-19 TEST WITHIN A DAY OF BOARDING THEIR FLIGHTS.

VII. CRIME & PUBLIC SAFETY

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

4/6, 4PM: A MARQUETTE COUNTY SHERIFF'S DEPUTY HAS BEEN FIRED AND WAS ARRESTED THIS MORNING AFTER A VIDEO SURFACED THAT THE SHERIFF'S OFFICE EXPLAINS SHOWS THE DEPUTY INVOLVED IN POTENTIALLY INAPPROPRIATE SEXUAL BEHAVIOR.

4/13, 11AM: ONE PERSON IS SERIOUSLY HURT AFTER A FIRE BROKE OUT AT CAMP RANDALL STADIUM THIS MORNING.

4/26, 10PM: THE SHOOTING HAPPENED AT PRECISION DRAWN METALS ON THE CITY'S NORTH SIDE. POLICE SAY MINUTES AFTER THE SHOOTING THE SUSPECT TOOK OFF IN A CAR. THEY WERE FOUND AND TAKEN INTO CUSTODY FIVE MILES AWAY.

5/2, 5PM: THE MIFFLIN STREET BLOCK PARTY RETURNED SATURDAY AND SOME STUDENTS ARE STILL RECOVERING AFTER A SECOND-FLOOR BALCONY GAVE OUT, INJURING AT LEAST THREE PEOPLE.

5/20, 4PM: IN THE TRIAL OF KHARI SANFORD, 20-YEAR-OLD ALIJAH LARRUE TESTIFIED TODAY. SANFORD IS ACCUSED OF KILLING A UW PROFESSOR AND HER HUSBAND.

5/24, 11AM: NEW THIS MORNING, ONE PERSON IS DEAD AFTER A CRASH ON A BELTLINE EXIT RAMP IN MIDDLETON THIS MORNING.

5/28, 6PM: JANESVILLE POLICE ARE INVESTIGATING A REPORT OF SHOTS FIRED EARLIER TODAY. OFFICERS FOUND MULTIPLE SHELL CASINGS IN A RESIDENTIAL NEIGHBORHOOD.

6/5, SUN 6AM: ATTORNEY GENERAL JOSH KAUL SAYS HIS OFFICE HAS NOTIFIED THOSE OTHER PEOPLE ON THE HIT LIST. NBC NEWS REPORTS OTHERS ON THE LIST INCLUDE MICHIGAN GOVERNOR GRETCHEN WHITMER AND SENATE MINORITY LEADER MITCH MCCONNELL.

VIII. AGRICULTURE

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

4/8, 4PM: WISCONSIN IS PUTTING A BAN ON ALL POULTRY SHOWS AND EXHIBITIONS IN AN EFFORT TO PREVENT THE SPREAD OF THE HIGHLY CONTAGIOUS BIRD FLU. THE SUSPENSION WILL LAST THROUGH MAY 31ST, ACCORDING TO THE STATE DEPARTMENT OF AGRICULTURE.

4/11, 10PM: THANKS TO PANDEMIC, WORKFORCE SHORTAGES, AND NOW THE BIRD FLU, THE AVERAGE COST FOR A DOZEN EGGS IS 2 DOLLARS AND 88 CENTS, UP 52% SINCE EARLIER THIS YEAR. THAT'S ACCORDING TO THE U-S-D-A. THE GOOD NEWS, WISCONSIN GROCERS HAVE MORE THAN ONE EGG SUPPLIER GIVEN WISCONSIN'S STRONG AGRICULTURAL INDUSTRY.

4/28, AM SHOW: APRIL SHOWERS BRING MAY FLOWERS AND MANY PEOPLE ARE GETTING THEIR BACKYARDS READY TO BLOOM. THIS TIME OF YEAR IS GOOD FOR ROOT VEGETABLES LIKE CARROTS OR RADISHES. A "PLANT DOCTOR" AT JUNG GARDEN CENTER IN MADISON SAYS IF YOU'RE NEW TO VEGETABLE GARDENING, IT'S BEST TO START SMALL AND TAKE IT SLOW.

5/1, 5PM: 17 WISCONSIN COUNTIES WILL BEGIN TO GET TREATED FOR SPONGY MOTHS LATER THIS MONTH. THE INVASIVE SPECIES CAN KILL MANY KINDS OF TREES AND PLANTS. SMALL PLANES WILL SPRAY MATERIAL TO KILL THE CATERPILLARS THAT ARE NOT TOXIC TO PEOPLE OR ANIMALS. TREATMENTS ARE EXPECTED TO RUN FROM MID MAY TO MID JULY. MAPS OF AREAS TO BE TREATED CAN BE FOUND ON OUR WEBSITE NBC15.COM.

5/8, 10PM: TWO WEEKS AGO, NBC15 TALKED WITH LOCAL FARMERS ABOUT THE PROBLEMS THEY FACE GETTING ANIMALS TO MEAT PROCESSORS. IT'S A PROBLEM THAT EXTENDS TO RESTAURANT OWNERS AND CHEFS IN DANE COUNTY.

5/10, 4PM: THE STATE DEPARTMENT OF NATURAL RESOURCES HAS APPROVED A PERMIT FOR A NEW FACTORY FARM IN SOUTHWESTERN WISCONSIN. HOWARD "A-V" ROTH PLANS TO CONSTRUCT A SECOND

HOG FARM, WHICH HE SAYS WILL BE CAPABLE OF PRODUCING UP TO 140 THOUSAND PIGLETS A YEAR. THE FARM, IN CRAWFORD COUNTY, WILL HAVE ABOUT 5,100 FEMALE PIGS AND ABOUT 50 MALES.

6/7, AM SHOW: PRICES FOR A REGULAR GALLON OF GAS ARE RISING... AGAIN. MANY FARMERS IN OUR AREA NEED DIESEL FUEL FOR THEIR EQUIPMENT AND THAT'S EVEN MORE EXPENSIVE. AND THESE HIGH PRICES COME DURING A BUSY SEASON FOR FARMERS.

6/11, SAT 10P: JUNE IS NATIONAL DAIRY MONTH AND TODAY WE HAVE WISCONSIN'S 74TH ALICE IN DAIRYLAND, JULIA NUNES TO SHARE MORE WITH US! HELLO JULIA! 1. WHAT IS SO IMPORTANT ABOUT NATIONAL DAIRY MONTH IN WISCONSIN? 2. WHAT MAKES DAIRY PRODUCTS SO GOOD FOR US? OR WHY CHOOSE REAL DAIRY?

IX. COMMUNITY IMPACT/OUTREACH

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

4/21, AM SHOW: WE HAVE SOME EXCITING NEWS TO SHARE, THE NBC15 INAUGURAL COMMUNITY DIAPER DRIVE BENEFITING THE VILLAGE DIAPER BANK IS GETTING RECOGNIZED BY THE NATIONAL ASSOCIATION OF BROADCASTERS LEADERSHIP FOUNDATION.

4/29, 4PM: THE 40TH ANNUAL CRAZYLEGS RACE IS BACK TOMORROW!. SPORTS DIRECTOR MIKE JACQUES AND CHIEF METEROLOGIST CHARLIE SHORTINO ARE YOUR EM-CEES!

5/3, 11AM: THE WORLD'S LARGEST BRAT FEST NEEDS YOUR HELP! RIGHT NOW, THERE ARE NEARLY 2,000 OPEN VOLUNTEER POSITIONS.

5/5, 4PM: TEACHERS TRULY HELP GUIDE AND MOLD US INTO WHOM WE BECOME AS ADULTS. AS TEACHER APPRECIATION WEEK CONTINUES, TONIGHT'S CRYSTAL APPLE AWARD RECIPIENT FOUND HER PASSION THANKS TO THE ENCOURAGEMENT OF HER TEACHER.

5/28, 6PM: BY OUR LATEST COUNT, IT LOOKS LIKE THIS WEEKEND OVER 76,000 SALES. WOW! BRAT FEST CONTINUES TOMORROW. YOU WON'T WANT TO MISS THE FIREWORKS SHOW. IT STARTS AT NINE O'CLOCK. IT'LL BE ON WILLOW ISLAND AND THE COST TO WATCH -- IS FREE.

6/28, 5P: ELEMENTARY STUDENTS IN MIDDLETON SPENT THEIR LAST DAY OF SCHOOL RAISING MONEY TO SUPPORT THE UVALDE COMMUNITY IN TEXAS.

X. SOCIAL JUSTICE

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

5/3, 9PM: TONIGHT, HUNDREDS OF PEOPLE GATHERED IN DOWNTOWN MADISON IN RESPONSE TO THE SUPREME COURT'S LEAKED DRAFT OPINION. IN THAT LEAK, IT SHOWED THE SUPREME COURT POTENTIALLY LEANING TOWARDS OVERTURNING ROE V. WADE.

5/9, 5PM: IN THE WEEK SINCE THE SUPREME COURT'S OPINION ON ABORTION WAS LEAKED, DEMONSTRATIONS NATIONWIDE CONTINUE. TODAY, LOCAL STUDENTS JOINED THE CALL. RAISING THEIR VOICES AGAINST THE COURT'S INTENT TO STRIKE DOWN ABORTION RIGHTS.

5/28, 9PM: IT'S SET TO HAPPEN AROUND THE NATION INCLUDING HERE AT THE STATE CAPITAL. AS PART OF "MARCH FOR OUR LIVES" ON JUNE 11, PROTESTERS PLAN TO TAKE TO THE STREETS AND SPEAK OUT ABOUT GUN VIOLENCE PREVENTION. ORGANIZERS IN WISCONSIN SAY THEY'RE WORKING TO HOST SPEAKERS AND WILL GO UP AND DOWN STATE STREET.

6/17, 9P: UW MADISON STUDENTS WALKED FROM THE CAPITOL SQUARE TO CAMPUS WITH A PLEA FOR PEACE REIGNITED BY ALLEGED ATTACKS OF ASIAN STUDENTS AT AND AROUND THE U-W CAMPUS. ORGANIZERS BEHIND THE RALLY AGAINST ASIAN HATE SAY ON JUNE 14, A PHD STUDENT WAS "RANDOMLY ATTACKED BY FIVE STRANGERS."

6/24, AM SHOW : IT'S BEEN FIFTY YEARS SINCE TITLE NINE CHANGED WOMEN'S SPORTS FOREVER. THE LAW PROHIBITS DISCRIMINATION BASED ON SEX. THIS MAKES SURE THAT WOMEN HAVE THE SAME ATHLETIC OPPURTUNITIES AS MEN.

6/27, KAUL RESPONSE: ATTORNEY GENERAL JOSH KAUL SAYS MORE INFORMATION WILL BE SHARED SOON ABOUT WHERE WISCONSIN STANDS LEGALLY WHEN IT COMES TO ABORTIONS. WISCONSIN'S ABORTION LAW SET BACK IN 1849 BANS MOST ABORTIONS. KAUL SAYS THE STATE IS IN "UNCHARTED TERRITORY."

6/28: EXECUTIVE DIRECTOR FOR UNIVERSITY HEALTH SERVICES JAKE BAGGOTT SAYS DESPITE CHANGES TO WISCONSIN LAW, THE GOAL AT UHS IS THE SAME. HELPING PATIENTS. BAGGOTT SAYS UHS WILL WORK TO HELP STUDENTS FIND RESOURCES FOR THE CARE THEY ARE LOOKING FOR WHILE STILL FOLLOWING THE CURRENT WISCONSIN LAW. OTHER ORGANIZATIONS ARE ALSO OFFERING RESOURCES. PLANNED PARENTHOOD ADVOCATES OF WISCONSIN SAYS IT IS SUSPENDING ABORTION SERVICES.

NBC News Special Reports

- 3/28 2:11-2:28PM President Biden's remarks on the Ukraine situation and Russian President Putin
- 4/7 12:56-1:25PM Supreme Court Nominee Ketanji Brown Jackson's final confirmation vote
- 4/8 11:30AM-12:25PM Confirmation of Judge Ketanji Brown Jackson' to the Supreme Court
- 4/13 1:14-1:25PM Arrest of the Brooklyn subway suspect
- 4/13 1:33-2:00PM News conference about the arrest of the Brooklyn subway shooting suspect
- 4/26 11:55AM-12:00PM VP Harris testing positive for Covid-19
- 4/28 10:13-10:43AM President Biden delivered an address on his request to Congress for a new Ukraine aid package
- 5/3 10:25-10:39AM President Biden's first remarks on the leaked Roe vs. Wade Supreme Court decision

- 5/5 3:00-3:03PM Stock market dropping more than 1,000 points
- 5/17 11:25-11:47AM President Biden's remarks on the shooting in Buffalo, NY
- 5/24 3:33-4:04PM Texas Elementary School shooting
- 5/24 7:40-7:51PM President Biden's remarks on the Texas Elementary School shooting
- 5/25 12:31-1:37PM Texas officials update on the elementary school shooting
- 5/25 3:24-3:34PM President Biden spot on the Texas elementary school shooting
- 5/26 1:28-1:55PM Texas Officials update on the elementary school shooting
- 5/27 3:34-3:55pm Governor Abbott of Texas briefed the media on this week's elementary shooting in Uvalde
- 6/1 6:30-6:35PM Hospital shooting in Tulsa, Oklahoma

- 6/2 6:55-7:10AM Queen Elizabeth's Platinum Jubilee
 6/2 6:30-6:55PM President Biden's address to the nation on gun control
 6/13 9:43-1138AM - January 6th Hearings
 6/13 11:39AM-12:03PM – January 6th Hearings
 6/16 11:55AM-12:58PM – Continuation of the January 6th Capitol Attack hearings
 6/21 12:00-2:58PM – Special showing of the January 6th hearings
 6/23 9:33-9:44AM – Supreme Court ruling on a New York gun law case
 6/23 2:00-4:22PM – January 6th hearings
 6/24 9:12-11:00AM – Supreme Court decision effectively overturning Roe Vs. Wade
 6/24 11:30AM-12:04PM – Re-joined the report covering Supreme Court's decision overturning Roe Vs. Wade
 6/25 7:36-7:47AM – Biden signing a Gun Legislation

WMTV Local News Special Reports

N/A

Severe Weather Cut-ins

- 4/30 3:37PM-4:13PM, 4:31-4:33PM, 6:00-6:14PM
 5/13 6:44-6:45PM, 7:00-7:02PM, 7:39-7:41PM, 7:47-7:48PM
 5/19 9:44-9:45PM
 5/25 6:28-6:58PM
 6/13 11:38-11:39AM, 2:06-2:07PM, 2:26-2:27PM, 2:50-2:52PM, 3:04-3:09PM, 3:27-3:30PM
 6/15 4:00PM-7:39PM
 6/21 6:54-6:55PM, 7:11-7:12PM, 7:36-7:37PM, 8:31-8:32PM

Public Service Report for NBC15 (WMTV) 2nd Quarter 2022

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. **Crystal Apple Awards;** 622 teachers nominated, 5 winners awarded with stories in the newscasts, 10 honorable mentions with framed certificates mailed out.
2. **Take Your Brat To Work Day;** to benefit over 100 local charities through The World's Largest BratFest
3. **Tellurian Celebrity Golf Tournament** to benefit Tellurian Substance Use and Mental Health Recovery Centers
4. **American Family Insurance Golf Tournament,** benefitting over 400 local charities
5. **Adopt A Dairy Cow Milk Fundraiser** for Second Harvest Foodbank
6. **Crazylegs Classic** to benefit UW Madison Athletics

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. **Crystal Apple Awards, ran web ads and multiple promos, approximate \$22,000.00 value. Station Employees participation; featured on website and social media; news coverage.**
2. **Take Your Brat To Work Day, ran web ads, and promos, approximate value \$16,000.00. Station employees participation, featured on website, social media and news coverage.**
3. **Tellurian Celebrity Golf Tournament, ran promos, approximate value \$4,000.00. Station Employees participation; featured on website and news coverage.**

4. **American Family Insurance Golf Tournament, ran web ads and PSAs, approximate value \$18,000.00. Station Employees participation; featured on website and live news coverage.**
5. **Adopt A Dairy Cow Fundraiser, ran multiple promos, approximate \$16,000.00 value. Ran social media campaign; featured on website; several weeks of news coverage.**
6. **Crazylegs Classic, ran PSAs, approximate \$4,000.00 value. Station Employees participation; featured on website and social media; news coverage.**

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

BratFest/Take Your Brat To Work Day - **Approx. \$73,000**

Tellurian - **Approx. \$100,000**

Second Harvest Foodbank - **Approx. \$78,000**

American Family Insurance monies raised have not been completely calculated yet

Adopt a Dairy Cow - **\$98,246**

Crazylegs Classic monies raised have not been completely calculated yet

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 sold 26,560 Brats in 3 hours for charity during Take Your Brat To Work Day.

We raised 31,898 gallons of milk for Second Harvest Food Bank

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

Member—American Advertising Federation (6 hours)

Coach—Sun Prairie Softball (88 hours)

Board President/Coach—Sun Prairie Youth Football (30 hours)

Coach—Verona Little League (49 hours)

Blood Donation—Red Cross (3.5 hours)

Board Meeting - Badger Childhood Cancer Network (1 hour)

Speaker for Friends of Cambridge Library (2.5 hours)

Soccer Team Manager for McFarland Soccer Club (4 hours)

Meeting—West Middleton Parent Action Committee (2 hours)

Emcee—Rock County Women of Distinction Event (1.5 hours)

Celebrity Cashier at BratFest (7 hours)

Emcee—Cystic Fibrosis Walk in Middleton (2 hours)

Judge—Missouri Broadcasting Association Awards (2 hours)

Math Volunteer—West Middleton Elementary School (1 hour)

Reading Volunteer—West Middleton Elementary School (3.75 hours)

Attend Hearts and Hands Luncheon for American Family Children's Hospital (1.5 hours)

Guest Reader at Pre-School (.25 hours)

Emcee and Volunteer—Habitat for Humanity Annual Executive Women's Guild (3.5 hours)

Emcee—Leukemia and Lymphoma Society Visionaries of the Year Gala (4 hours)

Volunteer—Italian Workman's Club Annual Sauce Tasting Contest (2 hours)

Judge—Baraboo's Big Top Parade (2 hours)

Chaperone—School Field Trip to Magic Show in Lake Geneva (6.5 hours)

Emcee—Madison Take Steps Walk for the Crohn's & Colitis Foundation (3 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.)?

Ran news stories about how to register to vote and coverage of Gubernatorial candidates debate.

How did your station provide coverage in a time of crisis or assist with disaster relief efforts? **We provided extensive weather storm coverage when tornadoes touched down in our viewing area on June 15th.**

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

***About 15 employees, about 230 volunteer hours donated**

NBC15 Sponsored Community Events 2nd Quarter 2022

APRIL

Crazylegs Classic

To benefit UW Madison Athletics

Creating Promos/News Coverage/Link on NBC15.com

Promos Ran April 14 – April 29

MAY

Crystal Apple Awards

Award Recognizing Local Teachers

Creating Promos/News Coverage/Link on NBC15.com

Promos Ran April 23 – June 12

Take Your Brat To Work Day (Kickoff to World's Largest Bratfest)

To benefit over 100 local charities

Creating Promos/News Coverage/Website takeover/Link on NBC15.com

Promos Ran May 22 – June 5

JUNE

Tellurian Celebrity Golf Tournament

To benefit Tellurian Substance Use and Mental Health Recovery Centers

Created and ran promos and provided news coverage and news anchor to emcee event

Promos Ran May 22 – June 2

American Family Insurance Golf Tournament

To benefit over 400 local charities, including American Family Insurance Children's Hospital

Creating Promos/News Coverage/Live News Coverage/Website takeover/Link on NBC15.com

Promos Ran May 17 – June 12

Adopt A Dairy Cow

Milk Fundraiser for Second Harvest Foodbank

Creating Promos/News Coverage/Social Push/Link on NBC15.com