



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

JULY 1 – September 30, 2020

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. Human Relations / Family** – 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 / Government** – 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	4:00-4:30pm
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	10:00-10:30pm

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)

07/08 - AM SHOW - VIRTUAL LEARNING TAKES SOME GETTING USED TO FOR TEACHERS AND STUDENTS. THAT'S WHY A NEW SUMMER SCHOOL PROGRAM IS HELPING THEM GET THE MOST OUT OF THESE ONLINE LESSONS.

07/09 – 10 PM - ICE PETITION CONFUSION AND FEAR FOR THOUSANDS OF INTERNATIONAL STUDENTS AT UW-MADISON AFTER FEDERAL AUTHORITIES CALLED FOR DEPORTATION UNDER CERTAIN CIRCUMSTANCES.

07/16 - 6 PM - SUB SHORTAGE - A SHORTAGE OF SUBSTITUTE TEACHERS. IT'S WHAT MANY LOCAL SCHOOL DISTRICTS COULD BE UP AGAINST THIS FALL.

08/02 – 10 PM - SRO REPORT - A NEW REPORT FROM THE MADISON METROPOLITAN SCHOOL DISTRICT SHOWS BLACK STUDENTS WERE ARRESTED OR CITED BY SCHOOL RESOURCE OFFICERS.

08/03 9 PM - IN PERSON CLASSES - A STATEWIDE BLOCK ON IN-PERSON LEARNING. TONIGHT A STATE SENATOR SAYS IT COULD SOON HAPPEN TO WISCONSIN SCHOOLS.

08/12 – 10 PM - SCHOOL NURSES - NAVIGATING THE 2020 SCHOOL YEAR. NBC15 LOOKED INTO STAFFING IN WISCONSIN SCHOOL DISTRICTS.

09/01 - AM SHOW - TODAY IS THE FIRST DAY OF SCHOOL FOR MANY STUDENTS IN ROCK COUNTY. NBC15'S ELISE ROMAS JOINS US FROM MILTON THIS MORNING. THE PICK UP AND DROP OFF FOR STUDENTS RIDING THE BUS HAS MASSIVELY CHANGED THIS YEAR.

09/02 – 5 PM - PARENTS BACK TO SCHOOL - IN JUST ABOUT AN HOUR PARENTS AND CAREGIVERS CAN TAKE A CRACK AT VIRTUAL LEARNING THROUGH A BACK TO SCHOOL ONLINE ACADEMY TAILORED TO HELP STUDENTS NAVIGATE THROUGH VIRTUAL LEARNING.

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)

07/02 – 10 PM - BLACK OWNED BUSINESSES - WHILE ITS GOOD TO SHOP LOCAL, BIPOC SOMETIMES HAVE IT HARDER TO MAKE ENDS MEET. NBC15'S MICHELLE BAIK REPORTS HOW SHOPPING CAN SIGNAL SUPPORT.

07/03 - AM SHOW - IT'S BEEN TWO WEEKS SINCE THE JUNETEENTH FLAG WAS RAISED OVER THE STATE CAPITOL FOR THE FIRST TIME. NOW WISCONSIN SENATOR RON JOHNSON SAYS HE WANTS TO MAKE IT A FEDERAL HOLIDAY.

07/06 – AM SHOW - NEW STATUES - IT'S BEEN NEARLY TWO WEEKS SINCE PROTESTERS TOPPLED TWO STATUES STANDING OUTSIDE THE STATE CAPITOL. NOW, A NEW CONVERSATION IS UNDERWAY OVER WHO SHOULD STAND ON THE EMPTY PEDESTALS.

08/02 – 5 PM - HELPING KIDS CONNECT - DURING THIS PANDEMIC WE'RE DISTANCING OURSELVES FROM OTHERS AND SPENDING MORE TIME AT HOME BUT HOW CAN WE TEACH CHILDREN ABOUT HEALTHY RELATIONSHIPS WHEN WE'RE TELLING THEM STAY AWAY FROM OTHERS?

08/07 – 10 PM - CHILD EXPLOITATION - A 14-YEAR-OLD BOY DEAD AFTER BEING LURED OUT OF HIS HOME IN CONNECTICUT BY AN OLDER MAN. THE FAMILY SAYS THE TWO MET OVER SNAPCHAT.

08/17 – AM SHOW - UNITY EVENT - AS A STRING OF GUN VIOLENCE CONTINUES TO PLAGUE MADISON, THE COMMUNITY IS SEARCHING FOR SOLUTIONS BUT ITS NOT ONLY ADULTS THAT ARE BEING AFFECTED BY THE OUTBREAK OF VIOLENCE.

09/03 – 4 PM - VACCINE DIVERSITY - AS U-W HEALTH MOVES FORWARD WITH CORONAVIRUS VACCINE TRIALS IT'S WORKING TO MAKE SURE PEOPLE FROM ALL BACKGROUNDS ARE INCLUDED.

09/05 – 10 PM - RUN WALK FOR UNITY - ONE OF THE MANY GROUPS BEHIND THESE PEACEFUL MARCHES FOR RACIAL JUSTICE NOW ORGANIZING FUNDRAISERS TO LIFT UP COMMUNITIES OF COLOR.

III. HEALTH AND FITNESS

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

07/01 – 10 PM - DANE CO ROLLBACK - REOPENING ROLLBACK. NEW RESTRICTIONS FOR DANE COUNTY WILL GO IN PLACE, LIMITING CAPACITY FOR BARS AND RESTAURANTS.

07/06 – 11 AM - TUBING LINES - SCENES LIKE THIS HAVE SOME PEOPLE CONCERNED. THIS VIDEO WAS TAKEN ON THE 4TH OF JULY IN DOWNTOWN ALBANY, WISCONSIN.

07/07 – 5 PM MASK MANDATE - DANE COUNTY PUBLIC HEALTH OFFICIALS PUT A NEW ORDER ON THE TABLE REQUIRING FACE MASKS OUTSIDE OF YOUR HOME IF YOU'RE INDOORS

08/04 – 11 AM - CONVALESCENT PLASMA - THIS MORNING THE RED CROSS IS CALLING ON ANYONE WHO HAS HAD CORONAVIRUS TO DONATE BLOOD.

08/11 – 9 PM – 1,000 WI DEATHS - EIGHT MORE DEATHS FROM THE CORONAVIRUS IN WISCONSIN. THAT BRINGS THE STATE'S TOTAL TO MORE THAN ONE-THOUSAND SINCE THE OUTBREAK BEGAN.

08/07 – 4 PM - DHS LATEST - IT COULD TAKE TWO WEEKS BEFORE WE KNOW WHETHER OR NOT THE STATEWIDE MASK MANDATE IS WORKING.

09/01- 10 PM - HERD IMMUNITY - HERD IMMUNITY ACCORDING TO A WHITE HOUSE OFFICIAL, THE STRATEGY MEANT TO FIGHT COVID-19 IS UNDER THE MICROSCOPE.

09/03 – 11 AM - COVID HOLIDAY - AS WE HEAD INTO ANOTHER HOLIDAY WEEKEND HEALTH OFFICIALS ARE GROWING CONCERNED WE COULD SEE ANOTHER MAJOR SPIKE IN CORONAVIRUS CASES.

IV. LOCAL ECONOMY / FINANCE

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

07/02 – 4 PM - UNEMPLOYMENT – 11.1 PERCENT - THAT'S THE UNEMPLOYMENT RATE FOR JUNE ACCORDING TO THE LATEST JOBS REPORT.

07/17 – 10 PM - RICHLAND MOVIE DRIVE-IN REVIVAL. IT WAS ABOUT THIS TIME LAST YEAR WHEN ONE OF WISCONSIN'S LAST DRIVE IN THEATERS ANNOUNCED IT WAS CLOSING.

07/22 – 5 PM - STATE STREET FUNDING - ABOUT A QUARTER OF STATE STREET BUSINESSES ARE EXPECTED TO CLOSE. AND NOW, HELP IS ON HOLD.

08/01 – 6 PM - NOAH'S ARC - WISCONSIN DELLS IS A BIT QUIETER THAN USUAL OVER A ONE-TWO PUNCH FROM CORONAVIRUS.

08/06 – 5 PM - FALL SPORTS - BADGER BUSINESSES PREPARING FOR BIG LOSSES THIS FOOTBALL SEASON AS IT'S UNLIKELY FANS WILL RETURN TO CAMP RANDALL THIS FALL.

08/07 – 9 PM - UNEMPLOYMENT - ON THE STATE LEVEL SO FAR, MORE THAN 5.2 MILLION UNEMPLOYMENT CLAIMS HAVE BEEN FILED THIS YEAR IN WISCONSIN.

09/01 - 9 PM - MADISON BUDGET - AFFORDABLE HOUSING AND RECOVERING FROM THE COVID-19 PANDEMIC IS THE MAIN FOCUS IN THE MADISON MAYOR'S 2021 BUDGET.

09/14 -10 PM - DOWNTOWN COVID - DANE COUNTY PUBLIC HEALTH IS WALKING BACK STATEMENTS SUGGESTING PEOPLE AVOID THE DOWNTOWN AREA AS COVID-19 CASES SURGE. THEIR INITIAL STATEMENT CAUSED CUSTOMERS TO WALK AWAY FROM BUSINESSES ALREADY DEALING WITH LOSSES.

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)

07/14 – 11 AM - DELTA LOSSES - DELTA AIR LINES JUST POSTED A 2.8 BILLION DOLLAR LOSS -- ITS WORST LOSS SINCE 2007.

07/21 - 6 PM - COIN SHORTAGE - SPARSE SPARE CHANGE. NBC15 SHARES HOW SOME LOCAL BANKS AND BUSINESSES ARE HELPING BATTLE THE NATIONAL COIN SHORTAGE.

07/26 - 5 PM - CONTAMINATED SANITZERS - THE F-D-A IS RECALLING MORE HAND SANITIZERS TONIGHT OVER CONCERNS THEY COULD BE TAINTED WITH METHANOL.

08/09 – 10 PM - TIK TOK CONCERNS - YOU MAY HAVE HEARD OF THE VIDEO-SHARING APP TIK-TOK. IF YOU HAVEN'T, CHANCES ARE YOUR KIDS ARE ONE OF 100 MILLION AMERICANS USING IT EACH DAY. THIS CHINESE-BASED SOCIAL MEDIA COMPANY HAS JUST OVER A MONTH NOW TO FIND A BUYER. OR BE BANNED FROM THE U-S OVER PRIVACY CONCERNS.

08/10 - AM SHOW - INTRO RELIEF LATEST - OVER THE WEEKEND, PRESIDENT TRUMP PROMISED 400 DOLLARS IN UNEMPLOYMENT BENEFITS ALONG WITH DEFERRED PAYROLL TAXES AND A CONTINUED BAN ON EVICTION IN A GROUP OF EXECUTIVE ORDERS.

08/18 – 11 AM - PAYLESS - REMEMBER PAYLESS SHOES? THEY'RE BACK AND OPENING THEIR FIRST U-S STORE IN NOVEMBER.

09/12- 10 PM - SEWING SURGE - AS WE ALL WAIT FOR A VACCINE, SOME ARE PICKING UP A DIFFERNET KIND OF NEEDLE. AS OUR SANIKA BHARGAW REPORTS, THE SEWING INDUSTRY IS SURGING AMID THE PANDEMIC.

09/16 -5 PM - TOMMY BARTLETT - THIS MAJOR WISCONSIN DELLS ATTRACTION IS SHUTTING ITS DOORS AFTER AN ALMOST 70-YEAR RUN. THE TOMMY BARTLETT SHOW IS PERMANENTLY CLOSING.

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

07/06 – 5 PM - KEYSTONE PIPELINE - A FEDERAL JUDGE HAS ORDERED THE DAKOTA ACCESS PIPELINE TO SHUT DOWN OVER ENVIRONMENTAL CONCERNS. IT'S BEEN CARRYING OIL FOR THREE YEARS BUT THE JUDGE SAYS MORE RESEARCH IS NEEDED.

07/14 – 4 PM - F-35 NOISE MITIGATION - IF APPROVED BY CONGRESS - 50 MILLION DOLLARS FROM THE DEFENSE SPENDING BILL WOULD GO TOWARD FIXING PROBLEMS IN COMMUNITIES IMPACTED BY MILITARY AVIATION NOISE. THAT INCLUDES MORE THAN A THOUSAND HOMES IMPACTED BY F-35'S AT THE NATIONAL GUARD BASE.

07/29 – 10 PM - MYSTERY SEEDS - THE U-S-D-A IS INVESTIGATING REPORTS OF UNSOLICITED SEEDS APPEARING TO COME FROM CHINA. WARNING PEOPLE 'NOT' TO PLANT THEM.

08/12 – 6 PM - PFAS TABLED - PFAS RULES TABLED FOR NOW.THE D-N-R VOTING UNANIMOUSLY TO TABLE LIMITS ON THE CONTAINMENT AND DISPOSAL OF PFAS CHEMICALS FOLLOWING OBJECTIONS FROM INJUSTRY GROUPS AND REPUBLICAN LAWMAKERS.

08/17 - 10 PM - MAGNET FISHING - ANGLING WITH A TWIST. IT'S A TECHNIQUE THAT INVOLVES MAGNETS AND ROPE TO PULL METAL MATERIALS OUT OF THE WATER.

08/18 - AM SHOW - YESTERDAY, THE TRUMP ADMINISTRATION ANNOUNCED THAT DRILLING WILL START IN THE ARCTIC NATIONAL WILDLIFE REFUGE IN ALASKA.

09/02- 11 PM - UNILEVER SAYS IT IS GOING GREENER. THE CONSUMER PRODUCTS COMPANY IS PLEDGING TO STOP USING OIL AND GAS TO MAKE ITS CLEANING AND LAUNDRY PRODUCTS BY 2030.

09/15 – 9 PM - BASEBALL AIR QUALITY - THIS IS WHAT THE AIR LOOKED LIKE IN SEATTLE... BEFORE THE GIANTS AND MARINERS WERE SUPPOSED TO PLAY. THAT GAME WAS POSTPONED DUE TO THAT POOR AIR QUALITY.

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

07/11 - 6 PM - GOP CONVENTION - THE WISCONSIN REPUBLICAN PARTY WRAPPED UP ITS CONVENTION IN GREEN BAY. ABOUT 300 ACTIVISTS, ORGANIZERS, AND ELECTED OFFICIALS MET IN PERSON DESPITE THE PANDEMIC.

07/14 – 4 PM - FS DEM FUNDRAISING - WISCONSIN DEMOCRATS SAY THE PARTY RAISED MORE MONEY FROM APRIL TO JUNE THAN IN ANY OTHER THREE-MONTH PERIOD IN THE PARTY'S HISTORY.

07/17 – AM SHOW - THE PRESIDENT MOVED THE CONVENTION FROM CHARLOTTE TO JACKSONVILLE AFTER NORTH CAROLINA'S GOVERNOR SAID A LARGE IN-PERSON CONVENTION LIKELY WOULDN'T BE POSSIBLE.

08/03 – 4 PM - UW LASTING IMPACTS - A NEW SURVEY THIS AFTERNOON SHOWS 87 PERCENT OF PEOPLE HOSPITALIZED FOR CORONAVIRUS REPORTED SYMPTOMS LINGERING FOR MORE THAN TWO MONTHS AFTER THEY FIRST FELT SICK.

08/05 – 5 PM - KANYE CANDIDANCY AND A POSSIBLE CHANGE TO THE PRESIDENTIAL BALLOT IN WISCONSIN. RAPPER, KANYE WEST, HAS RECEIVED ENOUGH SIGNATURES FOR HIS NAME TO APPEAR BUT IT'S NOT A DONE DEAL.

08/10 – 5 PM - ELECTION TOMORROW - WE'RE LESS THAN 24 HOURS OUT FROM THE AUGUST PARTISAN PRIMARY. IF YOU'RE PLANNING TO VOTE IN PERSON NOW'S A GOOD TIME TO CHECK YOUR POLLING PLACE.

09/04 - 6 PM - ABSENTEE COSTS - AS OF TODAY, WISCONSIN VOTERS HAVE REQUESTED MORE THAN 946-THOUSAND ABSENTEE BALLOTS FOR THE NOVEMBER ELECTION.

09/15 - AM SHOW - PENCE IN JANESVILLE - CONTINUED CAMPAIGNING IN THE BADGER STATE, VICE PRESIDENT MIKE PENCE MADE ANOTHER STOP IN WISCONSIN YESTERDAY, THIS TIME IN JANESVILLE.

NBC News Special Reports

7/9 9:23-9:31AM Supreme Court's ruling on President Trump's financial records
 7/26 10:53-11:03AM Congressman John Lewis' Final crossing of the Edmund Pettis Bridge
 7/27 11:30AM-2:03PM Memorial for Congressman John Lewis
 7/30 9:45AM-1:37PM Memorial service for John Lewis
 8/11 3:17-3:29PM Biden's announces vice President pick
 8/12 3:54-4:34PM Biden announces Kamala Harris as his Vice President pick
 9/11 7:45-7:48AM 9/11 Special Report
 9/11 9:00-9:05AM 9/11 Special Report
 9/18 8:21-8:21PM Death of Ruth Bader Ginsburg
 9/23 8:30-9:05AM Ruth Bader Ginsburg's casket arrival at the Supreme Court
 9/23 12:19-1:33PM Updates to the Brianna Taylor case
 9/25 8:44-9:30AM Remembering Ruth Bader Ginsburg
 9/26 4:03-4:24PM Trumps nomination of Amy Coney Barrett to the Supreme Court

WMTV Local News Special Reports

7/7 11:47-11:53AM Update on the search for missing child.
 7/7 1:31-1:43PM WI DHS Covid-19 briefing
 7/7 2:02-2:16PM Dane County making it mandatory to wear a mask starting Monday
 7/14 1:32-1:41PM WI DHS Covid-19 update
 7/30 1:37-1:44PM Governor Evers announcing that there will be a statewide mask mandate starting August 1st
 8/24 1:02-1:14PM Governor Evers response to the police shooting in Kenosha, WI

Severe Weather Cut-ins

6/29 1:10-1:12PM, 1:39-1:41PM, 2:18-2:20PM
 7/9 2:33-2:34PM, 4:39-4:40PM, 6:38-6:39PM
 7/11 7:43-7:44PM, 8:05-8:07PM
 7/18 11:11-11:13AM, 11:21-11:23AM, 3:50-3:52AM
 7/19 4:15-4:17AM
 8/8 8:29-8:30PM
 8/9 3:24-3:25PM, 4:28-4:29PM
 8/10 8:10-8:14am, 12:14-12:22PM, 12:42-12:53PM, 1:19-2:00PM, 2:28-2:57PM
 8/24 11:00-11:01PM, 11:05-11:23PM, 11:36-11:38PM, 12:33-12:34PM

**Public Service Report for NBC15 (WMTV)
3rd Quarter 2020**

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. **Go Orange Day:** Raised 180,000 meals (approx. \$60,000)—benefits *Second Harvest Foodbank of Southern Wisconsin*
2. **Madison Mini Marathon:** Raised \$5,000. Benefits *Girls on the Run*

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. **Go Orange;** Produced and Ran :15 PSAs, approx. \$6,500 value. Website Links on NBC15.com; News Coverage,
2. **Madison Mini Marathon,** Produced and Ran :30 PSAs, approx. \$6,000 value. Website Links on NBC15.com; News Coverage,

3. **Walk Your Way—For Alzheimer Dementia Alliance of WI**—Produced and Ran :30 PSAs, approx. \$2,000 value

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

Approximately \$65,000

Second Harvest Foodbank

Girls on the Run of South Central WI

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.)?

Go Orange day raised more than 180,000 meals

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

Volunteer—Middleton Chamber Ambassador Meeting (1 hour)

Volunteer—American Advertising Federation (10 hours)

Coach—Little League (12 hours)

Volunteer—Cambridge Chamber of Commerce (4 hours)

Coach—Youth Softball (20 hours)

Coach—Youth Football Board President (5 Hours)

Board Meeting—Badger Childhood Cancer Network Meeting (2 hours)

Board President—AAF Madison (20 hours)

Board Meeting—Middleton Chamber Ambassador Meeting (1 hour)

Coach—Sun Prairie Youth Softball (45 hours)

President/Coach—Sun Prairie Youth Football Board (5 hours)

Emcee—NAMI Walks Dane County Virtual Kick Off luncheon (2 hours)

Member—Cambridge Chamber of Commerce (4 hours)

Member—BCCN Board Duties (2 hours)

Moderator—National Webinar 'We are Many United Against Hate' (5 hours)

Donated Blood—Red Cross (2 hours)

Board Meeting—Badger Childhood Cancer Network (2 hours)

Coach—Flag Football (2 hours)

Volunteer—West Middleton Parent Action Team (2 hours)

Emcee—DAIS Virtual Event "Operation Resilience" (1 hour)

Board Member—Cambridge Chamber (8 hours)

Board Member—American Advertising Federation (3 hours)

Board Member—Middleton Chamber Ambassadors (1 hour)

Volunteer Editor—NRSSH Second Harvest Young Professional Video (3 hours)

Board Member—American Advertising Federation (20 hours)

Coach—Youth Softball (20 hours)

Board President—Youth Football (2 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.)?

***Not this quarter.**

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

Running PSAs for COVID-19 information/help

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

20 Employees, approximately 204 total hours

NBC15 Sponsored Community Events

3rd Quarter 2020

JULY

Bike 4 Boys and Girls Club

-CANCELED DUE TO PANDEMIC

AUGUST

Madison Mini Marathon

August 22, 2020

Raises funds for Girls on the Run of South Central WI

News Coverage, PSA Created for Virtual Event

Promos Ran July 2020 through August 2020

Event Raised \$5,000 for Girls on the Run

Million Dollar Shootout

-CANCELED DUE TO PANDEMIC

SEPTEMBER

Go Orange

September 10, 2020

Benefits Second Harvest Foodbank of Southern Wisconsin

Created PSAs/News Coverage/TV Personalities to virtually engage viewers

Promos Ran August – Sept 2020

Raised 180,00 meals (approx. \$60,000)

Superhero Run

-CANCELED DUE TO PANDEMIC

Alz Walk- Step Forward Give Hope

-CANCELED DUE TO PANDEMIC

-Instead created “Walk Your Way” PSAs for general education and donation ask