



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

**OCTOBER 1 – DECEMBER 31, 2017**

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

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

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)**

10/5 – 5pm - At the Board of Regents meeting at UW Stout on Friday, the board will vote on the 'Freedom of Expression' policy. The policy would punish students who disrupt speakers invited to campus and is similar to a bill passed by the State Assembly earlier this year.

10/8 – AM Show – some students are avoiding college so they won't have debt later in life.

10/10 – 4pm - UW students held their first demonstration on campus since the UW Board of Regents passed a 'freedom of expression' policy that punishes students who disrupt other's rights to free speech

10/11 – 6pm - University of Wisconsin System President Ray Cross is proposing merging the state's two-year schools with its four-year campuses in effort to boost enrollment.

11/13 – 6, 9, 10pm - The Sun Prairie School Board meeting discussed the topic of reducing health classes for lower level elementary students and teaching the content in other classes.

11/28 – 4pm - A newly released audit finds Governor Scott Walker's program read to lead development fund is nearly out of money. The program was created to help children learn to read.

12/12 – AM Show - School in Sun Prairie is partnering with Google for a school project that is completely done by students, the response has been through the roof.

12/13 – 11am - The overdose-reversing drug Narcan will be available for use by security officers at nine University of Wisconsin campuses.

12/17 – 9pm - A Wisconsin nonprofit is trying to bridge the gap between people who have access to computers and the internet and those who do not. The Wisconsin State Journal reports that DANenet's Everyone on Madison program teaches a broad range of people, including older adults, parents who want to help their children with homework, immigrants and refugees. The program teaches how to organize files, navigate the internet and operate an email account.

**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****Moms Everyday – Monday 11:30-12pm**

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.

**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.

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

10/2, 4pm – How to talk to children and family when mass shootings happen.

10/9 – 5pm - The Beloit Fire Department is changing its recruitment process in hopes of increasing the applicant pool, and making the job more accessible to people of all socioeconomic classes.

10/12 -9pm - Lodi Schools want to be prepared if a shooting situation ever happened in our area—so they held mass casualty event to educate families and students.

10/25 – 4pm - Sabrina Madison, also known as Heymiss Progress announced a brand new Progress Center for Black Women and a 150 thousand dollar fundraising effort.

11/26- AM Show - A Wisconsin college student is raising money and awareness to fight back against human trafficking in her area.

11/27 – 11am - A young girl from Madison is helping to change kid's perception of bullying by publishing a book.

12/02-6pm - Dane county Community's Restorative Court held their 2nd annual awards ceremony today. The court focuses on community solutions to criminal justice issues.

12/04- 4pm - Governor Scott Walker is moving ahead with his plans to require able-bodied adults to be screened for illegal drugs in order to receive food stamps.

12/11 – AM Show - New studies show an alarming number of injuries and deaths among kids that a caught up in window blinds.

12/14 – 9, 10pm - The OIR report is 258 pages and has 146 recommendations. Among the recommendations, amending the Madison Police Department (MPD) use of deadly force policy to eliminate authorization for shooting to prevent escape and conducting town halls after critical incidents.

12/19 -11am -The holidays can be an overwhelming time for any family and for families affected by autism, there may be extra challenges to consider. The biggest takeaway is don't be afraid to ask how can I make things easier? Parents really know what helps their child... and what overwhelms them.

**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."

10/7 – AM Show - Teens who don't eat enough veggies are more likely to develop heart problems later in life according to a new study.

10/9 – 4pm - The American Family Children's Hospital Safety Center is making sure your child is buckled up correctly, with a booster seat challenge.

10/12 – 10pm - Hundreds of lanterns cut through the night on Madison's North Side Thursday to bring light to the darkness of cancer. The Leukemia & Lymphoma Society's "Light the Night Walk" helps fund lifesaving research and support for people battling cancer.

10/25 – 10pm - National pharmacy chain Walgreens announced on Tuesday that it will begin stocking Narcan,

11/1 – 4, 5, 9, 10pm - Affordable Care open enrollment has begun

11/4 – AM Show - US death rates are climbing according to new study.

11/4 – 10 pm - Daylight saving time ending means an extra hour of sleep, but it can also have negative health effects. Experts say when it gets dark earlier, it can affect your mood.

11/25 – AM Show - Studies show different types of alcohol bring out certain emotions when you drink.

12/1 – 10pm - Today was World Aids Day and many marked the occasion at rallies and memorials including former President Bill Clinton. The day is observed globally on the first of December each year.

12/4 – AM Show -CVS to buy Aetna, a move that could change up healthcare in our country.

12/13 – 10pm- American Red Cross said the holiday season is a time of low donations for blood.

12/21 – 10pm -The life expectancy rate is falling in the U.S. for the second year in a row. Experts say it is largely due to the soaring rate of opioid overdose deaths.

#### IV. LOCAL ECONOMY / FINANCE

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

10/4 – 6pm - Since Tuesday, organizers for WDE said more than 1,100 international guests have registered from 77 countries. That number is expected to go up as the week pushes on.

10/7 – 5/6/10pm - The Oscar Mayer plant is expected to be under new ownership by the end of the month which is likely to bring new job opportunities.

10/7 – 6pm - Rosa's pizza, a restaurant in Whitewater suffered significant fire damage today after a fire broke out in the kitchen. It is estimated to be almost \$300,000. No word yet on when the business will be able to re-open.

10/8 - President Trump approved federal disaster assistance for counties in Wisconsin affected by flooding in late July. 11 Counties will receive the emergency funds to help repair damage.

10/8 – 10 pm - A local organization known as Heat UP Wisconsin has been helping families stay warm as it gets cold. The group chooses a family each year to receive and new furnace and install it all for free.

10/11 – 11am - West and East Towne and the Janesville Mall will be closed this year for Thanksgiving. This is a tradition that started last year. The malls will re-open the next morning at six a.m.

11/1 – 9pm - Electric-car manufacturer Tesla would be able to sell its vehicles directly to customers in Wisconsin under a bill circulating in the Legislature.

11/13 – 9,10pm - The community got to give their input tonight – on what should happen to the former Oscar Mayer plant.

11/24 – 6pm - Today was the second annual black business expo in Madison. It brought together black business owners so they could show off their stuff, get their name out there and build a community of support

12/1 – 5pm - Foxconn Technology Group executives and officials from Racine County and Mount Pleasant are signing a local development agreement that seals the deal on the company's \$10 billion manufacturing complex.

12/2 – 9pm - Maurie's Fine Chocolates in Madison gets ready to close its doors at the end of the month.

12/4 – 5,6,9, 10 -It's another step in the transition period for the former Oscar Mayer plant. The new co-owners of the building are auctioning off eight floors of equipment starting Wednesday.

12/8 – 4,5,6,9,10 - Didion Milling Inc. appealed a fine imposed on the company after the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) found the company could have prevented an explosion that killed five workers and injured twelve others.

12/20 -6pm -Janesville City Manager Mark Freitag announced today that the former GM Plant has been sold. More details on the sale of the plant are expected at a news conference 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)**

10/9 –AM Show - Gas Prices seem to be continually dropping following a spike due to Hurricane Harvey.

10/9 – 11am - Money expert Stacy Johnson has some household cleaning hacks that will save you time and money.

10/13- 11am - Arby's venison sandwiches will be available nationwide on Saturday, October 21

11/7 – AM Show- Wells Fargo is facing a number of lawsuits from former employees who are claiming wrongful termination.

11/25 – 10pm - It was small business Saturday so consumers had the chance to go out and help the community by going to local shops. There were many in Madison that celebrated the day with discounts.

11/26- AM Show- Cyber Monday deals from Amazon have been released a bit early.

12/3 – AM SHOW - H&M's recycling program helps less fortunate people get new clothes and allows customers who donate to the cause to get discounts.

12/8 – 4 pm - Delta is going to add a bag fee on some flights to Europe and Africa

12/11 -4pm -A bill circulating in the state legislature would create a new state-certified Wisconsin beer label.

To get the special designation, the beer would have to include at least 20-percent of hops grown in Wisconsin. The bill is in recognition of the state's growing hops industry.

12/18 – AM Show -Ran a package breaking down the best tech holiday gifts for everyone in your family.

12/18 -4pm -Toyota has plans to offer electric or hybrid versions of all of its cars and SUVs by 2025.

## VI. ENVIRONMENT

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

10/7 – 10pm - A possible tornado touched down in Madison today catching many off guard. This is an unusual time of the year for such an event and while there was damage in Madison, no injuries were reported.

10/10 – AM Show - Head of the EPA Scott Pruitt is expected to sign a resolution that would repeal the Obama administration's Clean Power Plan.

10/13- AM Show – Concerns about salt use in winter months could affect the health of area lakes.

11/4 – AM Show - National weather service is rolling out new terms for this winter weather season.

11/7 – 4pm - A Syrian official says the country plans to sign the Paris climate accord. Syria's decision to come on board with the Paris agreement means the u-s will be the sole UN member country outside the deal if President Donald trump makes good on his threat to withdraw.

11/26 – 10pm -Gun deer hunting season is officially over after nine days. The DNR is compiling a final number of registered deer that will be available later this week.

12/5 – AM Show - Ash Borer confirmed in the Eau Claire area.

12/7 -6pm - All that salt used during the winter could be impacting your drinking water. Madison Utility workers say there might be so much salt runoff into water that people won't want to drink it because of the taste.

12/17 – AM Show- Mayor Paul Soglin to call on the Trump administration to keep Federal Clean car standards in place.

12/21- 6pm -In an effort to fight against the amount of deer in chronic wasting zones in Wisconsin, the DNR has extended the deer hunt in 17 counties.

### **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**

10/2 4-4:30am, 7-11am, 1:39-1:53pm – Coverage of the Las Vegas shooting  
 10/3 3:13-3:53pm – Continuing coverage of the Las Vegas shooting  
 10/4 1:53-2:01pm, 2:46-3:08pm – Coverage of President Trump in Las Vegas  
 10/13 11:51-12:17pm – Coverage of President Trump's decision regarding Iran  
 10/17 12:44-1:17pm – President Trump's press conference  
 10/30 7:10-7:17am, 1:23-1:30pm – Report on the Mueller investigation  
 10/31 3:10-4pm – Coverage of a bus accident/shooting in Manhattan  
 11/1 10-10:37am – Press briefing on NY terror attack  
 11/5 2:12-2:13pm, 2:30-2:32pm, 4:02-4:04pm – Reports on a shooting in a Texas church  
 11/6 10:23-10:37am – Continuing coverage of the shooting in a Texas church  
 11/15 2:31-3pm – President Trump's remarks regarding his trip to Asia  
 11/28 2:56-3:11pm – President Trump's remarks on the latest North Korean missile launch  
 12/6 12:05-12:28pm – Report on President Trump's decision to recognize Jerusalem as Israel's capital  
 12/7 10:50-11:03am – Report on Senator Al Franken's resignation from the senate  
 12/18 10:20-11am, 1-1:43pm – Coverage of the Amtrak train derailment in Washington State  
 12/20 2-2:27pm – President Trump addresses the passage of the Republican tax bill

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

10/2 – all shows - The shooting in Las Vegas is bringing conversation on gun control to the forefront.  
 10/3 – 6pm -The Supreme Court is hearing the Wisconsin gerrymandering case today.  
 10/3- 9pm - Some community leaders say they are starting the recall process of the Fitchburg mayor after controversy over budget cuts to nonprofits.  
 10/9 – 9pm - The Democratic challengers for Wisconsin governor got together today – criticizing Governor Walker's decision on Medicaid.  
 11/05 – 10 pm- Gov. Scott Walker announced that he will be running for a third term. He made the announcement today in Waukesha and plans to go on a three day announcement tour.  
 11/20 – 4pm - That after attempted Russian hacking was discovered in last year's election. The commission is meeting today to approve a security plan and to consider asking lawmakers to allow for the hiring of 3 additional staff, with two focused on security issues.  
 11/25 – 6pm - Egypt has begun holding funerals for those killed in the deadly terror attack yesterday. More than 300 people were killed in an attack on a mosque.  
 11/28 – 4, 5, 6pm - State lawmakers and staff gathered today for a training on sexual harassment protocol after a recent outbreak of people coming forward, telling their stories about sexual assault and harassment in congress, and in Hollywood.  
 12/1 – 6pm -The tax bill has been widely criticized by democrats for its potential effect on the middle and working classes, but Republicans are praising it saying it will help many including small business owners.  
 12/10 -10pm -Former Vice President Joe Biden was in Madison today as part of a book tour. He also answered the question as to if he had any plans at the time to think about running for president in 2020.  
 12/14 – 5pm -The Federal Communications Commission has voted on party lines to undo sweeping Obama-era "net neutrality" rules that guaranteed equal access to internet. The agency's Democratic commissioners dissented in the 3-2 vote Thursday. The FCC's new rules could usher in big changes in how Americans use the internet. The agency got rid of rules that barred companies like Comcast, AT&T and Verizon from playing favorites with internet apps and sites.  
 12/21- 5pm -The House has narrowly passed a short-term spending bill, the first step as the Republican-led Congress tries to avert a government shutdown at midnight Friday. The vote was 231-188 on Thursday. The stopgap bill keeps money flowing to the Pentagon and domestic agencies through Jan. 19. The Senate still must vote.

## **COMMUNITY PARTICIPATION**

### Daniel Blanke – Account Executive

11/16 Second Harvest food bank volunteer

### Nicole Booher – Account Executive

11/16 Second Harvest food bank volunteer

### Amy Carlson – Weather Anchor / Reporter

10/23 Emcee for the Spelling Bee for Omega School

11/7 West Madison Optimist Club speaker

11/14 Emcee for the Adult Spelling Bee for Omega School

11/25 Guest reader for the Grinch Musical at the Overture Center

### Danie Demitros Lucas – Account Executive

11/16 Second Harvest food bank volunteer

### Mike Jacques – Sports Anchor / Reporter

10/16 Be The Match speaker and registry emcee

10/18 Light The Night emcee

### Jamie Jaeger – TMP/Director

Driver for Red Cross blood services November and December

### Ryan Lobenstein – Assignment Editor

10/3 through 10/21 – Coached 2<sup>nd</sup> and 3<sup>rd</sup> grade flag football

### Paul Noelke – Account Executive

11/16 Second Harvest food bank volunteer

### Sara Noonan – News Producer

12/7 Make A Wish WI committee meeting

### Ellen Paulson – National Sales Assistant

November – Coached School Destination Imagination team (Orfordville High School)

### Dave Piazza – Account Executive

11/16 Second Harvest food bank volunteer

### Shawn Rewald – Local Sales Manager

11/16 Second Harvest food bank volunteer

### Annie Schorbahn – Account Executive

11/16 Second Harvest food bank volunteer

### Don Vesely – General Manger

October – U14 Rock Soccer Club coach

10/10 WI Broadcasters Association board meeting

### Tom Weeden – Chief Engineer

10/17 Gave a tour of WMTV facilities to Four Lakes Amateur Radio Club of Madison

### John Stofflet – News Anchor / Reporter



- 10/1 Emcee for the River Food Pantry fall fundraiser
- 10/12 Emcee/Auctioneer for Middleton Food Pantry fundraiser
- 10/22 Speaker/host at Briarpatch Youth Services fundraiser
- 10/28 Host/Emcee for Madison Parks Foundation fundraiser
- 11/1 Badger Childhood Cancer Network (BCCN) board meeting
- 11/4 Share Your Holidays fundraiser at Metcalfe's Market
- 11/9 Share You Holidays radio-thon guest
- 11/21 Emcee for the Share Your Holidays Potter-Lawson pot luck
- 11/22 Guest reader for the Grinch Musical at the Overture Center
- 12/16 BCCN Kids' with Cancer holiday party donor/attendee
- 12/18 BCCN board meeting

**Public Service Report for NBC15 (WMTV)  
4th Quarter 2017**

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. **Share Your Holidays**, Second Harvest Foodbank
2. **NamiWalk**, National Alliance on Mental Illness of Dane County
3. **Gilda's Run**, Gilda Run Madison

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. **Share Your Holidays**; multiple promos spots ran, approximately \$30,000 value. **NBC15 StationWide Event, Broadcast live from Finale Location, Website Takeover Promoting Day**
2. **NamiWalk**, ran :30 spot, approximate\$2500 value. **Station Employees participation/emcee; news coverage**
3. **Gilda's Run**, Gilda Run Madison :30 spot, approx. \$4000 value. **Station Employees participation/emcee; news coverage**

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

**\*\*Approx \$1,606,816**

National Alliance on Mental Illness of Dane County; Gilda's Club Madison; YMCA of Dane County; Wisconsin Singers; Second Harvest Foodbank (\$1.3 Million = 4 Million Meals)

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.)?

**See above**

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

**Volunteer (Entire Sales Department)—Second Harvest Food Bank**  
**Station Tour—Four Lake Amateur Radio Club of Madison**  
**Coach—U14 Rock Soccer Club**  
**Coach—Appleton Soccer Tournament**  
**Coach—MAYSA League Soccer Games**  
**Board/Attendee—Wisconsin Broadcasting Association Board Meeting**  
**Donor/Attendee—Badger Children's Cancer Network Holiday Party**  
**Board/Attendee—BCCN Board Meeting**

**Donor—Blood Donation/Red Cross**  
**Attendee—Stricker Charity Grant Announcement**  
**Emcee—Share Your Holidays Luncheon Kick Off**  
**Board/Attendee—BCCN Board Meeting**  
**Attendee—Share Your Holidays Fundraiser at Metcalfe’s Market**  
**Volunteer—Second Harvest Food Bank**  
**Emcee—Share Your Holidays Potter-Lawson Pot Luck**  
**Guest Reader—“Grinch” Performance at Overture Center**  
**Emcee—River Food Pantry Fall Fundraiser**  
**Donor—American Red Cross**  
**Emcee/Auctioneer—Middleton Food Pantry Fundraiser**  
**Speaker/Host—Bairpatch Youth Services Fundraiser**  
**Emcee—Madison Parks Foundation Fundraiser**  
**Coach—School Destination Imagination Team**  
**Volunteer—Update Church Website**  
**Board/Attendee—WISH Circle, Make-A-Wish Wisconsin Committee Meeting**  
**Coach—Flag Football**  
**Driver---American Red Cross Blood Services**  
**Emcee—Be the Match Registry**  
**Emcee—Light the Night**  
**Attendee—SYH Lunch—Potter-Lawson**  
**Speaker—West Madison Optimist Club**  
**Emcee—Adult Spelling Bee Benefitting Omega School**  
**Guest Reader—Grinch Musical at Overture Center**  
**Emcee—American Family**

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?

**\*Not this quarter**

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

**\*About 21 employees, about 223 volunteer hours donated**

### **NBC15 Sponsored Community Events** **4<sup>th</sup> Quarter 2017**

#### **OCTOBER**

##### **NAMIWalk**

National Alliance on Mental Illness of Dane County

Olin-Turville Park

Saturday, October 1<sup>st</sup>

Leigh Emceed

Created PSA

Raised \$190,000

##### **Gilda’s Run**

Gilda’s Club Madison

Pheasant Branch Conservancy  
Sunday October 15th  
Ran PSA  
Meghan Reistad Emceed, News coverage  
\$84,261 Raised

**Party with a Purpose**  
YMCA of Dane County  
Thursday October 19<sup>th</sup>  
Created PSA  
Brian Doogs Emceed  
Raised **\$32,555**

**NOVEMBER**

**Wisconsin Singers 50<sup>th</sup> Anniversary Show**  
Wisconsin Singers  
Overture Center  
Nov 10-11  
Ran Promo/News Coverage

**DECEMBER**

**Share Your Holidays**  
Station-wide Campaign//Food Drive  
Partner with Second Harvest Foodbank  
Kick Off December 6<sup>th</sup>, Donations accepted through Dec 31<sup>st</sup>  
Created Promos, live updates/newscasts  
All Newscasts from Alliant Energy Sorting Center on Grande Finale Night  
Raised over 4 million meals ~\$1.3 Million