



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

JANUARY 1 – MARCH 31, 2019

The following issues were identified as significant and addressed by WMTV in order to serve the community and act in the public interest as set forth by the Federal Communications Commission:

- 1. Educational Issues** – including education standards, school safety, alternative schools, as well as informative programming.
- 2. Family Issues** – including building stronger families, family values, domestic violence, racism, and alternative lifestyles.
- 3. Health and Fitness** – including exercise, dieting, disease prevention and new treatment options.
- 4. Local Economy / Financial Issues** – including business development, community infrastructure, and personal finances.
- 5. Consumer Information** – including information on new products and consumer alerts on existing products.
- 6. Environmental Issues** – including information on global warming, energy conservation, recycling, and specie preservation.
- 7. Politics** – including information on state and local news, international news, and homeland security.

**DESCRIPTION OF PROGRAMS PROVIDING MOST
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

01/03 - 10 VO METOO SEX ED - NEW TONIGHT -- In the wake of the 'Me Too' movement, the Eau Claire School District is taking a new approach to sex ed.

01/08 –10 I - DR DYSLEXIA DUDE - TONIGHT -- We're sharing about the work of one man -- working to make our community a better place for people who struggle to read.

01/11- AM Show -Mental-health related issues are consuming school counselors and a major concern is that there may not be enough school counselor to go around.

02/01 – AM Show -MANY FOODBANKS-- like Second Harvest-- also plan to re-open today. The non-profit hopes to help the hundreds of kids -- Who may have struggled for a meal these last few days. hundreds of kids missed out on school lunch programs when schools closed because of the extreme cold.

02/13 -10 I SCHOOL DAYS - School districts tonight across the viewing area are looking for ways to make up for time lost due to our winter weather.

02/18 -6 FFA WEEK - Agriculture students across the state - and the country -- are busy for national F-F-A Week.

03/11 -10 P SUN PRAIRIE ANTI BULLYING NEW - After Monona implemented an anti-bullying ordinance in 2013 that caught national attention... other communities in our area have followed suit.

03/12 – AM SHOW - UW is introducing new technology in hopes to improve graduation rates - and retain more students.

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)**

01/02 – 11am- Move Over Law – The importance of moving over for law enforcement and stopped vehicles after a Lake Mills Fire Captain was killed on the Beltline.

01/09 - 5 VO DV INTERVENTION - since the Janesville police department began a new assessment program last year... more victims of domestic violence are reaching out to get help in the rock county area .

01/14 – 9pm - 9 I TALKING TO KIDS - This has been a difficult story for a lot of people to digest – how to talk to kids about the Jayme Closs case.

02/20 – AM SHOW - As the population in our state ages - more and more family members are stepping up - to become caregivers for loved ones..

02/20 -VO - ADOPTION FUNDRAISER - NEW TONIGHT -- A Sun Prairie family is working to raise funds to adopt two teens from Latvia -- while also giving back in another way.

02/21 –AM SHOW -Survivors of domestic abuse are getting a "PICK ME UP" from a four legged friend at an Oshkosh shelter.

03/04 -10 P FORENSIC NURSES - SINCE 2008--- The number of assault victims using a Dane County program: has doubled.

03/09 –AM SHOW -Older refugees in the Hmong Community have a new place to feel welcome in Dane County.

III. HEALTH AND FITNESS

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

01/02 -6 VO NOROVIRUS - Cases of a highly-contagious stomach bug are on the rise in Northeast Wisconsin

01/03-4 DRUG TAKE BACK - TODAY, Attorney General Brad Schimel announced that the state of Wisconsin collected a record-breaking amount of unused medications at drug disposal boxes and October Drug Take Back events.

01/16- AM Show -Shocking new statistics from the National Safety Council this week-- say you are now more likely to die from an opioid drug overdose, then from a car crash.

02/13 -9 VO OPIOID - A recent report from the state says although prescriptions for painkillers are down-- opioid overdose deaths continue to rise.

02/18- 4PM -Doctors say this year's flu season is peaking all across the country ...and it's still not too late to get a flu vaccine. But they also say there's something even more important you should be doing to avoid the virus.

2/18 - 5 toss marijuana - as Governor Tony Evers wants to change marijuana laws in our state... including legalizing medical marijuana –

03/08 –AM SHOW- Depression affects millions of Americans each day and this week the FDA approved a new drug some say will be life changing.

03/11 -10 VO 23 AND ME - You'll soon be able to assess your risk for developing Type 2 Diabetes... at home.

IV. LOCAL ECONOMY / FINANCE

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

01/01/2019- 5pm - WI MANUFACTURING - 2018 was a big year for Wisconsin manufacturers

01/04 – AM SHOW - An update on possible changes coming to the beltline... in hopes of easing traffic congestion.

01/08 – 4pm - SHOPKO LAWSUIT - A pharmaceutical company has filed a complaint against Shopko -- hoping to recoup millions of dollars.

02/01- 5 JAN JOBS REPORT - The US Labor Department reports today that the economy added more than 300-thousand jobs during the month of January.

02/19- 9 CAMPAIGN FINANCE - the mayor's race is standing out not just for the candidates but also the amount raised.

02/20 -5 VO TAX BILL - Governor Tony Evers has vetoed a republican-backed tax bill in its entirety, and returned it back to the assembly

03/04 -6 P HEMP APPLICATIONS - NEW TONIGHT -- Wisconsin's Department of agriculture, trade, and consumer protection is seeing a dramatic increase in applications to grow industrial hemp.

03/05 -11 ELECTRIC VEHICLES -The city of Madison is working with multiple partners to purchase new electric vehicles--to be used throughout the city.

03/06 -5 VO DELLS TOURISM- The Department of Transportation and Tourism Secretary designees outlined how roads and tourism work together... at the Kalahari Resort in the Wisconsin Dells.

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)

01/05- 4pm -Ford vehicle recall

01/07 -10 VO TAX REFUNDS - Tonight the White House says not to worry - tax refunds will go out during the government shutdown.

01/14- 5 VO GYMBOREE -- A children's clothing retailer, is planning to close all of its stores.

02/13- 5-I DELTA BEER LAB - The craft beer explosion continues here in Madison...the newest brewery is "Delta Beer Lab".

02/18 - 6 I TACKLING YOUR TAXES - Tax season is in full swing and apparently many are not happy with their early returns.

02/19 -4PM - Payless is closing all of its stores across the country.

03/05 –AM SHOW- Prices for Packers tickets next season have gone up again.

03/13 -10 VO HONDA RECALL - A consumer alert tonight -- once again, Honda is recalling more than one-million vehicles over defective airbags.

VI. ENVIRONMENT

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

01/01/2019 -10 – New Year Hike -An annual event for dozens of hikers meant hitting the Ice Age Trail near Lodi to take in the spectacular sights

01/02 – 9pm – Early results from a groundwater study in Southwest Wisconsin found that 42% of wells tested are unsafe for drinking,

01/16 – AM Show - Madison College is becoming a little greener. The college says it is getting the largest rooftop solar installation in the state.

02/15 – AM SHOW - The E-P-A is moving to regulate cancer-causing chemicals found in drinking water.

02/15- 5 TOSS BIRD CAGE - The Dane County Humane Society has reached its fundraising goal for a new rehabilitative flight pen.

02/21 -6 VO FEEDING DEER - Tonight officials with Wisconsin's Department of Natural Resources warn everyone about the downside of feeding deer during the winter season.

03/04 -9 I WELL CLOSED - Chemicals found in an east side Madison well have caused water utility to take the well offline... leaving some citizens concerned about the water they're drinking.

03/06- 10 PFAS-Two neighborhood associations on Madison's east side organized a community meeting tonight to address PFAS found in their water supply.

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)

01/02 – AM SHOW - We begin this new year with growing tensions between the United States and Russia after a Marine Corps Veteran was arrested last week in Moscow on spying charges

01/03 - 9 VO ACA APPEALS - A group of seventeen democratic state attorneys general is appealing a Texas district judge's ruling that the affordable care act is unconstitutional.

01/10- 6 I LETTER TO EVERS - "A GESTURE OF GOODWILL..." That's what Wisconsin Assembly Republicans are calling a letter they sent to governor Evers today...

02/13- 4pm –Government shutdowns - while President Trump has not confirmed if the legislation will be signed by the shutdown deadline on Friday, lawmakers are trying to avoid any future shutdowns.

02/14- 11 – SPANISH POLLING - Dane County will now have a Spanish language option available at the polls.

02/19 -10PM Madison Mayoral Primary Tonight... Satya Rhodes-Conway and Mayor Paul Soglin move on to the April elections.

03/06 -10 VO CLINTON REFERENDUM - DECISION 2019 NOW -- voters in the Clinton Community School District will be asked for money to build a new 4K through 6 school, and to make improvements and repairs to the high school.

03/07- AM SHOW- The 2020 Democratic National Convention could be held in Milwaukee.

NBC News Special Reports

1/8 8:00-8:25PM –Presidential address to the nation on the government shutdown
 1/25 10:18-10:35AM – Roger Stone’s arrest
 1/25 1:11-1:44PM – President Trump’s statement on the government shutdown
 1/29 10:17-10:22AM – Arraignment of Roger Stone
 2/2 1:38-1:51PM – Virginia Governor, Ralph Northam made a statement
 2/14 2:40-2:45PM – President Trump declaring a national emergency to fund the boarder wall
 2/15 9:34-10:30AM – President Trump’s announcement on a national emergency
 2/26 8:01-8:15AM – President Trump’s arrival in Vietnam
 2/27 8:45AM-11:00AM – Michael Cohen’s testimony before the House committee
 2/27 12:00PM-1:48PM - Michael Cohen’s testimony before the House committee
 2/27 8:09PM-8:10PM – Trump’s summit in Vietnam
 2/27 9:30PM-9:31PM – Trump’s summit in Vietnam
 2/28 1:15AM-2:00AM – Presidential News conference following the summit with North Korea
 3/24 2:36PM-2:53PM – Mueller investigation
 3/24 3:49PM-3:52PM – President Trump’s reaction to the Mueller Report being released

WMTV Local News Special Reports

1/10 8:37-8:40PM – Jamye Closs found
 1/11 10:00-10:36AM – Jamye Closs Press Conference
 1/14 3:29-4:00PM – Jayme Closs abduction suspect in court

Severe Weather Cut-ins

Public Service Report for NBC15 (WMTV) 1st Quarter 2019

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;** \$115,000 Raised. Funds go toward UW Carbon Cancer Research

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 multiple promos, approximate \$40,000 value. **Station Employees participation; news coverage—will hold reception and announce winners in May**
2. **Bowlin for Colons,** ran :30 promos, approx \$11,000 value. **Website links on NBC15.com; News coverage**
3. **Kid’s Expo,** Ran Promos, approx. \$4000 value. **Station Employees participation/booth at expo; 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 \$115,000** 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.)?

Board Meeting—NRSSH YP Group (2 Members, 3 hours)
Volunteer—Second Harvest Foodbank (2.5 hours)
Coaching—Soccer (12 hours)
Speaker—Parks and Rec Conference (2 hours)
Board Meeting—Sun Prairie Youth Football (3 hours)
Volunteer—Social Media/Website work for Sun Prairie Youth Football
Volunteer—Media Team at City Church Madison Sunday Services (25 hours)
Board Meeting—Middleton Chamber Ambassador (1 hour)
Emcee—Middleton Friends of the Performing Arts (2 hours)
Judge—Athena Awards (3 hours)
Volunteer—Moving Badger Childhood Cancer Network to new office (2 hours)
Volunteer—Red Cross (54 hours)
Coach—McFarland Dance Team (38 hours)
Volunteer—Habitat for Humanity, framed houses (22 hours)
Board Meeting—Midwest Broadcast Journalists Association (5 hours)
Ambassadors Meeting—Middleton Chamber (1 hour)
Volunteer—Second Harvest Food Bank (2 hours) 2 employees
Volunteer—American Advertising Federation Exec Board (4 hours)
Blood Donation
Board Member—Sun Prairie Youth Football (6 hours)
Career Fair—UW Madison Advertising and Communications (4 hours)
Planning Board—Midwest Journalism Conference (3 hours)
Volunteer—Media Team at City Church (20 hours)
Volunteer—Dane County Humane Society (7 Hours)
Volunteer—American Red Cross (53 hours)
Volunteer—Habitat for Humanity “Souper Bowl” (2 hours, several station employees)
Volunteer—Project Money Finale Celebration (2 hours)
Attendee—Janesville Community Fundraiser (2 hours)
Guest Reader—Sunset Ridge Elementary School (2 hours)
Station Tour—St Joseph Elementary School (1 hour)
Speaker—Toki Middle School (2 hours)
Volunteer Coach—McFarland Dance Team (16 hours)
Volunteer—Media Team, City Church/Sunday Services (20 hours)
Station Tour—Yellow Thunder Amateur Radio Club of Baraboo (2 hours)
Board Member—Sun Prairie Youth Football (6 hours)
Volunteer/Speaker—WBA Student Seminar (8 employees, 4 hours)
Coaching—Janesville Soccer (40 hours)
Volunteer—American Advertising Federation Madison (10 hours)
Volunteer—Get Moving Middleton Meeting/Registration Booth (2 hours)
Station Tour—Middleton Chamber Ambassador’s Meeting (1 hour)
Reader—Chavez Elementary (3 employees, 2 hours)
Volunteer—Madison Kids Expo (Multiple station employees, +16 total hours)
Volunteer—Streetlife Communities (2 hours)
Emcee—Guardian Angels Gala (6 hours)
Coach—McFarland Dance Team (2 hours)

Volunteer—Habitat for Humanity Sun Prairie, Framing Houses (29 hours)
Reader—Marshall Elementary School (1 hour)
Volunteer—Quizmaster St Dennis Trivia Night (3 employees, 2 hours)
Emcee—MDA Fundraiser (4 hours)
Board Meeting—BCCN (2 hours)
Station Tour—Hosting Foreign Journalists at station (3 hours)
Emcee—Art of Note Gala for WYSO (4 hours)
Volunteer—Dane County Humane Society (6 hours)
Volunteer—Middleton/Madison Public Libraries, Book Sale Volunteer (6 hours)
Station Tour—Community Members (1 hour)
Volunteer—Second Harvest Foodbank (2 employees, 2 hours)
Station Tour—YMCA Group, (1 hour)
Board Meeting—NRRSH YP Group (2 employees, 1 hour)
YP Event—Organize Social (2 employees, 3 hours)
Station Tour—St. Joseph School, Baraboo (2 employees, 2 hours)
Volunteer—Second Harvest Foodbank (2 employees, 2 hours)
Station Tour—YMCA Group, (1 hour)
Board Meeting—NRRSH YP Group (1 hour)
Volunteer—Red Cross (64 hours)
Station Tour—UW Stevens Point students (2 hours)
Volunteer—Midwest Journalism Conference (5 hours)

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

***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 57 employees, about 611 volunteer hours donated**

NBC15 Sponsored Community Events

1st Quarter 2019

JANUARY

FEBRUARY

Crystal Apple Awards Call for Nominations

Award Recognizing Local Teachers

Creating Promos/News Coverage/Link for Nomination on NBC15.com

Promos Ran Feb 12-March 31st

MARCH

Bowlin For Colons

UW Carbone Cancer Center

March 2 -3, 2019

Created Promo, News Coverage, Station Team at event, link for registration on NBC15.com

Raised \$115,000

Kids Expo

Brava Magazine

March 2 – 3, 2019

Ran Promos, News Coverage, Booth with on Air Talent during expo