



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

OCTOBER 1 – DECEMBER 31, 2021

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)

10/11, 11am: UW-MADISON CHANCELLOR REBECCA BLANK ANNOUNCED THIS MORNING THAT SHE WILL BE LEAVING WISCONSIN AT THE END OF THE YEAR.

10/13, 5PM: UW-MADISON ANNOUNCED TODAY MARVIN AND JEFF LEVY ARE GIVING \$20 MILLION TO HELP BUILD A NEW L&S ACADEMIC BUILDING.

10/24, 9pm: TRANSGENDER TEENS IN WISCONSIN ARE WEIGHING IN ON WHAT'S GOING ON IN TEXAS REGARDING STUDENTS IN SPORTS.

11/8, AM SHOW: LAST APRIL A REFERENDUM TO BUILD A \$15 MILLION ELEMENTARY SCHOOL PASSED BY 28 VOTES. THAT CONSTRUCTION IS COMPLETE AND YESTERDAY, THE JOHNSON CREEK DISTRICT OPENED THE DOORS TO THE PUBLIC.

11/16, 4PM: 95% OF WISCONSIN SCHOOL DISTRICTS MET OR EXCEEDED EXPECTATIONS ACCORDING THE ANNUAL REPORT CARDS ISSUED BY THE DEPARTMENT OF PUBLIC INSTRUCTION.

11/21, 5PM: THE VOTE TO CHANGE THE NAME OF JAMES MADISON MEORIAL HIGH SCHOOL TO VEL PHILLIPS MEMORIAL HIGH SCHOOL WILL TAKE PLACE TOMORROW NIGHT.

12/3, 6AM: GOVERNOR EVERS IS DIRECTING \$110 MILLION IN FEDERAL CORONAVIRUS RELIEF FUNDS TO WISCONSIN SCHOOLS. THE MONEY WILL BE USED TO INVEST IN MENTAL HEALTH SUPPORT, AND EDUCATIONAL PROGRAMMING.

12/9, 9PM: A FEDERAL JUDGE HAS UPHELD VOTER ID REQUIREMENTS FOR WISCONSIN COLLEGE STUDENTS. THE DECISION INVOLVED A 2019 LAWSUIT FILED BY THE GROUP "COMMON CAUSE IN WISCONSIN." IT ATTEMPTED TO BLOCK PARTS OF THE STATE'S VOTER ID LAW RELATED TO WHAT MUST BE ON A COLLEGE ID.

12/12, 5PM: WE ALL KNOW IT'S IMPORTANT TO TEACH OUR KIDS TO BE KIND -- BUT A SUN PRAIRIE PRESCHOOL IS DEDICATING A WHOLE CURRICULUM TO THE CONCEPT OF KINDNESS! THE LEARNING EXPERIENCE IS SHOWING THESE LITTLE STUDENTS HOW THEY CAN MAKE AN IMPACT OUTSIDE THE CLASSROOM WITH INTENTIONAL ACTS OF KINDNESS.

12/12, 10PM: WHETHER IT'S AN N-F-L PLAYER -- OR A KID WHO'S PICKING UP A FOOTBALL FOR THE FIRST TIME -- EVERY ATHLETE TAKES A RISK WHEN THEY STEP ON THE FIELD. RESEARCH ON SPORT-RELATED

CONCUSSIONS HAS BOOMED IN THE LAST DECADE BUT THERE ARE STILL A LOT OF UNKNOWNNS. IT'S WHY RESEARCHERS AT THE UW SCHOOL OF MEDICINE AND PUBLIC HEALTH ARE TEAMING UP WITH THE NFL TO STUDY THE EFFECTS ON THE FIELD HEAD IMPACTS.

12/19, 5/9/10PM: BADGER EXCITEMENT CONTINUES WITH WINTER COMMENCEMENT! NEARLY 2,000 UW MADISON STUDENTS GRADUATED TODAY AND FOR THE FIRST TIME IN TWO YEARS, FAMILY AND FRIENDS WERE IN ATTENDANCE!

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)

10/01, 4PM: INFRASTRUCTURE SPENDING CONTINUES TO DIVIDE THE DEMOCRATIC PARTY ON CAPITOL HILL.

10/5, AM SHOW: DEMOCRATIC STATE SENATOR LENA TAYLOR IS HOPING TO BE THE STATE'S NEXT LIEUTENANT GOVERNOR.

10/07, 5PM: THE STATE LEGISLATURE IS PLANNING TO VOTE ON A REDISTRICTING PLAN IN NOVEMBER.

11/1, 6PM: WISCONSIN'S CHIEF ELECTION OFFICIAL, MEAGAN WOLFE, IS REFUTING CALLS FROM REPUBLICANS FOR HER TO STEP DOWN.

11/5, 11AM: AFTER MONTHS OF BACK-AND-FORTH NEGOTIATIONS, THE HOUSE IS SET TO VOTE TODAY ON TWO OF PRESIDENT BIDEN'S TOP SPENDING PRIORITIES.

11/9, 9PM: THERE WILL BE ANOTHER ROUND OF STATE BROADBAND EXPANSION GRANTS AVAILABLE. THIS TIME IT'S \$100 MILLION.

12/1, 4PM: A GOVERNMENT SHUTDOWN IS LOOMING. LAWMAKERS HAVE UNTIL MIDNIGHT FRIDAY TO FINALIZE A STOPGAP MEASURE OR FUNDING WILL RUN OUT. SO FAR CONGRESSIONAL LEADERS HAVE NOT BE ABLE TO SECURE A DEAL.

12/1, 5PM: OUR POLITICAL EXPERTS BILL MCCOSHEN, PARTNER AT MICHAEL BEST STRATEGIES AND MIKE BROWNE, DEPUTY DIRECTOR OF A BETTER WISCONSIN TOGETHER, ARE IN STUDIO TO TALK ABOUT A POSSIBLE GOVERNMENT SHUTDOWN, A MINIMUM WAGE HIKE AND OTHER TOPICS.

12/6, 5PM: ANOTHER LAW SIGNED TODAY WORKS TO KEEP RESPONSE WORKERS SAFE ON ROADWAYS. THE LAW CREATES A NEW CRIME AND PENALTY FOR TRAFFIC VIOLATIONS THAT RESULT IN BODILY HARM IN A CONSTRUCTION, UTILITY WORK OR EMERGENCY RESPONSE AREA.

12/9, 5AM: WIS. STATE SENATOR ERPENBACH SAYS HE WILL NOT RUN FOR RE-ELECTION NEXT YEAR. THE DEMOCRAT HAS SERVED IN THE STATE HOUSE SINCE BEING ELECTED IN 1998. HE ALSO SERVED AS MINORITY LEADER IN 2003.

12/13, 5AM: FIRST LADY JILL BIDEN AND SECOND GENTLEMAN DOUG EMHOFF ARE HEADING TO WISCONSIN THIS WEEK. SPECIFIC DETAILS ABOUT THEIR VISIT HAVE NOT BEEN RELEASED BUT WE KNOW THEY WILL BE IN MILWAUKEE ON WEDNESDAY.

12/13, 5PM: WISCONSIN ASSEMBLY DEMOCRATIC MINORITY LEADER GORDON HINTZ ANNOUNCED HE IS STEPPING DOWN. HINTZ OF OSHKOSH HAS BEEN THE LEADER OF MINORITY DEMOCRATS SINCE SEPTEMBER OF 2017.

III. LOCAL BUSINESS AND TOURISM

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

10/07, 11AM: FOR THE FIRST TIME IN 595 DAYS, FANS WILL BE BACK AT THE KOHL CENTER FOR BADGERS HOCKEY.

10/08 – 6PM: A SPOOKY EXPERIMENT ON MADISON'S EASTSIDE IS GETTING A LOT OF ATTENTION, CANDY CORN BRATS!

10/15, 5PM: ONE DAY ONLY AT CULVERS ALL OVER THE COUNTRY, INCLUDING RIGHT HERE IN SOUTHERN WISCONSIN THEY ARE RELEASING THE CURDER BURGER.

11/11, 10PM: IT WAS ON THE BRINK OF SHUTDOWN. A NONPROFIT DANCE TEAM WAS HIT WITH AN EVICTION NOTICE IN FEBRUARY ON THE HEELS OF DECLINING ENROLLMENT FROM THE PANDEMIC AND NOW THEY ARE STRONGER THAN EVER.

11/16, 9PM: WISCONSIN AIRPORTS ARE RETURNING TO PRE-PANDEMIC TRAFFIC LEVELS. THE DANE COUNTY REGIONAL AIRPORT HAS SEEN TRAFFIC INCREASE EVERY MONTH THIS YEAR SINCE THE COVID-19 VACCINE BECAME WIDELY AVAILABLE.

11/21, AM SHOW: WISCONSIN'S TOURISM INDUSTRY IS NOW SEEING MONEY ROLL IN FROM THE MOST LUCRATIVE QUARTER OF THE YEAR -- QUARTER THREE.

12/1, 4PM: SOME OF THE BEST CURLERS IN THE WORLD WILL SPEND THE NEXT FEW DAYS UP IN PORTAGE.

12/2, 4PM: A PROPOSED PROJECT ON MADISON'S SOUTH SIDE IS PROMISING TO BECOME A REGIONAL DESTINATION FOR THE BLACK COMMUNITY.

12/6, 6PM: PROPOSED PARKING CHANGES IN DOWNTOWN JANESVILLE HAVE BUSINESS OWNERS CONCERNED.

12/8, 5PM: AS OUR STATE CONTINUES TO NAVIGATE THROUGH THE PANDEMIC, MANY PEOPLE HAVE BEEN EAGER TO RETURN TO DOING THE THINGS THEY LOVE. A WISCONSIN MOVIE THEATER CHAIN IS OFFERING SOMETHING NEW TO EASE MINDS—REQUIRING PROOF OF VACCINATION FOR SOME SHOWINGS.

12/12, 5PM: AFTER NEARLY 69 YEARS A MADISON MAINSTAY WILL BE NO LONGER. SMOKY'S CLUB WILL CLOSE FOR GOOD AT THE END OF FEBRUARY MAKING WAY FOR A NEW APARTMENT COMPLEX.

12/22, 10PM: IN A ONE-ON-ONE INTERVIEW, VERONA'S MAYOR TALKS ABOUT HOW THE COMMUNITY IS DEVELOPING AS NEW CONSTRUCTION DOMINATES A PART OF THE CITY. THIS WEEK ARROWHEAD PHARMACEUTICALS, INC. ANNOUNCED IT WILL BE THE LATEST ADDITION TO THE VERONA TECHNOLOGY PARK. PLANS ARE TO CREATE A 13-ACRE CAMPUS COSTING UP TO \$250 MILLION FOR 250 JOBS.

12/25, 6PM: 2021 MARKS THE MOST SUCCESSFUL YEAR FOR LAND PROTECTION IN THREE DECADES.. THAT'S ACCORDING TO THE ICE AGE TRAIL ALLIANCE. NBC15'S GABRIELLA RUSK EXPLAINS WHY THE TIMING IS JUST RIGHT FOR THE EXPANSION OF THE NATIONAL SCENIC TRAIL.. FOLLOWING A RECENT PURCHASE OF 40 ACRES IN DANE COUNTY.

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)

10/06, 11AM: YOU CAN EXPECT MORE PAIN AT THE PUMP AS GAS PRICES CONTINUE TO RISE.

10/07, 10PM: AFTER A LONG-FOUGHT BATTLE WITH A LOCAL INSURANCE COMPANY A MADISON COUPLE EXPECTING A BABY SAYS THEY'RE IN SHOCK. AFTER SHARING THEIR STORY PUBLICLY THEY'LL NOW GET THE COVERAGE THEY SAY THEY NEED.

10/08, 5PM: IN WASHINGTON, PRESIDENT BIDEN IS DEFENDING HIS ECONOMIC PLAN AFTER THE 2ND STRAIGHT MONTH OF LOWER NUMBERS FOR NEW JOBS THAN EXPECTED.

11/4, 4PM: TROUBLING NEWS FOR THE U-S ECONOMY, OPEC AND ITS ALLIES ARE DISREGARDING PRESIDENT JOE BIDEN'S CALL TO PRODUCE MORE OIL IN HIS EFFORT TO EASE OARING ENERGY PRICES.

11/9, 6PM: DEMAND FOR THINGS LIKE GAS AND HEATING IS RISING AND EXPERTS SAY RIGHT NOW SUPPLY ISN'T KEEPING UP. PROPANE AND GAS PROVIDERS SAY HOUSEHOLDS COULD SEE BILLS INCREASE BY \$25 TO \$30 PER MONTH.

11/10, 9PM: THE U.S. POST OFFICE SAYS HOLIDAY MAIL WILL BE DELIVERED FASTER THIS YEAR. THIS FOLLOWS THEIR NEW 10-YEAR PLAN UNVEILED EARLIER THIS YEAR.

12/1, 9PM: NEW FEDERAL REGULATIONS ARE NOW REQUIRING TRUCK DRIVERS TO EARN THEIR C-D-L LICENSE THROUGH AN ACCREDITED PROGRAM SUCH AS THOSE OFFERED AT A TECH SCHOOL. THE MAIN CONCERN THAT AN ALREADY THIN DRIVER POOL MAY GET EVEN SMALLER.

12/1, 4P: DEBT COLLECTORS CAN NOW USE SOCIAL MEDIA TO SEND DIRECT MESSAGES TO BORROWERS WHO OWE. THAT'S ACCORDING TO A NEW RULE FROM THE CONSUMER FINANCIAL PROTECTION BUREAU. THE RULE INCLUDES STRICT GUIDELINES. FIRST, THEIR MESSAGE MUST BE PRIVATE.

12/2, 9&10PM: SPENDING LESS, GIVING MORE. THE NATIONAL NUMBERS ARE IN AND THEY SHOW BLACK FRIDAY AND CYBER MONDAY SPENDING WAS LOWER THIS YEAR THAN LAST. GIVING TUESDAY THOUGH, A DAY DEDICATED TO CHARITY, DONATIONS WENT UP.

12/8, 6AM: THIS AS GIFT CARD FRAUD IS SURGING, WITH TENS OF THOUSANDS ALREADY VICTIMIZED. THE FEDERAL TRADE COMMISSION NOW WARNING SHOPPERS TO LOOK OUT FOR GIFT CARD SCAMS!

12/14, 6PM: 50% OF AMERICANS NOW CARRY MEDICAL DEBT. THAT'S UP FROM 46% LAST YEAR. THAT ACCORDING TO NEW DATA FROM CONSUMER EDUCATION COMPANY DEBT DOT COM.

12/23, 6PM: IN THE NEW YEAR, SCHEDULING A DENTAL APPOINTMENT MIGHT BE TRICKIER DUE TO A WORKFORCE SHORTAGE.

12/25, 6PM: ONLINE SHOPPING INCREASED BY 19% COMPARED TO PRE-PANDEMIC. AND WITH MORE ONLINE SHOPPING, COMES MORE ONLINE RETURNS. THE BBB SAYS IF YOU ARE RETURNING SOMETHING IN THE STORE BE SURE TO HAVE THE GIFT OR ORIGINAL RECEIPT.

12/30, 5AM: ITS THE TIME OF YEAR WHEN MANY PEOPLE TAKE A LOOK AT THE STATE OF THEIR FINANCES. ONE FINANCIAL PLANNING AGENCY IS LETTING YOU KNOW WHAT TO KEEP IN MIND WHEN CRUNCHING THE NUMBERS.

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)

12/11, 6PM: HIGHWAY CREWS ARE DEBRIEFING AFTER LAST NIGHT'S STORM. DID PREPARATIONS PAY OFF?

12/11, 10PM: NATIONWIDE -- A SNOW PLOW DRIVER SHORTAGE COULD MEAN SERIOUS TRAVEL DELAYS FOR PEOPLE IN STATES WHERE WINTER WEATHER TYPICALLY HITS HARD. WE LOOK AT STAFFING IN OUR LOCAL AREA.

12/12, 8AM: DANE COUNTY IS USING NEW TECHNOLOGY TO PREPARE PLOW DRIVERS OF ALL EXPERIENCE LEVELS. OFFICIALS SAY A SPECIAL SIMULATOR HELPS TO CREATE DIFFERENT DRIVING CONDITIONS LIKE SNOW AND ICE.

12/13, 11AM: SATELLITE IMAGES GIVE A NEW PERSPECTIVE OF THE SHOCKING DAMAGE CAUSED BY TORNADOES IN MAYFIELD, KENTUCKY. THIS IS WHAT DOWNTOWN MAYFIELD LOOKED LIKE BEFORE

DEVASTATING TORNADOES TORE THROUGH KENTUCKY FRIDAY NIGHT INTO EARLY SATURDAY. THIS IS WHAT DOWNTOWN MAYFIELD LOOKS LIKE NOW AND THEN.

12/13, 10PM: BAD NEWS FOR OTHER OUTDOOR WINTER ACTIVITIES. WITH THIS MONTH'S RECORD WARMTH, THE DANE COUNTY SHERIFF'S OFFICE IS WARNING ANGLERS TO STAY OFF THE ICE. IT WARNS WARM TEMPERATURES MEANS THE ICE IS STILL UNSAFE.

12/14, 6AM: CREWS FROM BOTH WISCONSIN AND IOWA ARE SUPPORTING RESTORATION EFFORTS IN ILLINOIS. WE ALSO KNOW ONE PERSON FROM THE BADGER STATE'S BRANCH OF THE RED CROSS IS HEADING TO KENTUCKY.

12/15, 5/6/9/10PM: WITH THAT SEVERE WEATHER HEADED OUR WAY, THERE ARE A FEW THINGS YOU CAN DO TO PREPARE. EXPERTS AT THE INSURANCE INSTITUTE FOR BUSINESS AND HOME SAFETY HAVE A FEW SUGGESTIONS. NBC15 ALSO SPOKE WITH IOWA COUNTY EMERGENCY MANAGEMENT AND MADISON GAS AND ELECTRIC ABOUT POWER OUTAGES AND RESTORATION EFFORTS.

VI. COVID-19 PANDEMIC

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

10/3, 5pm: WITH A SURGE IN THE VARIANT, THERE IS ALSO A SURGE IN THE LEVEL OF ANXIETY OVER COVID-19.

10/6, AM SHOW: THE DELTA VARIANT CONTINUES TO SPREAD THROUGHOUT THE STATE. RIGHT NOW, THERE ARE MORE THAN 6,600 CASES CONFIRMED IN WISCONSIN.

10/12, 10PM: TODAY MARKED ONE OF THE DEADLIEST DAYS FOR COVID-19 IN MORE THAN EIGHT MONTHS. D-H-S REPORTS 39 PEOPLE DIED OF THE VIRUS.

11/9, 4PM: COVID-19 IS LIKELY HERE TO STAY, BUT, WHEN CASES ARE NO LONGER BEING CONFIRMED AT A HIGH RATE MANY EXPERTS PREDICT THE SPREAD OF THE CORONAVIRUS WILL BE MORE LIKE A SEASONAL FLU.

11/10, 9PM: NBC15'S TAJMA HALL SPOKE WITH THE WOMAN WHO SAYS SHE AND HER HUSBAND WERE THERE TO GET FLU SHOTS BUT UNKNOWINGLY WALKED OUT OF THE PHARMACY WITH COVID-19 VACCINES INSTEAD.

11/18, 6PM: AN ALL TIME HIGH OF HOSPITALIZED COVID-19 PATIENTS. THAT'S THE REASON SSM HEALTH MONROE HOSPITAL IS SUSPENDING NON-URGENT PROCEDURES.

12/1, 5AM: NEARLY 5,000 NEW COVID-19 CASES HAVE BEEN CONFIRMED IN WISCONSIN IN ONE DAY. THAT'S THE HIGHEST CASE COUNT IN A DAY IN ALMOST A YEAR. YOU HAVE TO GO BACK TO DECEMBER 4TH OF 2020 TO FIND A HIGHER NUMBER.

12/1, 4PM: THE U-S NOW HAS ITS FIRST CONFIRMED CASE OF THE OMICRON CORONAVIRUS VARIANT. IT WAS IDENTIFIED IN CALIFORNIA. OFFICIALS SAY THE PERSON TRAVELED FROM SOUTH AFRICA ON NOVEMBER 22 AND TESTED POSITIVE FOR COVID-19 ON NOVEMBER 29.

12/1, 10PM: THE OMICRON VARIANT NOW IN THE U-S. TODAY CALIFORNIA BECAME THE FIRST STATE TO IDENTIFY THIS NEW VARIANT OF COVID-19. AS EXPERTS LEARN MORE ABOUT IT THEY REMAIN UNCHANGED IN THEIR ADVICE TO GET A VACCINE INCLUDING A BOOSTER.

12/2, 4PM: THE BIGGEST TAKEAWAY FROM TODAY'S COVID-19 UPDATE WITH DHS IS THAT WISCONSIN HEALTH OFFICIALS CONTINUE TO CLOSELY MONITOR THE NEW OMIRON VARIANT AND HOW IT COULD IMPACT THINGS HERE.

12/2, 6PM: GET TESTED. THAT'S THE MESSAGE FROM STATE HEALTH OFFICIALS AS WE ENTER THE WINTER MONTHS AND PREPARE FOR HOLIDAY GATHERINGS.

12/5, 6AM: D-H-S OFFICIALS SAY A MAN FROM MILWAUKEE COUNTY HAS TESTED POSITIVE FOR OMICRON. THE TEST RESULT COMES AFTER A RECENT TRIP TO SOUTH AFRICA. HEALTH OFFICIALS SAY HE IS FULLY VACCINATED AND HAD RECENTLY RECEIVED HIS BOOSTER SHOT.

12/8, 6PM: RIGHT NOW HEALTH FACILITIES ACROSS THE STATE ARE FACING MAJOR STAFFING ISSUES JUST TRYING TO KEEP UP WITH THE NUMBER OF PATIENTS BEING TREATED FOR COVID-19.

12/11, 5AM: ON MONDAY, THE MADISON CHILDREN'S MUSEUM WILL HOST IT'S SECOND FAMILY VACCINATION CLINIC.

12/16, 5PM: OMICRON IN DANE COUNTY. PUBLIC HEALTH OFFICIALS SAY THREE CASES OF THE NEW VARIANT HAVE BEEN CONFIRMED AS OF THIS MORNING.

12/21, 5AM: WE'RE ALSO KEEPING AN EYE ON HOSPITAL CAPACITY IN WISCONSIN. D-H-S REPORTS NEARLY 96% OF I-C-U BEDS ARE IN USE. SO ARE 93% OF HOSPITAL BEDS.

12/21, 10PM: AS NUMBERS TREND IN THE WRONG DIRECTION NBC15'S COLTON MOLESKY IS LOOKING DEEPER AT WHAT THIS NEW VARIANT MEANS FOR KIDS. UNLIKE PREVIOUS VARIANTS, OMICRON IS FAR MORE PREVALENT IN KIDS.

12/23, 10PM: THE DEMAND FOR COVID TESTING, INCLUDING DO-IT-YOURSELF TESTS, IS SURGING.

12/28, 6PM: U-W HEALTH IS RUNNING OUT OF ROOM. THAT'S THE MESSAGE FROM THE HEALTH SYSTEM TONIGHT AS COVID-19 CASES SPIKE. BUT HAVING ENOUGH SPACE ISN'T THE ONLY PROBLEM.

12/29, 5/6PM: A SPIKE IN CASES MEANS COVID TESTING SITES ARE INCREDIBLY BUSY AND LINES ARE LONG IN THE MADISON AREA TODAY, ESPECIALLY AT AREA PHARMACIES.

12/29, 9PM: AS COVID-19 CASES CONTINUE TO CLIMB ACROSS THE COUNTRY NEW C-D-C GUIDANCE CALLS FOR PEOPLE WHO ARE POSITIVE TO STAY HOME FOR FIVE DAYS. NBC15 WASHINGTON NEWS BUREAU'S DAVID ADE SPOKE WITH DOCTOR ANTHONY FAUCI.

12/30, 9/10PM: DUE TO THE RISE IN CASES THE MADISON METROPOLITAN SCHOOL DISTRICT HAS ANNOUNCED IT IS DELAYING THE RETURN FROM WINTER BREAK AT ALL GRADE LEVELS. INSTRUCTION IS SET TO START VIRTUALLY JANUARY 6TH BEFORE TRANSITIONING BACK TO IN-PERSON LEARNING.

VII. CRIME & PUBLIC SAFETY

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

10/3, AM SHOW: FITCHBURG POLICE ARE INVESTIGATING THE DEATH OF A 62-YEAR OLD MAN AS A HOMICIDE. OFFICERS SAY HE WAS FOUND UNRESPONSIVE AND BLEEDING IN THE HALLWAY OF AN APARTMENT BUILDING.

10/5, 10PM: FROM LEFT TO RIGHT HERE BEHIND US, EVAN KRATOCHWILL, SIMON BILESSI, AND JOHN "JACK" MILLER WERE ALL KILLED WHEN THEIR VEHICLE WAS HIT FROM BEHIND OVER THE WEEKEND.

10/13, 6PM: TOMORROW MARKS ONE YEAR SINCE A MAN WAS FOUND STABBED TO DEATH AT DEVIL'S LAKE STATE PARK.

11/1, 4PM: A NEW NATIONAL REPORT OUT TODAY SHOWS TRAFFIC DEATHS HAVE HIT A 15-YEAR HIGH. THAT'S ACCORDING TO THE LATEST FIGURES FROM THE "NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION."

11/5, 11AM: MORE THAN 6,300 STUDENTS IN THE BELOIT SCHOOL DISTRICT ARE OFF TODAY BECAUSE OF SAFETY CONCERNS. THE DISTRICT SAYS THE CONCERN COMES ALONG WITH A PROTEST THAT IS PLANNED FOR THIS AFTERNOON.

11/10, 5PM: A MIXTURE OF POOL CHEMICALS IS THE CAUSE OF BELOIT COLLEGE'S POWERHOUSE EVACUATION TODAY. THE BELOIT FIRE DEPARTMENT SAYS THE MIXTURE CREATED A HAZARDOUS GAS PLUME.

12/2, 4PM: A LA FOLLETTE HIGH SCHOOL STUDENT IS IN JAIL AFTER HE BROUGHT A LOADED HANDGUN TO SCHOOL. AN ANONYMOUS TIP LED TO HIS ARREST BEFORE 2:00 THIS AFTERNOON. POLICE SAY THE GUN WAS LOADED AT THE TIME. WE ALSO HEAR FROM POLICE CHIEF SHON BARNES ABOUT WHAT HAPPENED.

12/2, 5PM: A SIGNIFICANT UPTICK IN GUN SHOT VICTIMS. U-W HEALTH REPORTS AN 80 PERCENT INCREASE IN THE NUMBER OF PATIENTS TREATED FOR VIOLENT FIREARM RELATED INJURIES.

12/3, 4PM: WE NOW KNOW THE IDENTITY OF A 22-YEAR-OLD MAN KILLED IN BLOOMING GROVE LAST WEEKEND. THE MEDICAL EXAMINER SAYS KOLBY BRACEY DIED AFTER HER WAS SHOT AT THE INTERSECTION OF MILWAUKEE STREEET AND WALBRIDGE AVENUE. THE SUSPECT WAS ARRESTED FOLLOWING A POLICE CHASE IN MADISON.

12/7, 5PM: BACK IN THE AGENDA FOR THE MADISON COMMON COUNCIL. ALMOST A YEAR SINCE THE RECOMMENDATION OF A PILOT PROGRAM AS WELL AS SOME BACK AND FORTH ON SUPPORT.

12/13, 6PM: CHANDLER HALDERSON RETURNS TO COURT. HE'S FACING 2 COUNTS OF 1-ST DEGREE INTENTIONAL HOMICIDE, AMONG OTHERS, IN THE DEATH OF HIS PARENTS, BART AND KRISTA. HIS JURY TRIAL BEGINS JAN. 3RD.

12/16, 9/10PM: LOCAL LAW ENFORCEMENT AGENCIES ARE WARNING AGAINST A NATIONWIDE CHALLENGE ON TIK-TOK. ONE THAT ENCOURAGES VIOLENCE IN SCHOOLS TOMORROW. OFFICIALS SAY THE THREAT IS NOT CREDIBLE OR TARGETED AT ANY SPECIFIC SCHOOLS.

12/19, 10PM: DRIVE SOBER OR GET PULLED OVER. THAT'S THE MESSAGE FROM THE WISCONSIN DEPARTMENT OF TRANSPORTATION. THIS HOLIDAY SEASON, EXTRA PATROL CARS WILL BE OUT ON THE ROADS TO TRY TO PREVENT TRAGEDIES BY IMPAIRED DRIVERS.

12/21, 6/9/10PM: THE NUMBER OF CARJACKINGS ARE UP IN MADISON. MPD DETECTIVES TELL NBC15 THEY ARE STILL WORKING TO BRING THE SEVERAL INDIVIDUALS INVOLVED IN THESE CRIMES TO JUSTICE. ONE VICTIM SHARES HER STORY WITH US.

12/23, 10PM: A 25-YEAR-OLD MADISON WOMAN IS CHARGED IN A FATAL CRASH ON EAST WASHINGTON AVENUE. A CRIMINAL COMPLAINT DETAILS JANESSA CARDENAS WAS DRIVING 75 MILES PER HOUR IN A 40 MILE PER HOUR ZONE WHEN SHE HIT SOMEONE BACK IN APRIL. THAT PERSON DIED AT THE SCENE.

12/28, 5PM: GOVERNER TONY EVERS HAS PARDONED 30 MORE PEOPLE, RAISING HIS PARDON TOTAL TO 337 OVER HIS THREE YEARS IN OFFICE. NOW THE MOST OF ANY CONTEMPORARY GOVERNOR. MOST OF THE PARDONS EVERS GRANTED INVOLVED DRUG OFFENSES.

12/29, 10PM: THE SCENE OF A CRASH IN THE TOWN OF JUNEAU IS STILL VERY ACTIVE AS CREWS TRY TO REPAIR A NATURAL GAS LEAK.

VIII. AGRICULTURE

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

10/11, AM SHOW: A FAMILY BRINGS ONE-OF-A-KIND APPLE TO WESTERN WISCONSIN AFTER MOVING FROM THE WESTERN U.S.

10/12, 6PM: WISCONSIN FARMERS ARE ON THE LOOK OUT FOR THIS. IT'S CALLED 'TAR SPOT.' IT'S A FUNGUS THAT'S AFFECTING THE HARVEST OF FEED CORN CROPS.

10/18, 10PM: THE ECONOMIC IMPACT OF THE COVID-19 PANDEMIC CONTINUES TO INFLUENCE COMMUNITIES ACROSS THE STATE INCLUDING FARMERS. ONE OF THOSE SUPPLIES IS NITROGEN WHICH GETS ADDED TO THE SOIL TO HELP PLANTS GROW.

11/14, 10PM: EVEN THOUGH THOSE BEEF PRICES ARE INFLATED FARMERS WHO WORK WITH LARGE PACKAGING FACILITIES AND GROCERY STORES ARE NOT SEEING LARGER CHUNK OF THAT PROFIT BECAUSE THERE ARE MORE PEOPLE TO PAY IN THE PROCESS OF GETTING THE BEEF TO THE CONSUMER.

11/21, 9PM: FOR MANY FAMILIES THE HUNT FOR THE PERFECT CHRISTMAS TREE BEGINS! AS NBC15'S GRETCHEN GERLACH REPORTS THERE WILL BE ENOUGH LIVE TREES TO GO AROUND IN OUR AREA.

11/22, 5PM: EXPERTS NOW SAY YOU SHOULD EXPECT YOUR THANKSGIVING DINNER TO COST MORE THIS YEAR. A STUDY FROM AMERICAN FARM BUREAU FEDERATION SAYS YOUR MEAL COULD INCREASE BY MORE THAN 14%.

IX. COMMUNITY IMPACT/OUTREACH

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

10/05, AM SHOW: SCHOOL SHOUTOUT: GOOD MORNING, I'M MISS SMITH FROM NETHERWOOD KNOLL AND WE WANT TO SAY GOOD MORNING OREGON

10/17, 10PM: A CAFÉ IN BARNEVELD DOESN'T WANT YOUR MONEY. IN FACT, EVERYTHING ON THE MENU IS FREE. THAT BUSINESS MODEL HAS BEEN A HUGE HELP TO THE COMMUNITY, ESPECIALLY DURING THE PANDEMIC WHEN MONEY GOT TIGHT FOR A LOT OF PEOPLE.

10/20, 9PM: THE 26TH ANNUAL NBC15 SHARE YOUR HOLIDAYS CAMPAIGN KICKS OFF IN A COUPLE OF WEEKS. BEFORE IT BEGINS, DONATION BARRELS NEED TO ROLL OUT ACROSS DANE COUNTY.

11/3, 5PM: WE FOUND A HARDWORKING VOLUNTEER WHO IS THE RECIPIENT OF THIS YEAR'S BE LIKE MIKE AWARD, NAMED AFTER SHARE YOUR HOLIDAYS FOUNDERS MIKE MCKINNEY AND MIKE HART.

11/10, 4PM: THERE'S A WAY YOU CAN HELP NOW. THE 26TH NBC15 SHARE YOUR HOLIDAYS IS UNDERWAY RIGHT NOW. \$10 CAN PROVIDE UP TO 25 MEALS FOR THOSE STRUGGLING WITH HUNGER RIGHT HERE IN SOUTH CENTRAL WISCONSIN.

11/25, 10PM: THIS THANKSGIVING, A COTTAGE GROVE FAMILY IS THANKFUL THEIR SON JONAH IS ALIVE. HERE'S JOHN STOFFLET WITH THE STORY OF HOW JONAH WAS "SAVED BY STRANGERS".

12/1, 4PM: WE WANT TO SAY A BIG THANK YOU FOR GIVING THE NBC15 SHARE YOUR HOLIDAYS CAMPAIGN A BIG BOOST DURING "GIVING TUESDAY" YESTERDAY. WITH YOUR DONATIONS AND CONTRIBUTIONS FROM THRIVENT, WE RAISED \$217,508... THAT'S 543,770 MEALS. OUR GOAL THIS YEAR IS 5 MILLION MEALS.

12/1, 5PM: TODAY MARKS WORLD AIDS DAY. IT'S BEEN 40 YEARS SINCE THE C-D-C REPORTED THE FIRST CASE OF AIDS. MEMBERS OF U-W HEALTH PLACED MORE THAN 800 RED RIBBONS ON BASCOM HILL REPRESENTING EACH PERSON IN DANE COUNTY LIVING WITH H-I-V.

12/2, 10PM: THE VERA COURT NEIGHBORHOOD CENTER KIDS CAFE WAS THE FIRST IN DANE COUNTY AND HAS BEEN AROUND SINCE 2001. THE KIDS CAFE PROGRAM PROVIDES FREE MEALS AND SNACKS TO KIDS IN THE COMMUNITY AND ORGANIZERS SAY THE NEED HAS GROWN SINCE THE PANDEMIC.

12/6, 9PM: TODAY IS THE DEADLINE FOR THE EVICTION OF THE PEOPLE LIVING IN THE ENCAMPMENT IN REINDAHL PARK. AS THE CITY OF MADISON WORKS TO CLEAR THE PARK, ALTERNATIVE HOUSING HAS BEEN MADE AVAILABLE. TEMPORARY SHELTERS ON DAIRY DRIVE WILL HOUSE SOME.

12/8, 5PM: MORE THAN 280 STUDENTS AT HENDERSON ELEMENTARY SCHOOL WILL RECEIVE CHRISTMAS PRESENTS THIS YEAR. IT'S ALL THANKS TO A TOY DRIVE HOSTED BY W-P-S HEALTH SOLUTIONS. THE COMPANY CREATES AN AMAZON WISH LIST COMPILED OF REQUESTS FROM CHILDREN.

12/12, 6AM AND 10PM: NBC15'S JOHN STOFFLET INTRODUCES US TO THE BOYS FROM BURGER NIGHT OUT, A MONTHLY TRADITION. SINCE 2005, THE GROUP HAS MADE 168 STOPS AT AREA TAVERNS AND BURGERS RATING THE BURGERS AND DRINKING THE BEER. AND THEY'VE RAISED MORE THAN 10-THOUSAND DOLLARS OVER THE YEARS FOR OUR SHARE YOUR HOLIDAYS CAMPAIGN TO END HUNGER.

12/12, 5PM: 150. THAT'S THE NUMBER OF GIFTS WRAPPED FOR CHILDREN IN NEED THIS WEEK BY VOLUNTEERS AT THE VISTA WEST ASSISTED LIVING APARTMENTS.

12/14, 5/6/10PM: USUALLY YOU DEAL WITH HEALTH INSURANCE WHEN YOU'RE SICK OR NEED A CHECKUP. BUT UW HEALTH AND DEAN HEALTH PLAN BOTH ARE WORKING TO KEEP PATIENTS HEALTHY LONG AFTER THEIR VISIT. THAT'S WHY THEY SUPPORT SECOND HARVEST FOOD BANK AND NBC15'S SHARE YOUR HOLIDAYS CAMPAIGN.

12/15, ALL DAYPARTS AND NEWSCASTS: IT'S THE 26TH "PHONE-A-THON," WHERE PEOPLE CALL IN DONATIONS TO SUPPORT OUR SHARE YOUR HOLIDAYS CAMPAIGN. IT'S ALSO THE DAY THAT VOLUNTEERS SORT AND WEIGH ALL THE FOOD COLLECTED SINCE THE CAMPAIGN KICK-OFF ON NOV. 3RD. THIS FUNDRAISER ANNUALLY RAISES ONE THIRD OF THE MEALS DISTRIBUTED BY SECOND HARVEST FOODBANK OF SOUTHERN WISCONSIN.

12/28, 5PM: NEARLY 30 WISCONSIN SITES WITH INDIGENOUS SLURS ARE SET TO BE RENAMED. THE DECISION FOLLOWS LAST MONTH'S ANNOUNCEMENT THAT THE UNITED STATES DEPARTMENT OF INTERIOR WILL RENAME MORE THAN 650 FEDERAL SITES. WISCONSIN SITES INCLUDE THOSE IN OCONTO, MARINETTE, AND DOOR COUNTY.

X. SOCIAL JUSTICE

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

10/11, 11AM: COLUMBUS DAY CONTINUES TO BE A CONTROVERSIAL CELEBRATION FOR MANY, INSTEAD, MANY CELEBRATE TODAY AS INDIGENOUS PEOPLES' DAY THE INFLUENCE OF NATIVE AMERICAN CULTURE CAN BE SEEN EVERYWHERE.

10/13, 4PM: A NEW REPORT FINDS WISCONSIN THE WORST STATE FOR DISPARITIES AMONG ITS STATE PRISON POPULATION.

10/17, 10PM: THE HOMELESS ENCAMPMENT AT REINDAHL PARK EXPLODED IN POPULATION OVER THE SUMMER. DOZENS OF PEOPLE ARE NOW LIVING THERE. NOW THE CITY OF MADISON IS IN A RACE AGAINST TIME TO GET THEM OUT BEFORE WINTER SETS IN.

11/5, AM SHOW: IN GEORGIA, THERE IS CONTROVERSY AS THE MURDER TRIAL OF THREE MEN ACCUSED OF KILLING AHMAUD ARBERY BEGINS TODAY. 11 WHITE JURORS AND ONE BLACK JUROR, WILL DECIDE THE FATE OF THE THREE WHITE MEN ACCUSED OF KILLING THE 25-YEAR OLD BLACK MAN WHILE HE WAS OUT JOGGING NEARLY TWO YEARS AGO.

12/1, 4:30AM: THE U.S. SUPREME COURT IS SET TO TAKE UP A LANDMARK ABORTION CASE HEARING ARGUMENTS BEGINNING TODAY. "DOBBS V. JACKSON WOMEN'S HEALTH ORGANIZATION" CENTERS AROUND A LAW IN MISSISSIPPI THAT BANS MOST ABORTIONS AFTER 15 WEEKS OF PREGNANCY.

12/10, 6AM: IN BROOKLYN CENTER, MINNESOTA, TESTIMONY CONTINUES TODAY IN THE TRIAL OF A FORMER POLICE OFFICER ACCUSED OF KILLING DAUNTE WRIGHT DURING A TRAFFIC STOP. YESTERDAY WAS AN EMOTIONAL ONE, WITH WRIGHT'S GIRLFRIEND, ALAYNA ALBRECHT-PAYTON DESCRIBING HER ATTEMPTS TO SAVE HIM.

12/26, 10PM: MASOOD AKHTAR IS A MUSLIM-AMERICAN BUSINESSMAN IN MIDDLETON AND THE FOUNDER OF "WE ARE MANY UNITED AGAINST HATE." ON JANUARY 6TH THE ORGANIZATION IS HOSTING A FORUM AT MCFARLAND HIGH SCHOOL FEATURING FORMER MEMBERS OF HATE GROUPS AND EXPERTS ON DOMESTIC TERRORISM.

12/30, 5AM: A JURY FOUND FORMER JEFFERY EPSTEIN ASSOCIATE GHISLANE MAXWELL GUILTY YESTERDAY. THE JURY FOUND MAXWELL GUILTY OF FIVE OF THE SIX CHARGES INCLUDING CONSPIRACY TO COMMIT SEX TRAFFICKING AND SEX TRAFFICKING OF AN INDIVIDUAL UNDER 18.

NBC News Special Reports

9/27 2:29-2:39PM Verdict in the R. Kelly trial
 10/13 9:45-10:21AM Blue Origin rocket launch
 10/28 10:43-11:07AM President Biden gave remarks on the economic package agreed upon by Congress
 11/3 3:05-3:26PM President Biden's remarks on the approval and distribution of the Pfizer vaccine for kids ages 5-11
 11/5 11:28-1:00PM Joined coverage of the funeral service for Colin Powell
 11/15 3:01-3:26PM President Biden's remarks on signing the infrastructure bill
 11/19 12:31-12:32PM joined NBC's report covering the Rittenhouse verdict
 11/23 1:21-1:38PM President Biden's remarks on economy and inflation
 11/24 12:33-1:06PM Coverage of the Ahmaud Arbery trial
 11/29 11:02-11:13AM President Biden's remarks about the omicron variant of the coronavirus
 12/2 12:37-1:10PM President Biden's remarks on the Omicron coronavirus variant
 12/5 11:00-11:04AM Death of Bob Dole
 12/10 9:04-9:09AM Supreme Court decision on abortions
 12/10 9:54-11:52AM Live coverage of former Senator Bob Dole's funeral
 12/21 1:46-2:19PM President Biden's briefing on Covid-19

WMTV Local News Special Reports

11/19 12:10-12:31PM Local Cut-in covering the Rittenhouse verdict
 11/22 1:00-1:33PM Sunday's Waukesha, WI Christmas Parade tragedy

Severe Weather Cut-ins

12/15 8:22-8:24PM, 9:42-9:45PM

**Public Service Report for NBC15 (WMTV)
 4th Quarter 2021**

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. **NAMI Walks;** to benefit NAMI (National Alliance on Mental Illness) Dane County.
2. **Share Your Holidays;** to benefit Second Harvest Foodbank of Southern Wisconsin.

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. **NAMI Walks; ran PSAs approximate \$9,600 value. Station Employees participation; News Anchor Emceed the event, news coverage.**
2. **Share Your Holidays; ran multiple promos, approximate \$67,097 value. Station Employees participation; extensive news coverage, event updates on finale day during commercial time – approximate \$7,400 value.**

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

\$225,750 NAMI Dane County

\$1,708,000 and still counting Second Harvest Foodbank of Southern Wisconsin

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 raised at least 4,270,000 meals for Second Harvest Foodbank. We are still counting as of this report.

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

Past President—American Advertising Federation (3 hours)

Member—American Advertising Federation (2 hours)

Coach—Sun Prairie Softball (7 hours)

Board President/Coach—Sun Prairie Youth Football (57 hours)

Team Manager— McFarland Soccer Club (1 hours)

Coach—Flag Football (8 hours)

Coach – Youth Basketball (34 hours)

Wolverine Dash lap counter at West Middleton Elementary (2 hours)

Parent Action Committee meeting for West Middleton Elementary (4 hours)

Emcee – NAMI Walks (1 hour)

Read to 4k class at Academy for Little Learners (30 minutes)

Emcee – Gigi's Gala (3.5 hours)

Art class volunteer at West Middleton Elementary (1 hour)

Judge – Young ATHENA Awards (2 hours)

Emcee – Young ATHENA Awards (1.5 hours)

Participant – Young ATHENA Awards (2 hours)

Emcee – EMCC Bowl-a-thon (2.5 hours)

Speak at Driftless Film Fest (2 hours)

Volunteer in reading at school (2 hours)

Emcee – Wisconsin Singers on Campus Event (2.5 hours)

Volunteer at Second Harvest Foodbank (2 hours)

Virtual Speaker– Girl Scout Troop #7711 from Oregon (30 minutes)

Speaker – Panel of College Journalism Students (1 hour)

Volunteered with Wisconsin Books for the World's Global Literacy Program (3 hours)

Cooked Dinner for Families staying at Ronald McDonald House (3 hours)

Conference for Wisconsin Broadcasters Association - meet with students to discuss TV careers (2.25 hours)

Litter pick-up (8 hours)

Blood Donation—Red Cross (3.5 hours)
UW Alzheimer's Dementia study participant (1 hour)

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.)?

None this quarter

How did your station provide coverage in a time of crisis or assist with disaster relief efforts? **None this quarter.**

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

About 15 employees, about 165 volunteer hours donated

NBC15 Sponsored Community Events
4th Quarter 2021

OCTOBER

NAMI Walks Dane County

To benefit NAMI (National Alliance on Mental Illness) Dane County
PSAs ran August 25 - October 8

NOVEMBER

NBC15 Share Your Holidays

To benefit Second Harvest Foodbank of Southern Wisconsin
Kicked off our Annual Campaign with a Special Segment during NBC15 News at 6 on November,
Created and ran promos and provided month-long news coverage.
Promos Ran November 3 – November 30

DECEMBER

NBC15 Share Your Holidays

To benefit Second Harvest Foodbank of Southern Wisconsin
Created and ran promos and provided month-long news coverage, culminating with a Phone-A-Thon/Sort-A-Thon on December 12, then ran promos to continue donating through the end of the year.
Promos Ran December 1 – December 31