



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

JULY 1 – SEPTEMBER 30, 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>
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, 7:00-8:30am & 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, Sunday nights, various times/lengths

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)**

07/04, 6pm - University of Wisconsin system board of regents is planning to vote to raise student fees and housing rates.

07/05, 6pm - Gun safety could soon be a course offered in Wisconsin Public High Schools.

07/07, 6pm - A resolution has been approved by UW system leaders re-affirming their commitment to free speech. This comes after a bill proposed that would punish students who disrupt campus speakers.

07/13, 9 and 10 pm - Building Bosses -- a non-profit teaching young people about leadership, entrepreneurship and service is looking for mentors and mentees for a new program.

07/18, 9pm - there's a new exhibit in Mt Horeb showcasing the village's heritage at the Driftless Historium and staff say it wouldn't have been possible without the help of some UW students.

08/03, 9pm - a new video game is in the works for Wisconsin students which teaches about the State Capital.

08/08, AM show - UW system regents have formed a new panel to hire applicants with non-academic backgrounds.

08/11, 4pm - Thousands of area kids don't have the basic school supplies they need to succeed, so NBC 15 is helping collect supplies for kids all over our viewing area.

08/14, 9 and 10pm the Boys and Girls Club of Dane County will soon be giving away more than 25 hundred school supplies to students, but this year it has started a collection of feminine hygiene products to be given out at area middle and high schools.

09/05, 11am – Students returned to school in the Madison area. This year, the Madison Metropolitan School District has a new program this year. It will focus on building stronger relationships with students.

09/05, 6pm – A Madison Child care center is having success with an unconventional way of teaching using conflict to teach a new skill.

09/06, 6pm - the faculty and staff at UW Oshkosh is taking 90 minutes of online training about sexual harassment and assault. The university believes it will lead to more awareness.

09/07, 6pm - Scores are holding steady for the state's class of 2017 on the ACT college entrance exam.

09/08, AM Show - James Wright Middle School is getting uniforms, becoming the first public school in Madison to do so.

09/13, AM Show - Madison School District is beginning their Farm to School Snack Program today. It helps fill the need in the community to feed kids who qualify for a free or reduced lunch in Madison.

09/14, AM Show - The debate over freedom of speech has come front center at school in Wisconsin after a student wore a Confederate flag sweatshirt to school.

09/15, AM SHOW - Education funding is a huge area of debate today as some lawmakers in the Senate are proposing changes to the voucher program.

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)**

07/01, am - Two teens were caught on surveillance damaging buildings and landscaping in several locations along the 44-hundred block of Monona Drive. Some of the images are anti-Semitic and race related.

07/03, 11am - Each year, thousands of people are injured in fireworks accidents, often involving horrific burns and amputations, with children being the most common victims!

07/05, am show- It's called Snap Map and it allows users to pinpoint the exact location of friends and other users. Experts say it should be a concern for parents because their kids can be easily targeted by predators.

07/05, 5pm - Wisconsin BadgerCare is reserved for people who don't get insurance through their employer but don't qualify for Medicaid. Today some democratic lawmakers are saying it should be open for everyone.

07/06, 6pm -Drug use and drug deals happening on the streets of Chicago and Milwaukee are sparking a new concern in northeast Wisconsin.

07/07, 6pm -Second Harvest teamed up with Didion Milling today to host a mobile food pantry in Cambria. The service was open to the entire community to help families still coping with last month's tragedy

07/09, 5pm - After two tornadoes touched down in Green County on June 28th, a family in need is receiving help from a team of veterans.

08/01, 11,4,5,6,9,10- Tonight several communities in our area are hosting 'National Night Out.' it's aimed at building a relationship between communities and law enforcement.

08/03, All shows -Two Iowa teenagers have filed federal lawsuits alleging they were placed in solitary confinement for months at Wisconsin's troubled youth prison, even after they both tried to kill themselves.

08/04, 4pm -A new warning about violent store robberies after a rash of them this summer.

Customers are often caught in the middle with no escape route, so how can you get out alive

08/09, 6pm -A fun summer of learning all about law enforcement wrapped up today. "Creating Leaders Under the Badge" or "Badge club" as many kids called it, celebrated its final day of youth leadership training today at Marlborough Park

08/11, 6pm -The Dane County Boys and Girls Club serves over 20,000 kids all year round. This summer they decided to get creative with an activity for the teens.

09/04, AM show - Families in Texas have begun to rebuild their lives after the destruction from Harvey. Now some housing design experts say you should get your house to check to be ready in the event of flooding.

09/11, 11am -A Massachusetts law limiting the use of all-terrain vehicles by kids and teens has significantly reduced the number of injuries.

09/06, 9pm - Hours began feeling more like days for Vicki Hellenbrand. She had lost communication with her daughter Kati and son-in-law Steve who were on vacation in St. Martin, when Hurricane Irma hit the Caribbean Island.

09/14, 5pm - Today is Go Orange day -- everyone around NBC15 is decked out in their bright orange attire. One in five people children in Wisconsin is food insecure.

09/21, AM Show -The Beloit Police Department is warning parents and kids that using BB guns can lead to a citation as they are easily mistaken as real weapons.

09/23, 10pm - Reach-A-Child – a group that creates book bags of supplies to distract kids during a crisis hosted 'an evening of red and blue' tonight at Fitchburg's new fire station.

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.

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.”

07/01, am show - Obesity increases a person's risk of stroke, but carrying extra weight could improve the chance of surviving one

07/03, 4pm - A study of men who played high school football in the 1950's finds no evidence of long-term cognition problems related to the sport.

07/03, 5pm - Many children who have a suspected penicillin allergy may not actually be allergic to the drug.

07/04, 5pm - Experts at the National Cancer Institute recommend avoiding sun as much as possible during the mid-day hours when the rays are strongest.

07/05, am show - The American Red Cross says they are facing a critical blood shortage.

08/01, 5pm -A New Jersey senator introduced a bill to legalize marijuana at the federal level.

08/02, 4,5,6pm -The fittest athletes in the world have arrived at the Alliant Energy Center ahead of the 2017 Cross Fit Games.

08/03, 10pm -this afternoon's rain couldn't stop people from coming out to Fitchburg to honor World Breastfeeding Week.

08/04, 11am -According to a new Consumer Reports survey more than half of Americans take at least one prescription medication.

08/08, 4pm -There are now 109 cases of salmonella from eating papaya in 16 states including a case in Wisconsin.

08/08, 6pm -A new national study suggests that Wisconsin high schools are some of the best in the country when it comes to preventing sudden death during practice.

08/12, am show -Studies from four airplanes showed air vents contained more bacteria than the toilet flush button

08/14, 11am -More than 80% of military health facilities now offer alternative medicine treatments

09/17, 5pm - More than 1200 people pedaled their way through a bike ride for cancer research today at the annual “The Ride” event. 100% of the profits go to the UW Carbone Cancer Center.

09/06, 11am - Men say they are not discussing health issues with families because they don't want them to worry that's according to researchers at Cleveland Clinic.

09/06, 5pm- After decades of decline, the stroke death rate in the US has stalled.

09/07, am show - Oregon school district schools made the 2017 list of America's healthiest schools.

Brooklyn Elementary, Netherwood Knoll, Oregon Middle School, Prairie View Elementary and Rome Corners Intermediate School represented the state for this year's list.

09/08, 11am - Inner-city children with asthma suffer less often if they live near a park that's according to researchers at Johns Hopkins.

09/09, 6pm -With less than 24 hours before the 16th Annual Ironman Wisconsin, some kids got to take part in the Ironkids run this morning. Nearly 2800 athletes are expected to compete tomorrow.

09/10, 9pm - Survivors of childhood cancer are living longer but face a much higher risk of health problems as adults.

09/23, 6pm - While it was hot outside today, some people were able to catch a cool breeze after shaving their heads for a childhood cancer.

09/24, 5pm – A walk in Sauk Prairie raises funds for suicide awareness.

IV. LOCAL ECONOMY / FINANCE

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

07/01, 9pm - The owner of Cocovaa, a small startup luxury chocolate store was sued by the Mars brand in Federal Court in April over having similar names to their chocolate supplement product -- Cocovia.

Yesterday, the judge dismissed the case on jurisdictional grounds.

07/11, 11am -Site plans for Madison's new public market are set to be released at the city council meeting.

07/11, 5pm -four local families are working hard to change their financial future while competing for a 10-thousand dollar grand prize!

07/12,5p -The fate of some big projects in Madison will be decided tonight at Madison's Urban Design commission meeting.

07/19, 11am – Kwik Trip announced today that they signed an agreement to buy PDQ stores.

07/21, am show - Associated Bank, headquartered in Green Bay, is announcing plans to purchase a bank.

07/24, 6pm - Anywhere between 12,000 and 20,000 people drive down highway 12 in the Baraboo area every day, and some changes are underway for the Baraboo bypass.

08/03, 10pm- The Didion ethanol plant in Cambria is back up and running.

08/09, 5 and 6pm - Within the past year High Crossing Boulevard has seen a boom in business.

08/09, 9 and 10pm -the Cross Fit games have come to an end but the event left a lasting financial impact on Madison .

08/11, am show -The Wisconsin cranberry growers are expected to continue leading the nation in cranberry production this fall.

08/14, 4pm - For years dairy has been considered among the healthiest food types we can consume, and for many Wisconsinites it's a staple in our diets. But now according to the US Department of Agriculture many families are getting rid of dairy.

09/14, 4pm - After weeks of discussions a final incentives package for the Taiwanese manufacturer Foxconn has been passed and now heads to Governor Walker's desk..

09/15, 9pm- the Wisconsin senate has passed the state budget 11 weeks after it was due, sending the \$76 billion spending plan to Gov. Scott Walker for his signature.

09/15, 5pm - There's a potential new buyer for the Janesville GM plant.

09/18, 5pm - Home Health United will soon have a new look as the company changes its name and logo. The company says it will be call SSM Health and still provide the same commitment to patients even with the changes.

09/19, 5pm -Wisconsin appeals court has upheld the state's right to work law, after a lower court ruling struck down the law last year.

09/20, am show - The Verona road project is celebrating a milestone that may help the businesses who say they're feeling the effects of all the construction. They will be opening the new side roads today allowing access to the businesses.

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)

07/01, 10pm - Legos were a lot more than toys today. Lego artists were able to show off their skills at the Lego convention.

07/02, am show -Summerfest has laid out anything and everything for festival goers. They even have something for the gaming fans out there.

07/03, am show - thousands of light fixtures sold exclusively at Home Depot stores and homedepot.com are under recall.

07/10,10pm -who is Jayden K. Smith? It's a name you might have seen on Facebook lately, as friends warn you not to accept a friend request from someone by that name. Why you don't need to worry about Jayden but you do need to watch what you click.

07/11, am show - you can get free Slurpee drinks today at 7-11 stores.

07/15, am show -Xcel Energy customers in Wisconsin are going to be seeing a refund on their electricity bill soon.

07/17, am show - more than seven million pounds of hot dog products are being recalled because they could contain bone fragments.

07/17, 4pm - Should you invest your money more or pull it out of the stock market? We hear from a local financial expert about the next crash.

08/02, am show - Amazon is holding a giant job fair and plans to make thousands of job offers on the spot.

08/04, 11am- How do you protect yourself from hackers and dangerous computer viruses?

NBC's Jeff Rossen is here to show you how to spot a virus and how to get rid of it.

08/04, 5pm- It's known as "the cookie bill." and it would bring Wisconsin in line with 48 states that allow home bakers to sell their goods without being licensed or using a commercial kitchen.

08/06, 9pm --- Americans have racked up billions of dollars' worth of overdraft charges.

08/11, 11am - Buying a new car is fun, but trying to assure you got the best price is anything but. Money expert Stacy Johnson tried three approaches: making the deal himself, using a free car-buying service and paying a professional negotiator. What worked best?

08/11, 10pm -it's been a rough week for tech giant Google. There's now a call for the CEO to resign over the way he's handled an internal memo questioning the abilities of women.

08/13, am show - You'll have six different options to purchase Starbucks' pumpkin spice latte from your local grocery store.

09/08, 5pm - Equifax has set up a website - Equifax security2017.com. Scroll down and click "check potential impact"

09/09, am show - Target is conducting a mass hire across Wisconsin locations today.

09/19, 11am -MacAfee has announced its 11th annual list of most dangerous celebrities to search online. Avril Lavigne topped the list.

09/20, am show - The Who released a report saying there may not be enough antibiotics to go around in the near future.

09/20, 11am -Money expert Stacy Johnson has some household hacks you can use every day.

09/21, AM show -Food Cart fest is set to start next month in Madison.

09/23, AM show -Wal-Mart grocery delivery service begins.

09/23,5pm -Gas Prices – They're going down down down

VI. ENVIRONMENT

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

07/04, 5pm -The 4th of July holiday is a celebration for most, but this year it's causing some stress for Wisconsin farmers.

07/04, 10pm - Cuban and American scientists will continue to work together on the marine environment event although President Donald Trump has pledged to roll back relations.

07/05, 11am -Wisconsin berry farmers are on high alert because an invasive fruit fly is shortening the lives of the fruit.

07/05, 10pm -In effort to prevent people from cliff jumping, the Wisconsin Department of Natural Resources has closed off parts of pewit's nest.

07/06, 11am - If you're looking to head to a lake to cool off in this heat... some of the Madison area beaches are closed due to higher levels of blue-green algae and bacteria.

07/08, 6pm - The Friendship dam has been draining water since 6 in the morning but the dam didn't break. According to Adams County sheriff's office, all of this was intentional.

07/11, 9pm -A power outage discharged gallons of wastewater into a creek during Monday's flooding.

07/13, 4pm -A UW expert is weighing in on one of the biggest icebergs on record that broke away from western Antarctica.

07/13, 5pm - Dane County is finding new ways to fight lake pollution from manure runoff.

08/04, 4pm -People who live in Richland Center were asked last night to limit their water usage s because water runoff from heavy rain washed debris into the city's sewage and drainage system...

08/05, 9 and 10pm - Every Saturday of each month, the UW Discovery Center celebrates science with a free day filled with events. Today's theme was the solar eclipse!

08/07, am show -the US Army Corps of Engineers will release a draft report on preventing invasive Asian carp from reaching Lake Michigan.

08/07, 6pm -The Dairy Business Association calls out the Wisconsin Department Of Natural Resources for "enforcing blatantly illegal rules" "that serve only to increase cost and uncertainty for farmers.

08/14, AM Show-A Sun Prairie-based power company says it will purchase all the electricity generated from a proposed Illinois wind farm for the next 22 years.

08/15, AM Show -A new tool released by the DNR may help you save money by learning about the trees in your own backyard.

09/07, AM show- Climate change is having an effect on production of wine and coffee.

09/10, AM Show - The Wisconsin bat population seems to be decreasing in size.

09/12, 10 pm -An abandonment permit would spell the end for Janesville's Monterey Dam, and now, the DNR has the final say. But many are still hoping for a last chance to save the dam

H9/16, 6pm - Madison Gas and Electric ruled out that a gas leak caused the explosion, they were on the scene today collecting evidence to see if gas was a factor. Madison Fire Chief Davis spoke at a press conference this morning. He says investigators have been able to shrink down the site of the crime scene, as they still work to gather evidence.

09/21, AM show -New reports show trees are stressed by the amount of rainfall we've been getting across the nation causing the leaves to change early.

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

- 7/7 9:11-9:18am – Coverage of the G20 Summit
 7/13 11:43-12:25pm – President Trump and French President hold joint news conference.
 7/21 1:19-2:03pm – White House news briefing following the resignation of Sean Spicer.
 7/24 2:35-2:50pm – President Trump’s statement regarding the health care bill
 7/25 2:25-2:53pm – President Trump and Lebanese Prime Minister hold joint news conference
 7/31 1:59-2:02pm – Anthony Scaramucci resigns White House Communications Director
 8/12 1:29-1:31pm – Report on the incidents at the Charlottesville, VA protests.
 8/14 11:35-11:46am – President Trump’s statement on Charlottesville, VA protests
 8/17 10:08-10:50am, 12:20-12:30pm, 1:35-1:43pm – Reports on the terrorist attack in Barcelona
 8/18 11:50-12:02pm – Report on Steve Bannon’s resignation from the White House staff
 8/21 12:12-12:30pm, 1-2pm – Report on the solar eclipse
 8/26 8:30-10am – Report on hurricane Harvey
 8/28 3:26-3:58pm – President Trump and President of Finland hold joint news conference
 8/29 12:04-12:24pm – President Trump visits Corpus Christi, TX following hurricane Harvey
 9/5 10:01-10:19am – Attorney General’s announcement of DACA
 9/7 1:15-1:54pm – President Trump and Emir of Kuwait hold joint news conference
 9/9 10:10-10:04am, 12:25-12:26pm, 1:30-1:32pm, 2:59-3:01pm, 8:36-8:37pm – Coverage of hurricane Irma
 9/10 9:28-12pm, 1:30-1:32pm, 2:29-2:31pm, 3:30-5pm – Coverage of hurricane Irma
 9/11 8:36-9:05am – Coverage of the 9/11 Memorial at the Pentagon
 9/19 9:03-9:52am – Coverage of President Trump’s speech to the UN
 9/19 4-4:03pm – Special report regarding a major earthquake in Mexico
 9/26 12:55-1:30pm – President Trump and the Prime Minister of Spain hold joint news conference
 9/28 9:56-10:21am – Congressman Scalise’s return to the House of Representatives after being shot

Severe Weather Cut-ins

- 7/2 3:13-4:15pm, 6:15-5:16pm, 6:27-6:28pm
 7/12 7:19-7:20pm, 7:50-7:51pm, 8:11-8:12pm
 7/15 10:45-10:46pm, 11:28-11:29pm, 11:44-11:46pm
 7/19 6:43-6:46pm, 7:03-8:27pm (Tornado warning)
 7/29 12:12-12:14am, 12:20-12:22am, 12:35-12:37am, 12:45-12:46am, 1:30-1:32am, 2:13-2:14am
 8/3 1:45-1:46pm
 8/10 2:24-2:25pm, 3:15-3:16pm, 3:35-3:59pm

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

- 07/04, 10pm -The White House confirms President Donald Trump will meet Russian President Vladimir Putin on Friday.
 07/05, 9pm – The US is scrambling to deal with a North Korea that is more aggressive than ever after test firing an intercontinental ballistic missile on the fourth of July.
 07/06, 5pm -a former Pennsylvania Governor is speaking out on the current state of our national security.
 07/06, 9pm - Violent protests broke out as around 10,000 people belonging to anti-Trump and anti-capitalist groups protested near the site of the g-20 summit
 07/07, am show -The world is watching President Trump's first face-to-face meeting with Russian President Vladimir Putin at the G-20 summit in Germany.
 07/08,6pm - The G-20 summit is over and President Trump is on his way back to Washington after his second trip abroad since taking office.
 07/09, am show -President Trump's pick to head the FBI is set to appear before the Senate Judiciary Committee next week.
 07/09, 5pm -President Donald Trump is tweeting about working with Russia today following the G-20 summit.

07/10, 10pm - The biggest city in ISIS's so-called Islamic state is in the hands of Iraqi troops.

07/11, 4pm -Donald Trump Jr's self-released emails regarding his meeting with a Russian lawyer are drawing swift and serious backlash on Capitol Hill.

08/01, am show - After less than two weeks in the job Anthony Scaramucci is out as White House Communications Director.

08/03, 5pm - More than 350,000 people were removed from the Wisconsin voter rolls. The Election Commission is required by state law to do so every two years.

08/03, 6pm -It's the five-year anniversary of the deadly shooting at the Sikh temple of Wisconsin.

08/04, 6pm - While talking jobs and taxes as part of a business tour, house speaker Paul Ryan defends the proposed 3-million dollar state incentives package to land Foxconn.

08/05, am show - Governor Scott Walker and the public service commission have announced 1.5 million dollars in broadband expansion grants.

08/07,4pm - Another candidate running against Governor Scott Walker in 2018 is throwing his hat into the race

08/07,10pm - On the world stage, North Korea is vowing a "thousand-fold" retaliation against America in response to tough new sanctions drafted by the US, and passed by the United Nations over the weekend.

08/08,5pm -North Korea reached a major milestone in developing its nuclear program.

08/08,9 and 10pm -President Trump is vowing to get tough on the nation's growing drug crisis - calling it a problem like we have never seen.

08/09, am show - Wisconsin Senator Ron Johnson says republicans should put efforts to replace the Affordable Care Act on the back burner as they tackle other issues.

09/12, 11am -President Trump's "Election Integrity" Commission is meeting in New Hampshire today to try to prove there was voter fraud in the 2016 presidential election.

09/14, AM Show - The State budget now heads to the Senate floor after the Assembly passed it along party lines late last night.

09/14, 11am - President Trump is clashing with top democrats after reportedly working on a deal for DACA and border security. Trump has sent out mixed messages about whether a deal is close and if the wall would be included or not.

09/15, AM Show - A suspected terrorist attack at a London train station this morning. So far at least 22 injured.

09/15, 10 pm - British officials have raised the country's terrorism threat level from "severe" to "critical" following a bomb attack on a suburban London subway.

09/16 AM Show- Senator Ron Johnson has opened a Madison constituents office.

09/17, AM show - Four U.S. tourists attacked with acid at train station in France.

09/17, 5pm - Britain today lowered the country's terrorist threat level from critical to severe following the arrest of a second man in the London Subway bombing this past week.

09/18, 11am -Governor Walker hinted today that he will make the announcement that he's running for a third term in November.

COMMUNITY PARTICIPATION

Amy Carlson – Weather Anchor / Reporter

- 7/8 Emcee for 5K run for Brain Tumors
- 7/11 Taste of Madison judge
- 9/8 Madison Symphony Orchestra gala
- 9/23 Emcee – Pregnancy Helpline Diaper Dash
- 9/23 Dream Day – Sun Prairie DECA students
- 9/23 Emcee – Friends of Middleton Performing Arts
- 9/24 Emcee – JDRF Walk

Mike Jacques – Sports Anchor / Reporter

- 7/27 Station tour for school group
- 8/22 Speaker/participant at the MI Blood Center Golf Tournament
- 8/30 Speaker – Senior group at Messiah Lutheran in Madison
- 8/30 Speaker – Be The Match at Milwaukee concert

Ryan Lobenstein – Assignment Editor

- July through August Coached youth baseball
- September Coached youth flag football

Ellen Paulson – National Sales Assistant

- 7/31 Helped Orfordville Lutheran Church with their website

Meghan Reistad – News Anchor / Reporter

- 7/11 Gilda’s Club PR meeting
- 7/14 Boys & Girls Club fundraiser participant
- 7/26 Camp Hero volunteer

John Stofflet – News Anchor / Reporter

- 7/14 Boys & Girls Club fundraiser participant
- 7/15 La Fete de Marquette community festival livestream
- 7/21 Volunteer for the Alzheimer’s Research study
- 7/22 Volunteer at Badger Childhood Cancer Network (BCCN) summer picnic
- 7/26 BCCN board meeting
- 7/27 Participant at the BCCN golf outing
- 7/30 Emcee for the Tempo Ballroom Showcase
- 9/8 Madison Symphony Orchestra gala
- 9/16 Volunteer at Bratbust for BCCN
- 9/19 BCCN board meeting
- 9/23 Emcee – Alzheimer’s Alliance walk
- 9/23 Dream Day – Sun Prairie DECA students
- 9/28 Young Athena Award judge
- 9/30 Emcee – Badger Superhero run/walk for BCCN

Tom Weeden – Chief Engineer

- 8/27 Volunteer driver for UW-Madison Inter-Varsity “Tour of Madison” for new international students

**Public Service Report for NBC15 (WMTV)
3rd 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. **Bike for BGC, Boys and Girls Club**
2. **Go Orange Day, Second Harvest Foodbank**
3. **Million Dollar Shootout, Alzheimer's & Dementia Alliance of 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. **Bike for BGC, x44 pm WMTV, x22 on HMTV, x32 on GMTV, approximately a \$2450 value; NBC15 Emceed/Participated**
2. **Go Orange Day, x30 on WMTV, x35 on HMTV, x24 on GMTV, approximately a \$3070 value; Station Wide Initiative, Web Takeover, On-Air Mentions/Live Shot**
3. **Million Dollar Shootout, approximately x52 on WMTV, x66 on GMTV--:30 length PSAs ran, approximately a \$4230 value. Emcee at Event, On-Air Segments, Additional Station Employee Participation**

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

Approximately \$917,586. Boys and Girls Club, Alzheimer's and Dementia Alliance of Wisconsin, UW Department of Obstetrics and Gynecology, Second Harvest Food Bank, Make a Wish Foundation, Madison Symphony Orchestra Charities, JDRF, Badger Childhood Cancer Network

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.)?

Raised 75,000 Meals on Go Orange Day (Sept 14th)

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

Attendee—Pink and Gard Brain Tumor 5K

Judge—Taste of Madison

Attendee—Madison Symphony Gala

Emcee—Pregnancy Helpline Diaper Dash

Attendee—Dream Day at Sun Prairie High School

Emcee—Friends of Middleton Performing Arts Center

Guide—Station Tours

Speaker—MI Blood Golf Tournament

Speaker—Senior group at Messiah Lutheran in Madison

Emcee—Be the Match Concert in Milwaukee

Coach—Youth Baseball

Coach—Youth Baseball

Volunteer—Orfordville Lutheran Church Website Updates

Attendee—Gilda's Club PR Meeting

Participant—Boys & Girls Club Hamster Ball Race

Volunteer—Camp Hero

Attendee—Boys and Girls Club of Dane County Fundraiser

Attendee—La Fete de Marquette Community Festival

Donor—State Capitol Blood Drive

Volunteer—Alzheimer's Research Study

Volunteer—Badger Childhood Cancer Network Summer Picnic

Attendee—Badger Childhood Cancer Network Board Meeting
Volunteer—5Nines Outing Benefiting BCCN
Volunteer—Tempo Ballroom Showcase
Attendee—Bratburd for Childhood Cancer Survivor
Attendee—Sun Prairie DECA Career Day
Attendee/Contributor—Rape Crisis Center Fundraiser
Judge—Young Athena Award
Volunteer—UW-Madison Inter-Varsity “Tour of Madison”

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?

Hurricane Harvey Coverage—Sent Photographer and Reporter to Austin Texas to go with Boys and Girls club delivering donated goods

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

***About 7 employees, about 100 volunteer hours donated**

NBC15 Sponsored Community Events
3rd Quarter 2017

JULY

Bike for BGC
 Boys and Girls Club
 Saturday July 15th
 Leigh participated
 Created PSA
 \$517,567 Raised

Master Showman Competition: Dane County Fair
 Saturday July 22nd
 Dany County Fair
 Amy
 Created a PSA

AUGUST

Million Dollar Shootout Charity Golf Outing
 Tuesday August 14th
 Alzheimer’s & Dementia Alliance of Wisconsin
 Maple Bluff County Club
 Mike Played In and Hosted Post Golf Ceremony
 Created PSA
 \$40,000 Raised

Madison Mini MarathonSaturday August 19th

Benefit UW Department of Obstetrics and Gynecology

Leigh Participated

Created PSA

Raised \$10,000

SEPTEMBER**Madison Symphony League Gala**

Madison Symphony Orchestra League

Friday, September 8th

Madison Concourse Hotel

John participated in event

Created Promo

Go Orange DayThursday September 14th

Station wide/Second Harvest Food Bank

Created PSA

Station-wide participation

Reached Goal of 75,000 Meals (approximately \$25,000)

Walk for WishesSaturday September 17th

Make a Wish Foundation

McKee Farms Park

Media Sponsor

Hannah Anderson Emceed

Raised \$30,139

2017 Dane County Alzheimer's Walk

Alzheimer's & Dementia Alliance of Wisconsin

Saturday September 23rd

John Emceed

Created PSA

\$53,703 Raised

JDRF OneWalk

Type-1 Diabetes Research Foundation

Sunday September 24th

UW Health at the American Center

Created PSA

Amy Carlson Emceed

Raised \$234,761

Superhero Run/Walk

Badger Childhood Cancer Network

Saturday September 30th

John Emceed

Created PSA

\$31,416 Raised