



July 30, 2008

**VIA COURIER**

Federal Communications Commission  
Consumer & Governmental Affairs Bureau  
Disability Rights Office  
445 12th Street, SW  
Washington D.C. 20554  
Attn: Cheryl King (Cheryl.King@fcc.gov)

Re: WMTV(TV), Madison, Wisconsin  
FCC No. 08-C00032030(sk)

Dear Ms. King:

On behalf of Gray Television Licensee, Inc., licensee of television station WMTV(TV), Madison, Wisconsin (Facility ID No. 6870), this letter will respond to the Notice of Informal Complaint (NOIC), FCC No. 08-C00032030, dated June 30, 2008.

The NOIC states that a complaint was filed against WMTV alleging violations of the Commission's rules governing the accessibility of programming providing emergency information, 47 C.F.R. §79.2. Specifically, the complainant, Ms. Lily Johnson, alleges that during the station's extensive coverage of severe weather in the WMTV viewing area on June 7, 2008, "those that are deaf or have hearing impairments were not allowed access to crucial health and safety information."

Under Section 305 of the Telecommunications Act and Section 79.2 of the Commission's rules, 47 C.F.R. §79.2, broadcasters are under an obligation to make emergency information available to persons who are deaf or hard-of-hearing. Emergency information that is provided in the audio portion of the programming must be provided using closed captioning or other methods of visual presentation, such as open captioning, crawls, or scrolls that appear on the screen. Emergency information is defined as information that helps to protect life, health, safety or property. The Commission has expressly stated that licensees may rely on their own good faith judgments in determining whether particular details need to be presented visually and aurally.

WMTV takes very seriously the responsibility to provide access to critical details and news information during emergency situations to all its viewers. In fact, WMTV was the only area station to preempt significant amounts of regular programming in order to provide comprehensive coverage of this serious storm system. WMTV was on the air, almost continuously, from 12:54 pm until 9:29 pm bringing its viewers the most up to the minute information on this line of tornado producing storms. WMTV's viewers have been effusive in their appreciation of WMTV's non-stop coverage, especially for the over four hours of coverage where meteorologists remained on air with no commercial breaks. Attachment 1 contains excerpts of emails received by the station in the days following these storms. As acknowledged by Ms. Johnson, WMTV's coverage was extensive.

I have consulted with staff members and have reviewed recordings of those portions of WMTV's programming broadcast on June 7, 2008 that we have been able to retrieve, which include segments aired between 12:54 pm through 9:29 pm. Based upon this review, WMTV respectfully submits that it complied with the Commission's requirements to make emergency information accessible to the hearing impaired during the time periods to which Ms. Johnson refers.

Ms. Johnson's complaint provides very specific times where she alleges that certain information provided verbally was not communicated in a manner that would be accessible to people whom are deaf or hearing impaired. Based upon the records maintained by the station of these broadcasts, some of Ms. Johnson's descriptions of information presented verbally at specific times either could not be located in the broadcast or did not match the information on the broadcast at that time. Therefore, in responding to this complaint, we have provided an overview of the coverage WMTV provided, the types of emergency information provided both verbally and aurally, and addressed the specific issues referenced by Ms. Johnson in her complaint to the best of our ability.

At 12:54 pm, 1:00 pm and 1:07pm on June 7, WMTV broadcast cut-in announcements from its meteorologists David George and Amy Carlson to alert viewers about those areas under a tornado watch or warning. While these segments were not real time closed captioned, the critical details were made available both through a crawl at the bottom of the screen and a map presented on-screen throughout the segment. The crawl at the bottom of the screen provided the name of the county under the tornado watch or warning, the time the storm was expected to hit that area and general safety information, such as, advice on when to abandon a

car or mobile home, how to seek shelter when outdoors and warning not to cross flooded roads. Further, a map clearly depicting the counties subject to tornado watches or warnings accompanied the meteorologist's presentation. The storms were further depicted using Doppler Radar imposed over a local county map so that viewers could see the range and progress of the severe weather within each line of storms. The meteorologists used a zoom-in feature to focus on the area under discussion. This feature highlighted various towns located in that area, while superimposing the Doppler Radar color coding over the map in order to show the severity of the storm in that particular area. A smaller map was located continuously in the lower left corner of the screen which showed those counties under a tornado watch highlighted in red, the areas under a tornado warning highlighted in pink, those areas under a flash flood warning highlighted in green and those areas under a severe thunderstorm warning highlighted in yellow. A color code explanation was provided just above the smaller map.

Beginning at 1:15 pm and lasting until approximately 5:30 pm, David George and Amy Carlson, the station meteorologists, were on air without any commercial breaks to ensure all viewers were kept apprised of the advancing storms. Again, while this special programming was not real time closed captioned, WMTV was careful to ensure that all critical information was accessible to all viewers in a variety of ways. As with the earlier cut-in announcements, this segment provided critical information in a crawl at the bottom of the screen. Details regarding those counties under either a tornado watch or a tornado warning were listed in the crawl as was the time the storm was expected to reach that area. Likewise, the speed and direction of the storm were continuously updated in the crawl. The crawl provided both general and specific safety information, including information on when to abandon a car or mobile home, where to shelter if a sturdy structure could not be located, a warning not to travel across a flooded road, information on the size and location of hail, the location and speed of straight-line winds and the information that widespread significant wind damage was likely. Specific information was likewise included in the crawl, such as Doppler Radar indicates a rotation developing north of Wisconsin River, tree and structure damage was reported in Southern Juneau county or, following a report of a tornado, a warning to take cover now in Grant County. The information in the crawl ran on a loop, with new information being continuously inserted and outdated information removed. Because the crawl operated on a loop, the information in the crawl at times appeared either before or after the information was provided verbally.

Throughout this special segment, the critical details verbally presented by the meteorologists also were presented visually in a detailed map showing those areas subject to a tornado watch clearly labeled in red, the areas subject to a tornado warning in pink, the areas subject to a severe thunderstorm warning in yellow and the areas subject to flash flooding in green. Superimposed over this map was a Doppler Radar image showing the lines of storms moving through the region. For example, when a rotation was reported in the Lake Mills area, David George zoomed in on that area of the map and pointed to the Doppler Radar which showed that severe weather was over the Lake Mill area. Also at various times during this segment, the meteorologists used a special feature which allowed them to focus on a specific county and activate a pop-up box which listed the time the storm was expected to hit various cities within that county. WMTV employed a variety of methods to ensure critical information was available both verbally and aurally to its viewers.

During this time-frame, Ms. Johnson indicates that pictures were shown of lightning and lightning safety information was disseminated aurally but not visually. A picture of lightning was displayed on screen. This picture was sent in from a viewer. David George, the meteorologist, thanked the viewer for sending in the picture, but then said that viewers should not take risks in order to take a picture and he hoped the photographer was located inside when he took the picture. This dialogue was not included in the crawl.

Shortly thereafter, Ms. Johnson notes that the station provided a report of trees down on the interstate and the closure of the interstate. She indicates that this information was not included in the text. In fact, this information was inserted into the crawl and appeared on screen approximately 16 minutes after the information was relayed verbally. The station made every effort to timely convey information presented verbally in a visual format. In this instance, the crawl contained very specific information on the location, time and predicted progress of this storm for numerous counties in this area. The station manually inserted new information into the crawl as quickly as it could, but in certain instances there was a delay between when the information was provided verbally and provided in text. Given the volume of information attendant to the severe weather, the station had to prioritize what would appear in the crawl first, with immediate tornado warnings, for example, taking precedence over the road closure.

Ms. Johnson alleges that at 3:19 the station did not provide the specific location of a tornado touch down in Grant County in the Woodman area. In fact, this information had been provided in text earlier in the broadcast. The information in the crawl included the information that a tornado is close to Grant County, a tornado was reported near Woodman, and people should take cover now in Grant County. The statement that we believe Ms. Johnson was referring to was the confirmation from the state police that there was in fact a tornado in Grant County earlier that afternoon. This confirmation was aired around the time Ms. Johnson referenced in her complaint, but was not emergency information about the touch down – that information was provided visually earlier.

Ms. Johnson states that information communicated verbally around 3:20 and 3:24 regarding a tornado moving toward Beaver Dam and Fox Lake, more specifically the meteorologist's encouragement to take cover or "hide for a tornado" was not shown in text format. This specific phrase was not included in the crawl, however about 1 minute prior to this statement the information that a tornado would be approximately 6 miles Southwest of Beaver Dam by 3:30 was included in the crawl. At the same time, the meteorologist provided a close up of the Beaver Dam area on the regional map which showed the storm, through the use of Doppler Radar over Beaver Dam.

Shortly after this segment, the crawl was replaced with the National Weather Service's automated warning system which scrolled across the bottom of the screen. This warning system provided the names of the counties under each type of warning and the time the storm was expected to hit each county. The detailed map of those counties under a tornado watch or warning likewise remained on-screen with Doppler Radar showing the movement of the storm. As they had done throughout the day, the meteorologists zoomed-in on those areas of the map currently under a tornado watch or warning. They pointed out the progression and direction of the storm as shown by Doppler Radar, and used pop-up boxes to show the specific times certain cities within the counties should expect the storm to hit.

Ms. Johnson in her complaint alleges that at 3:40, more tornado warnings and locations are described aurally but were not provided visually. As indicated above, the station was running the National Weather Service's automated warning system. As the station transitioned to its closed captioning system, there was a time period of approximately 8 minutes where the National Weather Service system was not running before closed captioning began. During this time, the station showed a

large area map on screen with Doppler Radar, the station then transitioned to a short news update which featured pictures from the Wisconsin Department of Transportation cameras to show the condition of roads at various locations. At all times a map of those counties under either a tornado watch or warning was located in the bottom left corner of the screen. Approximately 2 minutes before the closed captioning began, the broadcast returned to a picture of the large area map showing the Doppler Radar.

Ms. Johnson notes that a report phoned in by a viewer of a rotation in the Lake Mills area was not included in the captioning. However, David George immediately zoomed-in on the Lake Mills/ Johnson Creek area of the map, showing the Doppler Radar depiction of severe weather over these areas. The closed captioning included a tornado warning for Johnson Creek. Ms. Johnson later notes that Amy Carlson reported unconfirmed reports of a touchdown in Stoughton which was not presented visually. However, Amy within two minutes focused the larger area map on the Stoughton area to show the line of storms moving over the city.

At 6:00 pm, the station transitioned to its regularly scheduled newscast, which was closed captioned using the iNEWS newsroom computer system. Then from 6:17 pm through 8:00 pm, WMTV again provided special coverage of the storm. As with its earlier coverage, the WMTV meteorologists provided critical emergency information in a variety of ways. This segment was closed captioned. Again, the meteorologists' presentation was accompanied by a detailed Doppler Radar map, depicted continuously on screen with the counties under a tornado watch, a tornado warning, a thunderstorm warning, and a flash flood warning all clearly marked. As during the other segments aired throughout the day, WMTV also included, in the lower left corner, a small map of the entire area, which highlighted the counties under various types of watches or warnings.

Again at 8:29 pm, 8:55 pm, 9:06 pm and 9:27 pm, WMTV aired short cut-in announcements which were closed captioned using the iNEWS newsroom computer system to provide details on the progress of the storm through the area. These segments, as with all earlier segments, included a detailed local map on screen with Doppler Radar superimposed over the counties. The National Weather Service warnings and watches were periodically shown on-screen with the time the warning or watch was scheduled to expire for each county.

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There are a few segments included in Ms. Johnson's complaint for which we can find no broadcast recording, and therefore cannot confirm that the information she cites was actually disseminated aurally, whether it was emergency information and, if so, how it was provided visually. As described above, however, WMTV had systems in place to ensure that information critical to life and safety was provided to all of its viewers, including the hearing impaired.

WMTV understands Ms. Johnson's desire for full real-time captioning of all parts of a broadcast. However, in enacting Section 305, Congress indicated that it did not view the objective of maximizing the accessibility of programming through captioning as an end to be achieved at any cost. Rather, the language of the statute made plain Congress' intention that the Commission's rules should afford due consideration to the economic and other burdens that may attend alternative captioning methodologies as they are applied to various video programming providers. Likewise, the Commission has stated that licensees may rely on their own good faith judgments in determining whether details need to be depicted visually and aurally. During its over eight hours of emergency programming, WMTV took great care to ensure information was made accessible to the hearing impaired during the severe weather on June 7, 2008. WMTV takes its obligation to provide all of its viewers with details critical to life and safety very seriously. In fact, Ms. Johnson acknowledges that WMTV's "coverage is the most complete that [she] finds on TV." In sum, WMTV submits that it complied with the Commission's requirements to make emergency information accessible to the hearing impaired during the time periods to which Ms. Johnson refers.

Respectfully submitted,



Bob Smith  
General Manager – WMTV

cc: Lily Johnson (lilyjohnson35@gmail.com)  
WMTV(TV) Public File

## Viewer Emails

### Storm Coverage: June 7-17

David George and the rest of the 15 crew did one heck of a job keeping everyone well informed about dangerous situations with changing weather. When a station stays on the air with no commercials or regular shows, it shows dedication to the people of Wis that tune to 15. Thanks again to all the 15 crew that helped, and I know saved a lot of lives and injuries. GREAT JOB \*

[jelly11@verizon.net](mailto:jelly11@verizon.net)

\* \* \*

My husband and I want to thank David George and all of the weather staff for their splendid efforts to keep us informed of all the incredible weather patterns we've had late. It makes us feel connected to a good reliable source during these times and we could make informed decisions. Thanks to all of you. Ken & Barb Bricker

[barbrjean@yahoo.com](mailto:barbrjean@yahoo.com)

\* \* \*

As I planned my trip from Indianapolis to Winona, MN I found your daily updates on road closure due to flooding to be very helpful. Your updates exceed those of the link you provide to the state DOT site. I found your site via google, and I am very glad that I did. Thanks for the excellent coverage of your area's recent misfortune, and giving travelers the most up to date hwy info available.

Ed Faubert  
[efaubert@rtpcompany.com](mailto:efaubert@rtpcompany.com)

\* \* \*

From: "karyn graham" <[graham\\_karyn@hotmail.com](mailto:graham_karyn@hotmail.com)>  
Just had to take time to say thank you for all the hard work and time you've given NBC15 and it's viewers over the last weeks in relationship to the storms. I was absolutely amazed to see you doing the weather on the Morning Show this morning after watching you on t.v. all day yesterday. How are you even functioning?

You and David deserve huge pats on the back and some time off. Hopefully both of those are in your near future.....

\* \* \*

From <[dale.thompson@tds.net](mailto:dale.thompson@tds.net)>  
Hello, my family and I just wanted to email you guys and compliment you on your



amazing performance during the last very difficult week. We have been glued to channel 15 and the radar on your web page during these horrific storms. We feel channel 15 offers the very best storm coverage, the most informative coverage and the most accurate radar. We live in Verona and have family in the Dells so it has been a very stressful week. My wife's nephew lives on Lake Delton so all this hits home. In fact your coverage is so good that as a tornado spotter for Dane county, your awesome coverage will probably put us spotters out of business!

Keep up the good work. We am sure you have earned a few days off. Please forward to your boss and tell them that we think you guys need a raise.

Thank you for keeping us informed!  
Dale, Julie and Jordan Thompson  
Verona

\* \* \*

I had to write and tell you that David George's coverage of yesterday's severe weather was OUTSTANDING. He truly is the most informative, most on-top-of-it and tireless weatherman--hands-down. His is a household name around here. Whenever the weather gets bad, our kids yell, "Turn on David George!" What would we do without him in severe weather? Keep up the great work!  
[crys72@hughes.net](mailto:crys72@hughes.net)

\* \* \*

Your news coverage last night during the storms and flooding was outstanding!! Our family really appreciated the format of rotating between David, Amy and John for information was great. I was amazed to to hear something on the scanner regarding a flooded road or town and within in minute or 2, John was announcing it. Thank you for being the calm within the storm/flooding.

The Busser Family  
Waldwick, Wi  
[kara.busser@landsend.com](mailto:kara.busser@landsend.com)

\* \* \*

I'm sitting here watching the morning news (since about 5:30 a.m.) and am so impressed with your team and how they are presenting the news. In this very serious situation around southern WI, there is such a professionalism getting the word out to people, trying to clarify situations etc. They don't jump from 'serious' to making a 'joke' of something. They are there to inform and are doing an AWESOME job! I decided to check out your web-site to see how 'up to date' the site was....WOW your webmaster is to be commended! They are 'right on top' of things and getting it on your site FAST! KUDDOS! Thank you for the morning teams professionalism and concern about making

sure everyone knows just what to do and to clarify all aspects! Keep up the awesome job!

Linda-Clinton, WI  
[copil1kitty@aol.com](mailto:copil1kitty@aol.com)

\* \* \*

Thank You...Thank You....Thank You  
My family cannot thank you enough for the great coverage of the severe weather and flood emergencies. The expert teamwork helps bring an element of stability to an unstable situation.

With prayerful regards,  
John, Mary and Matt Otto  
[otto8@verizon.net](mailto:otto8@verizon.net)

\* \* \*

Hats off to David George (Amy Carlson too) for the outstanding weather coverage during this stormy season.--Professional-informative-and dare I say extremely interesting!!  
David George gets better each year and in my opinion is now clearly Madison's best  
Thanks!!  
[sammy222\\_99@yahoo.com](mailto:sammy222_99@yahoo.com)

\* \* \*

THANKYOU FROM YHE BOTTOM OF MY HEART FOR YOUR GREAT  
COVERAGE ON THIS WEATHER. BEING ELDERLY AND ALONE IS SCARY ON  
THESE STORMY NIGHTS. SO I'M VERY GRATEFUL YOUR OUT THEIR. KEEP  
UP THE GOOD WORK. GOD BLESS ALL OF YOU.  
[SHANTY17@COPPER.NET](mailto:SHANTY17@COPPER.NET)

\* \* \*

I CAN'T BEGIN TO EXPRESS THE GRADITUDE AND PLEASURE IT WAS  
WATCHING THE WEATHER BY DAVID GEORGE AND AMY CARLSON THIS  
AFTERNOON AND EVENING OF JUNE 12, 2008. NO OFFENCE TO THE OTHER  
MADISON TV STATIONS, BUT YOUR BROADCAST AND PEOPLE IN CHARGE  
WERE SO FAR AHEAD OF EVERYONE ELSE AND THEY MADE THE  
BROADCAST INTERESTING AND UP TO DATE WITH EVERYTHING GOING ON  
IN THE WHOLE VIEWING AREA. YOU HAVE A COUPLE OF PEOPLE  
WORKING ON YOU WEATHER THAT ARE NOTHING SHORT OF PERFECT.

I ALSO ENJOY CHARLIE EVERY MORNING AND HE IS SO REFRESHING IN

THE MORNING. WERE WEATHER PEOPLE ARE THE GREATEST AND SO WERE THE NEWS PERSONNEL COVERING EVERYTHING THAT WAS HAPPENING. I AM A RETIRED STATE PATROL OFFICER AND I ENJOYED POINTING OUT THE LOCATION OF THE TOWNS AND SPOTS OF STORMS AS THEY WERE HAPPENING TO MY WIFE WHO IS FROM NORTHERN MINNESOTA.

THANK YOU SO MUCH FOR YOUR COVERAGE

WSP1243@YAHOO.COM

\* \* \*

I just wanted to tell you how much I appreciate your seamless coverage of the stormy weather. It's so much easier to watch and listen to with you toggling between 3 people. The other 2 stations look like interns compared to all of you.

Thanks!

dsteale@odos.wisc.edu

\* \* \*

From: kelle Cannon <cannonkelle3@gmail.com>

Chris and Leigh, I just wanted to take this time to let you know what an awesome job you both did yesterday while covering the devastation in Lake Delton. I am sure that live coverage is tough enough but keeping your composure while sharing the unbelievable events showed your true professionalism. You also both displayed a human side while the events unfolded which people really needed yesterday.

Awesome job!  
Kelle

\* \* \*

From: Pat <jaimiers@charter.net>

Hey Leigh, great job on the story on Lake Delton. You could tell you were truly moved by the experience!! You are a real professional.... Also, Mon nights news at 10, the last story about the man that was a lifelong resident of Lake Delton, he was so emotional and I also felt his pain, you also teared up. My heart goes out to all that were affected... Again, super job!!!! Pat

I wanted to thank everyone at NBC15 for the outstanding effort put forth keeping us informed of the fast-changing weather situation June 7th. Your commitment to keeping everyone safe and out of harms way is greatly appreciated.

Erik Gigstad-----Middleton

[erik.gigstad@charterinternet.com](mailto:erik.gigstad@charterinternet.com)

\* \* \*

From: Flint, John <[JohnFlint@clearchannel.com](mailto:JohnFlint@clearchannel.com)>

Just a note of admiration and thanks for a job well done. I've been glued to NBC 15 since 4, when I saw a house floating away! Through all of this intensely compelling information, your team stayed cool and covered all aspects of this story thoroughly. Kudos to all of you who, despite the circumstances, provided great info to not only all your viewers, but also a radio guy that has been working non-stop since your 4 pm news planning a morning show on what we can do.

GREAT JOB!

John Flint

John and Tammy in the Morning

96.3 Star Country

\* \* \*

A big thank you to David George & Amy Carlson for their coverage of storms this past weekend. We live in rural Marquette County and we appreciate that (even though a lot of the activity didn't include large metropolitan areas) you stayed on air to inform the scantily populated northern counties of weather that would be affecting their well being. Exceptional job of stating in plain English what was happening. Thank you again. C Dunn

[finishjc@gmail.com](mailto:finishjc@gmail.com)

\* \* \*

From: <[pschliesma@charter.net](mailto:pschliesma@charter.net)>

Kudos to you and your veteran meteorological team for being on the job today, Saturday 6/7. I realize it's a Saturday, and most "daily" teams are off, etc. but in checking the other channels, the "team" was one weekend-assignment person. You could detect their inexperience and fear of the situation. YOU guys had excellent continuous coverage;

emphasis on the right points that needed coverage; and very complete.  
Thanks very much, excellent job.

Jamie & Pat Schliesmann  
Middleton

\* \* \*

My heart and prayers are with everyone who was affected with all the extreme weather we have had in the few days. Channel 15, you guys had excellent coverage of the weekend storms and severe weather. David, you and Amy really worked well together and I really felt my family and I were very informed with what was going on. I know it all started with Amy alone and it was nice to see Brock come in as early as he did to help her out. Channel 15 really was on top of all the news coverage for this event. Please continue to follow this with nightly updates and up to date information. Thanks for all you do all the communities in Wisconsin

\* \* \*

watched all 3 local networks, NBC15 WAS THE FIRST to be on the scene to cover the house sliding into Lake Delton. Your coverage of the storms is incredible, up to date, and timely. Excellent! I applaud your efforts! This is just one example why I am a regular viewer of NBC15 News

\* \* \*

From: Julia Thorstad-White <[juliaandcindy@charter.net](mailto:juliaandcindy@charter.net)>

David,  
Kudos to you and Amy for a fantastic job this weekend in keeping us informed about the weather. I am so glad you were there compared to others and there is no better weather team in Madison! My 10 year old even kept saying flip back to 15 and see what they are saying and where the storm is!! I know there were many hours and I am glad you and Amy took the controls and were there. You guys are a team our family trusts! Thanks again!

Cindy  
Sun Prairie

\* \* \*

From: Marcia <[arnie@chorus.net](mailto:arnie@chorus.net)>

Hi David,

Here's a pat on the back for you and Amie. I don't think that you are complimented enough when doing a wonderful job such as you and Amie did on Saturday, June 7, 2008. You both did a marvelous job of keeping us all informed on the minute by minute

changes in the weather and reporting the exact locations of the tornados and where they were headed with a "heads-up" for the communities in it's path. With the fine job that you both did, we, out here in TV land were much safer. You both are terrific meteorologists.

Marcia A. Himes  
Madison

\* \* \*

From: Donna A. <[witw@merr.com](mailto:witw@merr.com)>

I just wanted to send you a note to thank you for your coverage of the storms on Saturday afternoon and night. I live in Sauk County, just south of Baraboo. We were lucky that we didn't get the worst of it, but I truly appreciated having you on the air, keeping us posted throughout the entire storm. We live in the country and don't have any other way of checking out the weather radar other than going on the web. I realize that some people were probably angry that they couldn't watch their TV shows. But WE who were in the middle of it all, truly appreciated it. I especially appreciated it when you said that we were just as important as those in Madison or Janesville and that you would stay on the air as long as there was a tornado warning in effect. I'm at work in Madison now (shhhhhh!) and people have been saying, "they didn't need to be showing the radar that much..." I tell them, "we were in the middle of it! We needed that radar!" Selfish people. Thank you for caring about those of us who don't live in Madison.

Donna Anderson

\* \* \*

From: Lisa McDaniel <[lmcdaniel@flexosol.net](mailto:lmcdaniel@flexosol.net)>

Hi David

We live out between Merrimac and I-90 on Lake Wisconsin. I want you to know we usually have channel 3 on and with this weekends storms we were flipping channels to find better coverage of what the weather situation was on Saturday afternoon. You and Amy (and crew) were awesome, the coverage you gave us great. I just had to email to say "thank you"!!!

NBC 15 will be the only station on in our home. Thank you again for all you did for us this weekend!!!

Lisa

\* \* \*

Once again, NBC 15 has out-classed and out-worked the competition.

Your staff had the best and most comprehensive storm coverage. I won't name names (but it is NOT the station I used to work for). But I was very disappointed in another station which did very little updating of information between their 5:30 and 10pm newscasts. After the obligatory information from the meteorologist, the anchors pitched to a story about Stoughton's storm, a story that had the SAME information they reported at 5:30. So much happened last evening that I EXPECTED new and updated information.

It's clear that when I want to know something, and know right away, I should go to your station and/or website!

*Toni Morrissey*  
Senior Media Specialist  
UWHC/UW Health Public Affairs

\* \* \*

David, Amy and Brock did an exceptional/superb job of reporting Saturday afternoon's severe weather! Thank you so much--your excellence was greatly appreciated and comforting!

Diane Williams in Oregon, Wisconsin  
[Diane1032@Verizon.net](mailto:Diane1032@Verizon.net)

\* \* \*

It's Saturday night at about quarter after 7, and I live in Reedsburg. We're joking alot about the weather, but we're not changing the channel. I know Reedsburg is not a big market for you, so I really appreciate the coverage.

[fester@rucls.net](mailto:fester@rucls.net)

\* \* \*

From: Mike Hinrichs <[ptcmed03@att.net](mailto:ptcmed03@att.net)>  
Reply-To: [ptcmed03@att.net](mailto:ptcmed03@att.net)  
To: <[acarlson@nbc15.com](mailto:acarlson@nbc15.com)>

Hi Amy.

As a 20+ year viewer of NBC15, I have so very often relied on the station's professional team with their personal attachment to the community and its residents to deliver my news to me. I am so fond of the station, in fact, that my guide dog and I filmed a spot for "The Morning Show" back when Randol was still on the air.

Today's crazy weather was just horrifying for a person like myself, who not only has to watch out for himself, but his guide dog too... but the constant and clear updates, filled with such precise and ongoing updated information, set my mind at ease, and truly made

me feel like you and David were doing all that hard work just for me. And that is how I appreciate it, like you did it all just for me... thank you Amy, from the bottom of my heart, for being there through the wild Wisconsin weather today, and for helping me feel safe, and for helping me feel secure in the knowledge that should anything have threatened us on our little block of the east side of Madison, you and David would have been right there to fill us in! with deepest heartfelt thanks, smiles, and tail wags,  
Mike and Patches

\* \* \*

From: David Schroeder <[dndschroeder5@verizon.net](mailto:dndschroeder5@verizon.net)>

Just a quick note to let you know how much your weather coverage is appreciated. Luckily, nothing severe came through our area, but we kept you tuned in the entire time. We count on the NBC weather team 100%, and all of you deserve a huge THANK YOU for your hard work and constant dedication to keeping your viewers well informed!

Denise  
Lake Mills

\* \* \*

From: gccsg <[gccounc@yahoo.com](mailto:gccounc@yahoo.com)>

Hi, Amy,

I just want to take a moment to sincerely thank you and your team--and I know there are many folks behind the scenes who probably rarely get credit--for the outstanding job you have done/are doing today with our Storm Hell here in Wisconsin.

I am sure few people realize how much stress there is in reporting threatening weather situations LIVE--with feeds in your ear, constant updates, etc. and having to sound natural, confident, and professional during such conditions --for extended periods of time. ( I know if I had to work without commercials so long, I would surely need a Depends--and maybe a margarita!)

You and your team have most assuredly saved lives today--even during the scary time when your own personal safety was threatened--you kept it together and kept us informed.

I live in Spring Green--a place which was a subject of "get in your shelter" several times today--and am an owner of two jittery schnauzers--so being kept up to speed on the storms was critical.

Please give a copy of this to the Big Boss over there--and tell the top brass at the station that it's high time for a well-deserved raise--and vacation--and accept my personal thanks



for "being there" for your viewers.

Take care--and keep up the good work.  
Gloria aka Nervous Nelly about Storms

\* \* \*

From: Carole <[caroleallen@verizon.net](mailto:caroleallen@verizon.net)>

Thank you both for your continual coverage of this series of unpredictable weather. It has been a source of current progress of these storms for me and my family. The whole Channel 15 team has done an excellent job. I wouldn't be surprised if you haven't saved some injuries or deaths. Thanks. Carole in Westfield

\* \* \*

From: Elizabeth Disch <[dbdisch@charter.net](mailto:dbdisch@charter.net)>

Hello News 15,

I just wanted you to hear from someone who very much appreciates the continuous coverage, regardless of other programming scheduled for today. Dave is correct – keeping people safe certainly takes precedence over anything else, and it's sad that you've (obviously) received calls from folks who don't see it that way.

**KEEP UP THE GREAT WORK AND COVERAGE!!**

Sincerely,  
Beth Disch  
Sun Prairie

\* \* \*

From: Della Franklin <[dellafranklin@hotmail.com](mailto:dellafranklin@hotmail.com)>

Good evening Amy, I just want to tell you and this is for David George, Brock, and Cassamy (sp?)

You all did an awesome job this afternoon, we had channel 15 on all afternoon from 1:00pm on, and you all did a wonderful job, Keeping up with storm and where it was at and where it was heading. I really appreciated that, and I am someone that doesn't like storms, of course this time my husband was here so that really helped. You all really earned your salary this afternoon, every once in a while we would turn the tv over to another station to see how they were doing and your weather team is much better I must say, but then I may be prejudice because I just love all of you on channel 15, I call you

my tv family. Amy you were the first one I had heard and then all of a sudden I was hearing David, so you must have had to bring reinforcements.

Keep up the good work.

Della