

WITI-MILWAUKEE, WS

*This report covers the time period November 1, 2005 to October 31, 2007
(except where otherwise specifically noted).*

I. PROGRAMMING

- a. **Local Newscasts**: WITI airs 47½ hours of local news each week, at the following times:
 - Monday – Friday: 5 a.m. – 9 a.m.
 - Monday – Friday: 11 a.m. – 12 noon
 - Monday – Friday: 5 p.m. – 6:30 p.m.
 - Monday – Sunday: 9 p.m. – 10:30 p.m.
 - Saturday: 7 a.m. – 9 a.m.
 - Saturday: 6 p.m. – 6:30 p.m.
 - Sunday: 7 a.m. – 8:00 a.m.
 - Sunday: 5 p.m. – 5:30 p.m.

- b. **Breaking News Stories**: Although WITI had no significant regional disasters during the time period, WITI broke into regular programming for breaking news and/or severe weather alerts, amber alerts, the war in Iraq, and other emergencies.

- c. **Local News Stories**
 - i. ***Contact 6***, an ongoing series of consumer reports on issues such as:
 - Food/product recalls
 - Energy conservation
 - Deed scams
 - Carbon monoxide safety
 - Spam blocker test
 - ID theft fraud protection
 - H&R Block legal settlement
 - Insurance rates and credit reports
 - Tax rebate checks
 - Going-out of business tips

 - ii. ***Race Relations***: an ongoing series of reports on issues of racial concern in Milwaukee. Examples of issues covered during the report period are:
 - Black/white partnerships
 - Differing neighborhoods
 - Surveys on racial perceptions

- Black-owned businesses
 - People willing to “say what they really think”
 - Black/white radio DJ morning teams
 - Law vs. attitude changes
 - Police dealing with racial sensitivity
 - Jury duty/racial composition of local juries
 - Black/white churches
 - Race/political correctness
- iii. ***The Investigators, WITI’s team*** of investigative reporters.
Examples of stories aired are:
- Work release abuses
 - Racial study results/police beating case
 - Loopholes in state’s drunk driving laws
 - Domestic violence
 - School violence: “The Bully Project”
- iv. ***Health Center:*** health-related stories by a dedicated reporter:
- Autism insurance in Wisconsin
 - Hospital disparities for minorities and uninsured patients
 - Dangerous chemicals
 - Family/community medicine
 - HIV testing
 - Antibiotic resistance
 - Local mumps outbreak
 - Public assistance for illegal aliens
 - Patient safety reporting system
- v. ***Gus Tour*** (handyman series with on-staff reporter), including coverage of the following topics:
- Animal shelters
 - Salvation Army Toy Chest
 - Blood drive
 - Hazardous waste disposal
 - Milwaukee County Zoo’s new Giraffe House
 - Jewish Community Center: Passover
 - River Splash festival
 - Summer festivals
 - Wisconsin State Fair
 - Coats for Kids
 - Public skating at Red Arrow Park

- vi. **Ask Gus** (handyman reporter answers viewer calls and letters, as well as on-line questions), including the following subjects:
- Repairing a lamp socket
 - Fixing a sticky drawer
 - Removing odor from a garbage disposer
 - Setting tile
 - Replacing garden hose ends

A list of local news stories is attached as Exhibit 1. Additional information by quarter is attached as Exhibits 1A through 1F.

- d. **Political Programming:** WITI has devoted extensive coverage to political issues important to the Milwaukee community. Programming for the period included four gubernatorial candidate debates, a same sex marriage debate, a debate among state attorney general candidates, an Iowa presidential debate (which included former Wisconsin Gov. Tommy Thompson), s Milwaukee Public Schools Tax Hike Forum, and extensive coverage of local, state and federal primary and general elections.

A comprehensive list of political programming is attached as Exhibit 2.

- e. **Local interest:**
Holiday parade
- July fireworks special
 - *Fox 6 Blitz* (August to January), including pre- and post-game Green Bay Packer shows, and weekly Green Bay highlights
 - Weekly Catholic Church services

- f. **Awards and Recognition:** WITI won more awards from the 2006 Chicago/Midwest Emmy Chapter than all other Milwaukee news stations combined, including:
- 3 Emmy awards (2004/2005)
 - 8 Milwaukee Press Club awards (2005)
 - 4 Milwaukee Press Club awards (2006)
 - 5 Emmy awards (2006/2007)

A complete list of awards and recognition during the report period is attached as Exhibit 3.

II. PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

WITI makes its air-time available at no charge for public service announcements (PSAs). For the period June 11, 2007 to June 24, 2007, **195** minutes of PSAs were aired; for the period January 8 to January 21, 2007, **183** minutes of PSAs were broadcast. Examples of the subject matter of PSAs aired include:

- City of Milwaukee (curfew ordinances)
- United Nations Children's Fund
- 211 Info Line
- V-Chip
- First Stage
- Poison Hotline
- Soldiers Angels

A comprehensive list of PSAs aired during the report period is attached as Exhibit 4.

III. PARTICIPATION IN COMMUNITY:

Local television and radio broadcasters meet twice annually to host community ascertainment meetings. Area leaders are invited to address the group citing their needs, issues and challenges.

WITI employees, including talent, participate on the boards or in community organizations or at community events, including:

- Mount Mary College's Graphic Design Program
- Board, Shorewood BID
- Member, Alverno College Marketing Committee
- Board, Milwaukee Chamber Theatre
- Board, Make A Wish Foundation
- Volunteer, Volunteer Center of Milwaukee

Station employees participate on the boards and/or are members of diversity organizations including the National Association of Black Journalists, the National Association of Hispanic Journalists, and the National Association of Lesbian and Gay Journalists.

A list of community appearances by on-air talent, in the form of publicity for local organizations (stories, interviews and PSAs), VIP station tours and "Backyard Weather" auction items, includes:

- Speaker, Zablocki Elementary School
- Emcee, South Milwaukee Junior Miss
- Participant, Wheelchair Games

WITI has responded to emergency needs of the community, most notably following Hurricane Katrina in 2006, when the station hosted a telephone bank soliciting funds for victims; organized a food drive, and collected toys in conjunction with local Clear Channel Radio Stations and America's Second Harvest.

A comprehensive list of communication with the community and ascertainment is attached as Exhibit 5.

IV. **WEBSITE**

WITI has utilized *myfoxmilwaukee.com* as a localized online platform to provide local programming information to Internet and mobile communications users. The website includes:

- You Decide 2008, including a local candidate tracker and local voter guide information
- *Ask Gus* for homeowner repair information
- A resource guide for local events, including a comprehensive list of local fairs and festivals
- One-Click Weather with hyper local satellite/radar loops of counties in the Milwaukee area, an exclusive on-line video forecast updated six times per day, a "Weather Blog" updated throughout the day by staff meteorologists, a "Weather Whys" video and blog explaining current weather conditions authored by WITI's chief meteorologist, and a MyWindow page, with links to web cameras across the state
- Video of archived local stories
- "Blog-a-palooza," where station staff meet bloggers twice annually to network and foster community relations

EXHIBIT 1

WITI-MILWAUKEE, WS LOCAL NEWS STORIES

Daily "Contact 6" (consumer) reports.

Topics include:

- Food/Product Recalls
- Conservation/Reducing Energy Bills
- Deed Scams
- Carbon Monoxide Safety
- Spam Blocker Test
- ID Theft Fraud Protection (Shredding documents)
- Home Foreclosures
- H&R Block Legal Settlement
- Insurance Rates & Credit Reports
- Tax Rebate Checks
- Going out of Business Sale Tips

"The Investigators" Investigative Reports

Topics include:

- Work Release County Jail Abuses
- Racial Study Results / Police beating case
- Drunk Driving Abuses
- Domestic Violence
- School Violence
 - o "The Bully Project" legislation
- Nurses Abusing Drugs

Race Relations – ongoing series of reports on issues of racial concern in Milwaukee. Topics include:

- Black/White Partnerships
- Differing neighborhoods
- Surveys on racial perceptions
- Black-owned business
- People willing to 'say what they really think'
- Black/White Radio DJ morning teams
- Law vs. attitude changes
- Police dealing with racial sensitivity
- Jury Duty/Racial composition of juries
- Black/White Churches

- Race/Political Correctness

Gus Tour: Weekday reports focusing on local events.

Topics include:

- Animal Shelters
- Salvation Army Toy Chest
- Blood Center of Wisconsin Blood Drive
- Hazardous Waste Disposal
- Center for the Deaf event
- Eisner Museum: Red Cross History
- Milwaukee County Zoo's new Giraffe House
- Jewish Community Center: Passover
- Ronald McDonald House
- County Park profiles
- River Splash festival
- Habitat for Humanity Home Building
- Goodwill
- Summer Festivals (SummerFest, Italian Fest, GermanFest, etc.)
- Wisconsin State Fair
- Make-a-Wish Foundation
- Coats for Kids
- Holiday Lights
- Public Skating at Red Arrow Park
- Urban Ecology Center
- Cerebral Palsy Golf Outing
- Hunger Task Force Food Drive
- American Cancer Society Show House
- Bradford Beach Cleanup

Health Center: Reporter dedicated to health issues. Topics include:

- Dangerous Chemicals
- Family/Community Medicine
- HIV Testing
- Antibiotic Resistance
- Diabetes Control
- Patient Safety in Hospitals
- Local Mumps Outbreak
- Race and Health Care
- Public Assistance for Illegal Immigrants
- Language Barriers to Health
- Diabetes & Heart Disease in Hispanics
- Patient Safety Reporting System
- Flu Shots
- Hospital Disparities for Minorities and Uninsured patients

- Smoking Studies
- Autism Insurance in Wisconsin

EXHIBIT 2

WITI-MILWAUKEE POLITICAL PROGRAMMING

- a. **Political Issues:**
 - Sentencing of Governor's Travel Scheduler
 - Ruling against campaign contributions for Republican Governor Candidate
 - Poll showing Doyle leading Green in Governor's Race
- b. **Debates/Forums:**
 - Governor's Debate - Waukesha 9/06
 - Same Sex Marriage Debate 10/06
 - Governor's Debate – WBA Milwaukee 10/06
 - Governor's Debate – War Memorial 10/06
 - Governor's Debate – Final 10/06
 - Atty General Debate 10/06
 - Iowa Presidential Debate incl. Tommy Thompson 7/07
 - MPS Tax Hike Forum 10/07
- c. **Elections:** (extensive coverage in 9-10:00 p.m. newscasts)
 - February, 2006 Primary Election (local/state races)
 - April, 2006 General Election (local/state races)
 - September, 2006 Primary Election (congressional, senate, state)
 - November, 2006 General Election (congressional, senate, state)
 - February, 2007 Primary Election (local races)
 - April, 2007 General Election (local races)

EXHIBIT 3

WITI MILWAUKEE AWARDS AND RECOGNITION

Station Recognition Awards:

1. Oconomowoc Memorial Hospital Foundation—Lake Walk for Cancer 2007 Regional media sponsor
2. Blood Center of Wisconsin – Media Partner 2006
3. Crime Prevention Award—Milwaukee Police 2007
4. Walk & Run for Wishes-2006 sponsor
5. Veteran's Day Parade-2006 –Award of Appreciation
6. First Stage Theatre 2006 & 2007—Special Recognition
7. Safe Kids Southeast Wisconsin-2006 Recognition Award
8. Miracle on Canal Street--2006 Partner

Individual Recognition Awards:

2004-2005 Emmy Awards

- Outstanding Achievement within a Regularly Scheduled News Program – Hard News Feature
- Outstanding Achievement within a Regularly Scheduled News Program – Specialty Report Education
- Outstanding Achievement within a Regularly Scheduled News Program – Public Affairs/Current Affairs – Single Program

2005 Milwaukee Press Club Awards

1st Place Awards:

- Best Single Report/Series Contributing to the Community's Welfare: "Crack- Pipe Crackdown"
- Best Background Analytical Report: "The Deep Tunnel"
- Best Documentary Showing Enterprise or Social Awareness: "The Bully Project"
- Best Investigative Report or Series: "A Shot of Mercury"
- Best Personal Service Feature: "Bully Survey"

- Best Mini-Series: "Milwaukee 911: Time To Wait"
- Best Feature Story: "Hello Doris"
- Best Sports Photography: "5th Quarter Highlights"

Runner-up:

- Best Multi-Day Coverage of an Ongoing Story: Sawyer County Shooting"
- Best Immediate Coverage or a Breaking News Story: "Audrey Seiler Found"
- Best Writing for Television New
- Best Investigative Report or Series: "Dating, Lies and Videotape"

2005 – 2006 Emmy Awards

- Outstanding Achievement Within a Regularly Scheduled News Program, Investigative Series: "Conduct Unbecoming"
- Outstanding Achievement for Special Event Program: "Fox 6 50th Anniversary Celebration"

Outstanding Achievement for Individual Excellence – New Anchor

2006 Milwaukee Press Club

1st Place Awards:

- Best Investigative Report or Series : "Guilt Trip"
- Best Public Affairs Reporting: "Free Ride"
- Best Feature or Lifestyle Story: "Inside Sand Ridge"
- Best Feature or Lifestyle Series : "The Fox 6 Health Center"

Runner-up:

- Best Feature or Lifestyle Series: "Going Green"
- Best Single Story Production: "Dying for Attention"

2006 - 2007 Emmy Awards

1st Place Awards:

- Outstanding Achievement Within a Regularly Scheduled News Program – Single Investigation: "Don't Blow It"
- Outstanding Achievement within a Regularly Scheduled News Program – Hard News Feature: "Heroin in the Suburbs"
- Outstanding Achievement within a Regularly Scheduled News Program – Specialty Report/Series: "What's That Smell?"

- Outstanding Achievement within a Regularly Scheduled News Program – Specialty Report/Series: “Ted’s Take”
- Outstanding Achievement for Individual Excellence – New Anchor

EXHIBIT 4

WITI MILWAUKEE COMMUNICATION WITH COMMUNITY AND ASCERTAINMENTS

- a. **Communication with Community:** Twice a year, the TV and Radio Broadcasters of Milwaukee get together to host community ascertainment meetings. Area leaders are invited to address the group citing the needs, issues and challenges facing people in our viewing/listening area from their perspectives. The groups represented are:
- Hispanic Chamber of Commerce
 - Hmong American Friendship Association
 - City of Milwaukee Health Department
 - Workforce Development Initiative
 - Milwaukee Fatherhood Initiative
 - Marquette Interchange
 - Waukesha Women’s Center
 - United Way of Greater Milwaukee
 - American Diabetes Association
 - State Equal Rights Division
 - Keep Greater Milwaukee Beautiful
 - Sojourner Truth House
 - Summerfest
 - Marcus Center for the Performing Arts
 - Milwaukee Ballet
 - The Nurturing Women’s Center
 - Greater Milwaukee Foundation
 - Literary Services of Wisconsin
 - Boys & Girls Clubs of Greater Milwaukee
 - Second Harvest
 - Milwaukee County Sheriff
 - Kyle’s Korner
 - Milwaukee International Film Festival
 - Milwaukee Art Museum
 - Camp Hartland
 - Interfaith Adult Programs
 - East Town Association
 - Citizens for a Responsible Government

- Kathy's House
- Milwaukee County Executive
- Milwaukee Chamber Orchestra
- Legal Aid Society of Milwaukee
- Urban Underground
- Shorewood BID
- Wisconsin Bicycle Federation
- FBI
- Marquette University
- WI Family Council
- La Causa
- WI Manufacturer & Commerce
- Senior Concerns
- Wisconsin Abstinence Coalition
- Milwaukee Rescue Mission
- Boy Scouts
- Milwaukee Rescue Mission
- Independence First
- American Lung Association
- Wisconsin Dental Association
- Milwaukee Fire Department
- Milwaukee health Care Partnership
- Bureau of Consumer Protection
- Milwaukee Public Museum
- Milwaukee Public Schools
- A Place for Mom
- St. Anne Center for Intergenerational Care
- Milwaukee Bar Association
- Salvation Army
- United Way/Pregnancy Initiative
- UWM-Great lakes Water Institute
- Redevelopment Authority of Milwaukee
- MATC
- Ozaukee Family Services
- Lake Area Free Clinic
- Urban Anthropology
- South Milwaukee Human Concerns
- Wisconsin Bakers Association
- Blood Center of Wisconsin
- Milwaukee Artists Resource Network
- Greenfield Police Department
- Homeless Assistance Leadership Org

In addition to the organized community ascertainment, WITI station representatives met with local community leaders in their respective towns to hear first-hand of their concerns and issues for their populace:

January 2005	Grafton
June 2005	West Bend
June 2006	Fort Atkinson

There are also occasions when WITI has responded to emergency needs of the community, most notably after Hurricane Katrina in Fall 2006 when we hosted a phone bank soliciting funds for victims; and a food drive in conjunction with local Clear Channel Radio Stations and America's Second Harvest to organize volunteers to donate, collect and stock three semi-trucks for delivery to Houston, TX. The station also collected toys for children during the same drive.

b. **Employee participation on boards or committees for the following organizations:**

- Mount Mary College's Graphic Design Program
- Shorewood BID Board
- Alverno College Marketing Committee
- Milwaukee Chamber Theatre Board
- Make A Wish Board
- Jewish Federation
- Wisconsin MS Society
- Whitefish Bay Little League Director
- Brown Deer Athletics
- Shamrock Club Volunteer
- Marquette Alumni Assoc
- Variety of Parent Teacher Organizations
- Red Cross
- Wisconsin Blood Center
- Humane Societies
- Literacy Services of Milwaukee
- Salvation Army
- Volunteer Center of Milwaukee

c. **Community Appearances by on-air talent:**

- St. Joseph Foundation
- Filipino Association
- March of Dimes
- Ozaukee Toastmasters
- Visiting Nurse Association

- Waukesha County Executive Awards
- Retired Men's Club of Wauwatosa
- Germantown Fire Safety Event
- New Testament Christian Academy
- Keep Greater Milwaukee Beautiful
- NAACP Racine
- Second Harvest
- Zablocki Elementary
- Central City Youth Forum
- Engelburg Elementary
- Alpha Phi Alpha
- Literacy Council of Waukesha
- November 2006
- Waukesha Martin Luther King Program
- Center Street Library
- Port Washington Lion's Club
- Maasri Institute
- St. Catherine School
- Gilmore Middle School
- Cullen Run,
- Center Street Library
- Port Washington Lion's Club
- Maasri Institute
- St. Catherine School
- Gilmore Middle School
- Cullen Run,
- NARI Home Show
- Women for MACC
- Grantosa Drive School
- Clinton Rose Senior Center
- Brookfield Central High School
- Longfellow School
- LaCasa De Esperanza
- Jefferson Lighthouse School
- Richard Kluge School
- Horace Mann Elementary
- Whitnall Middle School
- Port Washington Rotary
- Wheelchair Games
- South Milwaukee Junior Miss
- State Fair
- Brat Days parade

- Hank Aaron State Trail
- Downs Syndrome
- Wauwatosa Rotary Club
- Parkinson Association
- Karl's Korner
- Milwaukee School of Entrepreneurship
- St. Joseph's Foundation

d. Participation in events sponsored by educational institutions occurred at the following locations:

- Job Fair/Career Exploration at Concordia University
- Wisconsin Lutheran H S Career Exploration Night
- Job Fair at U W - Milwaukee
- St. Catherine School
- "Bring Your Community to School Day" at Brookfield Central High School
- Whitnall Middle School Leadership WKSP
- Milwaukee School of Languages
- Wisconsin Conservatory Lifelong Learning
- LaCausa Charter School
- Central Middle School
- Career Day at Wm George Bruce School
- Saratoga School
- St. Margaret Mary School
- Brown Deer Middle School
- 21st St. School
 - RiverSplash
- NARI Home Show
- Women for MACC
- Grantosa Drive School
- Clinton Rose Senior Center
- Brookfield Central High School
- Longfellow School
- LaCasa De Esperanza
- Jefferson Lighthouse School
- Richard Kluge School
- Horace Mann Elementary
- Whitnall Middle School
- Martin Luther King Library
- Goodwill
- Milwaukee School of Language
- Family Service of Racine

- St. Patrick's Day parades
- Boy Scouts,
- Arthritis Foundation,
- Waukesha Girl Scouts
- Milwaukee Center for Independence
- Martin Luther King Library
- Goodwill
- Milwaukee School of Language
- Family Service of Racine
- St. Patrick's Day parades
- Boy Scouts
- Arthritis Foundation
- Waukesha Girl Scouts
- Wis Conservatory of Lifelong Learning
- Brookfield Jr. Miss
- St. Francis Children's Center
- Elmbrook Humane Society
- Home Show
- Sojourner Truth House
- Milwaukee Press Club
- Southeast Boy Scouts Council
- Kids Fest
- MACC Fund
- Milwaukee Volunteer Center
- Ozaukee Volunteer Center
- William George Bruce School
- Milwaukee College Prep School
- American Heart Association,

e. **Parades-appearances in following communities:**

- New Berlin
- Hartford
- Waukesha
- West Allis
- Milwaukee
- Germantown
- Grafton
- Menomonee Falls
- Lake Geneva
- Oconomowoc
- Port Washington

- South Milwaukee
- Whitefish Bay
- Racine
- Waterford
- Mukwonago
- Sheboygan Falls
- Brookfield
- Germantown
- Glendale
- Grafton
- Humboldt Park
- Menomonee Falls
- Shorewood
- Wauwatosa
- Mequon/Thiensville

f. **Participation by employees, including talent: on boards or membership in diversity organizations:**

- National Association of Black Journalists
- National Association of Hispanic Journalists
- National Association of Lesbian & Gay Journalists

g. **In-kind donations:** The majority of our in-kind donations come in the form of stories, interviews and PSAs. Another way we support local events is to provide VIP tours of the station and also through "Backyard Weather" as auction items. Those donations represent an in-kind contribution of at least \$17,400 and are made up of the following donations:

Schlitz Audubon Nature Center	Backyard Weather
St. Catherines Residence	Backyard Weather
American Heart Association	Backyard Weather
Alzheimer's Association	Backyard Weather
Vince Lombardi Charitable Funds	Backyard Weather (twice)
Center for Blind and Visually	Backyard Weather
Kettle Moraine Lutheran HS	Backyard Weather
Make a Wish Foundation	Idol Concert Tickets
Zoological Society	Backyard Weather (twice)
St Ann Center	Backyard Weather
Downs Syndrome Association	Fan package items
Community Memorial Hospital	Fox 6 fan package & tickets
Milwaukee Habitat for Humanity	Backyard Weather (twice)
Florentine Opera Club	Backyard Weather (twice)
Mental Health Association	Backyard Weather

Kathy's House	Backyard Weather (twice)
Medical College	Backyard Weather (twice)
Arthritis Foundation	Backyard Weather
Milwaukee Symphony Orchestra League	Backyard Weather (twice)
Whitefish Bay Little League	Backyard Weather
Milwaukee Tennis & Educ. Found.	Backyard Weather
HAWS	Backyard Weather
American Heart Association	Backyard Weather
Gathering on the Green	Backyard Weather
Heart Association	Backyard Weather
Jr. Woman's Club/Mequon	Backyard Weather
Vince Lombardi Charitable Funds	50 th Anniversary Pkg
Community Memorial Found.	50 th Anniversary Pkg w/watch
Milwaukee Habitat for Humanity	50 th anniversary Pkg w/watch
Bel Canto Chorus	50 th Anniversary Pkg w/watch
Hispanic Chamber	50 th Anniversary Package
Public Allies	Albert Watch, AI Short
Make a Wish Foundation	Backyard Weather
Boys & Girls Clubs	50 th Anniversary Fox Box
Jewish Community Center	Fox Box sports w/watch
ARCW	Fox Box Idol w/watch
Mental Health Assoc of Milw	Fox Box
American Diabetes Association	Fox Box
Milwaukee Broadcasters Club	Watch, hat, t shirt
ABCD	Watch & Scarf
Neighborhood house	Fox Box, watch, Idol bag
Gathering on the Green	OC Script, watch, Fox Box
Children's Service Society	Fox Box
Milwaukee Art Museum	Backyard Weather
Multiple Sclerosis	Fox Box
Big Brothers Big Sisters	Backyard Weather
Arthritis Foundation	Backyard Weather
Wisconsin Humane Society	Backyard Weather
Whitefish Bay Blue Dukes	Backyard Weather
Waukesha Service Club	Backyard Weather
Goodwill Industries	50 th anniversary Fox Box
Rogers Memorial Hospital	50 th Anniversary Fox Box
16 th St. Community Center	Watch & Scarf
Waukesha Humane Society	Backyard Weather

