

WLWK TV26

1st QT 2024 Quarterly Program Report

ISSUE: #1

Weather

AIR DATE

LENGTH:

NAME OF THIS SHOW

Jan. 1-Mar.
31, 2024

Various

NBC 26 News at 5, 6 & 10pm

Staff reporting: Cameron Moreland

Door County watching cherry trees amid threatening warm weather

<https://www.nbc26.com/doorcounty/door-county-watching-cherry-trees-amid-threatening-warm-weather> With unseasonably high temperatures in late February, there is concern among cherry growers for their crops this season if the weather continues. Story aired in 6p and 10p Feb. 27, about 1 min. 45 sec. each show.

Warmer weather impacts Northwoods businesses

<https://www.nbc26.com/news/local-news/snow-is-like-dollars-falling-from-heaven-warmer-weather-impacts-northwoods-businesses> As warmer weather continues its impact on winter sports, Todd & Barb's Rapids Resort, a restaurant and bar in western Marinette County, has seen its revenue decline by more than half compared to last year. Story aired in 5p and 6p Feb. 8, about 2 min. each show.

People and pets embracing winter weather together

<https://www.nbc26.com/news/local-news/people-and-pets-embracing-winter-weather-together> We are experiencing the first major winter storm of the season, and while closing and cancellations have flooded the region, pet owners and their furry friends seem to be enjoying it. Story aired in 5p Jan. 9, about 1 min.

Warmer weather means maple syrup season is earlier this year

<https://www.nbc26.com/news/local-news/in-your-neighborhood/de-pere/warmer-weather-means-maple-syrup-season-is-earlier-this-year> We're feeling a warmer winter across Northeast Wisconsin and that means syrup makers are tapping trees earlier than usual. Story aired in 5a and 5p Feb. 15, about 2 min. each show.

Cold weather, messy roads: Practices to protect your car

<https://www.nbc26.com/manitowoc/cold-weather-and-messy-roads-recommended-practices-to-protect-your-car> The cold weather has left roads messy and dirty. Many cars have headed to the wash. Story aired in 10p Jan. 19 and 5a Jan. 20, about 1 min. 30 sec. each show.

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1st QT 2024 Quarterly Program Report

ISSUE: #2

Environment

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Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Millions to be spent restoring eroded areas along Green Bay

<https://www.nbc26.com/suamico/saving-our-beach-millions-to-be-spent-restoring-eroded-areas-along-green-bay>

The state will be spending millions of dollars to restore Longtail Point Beach after years of erosion. **Story aired in 6p and 10p March 4, about 1 min. 30 sec. each show.**

University uses brine to help reduce water pollution

<https://www.nbc26.com/greenbay/hold-the-salt-university-uses-brine-to-help-reduce-water-pollution>

Salt can be good for melting ice but bad for our waterways. Researchers believe using less could help, so one area university is trying a salt alternative for the first time. **Story aired in 6p and 10p Jan. 10, about 2 min. 15 sec. each show.**

Win for opponents of co-digester: Town board recommends denial

<https://www.nbc26.com/news/local-news/in-your-neighborhood/big-win-for-opponents-of-co-digester-town-board-recommends-denial>

After nearly five hours of discussion, the Town of Lind board recommended against changing zoning maps and the town's comprehensive plan. A dairy farm requested the changes so it could construct a waste co-digester. **Story aired in 5p and 10p Feb. 28, about 2 min. 15 sec. each show.**

Governor visits water utility amid calls for PFAS money

<https://www.nbc26.com/news/local-news/in-your-neighborhood/marinette/we-need-to-get-that-funding-now-governor-visits-water-utility-amid-calls-for-pfas-money>

Gov. Tony Evers visited the Marinette Water Utility building on Monday afternoon as the city calls for state money to clean up its water. **Story aired in 6p and 10p Mar. 11, about 1 min. 45 sec. each show.**

A look at Green Bay Southwest's ag department of the future

<https://www.nbc26.com/greenbay/hidden-gem-a-look-at-green-bay-southwests-agriculture-department-of-the-future>

Green Bay Southwest's science department is giving students hands-on experience with agriculture of the future. **Story aired in 6p and 10p Feb. 16, about 2 min. each show.**

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1st QT 2024 Quarterly Program Report

ISSUE: #3

Youth

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Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Ski center plays host to youth cross-country skiing championship

<https://www.nbc26.com/news/local-news/ski-center-plays-host-to-youth-cross-country-skiing-championship>

More than 350 children from around Wisconsin left it all on the snow during the 2024 Wisconsin Nordic Ski League Sprint Championships. Story aired in 5p and 10p Feb. 4, about 1 min. 45 sec. each show.

50 nonprofits selected to participate in annual Give BIG Green Bay

<https://www.nbc26.com/news/local-news/50-nonprofits-selected-to-participate-in-7th-annual-give-big-green-bay>

Fifty nonprofit organizations will participate in Give BIG Green Bay 2024. The 24-hour giving day event, hosted by the Greater Green Bay Community Foundation in partnership with the Green Bay Packers Foundation, encourages everyone to learn about and support participating nonprofits serving Brown County. Story aired in 5a, 6a, 5p and 6p Jan. 18, about 1 min. 30 sec. each show.

First Tee building Northeast Wisconsin's next generation of golfers

<https://www.nbc26.com/give-big-green-bay/first-tee-building-northeast-wisconsins-next-generation-of-golfers>

First Tee offers golf facilities, coaching and classes to Northeast Wisconsin's youth. One aspiring Division 1 prospect, Emma Cunningham, is an example of the organization's growth. Story aired in 10p Feb. 18, about 2 min. 15 sec.

Lights go out but show goes on at Herd School Day Game

<https://www.nbc26.com/oshkosh/lights-go-out-but-the-show-goes-on-at-the-herd-school-day-game> Thousands of Wisconsin students came to Oshkosh Arena to watch the annual School Day Game. Story aired in 5p and 6p Jan. 17, about 1 min. 45 sec.

GBGB allows more kids opportunity to shred half-pipes at GBASO

<https://www.nbc26.com/give-big-green-bay/give-big-green-bay-allows-more-kids-the-opportunity-to-shred-the-half-pipes-at-gbaso>

At GBASO their goal is to develop social, physical and leadership skills in our youth through action sports. Story aired in 6p Feb. 16, about 2 min. 15 sec.

WLWK TV26

1st OT 2024 Quarterly Program Report

ISSUE: #4

Health

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31, 2024

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Dudes and T.A.C.O.S. offers mental health relief for men

<https://www.nbc26.com/news/local-news/dudes-and-t-a-c-o-s-offers-mental-health-relief-for-men>

One in ten men experience anxiety or depression, and men are four times more likely to take their own lives than women. Story aired in 5a and 6a Feb. 20, about 2 min. each show.

Money available for health care students nearing graduation

<https://www.nbc26.com/news/local-news/rural-work-free-tuition-money-available-for-health-care-students-nearing-graduation>

Grant money is available for healthcare students in certain fields who are nearing graduation and will work after graduation in a rural area. Story aired in 6p Jan. 30, about 2 min. each show.

Tribe teams with university for stroke risk study

<https://www.nbc26.com/news/local-news/in-your-neighborhood/oneida/the-ancestors-were-healthy-people-tribe-teams-with-university-for-stroke-risk-study>

About 50 people so far have volunteered for a year-long study on stroke risk factors among Native people, for whom stroke is a leading cause of death and disability. Story aired in 6p and 10p Mar. 26, about 1 min. 45 sec. each show.

Two life-saving stories, cutting-edge heart surgery coming to Bellin

<https://www.nbc26.com/news/local-news/surviving-the-widowmaker-two-life-saving-stories-and-the-cutting-edge-heart-surgery-coming-to-bellin-health> Ed Myers, suffered a major heart attack—the type they call the “Widowmaker.” Years ago, such an event would almost certainly end someone’s life, but Ed was back to work almost immediately with just a small bandage on his wrist. Story aired in 5p and 6p Feb. 1, about 3 min. 30 sec.

How respiratory viruses are hitting this neighborhood

<https://www.nbc26.com/appleton/appleton-isnt-immune-to-the-triple-threat-how-respiratory-viruses-are-hitting-this-neighborhood> The “triple threat” of Covid Flu and RSV hit hard this winter. Experts now say the threat is easing and it’s easier for kids to be kids again. Story aired in 5p and 6p Jan. 19, about 2 min. each show.

WLWK TV26

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Education

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Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

St. Norbert students protest faculty layoffs

<https://www.nbc26.com/news/local-news/in-your-neighborhood/de-pere/my-education-my-voice-st-norbert-students-protest-faculty-layoffs> Declining enrollment at St. Norbert College over the past five years is causing the school to lay off faculty and staff. Some students protested Wednesday about the timing of the layoffs and selections of which professors to dismiss. **Story aired in 5p and 10p Mar. 27, about 2 min. each show.**

Student journalists steal spotlight to highlight referendum impact

<https://www.nbc26.com/news/local-news/student-journalists-steal-spotlight-to-highlight-54-5m-referendum-impact> In Shawano County, the buzz surrounding the upcoming spring election isn't just a topic for adults. The local school district is engaging its students in an innovative way and tapping into the creativity of some budding journalists to spread awareness of a referendum on the spring ballot. **Story aired in 5p and 6p Mar. 22, about 2 min. 15 sec. each show.**

What's to come if Freedom School District referendum passes

<https://www.nbc26.com/news/local-news/whats-to-come-if-the-freedom-area-school-district-referendum-passes> The Freedom Area School District is proposing a capital referendum to the community. It's designed to benefit students but comes at a cost to taxpayers. **Story aired in 6p and 10p Mar. 21, about 1 min. 30 sec. each show.**

Hoover parents holding out hope as school shut down date nears

<https://www.nbc26.com/neenah/hoover-elementary-parents-still-holding-out-hope-as-school-shut-down-date-closes-in> Parents of students attending Hoover Elementary School are hoping to have the final say—even after the school district voted to shut it down at the end of the school year. **Story aired in 6p and 10p Mar. 27, about 2 min. each show.**

Kaukauna schools consider model to help families with child care

<https://www.nbc26.com/appleton/kaukauna-area-school-district-considering-model-to-help-their-families-with-child-care> There's a long list of Wisconsin school district with school-sponsored childcare centers. The Kaukauna Area School District is now considering a district childcare option to help families in their area. **Story aired in 6p and 10p Mar. 13, about 2 min. each show.**

WLWK TV26

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ISSUE: #6

Business

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Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Business leaders prepare for 2025 NFL Draft

<https://www.nbc26.com/news/local-news/business-leaders-prepare-for-2025-nfl-draft>

Wisconsin business leaders had the opportunity to learn how they can get involved in the 2025 NFL Draft in Green Bay, and they also had a chance to ask questions about the event during the annual CEO Breakfast at St. Norbert College. Story aired in 5p Feb. 28, about 1 min. 15 sec.

Meet the sisters behind a local business

<https://www.nbc26.com/suamico/it-does-feel-like-a-sisterhood-meet-the-sisters-behind-a-local-business>

This Women's History Month we're taking you to one business that thrives on sisterhood. Meet the women behind 'Dirt: The Clean Juicery.' Story aired in 6p Mar. 29, about 1 min. 30 sec.

13 new businesses in 3 months: Two Rivers sees major growth

<https://www.nbc26.com/tworivers/13-new-businesses-in-3-months-why-two-rivers-has-seen-major-growth>

What was once an industrial town has now grown into a hot spot for new business. Why are so many entrepreneurs are setting up in Two Rivers? Story aired in 6p and 10p Mar. 18, about 1 min. 45 sec. each show.

Beerntsen's Candies business steady despite rise in cocoa prices

<https://www.nbc26.com/greenbay/chocolate-craze-beerntsens-candies-continues-to-have-steady-business-despite-rise-in-cocoa-prices>

Beerntsen's Candies talks about business just before Easter during a time when there's a rise in cocoa prices. Story aired in 10p March 28, about 2 min.

Women in leadership transforming biz landscape in Fox Cities

<https://www.nbc26.com/news/local-news/women-in-leadership-transforming-the-business-landscape-in-the-fox-cities>

New research shows a significant shift in the labor force landscape with women now making up more than half of college-educated workers in the U.S., according to Pew Research. Story aired in 5p and 6p March 18, about 2 min. 30 sec. each show.

WLWK TV26

1st QT 2024

Quarterly Program Report

ISSUE: #7

Culture

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31, 2024

Various

NBC 26 News at 5, 6 & 10pm

7

Reported by
Various Reporters / Anchors

Brief Description- Sturgeon spearing is a centuries old tradition in Northeast Wisconsin. The Department of Natural Resources is working to get more involved in the sport including women and youth.

Sturgeon spearers face potential endangered species designation

<https://www.nbc26.com/fonddulac/this-impacts-our-whole-culture-sturgeon-spearers-face-potential-endangered-species-designation> The U.S. Fish and Wildlife Service is considering putting lake sturgeon on the endangered species list. Sturgeon spearers on Lake Winnebago say this isn't necessary, and would hurt their way of life. Story aired in 6p and 10p Feb. 12, about 2 min. each show.

Sturgeon spearing looks different in year of thin ice

<https://www.nbc26.com/fonddulac/the-lake-is-scary-this-year-sturgeon-spearing-season-looks-different-in-a-year-of-thin-ice> The Friday before sturgeon spearing season looked a little different this year, with a mostly bare lake evidence of fewer spearers wanting to brave the thin ice. Story aired in 5p and 10p Feb. 9, about 1 min. 45 sec. each show.

Sturgeon Spectacular ready, whether lake is frozen or thawed

<https://www.nbc26.com/fonddulac/sturgeon-spectacular-is-ready-to-go-whether-the-lake-is-frozen-or-thawed> Warming temperatures are causing the ice on Lake Winnebago to thaw, and that could be a problem for sturgeon spearing season, which starts in just two weeks. Story aired in 6p and 10p Jan. 26, about 1 min. each show.

'Bago waterfront businesses hope weather doesn't spoil tradition

<https://www.nbc26.com/appleton/winnebago-waterfront-businesses-hoping-weather-doesnt-spoil-tradition> Ice fishing is sport to many, but to others, it's part of making a living. Near Lake Winnebago, businesses are finding a way to get by—especially when they can't rely on the ice. Story aired in 6p and 10p Feb. 2, about 1 min. 30 sec.

Late start to ice season handicaps fishermen, presents hazards

<https://www.nbc26.com/oshkosh/on-thin-ice-late-start-to-ice-season-handicaps-fishermen-presents-hazards> Ice season is off to such a slow start, it's not safe to walk out onto the ice alone. Story aired in 10p Jan. 10 and 5a and 6a Jan. 11, about 2 min. 15 sec. each show.

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Extra (Appearances, etc.)

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Various

Appearances, Community Calendar

WGBA
Marketing
Department

The Marketing Department, in cooperation with Programming Department offers these extra items as part of our involvement with the community.

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PSA's

AMERICAN SLH – AUDIOLOGIST (60s)
SHRINERS HOSPITALS – WITH LOVE I BUILD (60s)
VETS FOREIGN AFFAIRS – NO ONE LEFT BEHIND (60s)
ALS WHAT EVER IT TAKES – KEN V2 AWARENESS (60s)
THOMAS LANE FOUNDATION (60s)
AMERICARES (60s)
US AIR FORCE – SELF CARE (60s)
NCPC – MOMS JOB (60s)
DUCKS UNLIMITED – HEALTHY WETLANDS, HEALTY COMMUNITY (60s)
FEED THE CHILDREN (60s)
VETERANS AFFAIRS – VA INNOVATION (60s)
MAKE-A-WISH – LASSO POEM (60s)
HEIFER INTERNATIONAL – THE END (60s)
EMERGENCY PREPAREDNESS – THE BEST PLANNER ANTHEM (60s)
ALZHEIMERS AWARENESS – HOPEFULL JUDITH (30s)
CHILD CAR SAFETY – HUSTLE (30s)
ENDING HUNGER – TEACHER (30s)
GUN SAFETY – SERVICE NEVER STOPS (30s)
GIRLS SCOUTS – BETTER TOGETHER (30s)
AMERICAN RED CROSS – PIANO (30s)
RBF – GET ON BOARD (30s)
SALUTE AMERICA'S HEROES – JAYME HENTIG (30s)
WAY TO HAPPINESS – RESPECT THE RELIGIOUS BELIEFS OF OTHERS (30s)
HUPY & ABRAHAM - OMML58846h HUPY WINTER DRIVING PSA 30 GB VER01 (30s)
ALS ASSOCIATION - KEN V2 AWARENESS (30s)
AMERICAN CANCER SOCIETY - MEANT TO BE TOGETHER (30s)
KEEP AMERICA BEAUTIFUL - RECYCLE LIKE THERE'S NO TOMORROW (30s)
RED CROSS - PEYTON MANNING DONATE BLOOD (30s)
YMCA - YMCA IMAGE (30s)
Veterans Affairs – Treatment (30s)
SCRIPPS VETERANS -1, 2 and 3 (30s)
GREEN BAY CRIME STOPPERS (15s)

WLWK TV26

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ISSUE: #9

Government

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Various

NBC 26 News at 5, 6 & 10pm

Reported by

Various Reporters / Anchors

Private money, public elections: WI voters to decide next Tuesday

9 <https://www.nbc26.com/news/local-news/private-money-and-public-elections-wi-voters-to-decide-next-tuesday>
Wisconsin voters will decide next Tuesday whether private money should be allowed to help fund public elections. Story aired in 5p and 6p Mar. 25, about 1 min. 30 sec. each show.

Lyerly: Possible candidate for change in 8th Congressional District

<https://www.nbc26.com/news/local-news/meet-dr-kristin-lyerly-a-possible-candidate-for-change-in-wisconsins-8th-congressional-district> Last week, we introduced you to a panel of women eyeing Congressman Mike Gallagher's seat in the upcoming election. Tonight, we delve deeper into one of those contenders – Dr. Kristin Lyerly – to understand her motivations, vision, and potential impact on Northeast Wisconsin politics. Story aired in 6p and 10p Feb. 6, about 2 min. and 45 sec.

Oshkosh leaders looking to replace special assessments

<https://www.nbc26.com/oshkosh/oshkosh-leaders-looking-to-replace-special-assessments> Some use city roads and sidewalks with little thought about who's paying for them. But, what happens when you're forced to pay thousands of dollars to fix them? Story aired in 5p Jan. 30, about 2 min.

Election workers to receive active shooter training

<https://www.nbc26.com/suamico/be-prepared-for-just-about-anything-election-workers-to-receive-active-shooter-training> Before next month's primary, election workers in Suamico will receive active shooter training. Story aired in 6p and 10p Jan. 30, about 1 min. 45 sec. each show.

Evers emphasizes redistricting proposal veto during UWGB visit

<https://www.nbc26.com/greenbay/evers-emphasizes-plan-to-veto-redistricting-proposal-during-uwgb-visit> We're sitting where Governor Tony Evers sat and spoke with students on Wednesday. Women's health was a focus, just like at his State of the State speech Tuesday — but UW-GB students also asked about redistricting and contraception education. Story aired in 10p Jan. 24, about 1 min. 45 sec.

WLWK TV26

1st QT 2024 Quarterly Program Report

ISSUE: #10

Crime Prevention

AIR DATE

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Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Crime Stoppers offering \$10k award for info on Elijah Vue

<https://www.nbc26.com/news/local-news/manitowoc-county-crime-stoppers-offering-10k-award-for-information-on-elijah-vue> The Manitowoc County Crime Stoppers are offering a \$10,000 reward for information on the disappearance of 3-year-old Elijah Vue. Story aired in 10p Mar. 6, about 1 min. 15 sec. each show.

Preliminary hearing set for suspect in deadly wrong-way crash

<https://www.nbc26.com/news/local-news/it-was-a-grave-crime-against-our-family-preliminary-hearing-set-for-suspect-in-deadly-wrong-way-crash> A judge scheduled a preliminary hearing for the man charged with killing four people in wrong way crash on U.S. Highway 10 in Weyauwega. Story aired in 5p and 10p Jan. 23, about 1 min. 45 sec. each show.

Newly-created group aims to curb neighborhood violence

<https://www.nbc26.com/news/local-news/newly-created-group-aims-to-curb-neighborhood-violence> The Office of Violence Prevention is living up to its name and taking new steps to address crime before it happens. Story aired in 5p and 6p Jan. 25, about 1 min. 30 sec. each show.

Officer Involved Incident in Mishicot leaves one person in hospital

<https://www.nbc26.com/news/local-news/in-your-neighborhood/officer-involved-incident-in-mishicot-leaves-neighbors-surprised-and-one-subject-in-the-hospital> Community members of Mishicot told me the Village is usually a pretty quiet spot but on Tuesday afternoon, that wasn't the case; now we're learning more. Story aired in 10p Mar. 20, about 1 min. 30 sec. each show.

Arraignment set for mother charged in toddler's overdose death

<https://www.nbc26.com/appleton/arraignment-date-set-for-mother-charged-in-her-toddlers-overdose-death> Brooke Seal, mother of the two-year-old that died following a fentanyl overdose, appeared again in court after being charged with child neglect. More than 1,400 fentanyl pills were found near the scene of the crime, an officer testified in court. Story aired in 5p Mar. 12, about 1 min.