

WLWK TV26

3rd QT 2023

Quarterly Program Report

ISSUE: #1

Weather

AIR DATE

LENGTH:

NAME OF THIS SHOW

July 1-Sept.
30, 2023

Various

NBC 26 News at 5, 6 & 10pm

Staff reporting: Cameron Moreland

Storms damage homes in Manitowoc, no injuries reported

<https://www.nbc26.com/news/local-news/storms-damage-homes-in-manitowoc-no-injuries-reported>

Storms on Thursday damaged several homes in the City of Manitowoc, according to a Manitowoc Fire Rescue Department official. **Story aired in 5p Aug. 3, approx. 1 min. 45 sec.**

Firefighters, residents step up to battle Waushara County wildfire

<https://www.nbc26.com/news/local-news/firefighters-residents-step-up-to-battle-waushara-county-pallet-fire>

Crews from dozens of local fire departments were hard at work battling the Pallet fire in Waushara County Monday. As of Tuesday morning, the Wisconsin Department of Natural Resources reported the fire was "99% contained." **Story aired in 5p, 6p and 10p July 11, approx. 2 min. each show.**

In this heat with no A/C? Situation is reality for many students

<https://www.nbc26.com/manitowoc/how-would-you-feel-in-this-heat-with-no-a-c-that-situation-is-a-reality-for-many-students>

Temperatures could reach the upper 90's on the first day of school and some schools, like Manitowoc Lincoln, don't have air conditioning. With temperatures this high, many people are wondering what the school is going to do with the students. **Story aired in 6p and 10p Sept. 4, approx. 1 min. 45 sec. each show.**

FdL Wastewater Treatment Plant preps to meet phosphorus limit

<https://www.nbc26.com/fonddulac/this-isnt-a-scene-out-of-a-sci-fi-movie-fdl-wastewater-treatment-plant-preps-to-meet-phosphorus-limit>

Fond du Lac's Wastewater Treatment Plant is preparing to meet a new limit from the DNR on the amount of phosphorus in the water that it's pumping into Lake Winnebago, which can be challenging during months of heavy rainfall. **Story aired in 6p and 10p Sept. 19, approx. 1 min. 45 sec. each show.**

Record heat incoming! How outdoor workers prepare for swelter

<https://www.nbc26.com/fonddulac/record-heat-incoming-how-outdoor-workers-are-preparing-for-the-swelter>

Fond du Lac is one of many neighborhoods in northeast Wisconsin that will be under an excessive heat warning on Wednesday. **Story aired in 6p and 10p Aug. 22, approx. 2 min. each show.**

WLWK TV26

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Quarterly Program Report

ISSUE: #2

Environment

AIR DATE

LENGTH:

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July 1-Sept.
30, 2023

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Door County Land Trust expanding conservation efforts

<https://www.nbc26.com/sturgeonbay/door-county-land-trust-expanding-conservation-efforts> More land in Door County is being protected after the Door County Land Trust bought more than 63 acres. **Story aired in 6p and 10p July 10, approx. 1 min. 45 sec. each show.**

New water cleaning technology showcased in Manitowoc

<https://www.nbc26.com/manitowoc/new-water-cleaning-technology-showcased-in-manitowoc> University of Wisconsin-Oshkosh students as well as faculty showcased some new technology dedicated to cleaning up lakes at the Manitowoc Marina today. Lake Michigan boater Tom O'Toole watched the presentation of the new tech and even saw the group's trash collection boat pull up to the dock. **Story aired in 6p and 10p July 12, approx. 1 min. 45 sec. each show.**

How Green Bay school buses are becoming more green

<https://www.nbc26.com/news/local-news/in-your-neighborhood/how-green-bay-school-buses-are-becoming-more-green> Looking at a packed lot filled with school buses at Lamers Bus Lines, one might think all the buses are the same. However, for school districts across Northeast Wisconsin, there is starting to be a big difference. **Story aired in 6p and 10p Aug. 17, approx. 2 min. each show.**

Bacteria traffic lights help to report beach water quality in Door Co.

<https://www.nbc26.com/doorcounty/bacteria-traffic-lights-help-to-report-beach-water-quality-in-door-county> There's a new traffic light in Baileys Harbor but this one isn't used to control vehicles. The traffic light we're talking about is on the beach and it's used for something else. **Story aired in 5p and 10p Aug. 21, approx. 1 min. 45 sec. each show.**

How one dam is protecting giant sturgeon

<https://www.nbc26.com/news/local-news/in-your-neighborhood/i-thought-it-was-like-a-dinosaur-fish-how-one-dam-is-protecting-giant-sturgeon> The Sturgeon Passage Project aims to allow prehistoric sturgeon to pass through a dam on the Menominee River to near their natural spawning area. **Story aired in 10p Sept. 13, approx. 2 min.**

WLWK TV26

3rd QT 2023

Quarterly Program Report

ISSUE: #3

Youth

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NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Youth counseling wait times vary around NE Wisconsin

<https://www.nbc26.com/news/local-news/waiting-for-help-youth-counseling-wait-times-vary-around-ne-wisconsin>

Wait times vary for children and teens seeking counseling appointments in northeast Wisconsin, depending on where they live. Story aired in 6p and 10p Sept. 14, approx. 3 min. each show.

The spark that ignites a child's love of reading

<https://www.nbc26.com/news/local-news/the-spark-that-ignites-a-childs-love-of-reading>

This year's Title 1 recipient for NBC 26's and the Scripps Howard Fund's "If You Give A Child A Book..." campaign is Tank Elementary School. Story aired in 6p Sept. 6, approx. 1 min. 45 sec.

The "hook" that helped one child learn to love reading

<https://www.nbc26.com/news/local-news/the-hook-that-helped-one-child-learn-to-love-reading>

25 million children in the U.S. cannot read proficiently, according to some experts. Story aired in 5p and 6p Aug. 28, approx. 2 min. each show.

Kids connect with Packers during DreamDrive

<https://www.nbc26.com/news/local-news/kids-connect-with-packers-during-dreamdrive>

Kids had the chance to connect with Packers players at training camp during the annual DreamDrive. Story aired in 6p Aug. 5, approx. 1 min. 30 sec.

Brillion boy competes to be crowned the national mullet champion

<https://www.nbc26.com/news/local-news/a-boy-in-brillion-competes-to-be-crowned-the-national-mullet-champion>

One young man in Brillion is looking to win a national competition... with his mullet. Story aired in 6p and 10p July 20, approx. 1 min. 45 sec. each show.

WLWK TV26

3rd OT 2023

Quarterly Program Report

ISSUE: #4

Health

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Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Planned Parenthood of Wisconsin resumes abortion services

<https://www.nbc26.com/news/local-news/planned-parenthood-of-wisconsin-resuming-abortions-local-pro-life-leader-reacts> Planned Parenthood will resume offering abortion services in Wisconsin on Monday after halting them for more than a year since the U.S. Supreme Court overturned Roe v. Wade. **Story aired in 5p, 6p and 10p Sept. 14, approx. 2 min. 15 sec. each show.**

Local woman shares fight with a little-known brain disease

<https://www.nbc26.com/news/local-news/living-with-mild-cognitive-impairment-local-woman-shares-fight-with-a-little-known-brain-disease> Mild Cognitive Impairment is the stage between expected decline in memory and dementia. **Story aired in 6p Sept. 15, approx. 3 min.**

Prevea Health patient shares difficulties with system outage

<https://www.nbc26.com/news/local-news/prevea-health-patient-shares-difficulties-getting-through-its-system-outage> Prevea Health and Hospital Sisters Health System (HSBS) are continuing to deal with a temporary system outage. **Story aired in 10p Aug. 29, approx. 1 min. 30 sec.**

Battling juvenile arthritis, West De Pere grad wants to help others

<https://www.nbc26.com/news/local-news/battling-juvenile-arthritis-west-de-pere-grad-wants-to-help-others> At 12 years old, Mira Leurquin went from an active girl involved in gymnastics, to barely being able to get out of bed. **Story aired in 6p July 31, approx. 1 min. 45 sec.**

Seymour man injured in work accident makes 'miracle recovery'

<https://www.nbc26.com/news/local-news/seymour-man-injured-in-work-accident-makes-miracle-recovery> Max Rozmiarek suffered a traumatic brain injury in May after a work accident at Dan's Tire in Seymour. According to the accident report, the 18-year-old Rozmiarek was hit in the head with a tire rim, crushing a part of his skull. **Story aired in 6p and 10p July 3, approx. 2 min. 15 sec. each show.**

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Quarterly Program Report

ISSUE: #5

Education

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Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Chilton High School debuts new athletic complex

<https://www.nbc26.com/news/local-news/chilton-high-school-debuts-new-athletic-complex> Chilton High School debuted a new athletic complex Thursday, just in time for high school football season. **Story aired at 10p Aug. 17, approx. 1 min. 45 sec.**

Potential ramifications to town should Wequiock Elementary close

<https://www.nbc26.com/news/local-news/potential-ramifications-to-town-of-scott-should-wequiock-elementary-school-close>
It's a Green Bay Area Public School District facility that Town of Scott officials say has been around for more than 60 years. But now, Wequiock Elementary is on the chopping block. **Story aired in 6p and 10p Aug. 10, approx. 2 min. 45 sec. each show.**

Time running short to complete bus training before school begins

<https://www.nbc26.com/news/local-news/want-to-drive-a-school-bus-time-running-short-to-complete-training-before-school-begins>
Anyone who has thought over the summer of signing up to drive a school bus for the coming school year might be running out of time. **Story aired in 5p Aug. 3, approx. 1 min.**

UW-Oshkosh plans furloughs, layoffs to reduce \$18 million deficit

<https://www.nbc26.com/news/local-news/uw-oshkosh-plans-furloughs-layoffs-to-reduce-18-million-deficit>
UW-Oshkosh said it will begin intermittent furloughs and layoffs in order to reduce a projected 2023 structural deficit of up to \$18 million. **Story aired in 5p Aug. 3, approx. 45 sec.**

Shining Stars Childcare embraces nature's classroom

<https://www.nbc26.com/news/local-news/shining-stars-childcare-embraces-natures-classroom>
One daycare uses nature as its classroom in which children and teachers are encouraged to get their hands and feet dirty along the way. **Story aired in 6p and 10p July 18, approx. 2 min. 15 sec. each show.**

WLWK TV26

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ISSUE: #6

Business

AIR DATE

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NAME OF THIS SHOW

July 1-Sept.
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Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

New Bellevue business for car owners to save money

<https://www.nbc26.com/news/local-news/fixit-yourself-garage-a-new-bellevue-business-for-car-owners-to-save-money> A Green Bay area business owner is allowing car owners to save some money if they can't afford a mechanic. Story aired in 6p and 10p Sept. 18, approx. 1 min. 15 sec. each show.

Jordan Love gear sells "like hot cakes" at Green Bay-area store

<https://www.nbc26.com/news/local-news/jordan-love-gear-sells-like-hot-cakes-at-green-bay-area-store> Packers fans in greater Green Bay have options in the search for Packers Quarterback Jordan Love gear. Story aired in 10p Aug. 11, approx. 1 min. 30 sec.

Turn your home into extra income: Short-term rental tips and tricks

<https://www.nbc26.com/news/local-news/turn-your-home-into-extra-income-short-term-rental-tips-and-tricks> With big events like the RNC and the NFL Draft coming to Wisconsin, many homeowners are thinking about how they can rent out their homes and make some extra cash. Story aired in 6p July 13, approx. 5 min. 30 sec.

RNC One-Year Out: Impact from Milwaukee to your Neighborhood

<https://www.nbc26.com/news/local-news/rnc-one-year-out-the-impact-from-milwaukee-to-your-neighborhood> The Republican National Convention in Milwaukee begins one year from Saturday. At businesses around northeast Wisconsin, there is a hope that the economic impact of the RNC travels far from downtown Milwaukee. Story aired in 6p July 13, approx. 5 min 30 sec.

Food truck looks to help aging population and those of all abilities

<https://www.nbc26.com/news/local-news/2-for-1-new-food-truck-looks-to-help-aging-population-and-those-with-all-abilities> The Grounded on the Go food truck is one of the first accessible food trucks in the area, and could be coming to your community to help inspire people of all abilities who are interested in food service. Story aired in 5p Aug. 25, approx. 1 min.

WLWK TV26

3rd QT 2023

Quarterly Program Report

ISSUE: #7

Culture

AIR DATE

LENGTH:

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30, 2023

Various

NBC 26 News at 5, 6 & 10pm

7

Reported by
Various Reporters / Anchors

Tundravisión: Behind-the-scenes of Packers 4K game experience

<https://www.nbc26.com/news/local-news/lambeaus-tundravisión-behind-the-scenes-of-packers-4k-game-experience>

At nearly every home game at Lambeau Field, 80,000 Packers fans come to experience the green and gold. This year the massive 4K end-zone videoboard or Tundravisión for the first time. Double the size of the old screens. **Story aired in 5p, 6p and 10p Sept. 28, approx. 1 min. 45 sec. each show.**

Omro celebrates the Fourth of July with day-long festivities

<https://www.nbc26.com/news/local-news/omro-celebrates-the-fourth-of-july-with-day-long-festivities> There was certainly no shortage of celebration and red, white and blue in Omro on the Fourth of July. **Story aired in 5p, 6p and 10p July 4, approx. 1 min. 15 sec. each show.**

Packers Alumni hold event to benefit Curative Connections

<https://www.nbc26.com/news/local-news/packers-alumni-hold-event-to-benefit-curative-connections> The Packers hosted an "Alumni Sporting Clays" shooting event in Brillion on Tuesday as part of their "Green Bay Packers Give Back" initiative. **Story aired in 5p Sept. 26, approx. 1 min.**

Kaukauna football player haunted by 'Galloping Ghost'

<https://www.nbc26.com/news/local-news/kaukauna-football-player-haunted-by-the-galloping-ghost-his-great-grandfather> Kaukauna's mascot wasn't always the Ghost. Until the 1920s they were the Tigers. **Story aired in 6p and 10p Sept. 26, approx. 1 min. 45 sec. each show.**

Burger Fest 2023: Tasty tradition continues in Seymour

<https://www.nbc26.com/news/local-news/burger-fest-2023-tasty-tradition-continues-in-seymour> Seymour claims to be the home of the hamburger, and it celebrates that legacy every year. **Story aired in 6p Aug. 12, approx. 1 min. 30 sec.**

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Extra (Appearances, etc.)

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30, 2023

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.

8

PSA's

AMERICAN SLH – AUDIOLOGIST
SHRINERS HOSPITALS – WITH LOVE I BUILD
VETS FOREIGN AFFAIRS – NO ONE LEFT BEHIND
ALS WHAT EVER IT TAKES – KEN V2 AWARENESS
THOMAS LANE FOUNDATION
AMERICARES
US AIR FORCE – SELF CARE
NCPC – MOMS JOB
DUCKS UNLIMITED – HEALTHY WETLANDS, HEALTY COMMUNITY
FEED THE CHILDREN
VETERANS AFFAIRS – VA INNOVATION
MAKE-A-WISH – LASSO POEM
HEIFER INTERNATIONAL – THE END
EMERGENCY PREPAREDNESS – THE BEST PLANNER ANTHEM
WALK TO END ALZHEIMERS
ALZHEIMERS AWARENESS – HOPEFULL JUDITH
CHILD CAR SAFETY – HUSTLE
ENDING HUNGER – TEACHER
GUN SAFETY – SERVICE NEVER STOPS
BOYS TOWN – PARENTS ARE PEOPLE
GIRLS SCOUTS – BETTER TOGETHER
AMERICAN RED CROSS – PIANO
BE THE MATCH
RBFF – GET ON BOARD
SALUTE AMERICA'S HEROES – JAYME HENTIG
WAY TO HAPPINESS – RESPECT THE RELIGIOUS BELIEFS OF OTHERS
HUPY & ABRAHAM - OMML57905hHUPY_WFM
HUPY & ABRAHAM - OMML57904h HUPY_DISTRACTED
ALS ASSOCIATION - KEN V2 AWARENESS
AMERICAN CANCER SOCIETY - MEANT TO BE TOGETHER
KEEP AMERICA BEAUTIFUL - RECYCLE LIKE THERE'S NO TOMORROW
RED CROSS - PEYTON MANNING DONATE BLOOD
YMCA - YMCA IMAGE
SCRIPPS VETERANS
GREEN BAY CRIME STOPPERS

WLWK TV26

3rd QT 2023 Quarterly Program Report

ISSUE: #9

Government

AIR DATE

LENGTH:

NAME OF THIS SHOW

July 1-Sept.
30, 2023

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

How Wisconsin voters are viewing the first GOP debate

<https://www.nbc26.com/news/local-news/its-about-our-future-how-wisconsin-voters-are-viewing-the-first-gop-debate>

Donald Trump—who didn't attend Wednesday's debate—is leading in the polls, but many voters who watched said they haven't fully committed to a candidate yet. **Story aired in 5p, 6p and 10p Aug. 23, approx. 1 min. each show.**

Green Bay earns top honors by U.S. News & World Report

<https://www.nbc26.com/news/local-news/green-bay-earns-top-honors-by-u-s-news-world-report> Green Bay is earning top honors yet again as one of the best places to live in the country. **Story aired in 5p Aug. 18, approx. 1 min.**

Rail Safety Week raising awareness

<https://www.nbc26.com/news/local-news/rail-safety-week-raising-awareness> Brown County Executive Troy

Streckenbach issued a proclamation recognizing September 18-24 as Rail Safety Week in Brown County. **Story aired in 5p, 6p and 10p Sept. 21, approx. 1 min. 15 sec. each show.**

Afghan refugees reflect on fleeing the Taliban to Green Bay

<https://www.nbc26.com/news/local-news/two-years-later-afghan-refugees-reflect-on-fleeing-the-taliban-to-green-bay>

Tuesday is the two-year anniversary of the evacuation of Afghanistan. It was on this date in 2021 that the Afghan government collapsed as the Taliban took over Kabul. **Story aired in 10p Aug. 15, approx. 3 min. 30 sec.**

In challenging recruiting year, Air Force stages presence at EAA

<https://www.nbc26.com/news/local-news/in-challenging-recruiting-year-air-force-stages-largest-ever-presence-at-eaa>

EAA AirVenture could help determine Mackenzie Baneck's future. **Story aired in 6p July 27, approx. 2 min. 15 sec.**

WLWK TV26

3rd QT 2023

Quarterly Program Report

ISSUE: #10

Crime Prevention

AIR DATE

LENGTH:

NAME OF THIS SHOW

July 1-Sept.
30, 2023

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Clerk assaulted, merchandise stolen from Fox Crossing gas station

<https://www.nbc26.com/news/local-news/clerk-assaulted-merchandise-stolen-from-fox-crossing-gas-station> Four people assaulted a gas station clerk and stole merchandise from a Fox Crossing gas station Sunday, according to a Fox Crossing Police Department news release. **Story aired in 6p and 10p Aug. 31, approx. 1 min. each show.**

Pulaski family impacted by bonfire explosion reacts to charges

<https://www.nbc26.com/news/local-news/pulaski-family-impacted-by-bonfire-incident-reacts-to-news-of-18-year-old-charged-in-explosion> An 18-year-old man is facing 13 felony charges in connection to the October 2022 bonfire explosion on Cedar Drive in Shawano County near Pulaski. **Story aired in 5p and 10p Aug. 3, approx. 2 min. 30 sec. each show.**

Zelenski sentenced to life in prison for killing man over reptiles

<https://www.nbc26.com/news/local-news/zelenski-sentenced-to-life-in-prison-with-possibility-of-extended-supervision-after-35-years-for-killing-man-over-reptiles> William Zelenski will serve life in prison with the possibility of extended supervision after 35 years for killing his girlfriend's 18-year-old son Ryelee Manente-Powell, a judge ruled. **Story aired in 5p, 6p and 10p July 28, approx. 2 min. 15 sec.**

Inside 'secret hideaway' where police arrested wanted fugitive

<https://www.nbc26.com/news/local-news/inside-secret-hideaway-where-police-arrested-wanted-fugitive> In Marathon County, a 44-year-old man, wanted by authorities in Shawano County was arrested earlier this month in a secluded hideout. **Story aired in 6p July 18, approx. 3 min.**

Road Rage: Man shot in Winneconne

<https://www.nbc26.com/news/local-news/road-rage-man-shot-in-winneconne> Police are still searching for a suspect after a road rage incident leaves one person shot several times. **Story aired in 10p Sept. 6, approx. 1 min.**