

WLWK TV26

4th QT 2023

Quarterly Program Report

ISSUE: #1

Weather

AIR DATE

LENGTH:

NAME OF THIS SHOW

Oct. 1-Dec.
31, 2023

Various

NBC 26 News at 5, 6 & 10pm

Staff reporting: Cameron Moreland

Watch out! Hospitals experiencing a spike in ice-related injuries

<https://www.nbc26.com/greenbay/watch-out-hospitals-experiencing-a-spike-in-ice-related-injuries>

Pedestrian injuries because of the ice have seen an increase. Here's how you can prevent a risky fall. **Story aired in 5p and 6p Dec. 5, approx. 1 min. 45 sec. each show.**

Warmer weekend offers better conditions for travelers

<https://www.nbc26.com/news/local-news/warmer-weekend-offers-better-conditions-for-travelers>

Schedule boards at Green Bay's Austin Straubel International Airport are all reading "ON TIME" without any delays as passengers brace for one of the busiest travel weekends of the year. **Story aired in 5p and 6p Dec. 22, approx. 1 min. 30 sec. each show.**

Traveling for Christmas? State patrol warns drivers to be careful

<https://www.nbc26.com/news/local-news/are-you-traveling-for-christmas-state-patrol-warns-drivers-to-be-careful>

With Christmas just days away, highways in northeast Wisconsin this weekend are full of cars traveling for the holiday. **Story aired in 5p and 6p Dec. 22, approx. 1 min. 15 sec. each show.**

Titletown tubing among winter recreation activities on hold

<https://www.nbc26.com/titletown/lack-of-snow-titletown-tubing-among-winter-recreation-activities-on-hold>

On many past December nights, Arians Hill would be full of people tubing. But for now, it's quiet. We learned how lack of snow and warmer temperatures aren't just affecting tubing — but all recreational winter activities. **Story aired in 10p Dec. 27, approx. 2 min.**

'Pure blasphemy': The history of Lambeau Field's unbuilt dome

<https://www.nbc26.com/news/local-news/people-would-consider-it-pure-blasphemy-a-glimpse-into-the-history-of-lambeau-fields-unbuilt-dome>

The Packers and Vikings played Sunday night's New Year's Eve game under the comfort of a climate-controlled dome, but did you know there was once serious consideration of building a dome over Lambeau Field? **Story aired in 5p and 10p Dec. 31, approx. 2 min. 45 sec. each show.**

WLWK TV26

4th QT 2023

Quarterly Program Report

ISSUE: #2

Environment

AIR DATE

LENGTH:

NAME OF THIS SHOW

Oct. 1-Dec.
31, 2023

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

GLC Minerals might be the destination at the Port of Green Bay

<https://www.nbc26.com/news/local-news/freighters-in-the-fox-river-glc-minerals-might-be-the-destination-at-the-port-of-green-bay> A company in northeast Wisconsin with roots going back more than 150 years is located in Green Bay because of a natural resource: Water. **Story aired in 5p and 6p Oct. 23, approx. 2 min. 30 sec. each show.**

Community divided over digester proposed in Waupaca Co.

<https://www.nbc26.com/news/local-news/community-divided-over-proposed-digester-coming-to-waupaca-county> A well-known northeast Wisconsin dairy farm is hoping to bring a digester to its operation to transform food waste and manure into renewable energy, but some neighbors are concerned. **Story aired in 6a and 5p Dec. 4, approx. 2 min. 30 sec. each show.**

Expansion of Fish Creek Park brings new opportunities

<https://www.nbc26.com/doorcounty/its-a-win-win-for-everybody-expansion-of-fish-creek-park-brings-new-opportunities> The town of Gibraltar has worked for years to improve the environment of its watershed. Now the town's plan to expand the land of Fish Creek Park could help push those efforts even further. **Story aired in 6p Nov. 8, approx. 1 min. 15 sec.**

Four Door Co. Fish Companies take on Great Lakes Fish Pledge

<https://www.nbc26.com/doorcounty/challenge-accepted-four-door-county-fish-companies-take-on-great-lakes-fish-pledge> The 100% Great Lakes Fish Pledge is a commitment by participating companies to use 100% of the fish in productive ways. **Story aired in 6p and 10p Nov. 13, approx. 1 min. 30 sec. each show.**

Door Co. Trust closes on 75 acres in former home to dairy farm

<https://www.nbc26.com/doorcounty/moo-ving-in-door-co-trust-closes-on-75-acres-in-southern-door-formerly-home-to-dairy-farm> New Door County Land Trust property in Southern Door plans to add signage and walking trails by 2025 for the community to enjoy. **Story aired in 6p and 10p Dec. 22, approx. 1 min. 15 sec. each show.**

WLWK TV26

4th QT 2023

Quarterly Program Report

ISSUE: #3

Youth

AIR DATE

LENGTH:

NAME OF THIS SHOW

Oct. 1-Dec.
31, 2023

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Clearing the smoke: Impact of tobacco laws on Door Co. youth

<https://www.nbc26.com/doorcounty/clearing-the-smoke-the-impact-of-tobacco-laws-on-door-county-youth>

The number of children vaping seems to be on the incline since the COVID-19 pandemic and state laws could be to blame. **Story aired in 5p and 6p Oct. 5, approx. 2 min. each show.**

More children being diagnosed with Type 2 Diabetes

<https://www.nbc26.com/news/local-news/more-children-being-diagnosed-with-type-2-diabetes>

Doctors at UW Health says they're seeing more children being diagnosed with Type 2 Diabetes every year, and they say parents need to understand the symptoms. **Story aired in 5a and 5p Dec. 13, approx. 1 min. each show.**

Taylor Swift Trend: More girls learning guitar

<https://www.nbc26.com/news/local-news/a-taylor-swift-trend-more-and-more-girls-learning-guitar-music-school-owner-says>

I'm Jon Erickson at the Appleton Rock School, here because while Taylor Swift was a talk of the town over the last week, the owner here told me that Taylor has been having a big impact on young musicians, for years. **Story aired in 5p, 6p and 10p Dec. 4 and 6a Oct. 19, approximately 1 min. 30 sec. each show.**

Pulaski High setting records off the field

<https://www.nbc26.com/since-the-great-depression-pulaski-high-setting-records-off-the-field>

Pulaski News claims it is the longest student-run newspaper in the country. The paper has been around since The Great Depression. **Story aired in 6p and 10p Oct. 5, approximately 1 min. 45 sec. each show.**

Study: Teens inundated daily with 200+ notifications

<https://www.nbc26.com/news/local-news/study-teens-inundated-daily-with-200-notifications> A recent study by Common Sense Media shows just how much time teenagers are spending on their phones, with more than half of teens having 200+ notifications per day. **Story aired in 5a Oct. 4, approximately 2 min. 15 sec.**

WLWK TV26

4th OT 2023

Quarterly Program Report

ISSUE: #4

Health

AIR DATE

LENGTH:

NAME OF THIS SHOW

Oct. 1-Dec.
31, 2023

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Flu and RSV cases on the rise as holiday traveling season begins

<https://www.nbc26.com/greenbay/flu-and-rsv-cases-on-the-rise-as-holiday-traveling-season-begins-health-officials-say> Flu and RSV cases have doubled since the start of the month. COVID-19 cases are also expected to increase.

Story aired in 6p and 10p Nov. 17, approximately 1 min. 45 sec. each show.

Door Co. strides to improve mental health access

<https://www.nbc26.com/doorcounty/door-county-takes-strides-to-improve-mental-health-access-amid-740-1-provider-ratio> Countyhealthrankings.org says the ratio of people to mental health providers was 740:1 in 2022 in Door County.

I'm your Door County neighborhood reporter Katlyn Holt with a look at what one group is doing to help those who need mental health resources. Story aired in 6p and 10p Oct. 10, approximately 1 min. 30 sec. each show.

Staying healthy through the winter break

<https://www.nbc26.com/news/local-news/staying-healthy-through-the-winter-break>

Kids will be out of school for the holiday break before you know it, and UW Health is sharing a few helpful reminders to keep everyone happy and healthy. Story aired in 5a and 5p Dec. 7, approximately 1 min. 15 sec. each show.

Fewer children getting vaccinated, doctors react to new trend

<https://www.nbc26.com/news/local-news/fewer-children-getting-vaccinated-doctors-react-to-new-trend>

A new report indicates fewer students are getting vaccinated before they start school, and doctors say the new trend is rather concerning. Story aired in 5a, 5p and 10p Nov. 22, approximately 1 min. each show.

Breaking down accidental death statistics in children

<https://www.nbc26.com/news/local-news/breaking-down-accidental-death-statistics-in-children>

Accidents are the leading cause of death in children, and health experts are sharing a few helpful ways to prevent them. Story aired in 5a Nov. 9, approximately 45 sec.

WLWK TV26

4th QT 2023

Quarterly Program Report

ISSUE: #5

Education

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NAME OF THIS SHOW

Oct. 1-Dec.
31, 2023

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Appleton parent reflects on the importance of paraprofessionals

<https://www.nbc26.com/appleton/they-have-hearts-of-gold-appleton-parent-reflects-on-the-importance-of-paraprofessionals> One of the biggest challenges school districts are facing this year has been the shortage of teachers and paraprofessionals. **Story aired at 5p and 10p Dec. 21, approx. 1 min. 45 sec. each show.**

Lawrence University building to bring community into classroom

<https://www.nbc26.com/appleton/future-lawrence-university-building-will-bring-community-into-the-classroom> It's one of the most noticeable streets in all of Appleton but change is coming to Lawrence University. One College Ave. construction zone is becoming a space for the whole community. **Story aired in 10p Dec. 12, approximately 1 min. 45 sec.**

Advocates of multilingual families are asking for Act 20 changes

<https://www.nbc26.com/news/local-news/in-your-neighborhood/why-advocates-of-multilingual-families-are-asking-for-changes-with-goal-of-trailer-bill-for-act-20> Act 20 was passed in June, and it sets standards for literacy in Wisconsin, but some advocates for multilingual families are asking for a few changes that can go in an upcoming "trailer bill." **Story aired in 6p and 6p Dec. 22, approximately 2 min. 15 sec. each show.**

Students compete in Hack Appleton coding event

<https://www.nbc26.com/news/local-news/in-your-neighborhood/menasha/students-compete-in-hack-appleton-coding-event-returns-to-in-person-format> Students in this generation can learn how to code from the Internet alone — and that was on display at Hack Appleton. **Story aired in 5p and 10p Dec. 10, approximately 1 min. 30 sec. each show.**

Next gen's workforce learns real-world trade skills in Manitowoc

<https://www.nbc26.com/manitowoc/the-most-important-subject-next-generations-workforce-learns-real-world-trade-skills-in-manitowoc> Manitowoc is a community known for its blue-collar industries. At Wilson Middle School where the tech ed program is beginning to resemble the city's trades. **Story aired in 5p Dec. 19, approximately 1 min. 45 sec.**

WLWK TV26

4th QT 2023 Quarterly Program Report

ISSUE: #6

Business

AIR DATE

LENGTH:

NAME OF THIS SHOW

Oct. 1-Dec.
31, 2023

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

New business joins Manitowoc's downtown revitalization

<https://www.nbc26.com/manitowoc/a-new-business-joins-manitowocs-downtown-revitalization-a-look-at-on-the-surface-and-the-citys-growth> In the past decade, Manitowoc has revitalized its downtown. That revitalization is not only attractive to tourists and visitors, but businesses are now drawn to downtown Manitowoc. **Story aired in 6p and 10p Dec. 21, approximately 1 min. 30 sec. each show.**

Entrepreneurs celebrate Small Business Saturday

<https://www.nbc26.com/suamico/i-can-do-this-entrepreneurs-celebrate-small-business-saturday> Just a month and a half after opening her nutrition club, Trierre Smith is celebrating her first Small Business Saturday as a business owner. **Story aired in 6p and 10p Nov. 25, approximately 1 min. 30 sec. each show.**

Businesses unwrap their holiday displays in Sturgeon Bay

<https://www.nbc26.com/doorcounty/almost-like-christmas-morning-businesses-unwrap-their-holiday-displays-in-sturgeon-bay> The Holidays kick off in Door County with the Unwrapping Sturgeon Bay event, which is an evening for the community and businesses to ring in the season. **Story aired in 10p Nov. 17, approximately 1 min. 45 sec.**

How to support BIPOC businesses this holiday season

<https://www.nbc26.com/greenbay/how-you-can-support-this-2-year-old-ceo-bipoc-businesses-this-holiday-season> During this season of giving, one organization rooted in supporting BIPOC (Black, Indigenous and people of color) businesses is once again launching a campaign for the community to get involved in making a big difference during the holidays. **Story aired in 10p Nov. 21, approximately 2 min. 30 sec.**

One Door Co. family's commitment to maintaining fishing business

<https://www.nbc26.com/doorcounty/decades-of-dedication-one-door-county-familys-commitment-to-maintaining-its-fishing-business-for-generations> Four generations of fisherman have kept a tradition alive. I'm your Door County neighborhood reporter Katlyn Holt and we're in the water with Baileys Harbor Fish company to see their family business. **Story aired in 6p Oct. 31, approximately 2 min. 15 sec.**

WLWK TV26

4th QT 2023

Quarterly Program Report

ISSUE: #7

Culture

AIR DATE

LENGTH:

NAME OF THIS SHOW

Oct. 1-Dec.
31, 2023

Various

NBC 26 News at 5, 6 & 10pm

7

Reported by
Various Reporters / Anchors

Oneida language making comeback through youngest members

<https://www.nbc26.com/news/local-news/oneida-language-making-a-comeback> Educators are teaching students the Oneida language through immersion classes, and parents say they're proud to have their kids come home and share what they've learned with the rest of their family. **Story aired in 5a and 6p Nov. 8, approx. 2 min. each show.**

Mulva Cultural Center finally opening doors, Beatles exhibit

<https://www.nbc26.com/news/local-news/in-your-neighborhood/de-pere/first-look-mulva-cultural-center-finally-opening-doors-beatles-exhibit> The \$100 million dollar Mulva Cultural Center is finally ready to open its doors to the public. We'll show you what's inside the 75,000 square-foot facility. **Story aired in 6p and 10p Dec. 5, approx. 2 min. each show.**

Storyteller event showcases emotional side of local history

<https://www.nbc26.com/news/local-news/in-your-neighborhood/menasha/women-hold-the-culture-storyteller-event-showcases-emotional-side-of-local-history> Here at UWOC Fox Cities Campus on Saturday night, the culmination of unique project will be introducing you to some untold stories made right here in Wisconsin. **Story aired in 6p Oct. 27, approx. 2 min. 15 sec.**

Door Co. company remembering the Holodomor, 90 years later

<https://www.nbc26.com/doorcounty/shining-a-light-on-history-door-co-company-remembering-the-holodomor-90-years-later> It's a piece of history many people might not know about, but some are hoping to change that. This Saturday is the fourth Saturday of November and it's recognized as the 90th anniversary of the Holodomor. **Story aired in 6p and 10p Nov. 20, approx. 1 min. 45 sec. each show.**

Sturgeon could end up on the endangered species list

<https://www.nbc26.com/neenah/sturgeon-could-end-up-on-the-endangered-species-list-some-are-trying-to-keep-them-off-of-it> Lake sturgeon could end up on the endangered species list but now one lawmaker is pushing to keep them off it. The Fox Valley is a sturgeon spearing hub and people around here have some opinions on this. **Story aired in 6p and 10p Oct. 19, approx. 1 min. 45 sec. each show.**

WLWK TV26

4th QT 2023

Quarterly Program Report

ISSUE: #8

Extra (Appearances, etc.)

AIR DATE

LENGTH:

NAME OF THIS SHOW

Oct. 1-Dec.
31, 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

PSA AMERICAN SLH – AUDIOLOGIST
PSA SHRINERS HOSPITALS – WITH LOVE I BUILD
PSA VETS FOREIGN AFFAIRS – NO ONE LEFT BEHIND
PSA ALS WHAT EVER IT TAKES – KEN V2 AWARENESS
PSA THOMAS LANE FOUNDATION
PSA AMERICARES
PSA US AIR FORCE – SELF CARE
PSA NCPC – MOMS JOB
PSA DUCKS UNLIMITED – HEALTHY WETLANDS, HEALTY COMMUNITY
PSA FEED THE CHILDREN
PSA VETERANS AFFAIRS – VA INNOVATION
PSA MAKE-A-WISH – LASSO POEM
PSA HEIFER INTERNATIONAL – THE END
PSA EMERGENCY PREPAREDNESS – THE BEST PLANNER ANTHEM
PSA ALZHEIMERS AWARENESS – HOPEFULL JUDITH
PSA CHILD CAR SAFETY – HUSTLE
PSA ENDING HUNGER – TEACHER
PSA GUN SAFETY – SERVICE NEVER STOPS
PSA GIRLS SCOUTS – BETTER TOGETHER
PSA AMERICAN RED CROSS – PIANO; PEYTON MANNING DONATE BLOOD
PSA RBFF – GET ON BOARD
PSA SALUTE AMERICA'S HEROES – JAYME HENTIG
PSA WAY TO HAPPINESS – RESPECT THE RELIGIOUS BELIEFS OF OTHERS
PSA HUPY & ABRAHAM - WFM_PSA_30; DISTRACTED_PSA_30; WINTER DRIVING PSA 30 GB VER01
PSA ALS ASSOCIATION - KEN V2 AWARENESS
PSA AMERICAN CANCER SOCIETY - MEANT TO BE TOGETHER
PSA KEEP AMERICA BEAUTIFUL - RECYCLE LIKE THERE'S NO TOMORROW
PSA YMCA - YMCA IMAGE
SCRIPPS VETERANS PSA -1, PSA -2, PSA -3
PSA GREEN BAY CRIME STOPPERS
PSA WALK TO END ALZHEIMERS :15

WLWK TV26

4th QT 2023

Quarterly Program Report

ISSUE: #9

Government

AIR DATE

LENGTH:

NAME OF THIS SHOW

Oct. 1-Dec.
31, 2023

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Will more state money lead to a tax cut for you?

<https://www.nbc26.com/news/local-news/property-taxes-will-more-state-money-lead-to-a-tax-cut-for-you>

As holiday cards begin to arrive in mailboxes, soon enough, homeowners' property tax bills will, too. **Story aired in 5p and 10p Nov. 29, approximately 2 min. 45 sec. each show.**

City leaders react to train development

<https://www.nbc26.com/news/local-news/best-news-we-could-have-gotten-city-leaders-react-to-train-development>

There has not been passenger train service to northeast Wisconsin in more than 50 years, but history might come full circle. **Story aired in 6p and 10p Dec. 7, approximately 3 min. each show.**

Fond du Lac increases wages for election workers

<https://www.nbc26.com/fonddulac/they-put-a-lot-of-time-and-energy-into-it-fond-du-lac-increases-wages-for-election-workers>

The Fond du Lac City Council voted to increase the election budget by \$11,070, which will go to higher wages for election workers. It'll help workers like Pete and Deb Doll, who have been serving as election workers for about 20 years. **Story aired in 6p and 10p Oct. 13, approximately 2 min. 15 sec each show.**

Brown Co., Oneida Nation reach agreement that'll last 15 years

<https://www.nbc26.com/greenbay/working-together-brown-county-and-oneida-nation-reach-another-agreement-thatll-last-15-more-years>

A continuation of an agreement between Oneida Nation and Brown County. I'm Katlyn Holt with what this agreement covers and why it will be extended for another 15 years. **Story aired in 5p and 10p Nov. 1, approximately 1 min. 30 sec.**

Group rallies for redistricting maps lawsuit in downtown Green Bay

<https://www.nbc26.com/greenbay/group-rallies-for-redistricting-maps-lawsuit-in-downtown-green-bay>

The Wisconsin Fair Maps Coalition and supporters rallied to draw attention to the redistricting lawsuit at the Brown County Courthouse on Tuesday. **Story aired in 5p, 6p and 10p Nov. 21, approximately 45 sec. each show.**

WLWK TV26

4th QT 2023

Quarterly Program Report

ISSUE: #10

Crime Prevention

AIR DATE

LENGTH:

NAME OF THIS SHOW

Oct. 1-Dec.
31, 2023

Various

NBC 26 News at 5, 6 & 10pm

Reported by
Various Reporters / Anchors

Police battling TikTok trend involving kids and car thefts

<https://www.nbc26.com/news/local-news/police-battling-tiktok-trend-involving-kids-and-car-thefts>

Green Bay Police say they're combatting a spike in car thefts involving children. Authorities say a TikTok trend shows how easy it is to break into certain vehicles and steal them. **Story aired in 5a and 6p Nov. 2, approximately 3 min. each show.**

3 Prospera ATMs hit in card skimming crime, police say

<https://www.nbc26.com/neenah/3-prospera-atms-hit-in-card-skimming-crime-police-say>

If you go to put your debit card into your ATM and it seems harder to insert than usual, don't ignore that warning sign. **Story aired in 6p Nov. 3, approximately 2 min. 15 sec.**

Local fast food manager accused of sex crimes against 15-yr-olds

<https://www.nbc26.com/ashwaubenon/local-fast-food-manager-accused-of-sex-crimes-against-15-year-olds-in-court>

The former Culver's and Freddy's manager charged with sexually assaulting three different underage employees was back in court today. 37-year-old Joshua Johnson was charged with nine felony counts of sex-related crimes in August. **Story aired in 5p, 6p and 10p Oct. 6, approximately 1 min. each show.**

Meet crime-fighting identical twin detectives in Fond du Lac

<https://www.nbc26.com/fonddulac/meet-the-crime-fighting-identical-twin-detectives-solving-cases-in-fond-du-lac>

A pair of crime-fighting identical twins sounds like something out of a movie, but two detectives in Fond du Lac are just that. **Story aired in 6p and 10p Nov. 9, approximately 1 min. 45 sec. each show.**

Fundraising to bring a therapy dog to Door Co. Community

<https://www.nbc26.com/doorcounty/they-just-enjoy-your-companionship-fundraising-to-bring-a-therapy-dog-to-door-co-community>

From fires to car accidents to heart attacks, first responders in Door County see it all. I'm your Door County neighborhood reporter Katlyn Holt, with the new push to get a therapy dog to this part of the state. **Story aired in 6p and 10p Dec. 15, approximately 2 min. 15 sec. each show.**