

## Member Spotlight - NBC 26 Looks Towards the Future



News Department at NBC 26, prefers to look towards the future. The station is always looking for new opportunities to get involved in the community and prides itself on quickly becoming the news source for communities throughout this part of Wisconsin. NBC 26 has positioned more journalists directly in communities, committing to hyper-local news from Wisconsin's Northwoods to Fond du Lac, from Door County to Greater Green Bay and beyond. Their goal is to have NBC 26 and nbc26.com become the go-to destinations for local news, information, content, and storytelling.

Community involvement at NBC 26 goes beyond on-air stories, however. The station has four new charitable partners every year with Cameron Moreland's '3-Degree Guarantee' promotion, and the station partners with organizations that take on food insecurity and literacy. News anchor, Nina Sparano, is proud to be the emcee for the Alzheimer's run/walk in October and NBC 26 employees give back through the 'If You Give A Child a Book' campaign.

Antonelli commented, "There's certainly something special within our station right now. We're doing some very exciting things. Much of it is concentrated on what is happening at the hyper-local level in the communities we're serving. Our team has eyes on the future and is excited to see what the next 26 years has in store for the neighborhoods that make up northeast Wisconsin."

As the official station of the Green Bay Packers, NBC 26 is also proud to broadcast the Green Bay Packers' Annual Family Night at Lambeau Field. Additionally, NBC 26 broadcasts all Green Bay Packers' preseason games and other programming including 'Packers Live' and 'Total Access with Matt LaFleur' throughout the regular season.

To learn more about NBC 26 visit: [NBC26.com](http://NBC26.com).

Community connection is paramount to the mission of NBC 26. As the NBC affiliate in Northeast Wisconsin, NBC 26 works hard to earn trust in local communities through creative, informative, and objective storytelling. Joe Antonelli, NBC 26 Vice President and General Manager, shared, "We work hard every day to be the best local media outlet for the neighborhoods we work and live in. We take that very seriously. We want to use our mouthpiece to help people rediscover and fall more deeply in love with their community by telling hyper-local stories."

In addition to embedding reporters in a neighborhood, NBC 26 allows journalists "field days" to make authentic connections with people in the community. You will frequently find

NBC 26 anchors and meteorologists reporting outside the main studio. There is a lot to love about the vibrant communities that call Northeast Wisconsin home and NBC 26 reporters take the time to learn what makes each town special, meet real people in each neighborhood – not just elected leaders and officials – and tell their stories.

With a goal of digging deeper and offering perspective and context to all stories, NBC 26 wants its viewers to feel better educated and understand how news affects people in the community. Antonelli said, "Our focus is local journalism. Often, there are national events that shape local conversation and drive local reaction. When that happens, we work hard to share diverse perspectives from across our market."

Having just celebrated 25 years, the

### CHAMBER EVENTS AT A GLANCE

#### Current Young Professionals YPAC – Cocktails & Convos

Tuesday, Oct. 25, 5:30 p.m.

Join YPAC and other community leaders at The Bar on Lime Kiln for an in-depth discussion on housing and the challenges facing young professionals in Greater Green Bay.

#### Current Young Professionals After 5

Thursday, Oct. 27, 5 p.m.

CYP is hosting a Spooky Soiree at Capital Credit Union Park! Young professionals are invited to celebrate Halloween with games, costumes, and candy.

#### Power Networking Breakfast

Tuesday, Nov. 1, 7:30 a.m.

Join us at the National Railroad Museum for your chance to introduce yourself and your company to other members. Sponsored by Peterson, Berk & Cross, S.C.; breakfast provided by Packerland Websites.

#### Coffee Break – Overview of Intellectual Property, Its Value, and Protecting Your Assets

Tuesday, Nov. 5, 9 a.m. - Virtual

Join guest speaker Mike Bendel from Davis Kuelthau Law Firm to discuss the basics about intellectual property and how to protect your assets.

Learn more about  
all events at  
[GreaterGBC.org/events](http://GreaterGBC.org/events)



# Celebrating Manufacturing Month 2022

Manufacturing Month is the chance for us to celebrate and highlight the many contributions that manufacturing makes to Greater Green Bay, our state, and our nation. As Greater Green Bay has seen the expansion and growth of its manufacturing sector, it is good to be reminded of what we often take for granted.

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Throughout October, we'll share facts, stories, and informative messages in celebration of the Greater Green Bay Chamber's Manufacturing Month. Be sure check out our website, social media, **NBC 26**, and the pages of **The Business News** for coverage.