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# Benjamin P. Lorber

## Experience:

**2001- Present** **WISN-TV/ Hearst Television Inc.** **Milwaukee, WI**

***Director of Programming & Public Affairs (June 2014-Present)***

- Responsible for acquisition of programming and scheduling/strategy thereof
- Create and oversee local programming and production department
- Maintain FCC compliance (including Children's Report & Issues Report)
- Work closely with multiple departments to insure proper airing, monitoring and reporting of program
- Oversee video licensing for all 30 Hearst Television stations
- Develop new and maintain current initiatives to strengthen our service to the community
- Station liaison to community partners (Hunger Task Force, Feeding America, Wisconsin Humane Society, Salvation Army etc).

***Program Assistant/ Newscast Director (Full Time 2004-June 2014)***

- Direct high-paced, technically complex newscasts
- Coordinate production for local specials including overseeing budgets, crews, and equipment
- Communicate schedule changes across multiple departments and listing services
- Liaison to Traffic Department to insure proper logging or programs and segments
- Notify Sales Department of programming changes

***Stagehand (Part Time 2001-2004)***

- Floor direct newscast and studio productions
- Lighting for studio and commercial productions

## Education:

1997-2001 University of Wisconsin- Platteville Platteville, WI

Major: Communication Technology (Emphasis: Broadcasting, Foundation: Management)
Minor: Political Science

## Community:

May 2015-Present Milwaukee County Local Emergency Planning Committee Member
Jan 2016- Present Hunger Task Force Executive Council Member

## References:

References available on request