

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 & specials
- Oversee the production department (5 employees) including scheduling & training
- Manage department budget
- Maintain FCC compliance (including Children's Report & Issues Report)
- Work closely across all departments to ensure 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 especially with not-for-profit partners
- Station liaison to community partners (Hunger Task Force, Wisconsin Humane Society, Salvation Army, Greater Milwaukee Urban League, American Heart Association etc).

Program Assistant/ Newscast Director (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 of programs and segments
- Notify Sales Department of programming changes

Stagehand (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 Involvement:

Jan 2016-Present Hunger Task Force Executive Council Member
Sept 2018-Present Business Improvement District #10 (BID) Board Member
Nov 2022-Present Stars and Stripes Honor Flight Board of Directors/ Call Center Lead
Oct 2022- Present Milwaukee American Hearst Association Board of Directors

References: References available on request