



WCIU, THE U IN CHICAGO ADDS STEVE BAILEY AS NEW LOCAL PROGRAMMING, CREATIVE LEADER

September 26, 2016 – Chicago, Illinois - Weigel Broadcasting Co. has named television industry veteran Steve Bailey as Head of Local Programming & Creative for WCIU, The U in Chicago. The announcement is part of an expanded emphasis on creating new content at The U.

Bailey comes to The U from Media General, where he most recently served as Director, Programming & Affiliate Marketing.

“Steve will play a lead role as we continue to grow The U as a choice for local audiences,” said Steven Farber, SVP/Operations for Weigel Broadcasting Co. “Our plans for Chicago include developing a new wave of programming choices on multiple platforms.”

“WCIU has always had a strong commitment to the community,” said Steve Bailey. “I look forward to enriching this engagement through original, local content and the overall viewer experience.”

Bailey’s career has included creative leadership, programming development and affiliate relations positions at local stations and networks. Bailey previously was the Creative Services Director at WDTN-TV/WBDT-TV in Dayton, Ohio where he was the creator and Executive Producer of the innovative local reality show “The Valley.” Bailey held multiple marketing roles at ACME Communications and The WB Television Network, and his work on national programming has included “Hollywood Today Live” and “The Daily Buzz.” Bailey is a graduate of Bowling Green State University.

Weigel Broadcasting Co. and affiliate companies own and operate The U/WCIU-TV 26.1, The U Too/ WCIU-TV 26.2, MeTV/WCIU-TV 26.3, Me-Too/WCIU-TV 26.4, Bounce TV/ WCIU-TV 26.5, H&I/WWME-CD 23.2, WWME-CD 48.1 in Chicago, IL; CBS/WDJT-TV 58.1, MeTV/WDJT-TV 58.2, H&I/WDJT-TV 58.3, Decades/WDJT-TV 58.4, MeTV/WBME-CD 41.1, WMLW-TV 49.1, Bounce TV/WMLW-TV 49.2 ThisTV/WMLW-TV 49.3 Telemundo-Wisconsin/WMLW-TV 49.4, Telemundo-Wisconsin/WYTU-LD 63.1 in Milwaukee, WI; and ABC/WBND-LD 57.1, MeTV/WBND-LD 57.2, Movies! WBND-LD 57.3, CW/WCWW-TV 25.1, THIS/WCWW-TV 25.2, My Michiana/WMYS-TV 69.1, Telemundo-South Bend/WMYS-LD, 69.2, Decades/WMYS-LD 69.3 in South Bend, IN.