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WCIU Launches Bold New Look for “The U”

June 5, 2017 – CHICAGO – The U rolls out a whole new look and feel Monday, June 5. The rebrand of the Chicago station marks the beginning of a transition in both style and attitude for on-air and online content of WCIU-TV. The rebranding includes a new logo and on-air promotion elements, and will appear in a similar rebranding on sister station The U Too.

“We are passionate about local television and its future. The U will continue delivering all the programming our viewers love like *2 Broke Girls* and *Seinfeld* while introducing them to new content and a new station attitude that will be edgy, unfiltered and opinionated,” said Steve Bailey, Head of Local Programming and Creative. “The rebranding of The U is just the beginning of an exciting evolution happening here. There’s also more to follow later this summer with the launch of a new live weekday morning show.”

The U can be watched over the air on channel 26.1, Xfinity 183 (check local listings), RCN 6 and 606 (HD), WOW 10 and 207 (HD), Dish 26, Direct TV 26 and U-Verse 10 and 1010 (HD).

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.