



“I’m Just A Little Guy From The Hollow”

By Randy Winter



Randy Winter, WAOW, Director of Station Operations; Ralph Oakley, Quincy Newspapers Inc., President/CEO; Laurin Jorstad; Tom Allen, WKOW, GM & QNI Regional Vice President; Karl Ullrich, Marshfield Clinic, President/ CEO

“I’m just a little guy from the hollow.” If you’ve never heard Laurin Jorstad say that, then you probably just haven’t spent much time with Laurin. The hollow is an area just west of the Wisconsin River near the southern edge of downtown Wausau. It’s where Laurin grew up, and as he likes to tell it, it was the section of town where the less fortunate lived. Whenever someone asks Laurin about the success he’s had in the TV business, he always talks about his start in life in “the hollow”. He says it keeps him grounded.

To be honest, Laurin has had to use that line a lot! He’s had a great deal of success in the 37 years he’s been in the TV business, and amazingly all of that time has been spent at one station. He joined WAOW-TV in the sales department back in 1973. A few years later, he was named the Vice President & General Manager. It’s a position he’s held on to through numerous ownership changes.

He’s very proud of that, but he’s also proud of all of the people he’s worked with over that time. Laurin has also spent time serving on many, many civic and business related organizations, including our own WBA and the WBA Foundation!

While his “official” retirement comes at the end of December, Laurin will still be involved in some capacity at WAOW-TV in 2010. He’ll be helping with the statewide coverage of the WIAA tournaments, as well as the Green Bay Packers and other special projects. He says he’ll stay busy, even in retirement. Perhaps he’ll write a book. He’s got the perfect title, “I’m just a little guy from the hollow”.