



News Release

WBA Foundation to Sponsor Wisconsin U.S. Senate Debate

Market/Moderator/Panelists Confirmed

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For Immediate Release

Contact: Michelle Vetterkind
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Madison - The 2016 U.S. Senate debate between Senator Ron Johnson and challenger Russ Feingold will be held on October 14th in Green Bay, Wisconsin. The debate will be offered statewide to Wisconsin television/radio stations for live and/or delayed broadcast.

"The WBA Foundation is honored to continue our more than 25-year tradition of these important debates as part of the civic and political process." *WBAF President & CEO Michelle Vetterkind*

"I appreciate opportunities like this to continue talking with Wisconsinites about solving the problems we face, and making clear the choice they face in this election. I look forward to a robust and serious discussion of these and other issues." *Republican U.S. Senator Ron Johnson*

"I'm grateful the Wisconsin Broadcasters Association Foundation is continuing its tradition of sponsoring debates for statewide elections. It is a great opportunity to reach out to the citizens of Wisconsin as they assess the candidates and make their choice come election day. I'm looking forward to the debate!" *Democratic U.S. Senate Candidate, Russ Feingold*

The moderators and panelists were agreed to by the Wisconsin Broadcasters Association member stations in the Green Bay/Appleton market. Member stations will follow the debate format developed by the WBAF as they finalize the mechanics of producing the debates.

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The following are the details for the debate:

Date: October 14th, 7pm

Location: WLUK Fox 11 Studios, Green Bay

Market Debate Coordinator: Juli Buehler, News Director at WLUK-TV, Green Bay.
jbuehler@sbgstv.com 920-494-8711

Market Debate Producer: Bill Kiefer, Assistant News Director at WLUK-TV. In addition to overseeing daily content at WLUK-TV, Kiefer has produced numerous award winning debates, town hall programs and long format documentaries .

Moderator: Jill Geisler, longtime WI news pro, WBA Hall of Fame member, author, and Bill Plante Chair in Leadership and Media Integrity at Loyola University, Chicago.

Green Bay/Appleton Market Panelists: Stacy Engebretson, WGBA-TV Green Bay; Mike Kemmeter, WHBY Radio, Appleton; Tom Milbourn, WLUK-TV Green Bay; and Kris Schuller, WFRV-TV, Green Bay.

Social Media Desk: Social media will be incorporated to allow input, although limited, from citizens of Wisconsin. Questions may be submitted to the Social Media Desk which will serve as a "fifth panelist". Social Media Desk Manager, Mike Murad, WLUK.

WBA Foundation President & CEO Michelle Vetterkind will provide the opening and closing remarks for the debate.

The debate will be one hour in length.

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