

Colin Benedict started his career at WISC 19+ years ago as an intern. After graduating from University Of Wisconsin School of Journalism, Colin has helped us ever since in various roles: General Assignment Reporter, Political Reporter, Weekend Anchor, Managing Editor and most recently, News Director for almost 10 years.

As Vice President of News for Morgan Murphy Media Colin will work with our local market teams to develop strategies for audience growth. While both the competitive landscape and technology we use is rapidly changing, our focus -- as it has been at this company for more than a century -- is a commitment to quality journalism and a deep, meaningful relationship with the local community. Colin will also remain Executive Director of News and Operations for WISC.