

WISN 12: Adrienne Pedersen to host “UpFront” program

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PEDERSEN WILL ANCHOR WEEKLY CURRENT EVENTS AND NEWS PROGRAM

MILWAUKEE, WIS. (February 14, 2019) – WISN 12 News is pleased to announce that anchor and reporter Adrienne Pedersen will be the new host of the weekly program “UPFRONT,” where she will provide in-depth reporting of current events, regional stories and in-depth coverage of big topics throughout the state, including candid interviews with newsmakers, public officials and people who capture the hearts and minds of Wisconsin viewers. “UPFRONT with Adrienne Pedersen” will expand beyond political coverage and include comprehensive exploration and deeper discussions into Wisconsin’s most impactful news topics. Pedersen will continue co-anchoring “WISN 12 News This Morning” on weekday mornings and reporting during newscasts on WISN 12 News.

“Adrienne will offer a fresh perspective on the types of stories that ‘UPFRONT’ has been delivering over the past decade,” says Jan Wade, president and general manager of WISN 12. “Between Adrienne’s exceptional storytelling skills and her impactful interviews, she will dig into issues that include not only politics and policy, but also community issues, personal profiles and more.”

Pedersen’s new role follows the decision by the original “UPFRONT” host, Mike Gousha, to focus on his full-time duties at Marquette University Law School. “UPFRONT” will continue to air on Sundays from 9:00 a.m. to 9:30 a.m. on WISN 12. It will also remain on other Wisconsin network stations including WBAY, WKOW, WAOW, WQOW and WXOW.

Pedersen started at WISN 12 in August of 2016 as the weekend evening anchor before moving to weekdays on “WISN 12 News This Morning.” She came to the

station with years of experience working as a broadcast journalist at television stations across the country, including WFLA (Tampa) where she covered important national events such as the 2012 Republican National Convention and the Orlando Shooting Massacre in 2016.

“I am looking forward to using this platform as an opportunity to expand on important Wisconsin topics and go in depth on captivating stories,” says Pedersen. “This is a different way to provide people across Wisconsin with meaningful, thoughtful, and thorough reporting.”