

WUWM: Welcomes Maureen McCollum as vice president of content

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Milwaukee - WUWM announced today that Maureen McCollum has joined the staff as the station's new vice president of content.

McCollum will oversee the station's evolution from a legacy public radio station into a dynamic, multi-platform public media organization. As the station's top news executive, McCollum will lead WUWM's mission-driven content team to deepen editorial integrity and grow a practice of community-informed journalism while also expanding the scope and impact of local content.

"I could not be more excited to welcome Maureen to WUWM. Over her many years at Wisconsin Public Radio, she earned a reputation for thoughtful leadership, high standards, and exceptional audio storytelling," said WUWM's general manager David Lee.

He continued, "As our Vice President of Content, Maureen will lead our content team with a deep understanding of our public service mission and our responsibility to serve this community with journalism and storytelling that is rigorous, independent, firmly rooted in Southeast Wisconsin, and worthy of the trust our listeners place in us every day."

McCollum's experience makes her well positioned to enhance the trust of long-time listeners through traditional broadcast while also driving innovation that attracts and engages the next generation of listeners through digital, on-demand, and non-broadcast platforms.

“I am thrilled to be joining WUWM’s talented team of content creators. Their dedication to the Milwaukee area is one thing that attracted me to this job, so I look forward to helping them be the best versions of themselves and serving the people of southeastern Wisconsin,” McCollum said.

Most recently, McCollum served as the host and executive producer of *Wisconsin Life* on Wisconsin Public Radio and the *WPR Reports: Uprooted* podcast, and before that she spent time as WPR’s local host of *Morning Edition* as well as a news reporter based in La Crosse. McCollum’s work has appeared on NPR and has been recognized with national and regional awards. She is a proud graduate of the University of Wisconsin – La Crosse.

About WUWM

WUWM 89.7 Milwaukee’s NPR is southeastern Wisconsin’s premier public radio source for fact-based, independent news and entertainment programming. As a listener-funded radio station, WUWM serves the public by offering high-quality, in-depth local reporting that informs, inspires, and connects the community. Beyond local programs like Lake Effect and Bubbler Talk, listeners can hear the best national offerings from the affiliate networks National Public Radio, PRX Productions, and American Public Media. Founded in 1964, WUWM 89.7 has been a staple in the Milwaukee community for 60 years. www.wuwm.com.

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