



Rob Morhaim Appointed Senior Executive Producer – WCIU, The U’s ‘You & Me This Morning’

August 2, 2011 - Weigel Broadcasting Co. announced Rob Morhaim as Senior Executive Producer for WCIU, The U’s ‘You & Me This Morning.’ The appointment is a transition in leadership and is effective immediately. Morhaim will specifically further the development of content and ratings growth.

“We are fortunate to have someone of Rob’s caliber on the show,” said Bob Ramsey, WCIU, The U’s Vice President and General Manager. “Rob is a great addition to the ‘You & Me’ team. His pedigree is indicative of how much we believe in this show.”

Neal Sabin, President of Content and Networks for Weigel Broadcasting Co. added, “The pairing of Bob Ramsey and Rob Morhaim brings significant experience and success in multi-platform content creation and execution to our local programming efforts hosted by Melissa Forman and Jeanne Sparrow. It will be exciting to see what Bob, Rob, Melissa, Jeanne, and our team, create.”

“I’m ecstatic to return to Chicago to lead this unique and innovative live television show. Melissa Forman and Jeanne Sparrow have a chemistry that is special and I can’t wait to work with them and the talented staff at ‘You & Me This Morning’ to make it appointment television for women in Chicago,” said Morhaim.

Morhaim is a seasoned media executive and producer of entertainment content for both TV and the web. He’s overseen a wide variety of projects across various platforms, formats and budgets that have given him a unique perspective to how content is produced, distributed and consumed by today’s audience. His most recent project, Momversation.com, is one of the most visited mom-oriented blogs on the web, which he created and executive produced.

Prior to Momversation, Morhaim spent 14 years as a television producer and studio executive overseeing some of the most recognizable shows to air in daytime television. At Big Ticket Television, a division of CBS/Paramount Television, Morhaim served as Vice President of Alternative Programming and lead development of several shows, including ‘Judge Judy’ and ‘Judge Joe Brown.’ He moved on to Disney’s Buena Vista Productions where he developed and launched the live syndicated talk series, ‘The Tony Danza Show,’ also serving as the point-person for the long-running ‘Live with Regis & Kelly’ franchise. Later, he was recruited by NBC to consult on the development and production of a number of cable and first-run shows, including the highly-rated ‘Deal or No Deal.’

In addition to his television series credits, he’s also a multi award-winning documentary producer. Morhaim oversaw the production of the highly-acclaimed ‘Scared Silent: Exposing and Ending Child Abuse,’ hosted by Oprah Winfrey. It was seen by more than 55 million viewers when simulcasted on CBS, NBC and PBS, making it the most-watched non-news documentary in the history of American television.

Morhaim is a member of the Producers Guild of America and holds a Bachelor of Arts degree from Southern Illinois University. He resides in Wilmette with his wife and two children.

The morning show launched in October 2009 and is hosted live weekdays from 6 AM to 8 AM by Melissa Forman and Jeanne Sparrow. ‘You & Me This Morning’ covers topics ranging from local news, weather, entertainment, beauty and fashion, community features and events, home and family, health and fitness, as well as celebrity guests.

About Weigel Broadcasting Co.

Weigel Broadcasting Co. and affiliate companies own and operate The U/WCIU-TV 26.1, The U Too/ WCIU-TV 26.2, Me-TV/WCIU-TV 26.3, Me-Too/WCIU-TV 26.4, THIS/ WCIU-TV 26.5, WWME-CA 23, The U Too/WMEU-CA 48 in Chicago, IL; CBS/WDJT-TV 58.1, WMLW/WDJT-TV 58.2, THIS/WDJT-TV 58.3, Shorewest TV/WDJT-TV 58.4, WMLW-CA 41, WMLW-LD 41.1, Me-TV/WBME-TV 49.1, Telemundo/WBME-TV 49.4, Telemundo/WYTU-LD 63.1, Me-TV/WYTU-LP 63 in Milwaukee, WI; and ABC/WBND-LD 57.1, Me-TV/WBND-LD 57.2, CW/WCWW-TV 25.1, THIS/WCWW-TV 25.2, My Michiana/WMYS-TV 69.1 in South Bend, IN. Weigel Broadcasting Co. also owns and operates the Me-TV, Memorable Entertainment Television network and in collaboration with MGM, created and operates THIStv Network.

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