



9&10 NEWS HONORED AS MAB STATION OF THE YEAR AND MORE

CADILLAC, MI, MARCH 8, 2018---

Heritage Broadcasting Company is grateful to be the recipient of the 2017 Station of the Year award and 18 additional accolades from the Michigan Association of Broadcasting Excellence Award Ceremony on March 7, 2018.

9&10 News placed best in the following Commercial Television Market 3 Categories:

- Commercial Mane Content Made in Michigan
- Community Involvement 9&10 News Community Involvement
- Marketing Materials & Promos News Leader Locally Owned
- Mini-Documentary/Series Giving Back to Guatemala
- Use of New Media 'Blue and You'
- Photojournalist Catherine Brettschneider Compilation
- News Special Crossing Lake Huron
- Special Interest Programming Crossing Lake Huron

9&10 News placed merit in the following Commercial Television Market 3 Categories:

- Breaking News Story Skatricity Fire
- Newscast 05-17-17 Newscast
- Commercial Mane Content Video Card
- Feature/Use of Medium Tight Lines for Troops 2017
- Marketing Materials & Promos Cold Turkey
- Weathercast 12-12-17 Weathercast
- News Reporter David Lyden Compilation
- Photojournalist Derrick Larr Compilation
- Sports 11-18-17 Central Lake FB States Hoeksema
- Special Interest Programming Alan Lomax Legacy

"Team work and making the ultimate commitment to being 'for' Northern Michigan is how we get the best results as a station. I could not be more proud to have this team as a representation of all of this and to have MAB recognize us for such an honor." Says Kevin Dunaway, Vice President/General Manager of 9&10 News.

"There is no secret formula for results like this... but what we have here is a combination of talented staff and incredible viewers of Northern Michigan providing real stories, causes, and heart... It's an undeniable and powerful pairing." Says Sean Mahon, News Director of 9&10 News.

9&10 News- Northern Michigan's News Leader