



ALPHAMEDIA
ON-AIR . ON-SITE . ON-DEMAND

PRESS RELEASE

Contact: Jo Klein | jo.klein@alphamediausa.com

WSGW's Dave Maurer inducted into the Michigan Association of Broadcasters Hall of Fame

July 16, 2021 – WSGW Operations Manager Dave Maurer is being inducted into the Michigan Association of Broadcasters (MAB) Hall of Fame. Since its inception in 2001, the Hall of Fame has showcased broadcasters with exemplary careers and contributions to the Michigan broadcasting industry, as well as to their local communities.

“Dave’s distinguished career makes him truly deserving of this honor. His hard work and contributions to our stations, the radio industry, and our local community, make Alpha proud to have him as part of our family,” according to Mark Thomas, Market Manager for Alpha Media in Saginaw Michigan.



A graduate of the Career Academy of Broadcasting in Milwaukee and Saginaw Valley State University, Dave began his radio career in 1967 as an announcer with WIDG Radio in St. Ignace. Not long after, he was hired as News Director of WXOX. In 1977, he was promoted to General Manager. He moved to WSGW in 1979, where through today, he has held key positions. He is currently Operations Manager for the 5-station Alpha Saginaw cluster, Content Director for both 100.5 and 790 Newsradio WSGW, and for the past 42 years, the morning show anchor we spend our mornings with.

It is difficult to summarize Dave’s contributions to the industry, and to the community, because they are numerous and long lasting. He has been instrumental in the development of workshops and seminars for broadcasters across the state, has lectured in various colleges and universities, and has mentored students, some of whom have gone on to outstanding careers in radio and TV. As Dave advanced in his career, he found great satisfaction in helping Michigan’s smaller markets develop their broadcast content and capabilities.

Among his notable achievements: Dave and his news team were named AP Station of the Year for 25 consecutive years; in 2005, he received the Michigan AP Lifetime Achievement Award; and in 2016, he was named a Paul Harris Fellow by Rotary International for his coverage and contributions to humanitarian causes in Northeast Michigan. Under his leadership, WSGW was awarded the 2020 NAB Crystal Award for Community Service and the 2020 NAB Service to America Award for the Sharing Hope Radiothon.

Outside radio, Dave is a strong community presence. He has served in community-based organizations such as the local emergency planning committee, the Catholic Schools advisory board and Crime Prevention Council. He has contributed time to Habitat for Humanity and has served as church lector for over 50 years. For 15 years now, he has emceed the Saginaw Area Fireworks 4th of July celebrations.

Dave and his wife RoseMary enjoy their life in Bay City. He and his sons are avid anglers who have pursued fish in Canada, Lake Tahoe, and Michigan.

Alpha Media is a diverse, multimedia company that owns or operates over 200 live broadcast radio stations serving 44 markets across the United States. In addition to our over-the-air broadcasts, Alpha audio products can be heard across multiple platforms, including all major smart devices. Strong relationships with our listeners and clients in the communities where we live and work keep Alpha Media true to its local-first heritage. www.alphamediausa.com.

###