

# The Michigan Association of Broadcasters Announces New President and CEO

## *Casey Jones Selected to Lead Michigan's Broadcast Industry*

The Michigan Association of Broadcasters (MAB) announces Casey Jones as the new President and CEO, effective June 24, 2024.

Casey Jones is currently the Director of Community Affairs at WOOD TV8 in Grand Rapids. He was born and raised on the west side of Grand Rapids, attending West Catholic High School. He worked as an intern at WOOD while attending Grand Valley State University, where he graduated in 2011 with a degree in Journalism. He became a multi-media sports and news journalist in South Bend, Indiana, before coming back to WOOD as weekend sports anchor, and advancing to morning anchor in 2015.



Connecting with community has always been his focus. He was named Community Affairs Director in 2021, leading a team that continues WOOD's more than 70-year legacy of community partnerships, initiatives, and outreach efforts like Clear the Shelters, Angel Tree Toy Drive, Community Spotlight, and more. He has been an active participant in MAB activities and is the recipient of several Broadcast Excellence Awards. In 2022, he was named the MAB Foundation Young Professional of the Year.

"I am honored to join the MAB and work alongside a team that champions broadcasters better than anyone in the country. It is a privilege to represent the thousands of broadcasters across the state of Michigan," Jones said. "I'm eager to take on the challenges our industry is facing with the support of our MAB members and partners. Together, we will promote the vitality of broadcasting and embrace the opportunities that come with ever-evolving technology and audience dynamics."

Jones takes over the position following Sam Klemet, who held it since 2021 and went on to become the President & CEO of the Detroit Auto Show and the Detroit Auto Dealers Association.

"On behalf of the MAB Board, we are excited to welcome Casey as our new President & CEO," said MAB Board Chair Debbie Petersmark, VP/General Manager at WILX TV in Lansing, "And we sincerely thank the MAB staff, including Jennifer Clark and Rachel Krause who are serving as Co-Interim Directors, for their stability and leadership during this transition."

Clark is the MAB's Chief Financial Officer and Krause is Executive Director of Programs.