



# Marty Wilke

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## **Former President & General Manager, CBS 2 Chicago/WBBM-TV**

Marty Wilke, a media executive, was the first woman to serve as President and General Manager for two Chicago television stations: WGN-TV and CBS 2 Chicago/WBBM-TV. After graduating from DePaul University, Marty began her career in television working as a media buyer at several advertising agencies until, in 1993, she shifted her career to television sales, working as an account executive at Katz Television.

In 2008, Marty became the General Manager of WGN-TV where she launched Antenna TV, Tribune Broadcasting's first digital sub-channel network. Considered an industry change agent, Marty is credited with bringing the Chicago Blackhawks broadcasts back to WGN-TV and profitably leading WGN through the Tribune Company bankruptcy.

At CBS 2 Chicago/WBBM-TV, under Marty's leadership, viewership and revenue increased, and the community presence of the station was reestablished. The first and only all-female anchor team in the market was created during her tenure, and partnerships with area organizations like the Chicago Urban League, the Business Leadership Council and the DuSable Museum of African American History were all established to bring awareness to issues of importance in the Chicago African American community.

Throughout her career, Marty advocated for many nonprofit organizations including the American Red Cross of Chicago & Northern Illinois, Chicago Says NO MORE, and the American Diabetes Association. Marty is a member of The Chicago Network and The Economic Club of Chicago. And sits on the Advisory Board of the Alzheimer's Association Illinois Chapter and is Chair of the Advisory Board for DePaul University College of Communications.