



JUDSON BECK

THE GUY ON THE PULSE SURVEY YOU MARKED "NOT A CLUE"



BASIC STATISTICS

- **BORN ON ST. PATRICKS DAY 1964 IN ST. LOUIS, MISSOURI**
 - **GREW UP IN ST. LOUIS AREA**
 - **SCHOOL AT SE MISSOURI ST., CAPE GIRARDEAU MO**
 - **LIVED IN CHICAGO FOR 26 YEARS**
 - **MOVED TO LA CROSSE 1 YEAR AGO**
 - **GENERAL MGR. FOX 2548**
- **GERMAN/IRISH/AMERICAN INDIAN**
- **MARRIED TO HARLEY (MADISON)**
- **SON BILL IS 14**
- **DAUGHTER NATALIE IS 12**
- **WHISKY AND WELLINGTON, OUR TWO NORFOLK TERRIERS**
- **UNITED STATES NAVY**
- **NEARLY 30 YEARS IN BROADCASTING**



TROUBLE

GREAT INFLUENCERS: MOM AND DAD



MY UNIVERSE

4BECKS



HARLEY-THE LOVE, BRAINS AND THE BRAWN. THE HEARTBEAT.



SPOTLIGHT ON HUMAN BECKS

BILL BECK-QUESTION MAN!!!



**NAT THE KAT- WALKING IS
OVERRATED**



OUR LOVELY, STUPID, SWEET, POORLY TRAINED ANIMAL BECKS



WHISKY

15 YEARS OLD

LIKES: EATING

DISLIKES: NOT EATING



WELLINGTON

3 YEARS OLD

LIKES: EATING, BARKING, RUNNING, SNUGGLES

DISLIKES: SQUIRRELS, NOT EATING, NOT EATING SQUIRRELS



ATOM

4 YEARS OLD

LIKES: EATING, TRYING TO BREAK OUT

DISLIKES: THE TWO %\$#@*&% DOGS

BECKS LOVE TO TRAVEL



4BECKS MOSTLY LIKE TO BE WITH 4BECKS

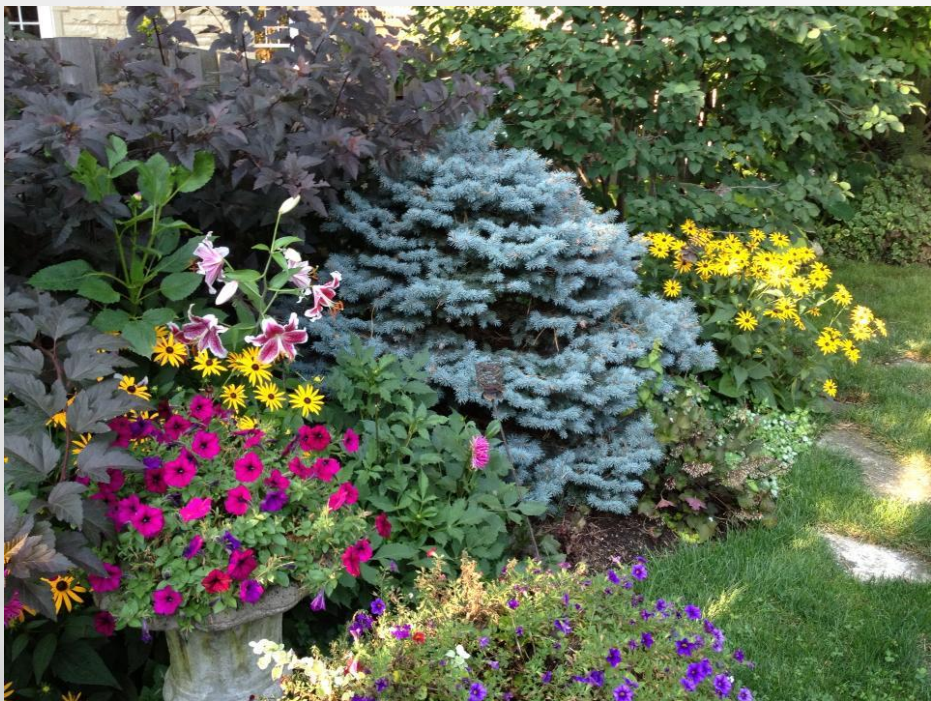


YES I MOVED FROM CHICAGO. NO I AM NOT A BEARS FAN.

I LOVE THE CARDINALS AND PACKERS



I LIKE TO GARDEN



Happy volunteers



I LIKE TO FISH



UNAPOLOGETICALLY MALE



I LOVE MY COUNTRY

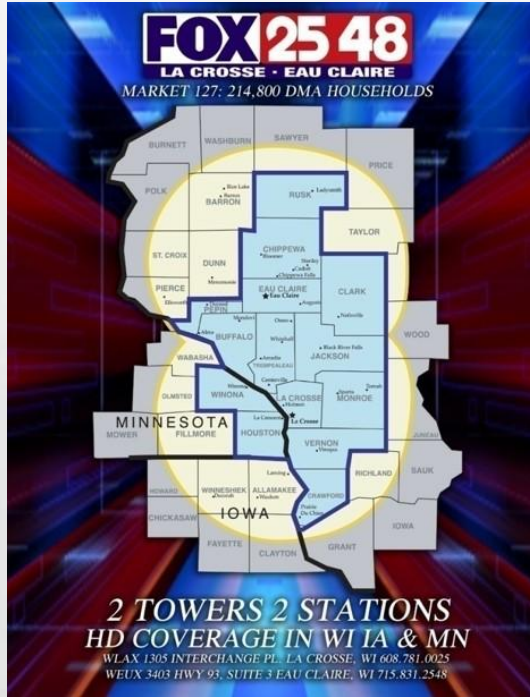
SGT. BILL BECK-ARMY AIR CORP, 1942-1945
RM 3 BILL BECK-USN 1974-1978
SGT CHISTOPHER BECK-US ARMY 1978-1998
SM 3 JUDSON BECK-1985-1991



4BECKS CHASING DAD'S DREAM

- **LIFE AMBITION WAS TO BE JACK BUCK, LIFE'S NOT FAIR, REBOOT!**
- **ADVERTISING!**
- **NEW AMBITION: GENERAL MANAGER OF A TV STATION.**
- **ONLY CONSIDER MOVE WHEN CHILDREN WERE WELL PREPARED TO DEAL WITH CHANGE.**
- **GAIN EXPERIENCE AND GO WHERE FAMILY AND LIFE CAN CO-EXIST WITH REWARDING WORK??**
- **FIND A STRONG BROADCASTER WITH A COMMITMENT TO LOCAL COMMUNITIES**
- **BECOME PART OF AN AFFORDABLE COMMUNITY WITH GREAT SCHOOLS, HEALTH CARE AND CULTURE**
- **GOTTA PASS THE MOMMA TEST.**

FOX 2548 IN BEAUTIFUL LA CROSSE, WI IS HIRING!!!



BIG MOVE NORTH

60305: RIVER FOREST, IL



54601: LA CROSSE, WI



TAKING ON A NEW CHALLENGE



**CREATING A TEAM, MAXIMIZE OPPORTUNITY &
BUILDING A CULTURE OF WINNING. LUCKILY NOT
DEFINED BY A BUILDING**



PEOPLE AND CONTENT



SERVICE AND COMMUNITY



...AND COVERAGE

- **2 STICKS
(TRANSMITTERS)**
- **NEARLY 2 MILLION
WATTS OF EFFECTIVE
RADIATED POWER**



TWO STATIONS, TWICE THE FUN

WLAX-TV SERVES LA CROSSE



WEUX TV SERVES EAU CLAIRE



FOX ON 25.1 & METV ON 25.2



DIGINET ROLLOUT IN SEPTEMBER

WLAX 25.1, 25.2, 25.3, 25.4



WEUX 48.1, 48.2, 48.3, 48.4



FREE OVER THE AIR TELEVISION; THE WAY THAT MAN WAS INTENDED TO WATCH TV

- **MILLENNIALS ARE OUR FUTURE...EVERYBODY IS FREAKED OUT ABOUT MILLENNIALS!**
- **MILLENNIALS ARE WATCHING MUCH MORE CONTENT ON TELEVISION THAN ON MOBILE OR TABLETS.**
- **MILLENNIALS ARE CUTTING THE CORD DUE TO ESCALATING CABLE COSTS.**
- **OTA VIEWING IN THIS MARKET HAS GROWN FROM 10% TO NEARLY 20% IN THE PAST SIX YEARS.**
- **LOCAL TELEVISION IS EXTREMELY HEALTHY, ESPECIALLY IN SMALL TO MID-SIZE MARKETS.**
- **TV STATIONS ARE UNIQUELY SET UP TO EXCEL IN DIGITAL SPACE AND INVESTING HEAVILY IN THAT SPACE.**

HOW I CAME TO MY FIRST ROTARY MEETING?

KELLY KRIEG SIGMAN

**“IF YOU ARE GOING TO TRY TO STEAL MY WEB MANAGER RIGHT
IN FRONT OF ME, THE LEAST YOU COULD DO IS BUY ME A BEER”**



“HAVE YOU EVER CONSIDER JOINING ROTARY?”



ROTARY AND SERVICE

LIFE BEFORE LA CROSSE

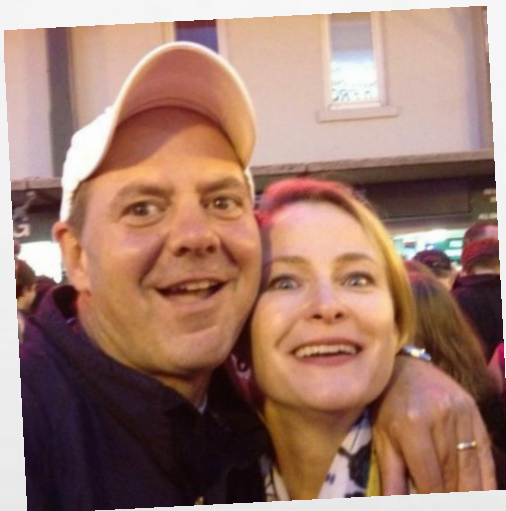
- **BOY SCOUTS**
- **FRATERNITY COMMUNITY SERVICE**
- **MILITARY SERVICE**
- **ST. BALDRICKS**
- **CHICAGO AREA FOOD BANKS**

SINCE MOVING TO LA CROSSE

- **BOY SCOUTS**
- **YOUTH FEST**
- **FREEDOM FEST**
- **VETERANS ASSISTANCE FOUNDATION**
- **ROTARY LIGHTS**
- **EARTH DAY**
- **HUNGER TASK FORCE**

GOALS AT ROTARY

- **HELP ME UNDERSTAND MY COMMUNITY, CULTURE AND NEEDS**
- **MAKE A CONTRIBUTION**
- **BE IN A POSITION TO UTILIZE RELATIONSHIPS, RESOURCES AND SKILLSET TO HELP AFFECT CHANGE FOR THE GOOD**
- **MAKE CONNECTIONS PERSONALLY AND PROFESSIONALLY**
- **CREATE ACQUAINTANCES, HAVE A BEER**
- **MAYBE MAKE A FRIEND**



JUDSON BECK

THE GUY ON THE PULSE SURVEY YOU MARKED "I CAN MATCH A NAME
WITH A FACE"

