

More Leadership Moves: Sinclair Names Station Manager for Green Bay Stations

Todd Ziegler has been promoted to station manager of WLUK (Fox) and WCWF (CW) in Green Bay, Wisconsin.

Ziegler was the the director of sales and has been with the stations since October 2015.

“Todd has faithfully led the sales and marketing team through many exciting opportunities like NFL Football including the recent 2025 Draft, The WIAA Championship Series, Timber Rattlers, Major League Baseball and World Series, the launch of FOX 11 Living and the numerous #1 rated news programs like Good Day Wisconsin, and FOX 11 News at 5, 9 and 10,” said **Jay Zollar**, vice president and general manager. “This promotion will draw Todd into other aspects of the stations operations as he continues to broaden his experiences with the stations.”

“I am grateful for the opportunity to continue learning and growing alongside such a talented team, focused on innovation and delivering meaningful local content across all platforms and providing exceptional results for our business partners,” said Ziegler.

He spent 10 years as the production and creative services director at the now owned Sinclair station in Minneapolis, Minnesota. He then worked as sales manager for WIWB, an ACME station. After that, he worked at WBAY in Green Bay as a

senior account manager before joining WLUK as general sales manager. Todd has spent 20 years as a freelance member of the field production crew for Fox and CBS Sports.

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