



**ROBERT H. ALBERT LIFETIME COMMUNITY SERVICE AWARD**  
Nomination Form

*Nominee*

Name: Dave Maurer

Company: Alpha Media

Address: 1795 Tittabawassee Rd

City: Saginaw State: MI ZIP: 48604

Phone: 989-752-3456 Email: dave@wsgw.com

*Nominator*

Name: Dan Streeter

Company: Rescue Ministries of Mid-Michigan

Address: PO Box 548

City: Saginaw State: MI ZIP: 48606

Phone: 989-752-6051 Email: dan@r3monline.org

***About the Nominee:***

On a separate sheet, describe the nominee, listing how he/she meets the award criteria.

***Supporting Documents:***

Please contact 1-2 individuals to supply supporting documentation to accompany your nomination form. Support documents can take the form of letters, emails, news articles, etc.

***Submission:***

Return completed nominations to:  
Lisa Dobbins, Saginaw County Chamber of Commerce  
515 N. Washington Ave., 3<sup>rd</sup> Floor, Saginaw, MI 48607  
or by email to [lisa@saginawchamber.org](mailto:lisa@saginawchamber.org)

Nomination deadline is April 30th  
Nominations received after that time will be considered for the following year.

Saginaw County Chamber of Commerce  
Robert H. Albert Community Service Award  
Nominee Dave Maurer

Dave Maurer began his career in radio in 1967 at St. Ignace, Michigan and moved to the Great Lakes Bay Region in 1968. He joined WSGW in 1979 and has anchored morning newscasts on Newsradio 790 consistently for the past 43 years. He serves as Program Director for the station which has been a National Association of Broadcasters Marconi Award nominee twice. In 2000 Dave was also named Operations Director for all five Alpha Media stations in Saginaw.

Under Dave's leadership WSGW has been awarded the 2020 NAB Crystal Award recognizing Community Service. WSGW also won the 2020 NAB Service to America Award for the Sharing Hope Radiothon and station is a finalist for that award in 2021 for coverage of the 500 Year Flood in Midland and Gladwin Counties.

He received the Michigan AP Lifetime Achievement Award in 2005. Dave is past president of the Michigan Associated Press Broadcasters Association Board of Directors. He served six years on the National Associated Press Broadcasters Board. He also has served on a number of committees for the Michigan Association of Broadcasters. He is a past member of the Radio Television News Directors Association.

Dave has used his career in radio to impact his community. He directs a lot of time toward channeling publicity for many local non-profits. Working with the late Ken Boomer, owner of 5 local Tim Hortons Restaurants, Dave has help coordinate the annual Rescue Ministries of Mid-Michigan Sharing Hope Radiothon for 15 years. The radiothon is broadcast on all five Alpha Media stations. The Sharing Hope radiothon has raised over \$500,000 providing 16,500 nights of emergency shelter services for the homeless in Saginaw and Bay City.

For 25 years Dave has help to coordinate Salvation Army's Food for Families Campaign. WSGW works with local sponsors to collect food over four weeks in the fall to benefit the Salvation Army Chapters in Saginaw, Bay and Midland Counties. In addition to food items employees of William Kibbe and Associates have taken up collections each year just before Christmas and have given the Food for Families Campaign over \$80,000 to benefit the Salvation Army.

Dave is also very supportive of the Ojibway Island Fourth of July Celebration. Each year he is the voice of the fireworks introducing the show on Ojibway Island. He also produces the simulcast music played over 100.5fm for the fireworks.

Dave is the past president of the Bay Area Catholic Schools marketing committee. He has been a celebrity announcer for the annual Hoops for the Homeless basket game between Nouvel Catholic Central High School and Bay City All Saints Central High School. The annual event held at Delta College raises money for City Rescue Mission of Saginaw and Good Samaritan Rescue Mission of Bay City.

In 2016 Dave received the Rotary's Paul Harris Fellow Award for his efforts in promoting humanitarian causes in the Great Lakes Bay Region and surrounding areas.

Dave has been instrumental in organizing professional development workshops and seminars across the state. He has lectured for broadcast and journalism classes at various colleges and universities in Michigan. Dave has worked with many interns over the years and has conducted independent direct studies for six 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 mentoring people in Michigan's smaller markets as well as consulting work. In recognition of

contributions to broadcast journalism and his community Dave was inducted into the Michigan Broadcasters Hall of Fame in 2021.

Combining his career in broadcast media with his passion for this region, and his numerous efforts to assist and improve the quality of life for all residents, it is with great honor and respect that I recommend Dave Mauer for the Robert H. Albert Community Service Award.

- Dave Maurer has chaired the Law Enforcement & Media Committee for the Saginaw County Crime Prevention Council for 20 years.
- He served on the Bay County Local Emergency Planning Committee for 35 years.
- He served on the board of Big Brothers/Big Sisters
- Dave helped build 6 houses for Habitat for Humanity
- He served on the Bay Area Catholic Schools Advisory Board and chaired their Marketing Committee for 10 years.
- He served on many Parish committees and as President of his Parish Council twice. He has been a lector for over 50 years.
- He has served as a panelist for both Leadership Bay County and Leadership Saginaw for many years.
- In the 1970's Dave promoted several country music concerts bringing Nashville talent to the area. He also brought Paul Harvey to Saginaw for a speaking engagement and emceed the event.
- Dave is past President of the Saginaw Valley Press Club and the Michigan AP Board.



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We Tell YOUR Story

It is with great pleasure that I write this letter of recommendation on behalf of Dave Maurer for the Robert H. Albert Lifetime Community Service Award. I've had the privilege of knowing Dave for 20+ years and have found him to be one of the pillars of this community.

His tireless work as Program Director for WSGW is just a tiny fraction of the story of his impact on the Great Lakes Bay Region. Dave annually organizes the Rescue Ministries of Mid-Michigan Radiothon and Salvation Army Food for Families. He volunteers his time as the voice of the Saginaw Area 4th of July Fireworks, pours himself into a wide variety of charitable causes and is a champion cheerleader for all things Saginaw and Bay City.

Certainly, you are considering a wide array of candidates to receive the award, but I can think of none more deserving than Dave Maurer.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bill Hobson', is written in a cursive style.

President/CEO  
Bill Hobson  
Hobson Media Enterprises

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## DAVE MAURER, ALPHA MEDIA (SAGINAW)



Dave graduated from Career Academy of Broadcasting in Milwaukee in 1967. He later earned his B.A from Saginaw Valley State University. His first radio job began on August 22, 1967 as an announcer for WIDG Radio in St. Ignace. In July 1968 he joined WSAM in Saginaw as disc jockey and newscaster. In October 1968, he was hired as News Director of WXOX in Bay City and in 1977 he became General Manager of that station. In November 1979 he was recruited to become News Director for WSGW and in 1988 became both News Director and Program Director. In 2000, he was also named Operations Manager for the cluster. Dave has served as the morning anchor on WSGW for 42 years of his 54 years in radio.

He has served on both state and national boards for the Associated Press and is a longtime member of the MAB and RTNDA. Dave is a past President of the Saginaw Valley Press Club and the Michigan AP Board. Dave has served on a number of MAB Committees including planning for the annual conferences.

Dave and his news teams were named AP Station of the Year for 25 consecutive years beginning in 1985. While serving on the AP Board and MAB committees, Dave has been instrumental in organizing professional development workshops and seminars for broadcasters across the state. He has lectured for broadcast and journalism classes at various colleges and universities in Michigan. Dave also has worked with many interns over the years and has also conducted independent directed studies for six 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 mentoring and has critiqued audio and scripts as a courtesy to people doing news in Michigan's smaller markets as well as some consulting work.

In 2005 Dave received the Michigan AP Lifetime Achievement Award for his contributions to the industry 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 Dave's leadership WSGW has been awarded the 2020 NAB Crystal Award recognizing Community Service. WSGW also won the 2020 NAB Service to America Award for the Sharing Hope Radiothon and the station is a finalist for that award in 2021 for coverage of the 500 Year Flood in Midland and Gladwin Counties.

Dave has been a format leader for one of his stations previous companies, Nextmedia. He currently serves as Operations Manager for Alpha Media's 5 station cluster in Saginaw and is Program Director for 100.5 and 790 Newsradio WSGW, in addition to co-hosting the Morning Team Show and anchoring newscasts.

Dave and his wife RoseMary live in Bangor Township near Bay City. He and his adult sons are avid anglers who have pursued fish in Canada, Lake Tahoe, several Michigan lakes and often on Saginaw Bay.

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- He served on many Parish committees and as President of his Parish Council twice. He has been a lector for over 50 years.
- He has served as a panelist for both Leadership Bay County and Leadership Saginaw for many years.
- Dave is the emcee for the Saginaw Area Fireworks and coordinates music on air synced to the Independence Day Fireworks display for the past 15 years.
- In the 1970's Dave promoted several country music concerts bringing Nashville talent to the area. He also brought Paul Harvey to Saginaw for a speaking engagement and emceed the event.