



## PRESS RELEASE

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### **Tim Cullen, Business Leader and Former State Official Joins WisconsinEye Board of Directors**

Wisconsin Eye, the expanded statewide version of C-SPAN that covers Wisconsin government, culture and civic life, announced today that long-time business and political leader Tim Cullen has joined its board of directors.

“Tim Cullen is an important addition to our board because as a business leader, he brings enormous management and private sector vision skills to the table,” said Chris Long, president and CEO of Wisconsin Eye.

“Tim was also Senate Majority Leader and secretary of what is now the state Department of Health and Family Services. Consequently, he brings a broad and deep understanding of government. We could not be more excited – and honored – that he is joining our board.”

Cullen, a Janesville native, was most recently senior vice president for corporate and public affairs for Blue Cross & Blue Shield United of Wisconsin.

“I’m honored to serve on this board as I believe Wisconsin Eye is the best new tool in Wisconsin to allow all Wisconsin citizens to learn from their living rooms much more about their government and about Wisconsin,” said Cullen. “It’s a civics class for everyone.”

Wisconsin Eye, which launched in May 2007, provides gavel-to-gavel, nonpartisan coverage of the Wisconsin Legislature, Supreme Court, and Executive Branch. Unlike C-SPAN, however, the statewide WisconsinEye (Channel 200 for Charter customers, Channel 163 for Time Warner cable customers, and [www.wiseye.org](http://www.wiseye.org) on the Internet) also covers Wisconsin culture and civic life – ranging from political and public policy discussions in communities to fairs and festivals and other local community events.

“At Wisconsin Eye, we are extending democracy by expanding political discussion and participation in civic life,” Long said. “Everything we do is also archived on the Internet so everyone who is interested can attend public hearings, debates and cultural events. We’re very excited about the possibilities of our brand of open forum journalism.”

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