



DALE MARTORANA

Pursuing a career in advertising, the Canonsburg, Pennsylvania native studied photography at Illinois State University, when he became friends with two other students who were working in WEEK-TV's newsroom in Peoria. Dale landed there as a still photographer, eventually transitioning to news photographer. It was the beginning of a fascinating, challenging and rewarding career that this young college student felt he could not have imagined.

In 1979, Dale left Peoria for Milwaukee's WITI-TV. His news photography helped him gain deeper insight into providing strong visuals to support solid and creative writing. Working with top-notch professionals, he focused on building strong partnerships with reporters, producers, editors and fellow photojournalists. Dale was named WITI's Chief Photographer in 1984. As technology advanced and the station expanded in news, the photojournalist staff grew from 10 to 21 – the market's largest. During that time, Dale was honored to have had the opportunity to recruit, hire and mentor a talented and diverse group of men and women.

During his tenure there, Dale provided visual coverage for a full scope of news events using tools that evolved from film to tape to the digital era. His contributions helped create a successful outcome of high profile and everyday stories that were tough, smart, occasionally funny and sometimes tragic. He helped cover everything from political conventions to Super Bowls, from breaking news to special reports from China, Nicaragua and Bosnia/Herzegovina. Through it all, he advocated for quality and ethics in storytelling and for the photojournalists on its front lines.

Dale is grateful to many people who inspired, challenged, and encouraged him throughout his career. And he's still friends with those two college buddies who nudged him away from advertising into a lifetime love of broadcast journalism from which Dale retired in 2008. He is enjoying every day with his best friend and wife of 29 years, Cheryl.