



NEAL SABIN

“Entrepreneurial, enterprising, passionate, compassionate and above all a Chicago television original” are the words that Howard Shapiro, Chairman of Weigel Broadcasting Co., uses to describe Neal Sabin.

Neal has spent more than twenty-five years programming, managing and reinventing independent television stations in Chicago. Currently as the Executive Vice President of Weigel Broadcasting Co, Neal oversees various aspects of the company’s 3 local stations as well as its television properties in Milwaukee, Wisconsin, and South Bend, Indiana.

In 1983, Neal joined WPWR-TV and quickly created a music video program that took WPWR from off the radar to off the charts. “MV-60” beat major stations such as WGN and WFLD in key demographics. For 11 years, Neal’s savvy scheduling, stunting and acquisition skills were part of the team that built WPWR into one of the most successful independent stations in history.

In 1994, Neal was hired by the Shapiro family’s Weigel Broadcasting to transform WCIU from a foreign language, financial news and brokered ethnic station into a general market independent. Neal silenced skeptics who claimed the days of traditional, stand-alone independent stations were history. He led the team that transformed WCIU into “The U,” a station with personality and a variety of top syndicated programs reflecting the diversity of the Chicago TV audience. Neal’s other Chicago creation, Me-TV and new companion Me-Too unite his love for classic TV with Weigel’s talent for maximizing the potential of low power television and digital multicast facilities. Chicago has embraced Me-TV with ratings that have tied or beaten “the big guys” in key demographics. Perry Mason doesn’t beat Oprah, but he’s often number two in adults!

Neal is a life long Chicagoan, having grown up in Skokie, attending Niles North High School, where he was named a distinguished alumnus. Neal graduated with an honors award in radio programming from Northwestern University’s School of Speech. He spent six years as an instructor in Loyola University’s Department of Communication and serves on the board of Olin-Sang-Ruby Union Institute. Neal has also served on the Board of Governors for the Chicago/Midwest Chapter of NATAS. He is an avid gardener. On summer Mondays, you may find bouquets of his flowers or baskets of heirloom tomatoes on the WCIU reception desk.