

News

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***TV's Indiana Business This Week* Introduces New Marketing Communicator**

INDIANAPOLIS—*Indiana Business This Week*, airing weekly on television stations across Indiana, announces the introduction of a new, regular contributor to the program. Host Gerry Dick has chosen Chris Wirthwein, CEO of Indianapolis-based advertising agency 5MetaCom, as a new expert-source for the show's *Corporate Communicator* segment. Wirthwein's *Corporate Communicator* segment presents viewers with marketing and communications ideas related to Indiana companies and products.

The addition of 5MetaCom's Wirthwein is hoped to enhance the show's offering by giving the viewing audience a comprehensive view of business marketing in Indiana. Wirthwein, a 20-year veteran ad agency executive, brings viewers an inside look at ideas to enhance their marketing efforts.

"With Indiana's growing international business presence, there's increased interest in sophisticated and timely marketing concepts," states Wirthwein. He follows, "My intent is not just to talk about marketing, but to give Indiana's business leaders insights they can use." Viewers are encouraged to contact Wirthwein with thoughts, opinions or questions about each segment.

Indiana stations carrying the *Indiana Business This Week* broadcast include:

- Indianapolis: WFYI, Channel 20, Friday at 9:00 p.m. and Saturday at 6:00 a.m.
- Indianapolis: WRTV, Channel 6, Sunday at 11:30 a.m.
- Bloomington and Columbus: WTIU, Friday at 6:00 p.m.
- Terre Haute and Vincennes: WVUT, Saturday at 7:00 p.m.
- Evansville: WNIN, Sunday at 11:30 a.m.

Indiana Business This Week can also be seen via the Internet at www.5metacom.com.

Transcripts of past and current *Corporate Communicator* segments are available on-line as well.

Indiana Business This Week is Indiana's premier business television show airing weekly on stations across Indiana. Hosted by Gerry Dick, Vice President, Director of Marketing and Communications for the Indianapolis Economic Development Council, the show features Indiana's latest business news with in-depth profiles of companies, corporate leaders, stock performance and entrepreneurial ideas that make up the Indiana business scene.

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