

MEDIA ADVOCACY AWARD



PETE MONFRE

The Media Champion Advocacy Award recognizes an individual in the media whose dedication to equity and inclusion helps inform the community about this important issue.

Pete Monfre became vice president and general manager for Sinclair Broadcasting's WVTM, MY24/ CW18 in Milwaukee in 2018 where he developed and launched the Build Up Milwaukee program.

Providing production and air-time, Build Up Milwaukee highlighted several Milwaukee nonprofits, including Greater Milwaukee Urban League. This exposure allowed organizations to get their messages to new audiences, and it also provided community members with important information. Monfre also launched Connect MKE: Conversations on Race, the only prime-time local program addressing the issues of race and equity in our community. He retired last December.

Monfre's broadcasting career in Milwaukee runs deep. He was the first salesperson hired by Channel 24 in 1980 and also worked for Channel 18. He moved to WISN-TV in 1987 and worked there for 24-years, rising to become vice president of sales before becoming general manager of MY24/CW18.