

CIRCLE CITY BROADCASTING RECEIVES “MINORITY BUSINESS ENTERPRISE” CERTIFICATION

BRIAN HARRINGTON NAMED DIRECTOR OF STRATEGIC PARTNERSHIPS IN NEWLY CREATED ADMINISTRATIVE ROLE

For Immediate Release

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INDIANAPOLIS – October 20, 2020 – **DuJuan McCoy, owner, president, and CEO of Circle City Broadcasting** (parent company of [WISH-TV](#) and [MyINDY-TV 23](#)) today announced that [Circle City Broadcasting](#) is the first and only full-service broadcasting and media services company in Indiana – certified by both the City of Indianapolis and the State of Indiana as a Minority Business Enterprise.

Minority Business Enterprises (MBE), are businesses in which the company is majority owned, operated, or controlled by minority leadership.

“Being certified as an official MBE in Indianapolis and Indiana is a unique honor,” said McCoy. “This gives Circle City Broadcasting a distinction as a full-service media broadcasting company – particularly among companies that have supplier diversity initiatives within their organizations. This certification will not only allow our community partners the opportunity to work with us on traditional media, but also on additional service projects they may not have been aware we provide: marketing and advertising consulting; digital, web design, and media placement; long and short form video production; podcasting; public speaking projects; virtual events; and many other media related services.”

In full support of this focus, Circle City Broadcasting has hired Brian Harrington as the new director of strategic partnerships. Harrington will manage all MBE opportunities and partnerships with community collaborators. An Indianapolis native, Harrington joins Circle City Broadcasting with more than 28 years of experience in broadcast management, marketing, and community advocacy – serving the community in multiple capacities as a board member, coach, mentor, and volunteer. He previously served as GSM of iHeartMedia Indianapolis and brings a wealth of knowledge and passion to his new role.

“I am extremely excited to be a part of the Circle City Broadcasting team,” said Harrington. I look forward to working with the diverse companies in our community to develop partnerships with our unique MBE media services.”

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WISH-TV has set the standard for television excellence in Central Indiana since 1954. The station has been honored as “Television Station of the Year” by the Indiana Broadcasters Association, for its “Overall Excellence” by the Edward R. Murrow Awards, and as “Outstanding News Operation,” “Outstanding Weather Operation,” “Best Newscast,” and “Best Website” by the Indiana Associated Press Broadcast Association. WISH-TV offers viewers 77 hours per week of local news and local programming and provides around-the-clock information on its digital platforms. WISH-TV is locally owned and operated by Circle City Broadcasting, and is an affiliate of [The CW](#) network. The station serves more than one million households.