



**KEITH SHIPMAN**  
**Biography**

Keith Shipman was named President & CEO of the Washington State Association of Broadcasters on January 1, 2016. The WSAB is a trade association that focuses on promoting and protecting free, over-the-air broadcasters' interests in Congress and Olympia, and represents 247 local radio and television broadcasters across the state. In addition to overseeing the day to day operations of the WSAB, Shipman managed the Oregon Association of Broadcasters in 2016 and 2017.

He continues in his role as President & Chief Executive Officer of Horizon Broadcasting Group, a position he has held since 2003. He co-founded the company in 1999, and helped create a stable of 12 radio stations and a minor league baseball team in Oregon and Idaho. Three of Horizon Broadcasting Group's stations (KQAK-FM, KWPK-FM and KLTW-FM) have been honored as Oregon Radio Station of the Year, recognized by the Oregon Association of Broadcasters for their extraordinary community involvement. In 2008 he formed Summit Broadcasting Group, LLC to acquire and construct KBNW-AM, the first new AM station to sign on in Bend, OR since 1959.

Upon appointment as CEO of Horizon Broadcasting Group he quickly moved to restructure the company, divesting its assets in Boise and Twin Falls, ID and Ontario, OR. As co-President and Secretary of Horizon Broadcasting Group he was responsible for overseeing operations, programming, FCC compliance and engineering initiatives for the company.

His focus on operations and sales has created a successful platform of radio stations in Central Oregon. Under his leadership, HBG consolidated 4 FM and 2 AM stations in Bend-Redmond-Prineville to create a powerful cluster in Central Oregon. He directed the implementation of three new formats, technical improvements to four transmission sites, a remodel of the primary studio location and engineered a three-station frequency swap within 16 months of acquisition. He subsequently improved the technical facilities of KLTW-FM (frequency and transmitter location) and all of the company's translator stations. The company added a web portal – [www.MyCentralOregon.com](http://www.MyCentralOregon.com) – focused on delivery local community news and information content in 2009.

In a move that significantly enhanced the underlying asset value of KWLZ-FM, Horizon Broadcasting Group relocated KWLZ-FM from Warm Springs, Oregon to the Portland, Oregon metropolitan market (ranked 23<sup>rd</sup> by Nielsen). Mr. Shipman negotiated a third party agreement with a broadcaster in Washington State, relocated 5 LPFM stations in the Portland metro and administered the acquisition of a new FM frequency in Bay City, OR through the FCC auction process (the channel of which was subsequently altered to facilitate the move of KWLZ-FM). The new Portland facility debuted as Rock & Roll's Greatest Hits 96.3 KWLZ on September 18, 2015.

He negotiated Horizon Broadcasting Group's first three acquisitions (Bend, Prineville and Ontario, Oregon) and has overseen the daily administration of the Central Oregon market assets since HBG began operating in February of 2000.

Shipman also founded Summit Broadcasting Group, LLC and negotiated the acquisition of an AM Construction Permit in Bend, Oregon in May of 2008. He oversaw the planning, construction and operational launch of KBNW-AM in August of 2008 (the first new AM station to sign on in Bend since 1959). He built a broadcast journalism department, negotiated the move of the Sean Hannity Show from the heritage news/talk station in the market and added a stable of high profile syndicated programs to the lineup of the station – billed as News/Talk 1340 KBNW (later adding a translator at 104.5). KBNW-AM is operated by Horizon Broadcasting Group under a local marketing agreement (LMA).

He has twice (2005 and 2006) been a finalist for national radio General Manager of the Year by *Radio Ink* magazine.

Mr. Shipman began his commercial broadcasting career in high school as an on-air personality at KPUG-AM (Bellingham, WA) in 1978. Upon graduating from Washington State University in 1983, he embarked on a 17-year stint in Seattle broadcasting, 13 of which were spent with KCPQ (Fox) Television as its Sports and Public Affairs Director. While at KCPQ-TV he was responsible for sports programming and creating and managing several outreach programs that developed new business opportunities and provided a foundation of community involvement. During his tenure at KCPQ-TV he earned three regional Emmy Awards, and was selected Sportscaster of the Year in Washington state on three occasions by the National Sportscasters and Sportswriters Association. He also worked for KOMO-AM (Seattle), KIRO-AM (Seattle) and KING-AM (Seattle) and helped launch the Pacific Northwest's first all-sports radio station, KJR-AM (Seattle) in 1991.

Shipman is past Chair of the Board of Directors of the Oregon Association of Broadcasters and serves on the Professional Advisory Board for the Murrow College of Communications at his alma mater, Washington State University. He is past chair of the Board of Governors for the Boys and Girls Clubs of Central Oregon and past chair of the Board of Directors of the Deschutes Children's Foundation. Shipman served as President of the Bend-Mt. Bachelor Rotary Club in 2014-15 and is a past member of that organization's Board of Directors. He is a past member of the Board of Directors of Deschutes United Way, Make-A-Wish Foundation of Oregon, the Education Foundation for Bend-LaPine Schools, the Oregon Association of Broadcasters and the National Sportscasters and Sportswriters Association.

He was inducted into the Washington State University Edward R. Murrow College of Communication Hall of Achievement in 2009.

Keith is the father of three adult children and resides in Tacoma, WA.

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