

Mark, iHeart Agree To New Contract: "I'm Doing This Show For The Foreseeable Future"

By Mark Belling

I am happy to announce that I have agreed on a new contract extension with iHeartMedia. I will continue to do my 3-6pm show Monday-Thursday on WISN-AM (1130) for the foreseeable future.

The biggest change will be that I will be taking a significant amount of time off in the winter. I am doing this for my physical and mental health so that when I am on the air I am as alive and engaged as ever.

While all the details are still to be sorted out, I'll essentially be working one week a month the first four months of the year. From May 1-December 31, I will return to the same schedule as the last several years, working four days a week with occasional vacation days.

Dan O'Donnell will fill in for me during the times in the January-April period in which I am not here. The show will continue to be called "The Mark Belling Late Afternoon Show" and Dan will be acting as "guest host." I plan on keeping an on-air presence through occasional segments on the show during the days in which I am off the air. My website, belling.com, will be used more frequently as a way to update the audience and report on stories I won't be on the air to share.

As many are aware, there has been a persistent rumor that I was intending to retire at the end of 2022. I think that was wishful thinking on the part of competitors, liberals and others who would love to see me silenced. I am not going anywhere. I enjoy doing the show. It is more successful than ever and I believe my voice is needed. At the same time, I recognize that I need to manage my energy and stress levels and intend to use some of the first few months of the year to keep my batteries fully charged. This is not the beginning of my phase-out. Quite the opposite; it is my plan to stay on the air and be as great ever. I'm doing the show for the foreseeable future.

At the very least, I fully intend to outlast Bob and Brian who (like Dave Luczak) were all on the air in Milwaukee when I arrived in 1989.

During my time here, Jay Weber (who I hired in Madison and recommended for WISN-AM) has become a legend. Vicki McKenna has become a force of nature. And Dan is now a star. I recommended to WISN-AM that Dan take over the show on the days I'll be off and I'm thrilled they and Dan have jumped at the opportunity. And, my longtime producer, Paul, will continue to produce the show and will also produce it on the days Dan fills in.

Mark Belling
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