



NEWS RELEASE

TMJ4 Launching New Afternoon Lifestyle Show

What's Brewing Wisconsin Debuts March 10th on Milwaukee's NBC affiliate

February 25, 2025 - From the TMJ4 team that produces the long-running talk show, *The Morning Blend*, comes a new afternoon magazine-style program called *What's Brewing Wisconsin*. Hosted by Morning Blend veteran Tiffany Ogle, *What's Brewing Wisconsin* will showcase the best our state has to offer. Stephanie Brown, most recently a community reporter for TMJ4 News, will be the new show's field correspondent and fill-in host. Ogle will also continue her co-hosting duties alongside Molly Fay on *The Morning Blend*.

According to Executive Producer Kim Buchanan, "*What's Brewing Wisconsin* will be a fun daily snapshot of what's happening locally. From restaurants to travel, to fashion trends, our goal is to introduce our audience to local gems they may not know about. This show will be more fast-paced and focused on segments outside of the studio setting."

Like *The Morning Blend*, some segments on *What's Brewing Wisconsin* will be sponsored, giving local entrepreneurs, businesses and organizations the opportunity to showcase their products and services. Both shows are produced by the sales and marketing teams at TMJ4 and are separate from the news division.

"We're excited to give our featured guests this unique platform to highlight what they're doing in our community," said TMJ4 Station Manager Gregg Schraufnagel. "*What's Brewing Wisconsin* will provide a way for the audience to connect with local experts on a huge variety of topics."

What's Brewing Wisconsin will air at 3pm starting March 10 on TMJ4 Milwaukee.

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