

OFHS



WALL OF FAME

Charter Member



JAMES G. SCHUESSLER

James G. Schuessler was born March 30, 1962 in Oconto Falls. The son of James (OFHS '58) and Diane (OFHS '61), he grew up in Oconto Falls and graduated from OFHS in 1980. He attended the University of Wisconsin-Platteville and received a double major of Television Production and Television Advertising/Management in 1984.

Following graduation, Jim's career took him to Des Moines, Iowa, where he served as an Account Executive and was later promoted to National Sales Manager for KDSM-TV (FOX). In 1986, he was appointed to the position of Account Executive for the national television rep firm Seltel, Inc., based in Saint Louis, Missouri. He was later promoted to sales manager for Seltel in their Los Angeles, California, office. In 1989, Jim was named National Sales Manager for KING-TV (NBC) in Seattle, Washington. He was later promoted to Local Sales Manager for the station. In 1993, Jim was appointed to the position of Vice-President/General Manager for KSFY-TV (ABC) in Sioux Falls, South Dakota. He was appointed to his current position as Vice-President/General Manager of WLUK-TV (FOX) in 1995. Jim is also a member of the Downtown Rotary Club of Green Bay, Wisconsin.

Since his appointment to WLUK, he has systematically built a tenacious management team, the best in the market. WLUK has emerged from the status of television station also-ran to its emergence as the station in Northeast Wisconsin watched by more viewers than any market competitor. Under his leadership, WLUK has become the station more viewers depend upon most for coverage of the Green Bay Packers, has expanded its news commitment to six hours daily and has achieved significant gains in prime time viewing.

Jim and his wife, Karla, a native of Gillett, make their home in Green Bay. He is proud of his greatest accomplishments, which include daughter, Amanda Leigh, and sons, James Matthew and Jacob Daniel.

Schuessler said, "My career has taken me to many wonderful places in this country, and I enjoyed them immensely, but there is nothing like living in Northeast Wisconsin. I am pleased to be raising my family here and most gratified by the great education received as a student in the Oconto Falls School System."