



**News release**

December 21, 2007

Contact: Lee Colony 262.564.2512

262.359.0798 (cell)

**Vivian King keynote speaker**

**In Martin Luther King Jr. celebration**

**Event theme calls to “take a position, move mountains”**

KENOSHA – Vivian King will deliver the keynote address at Gateway Technical College’s 14<sup>th</sup> annual Martin Luther King Jr. celebration at noon January 21 at the Madrigrano Auditorium, 3520-30<sup>th</sup> Avenue.

This year’s celebration theme is “Take a Position, Move Mountains,” drawing upon Martin Luther King Jr.’s call for Americans to take the position that is “neither safe nor politic nor popular, but he must do it because conscience tells him it is right.” Doors to the event open at 11:15 a.m.

Vivian King is the director of public affairs for Roundy’s Supermarkets Inc., a Milwaukee-based supermarket chain which operates 153 retail grocery stores under several banners including Pick ‘n’ Save and Copps. King spent more than 10 years at NBC affiliate WTMJ-TV in Milwaukee, where she was hired as an education reporter and later co-anchored the station’s mid-day newscasts “Live

at 11” and “Live at 11:30.” She also contributed to the station’s morning show, “Live at Daybreak,” and helped launch WTMJ’s first weekend morning show, “Live at Daybreak-Weekend Edition.” King also worked in other TV markets but spent the bulk of her career at WTMJ-TV.

King serves the community in a number of ways. She is on several boards including the Milwaukee Urban League and Sojourner Truth House, a shelter for battered women in Milwaukee. She is a vice president of the Milwaukee chapter of the Black Public Relations Society and has served as president of the Wisconsin Black Media Association.

King earned a bachelor of journalism degree from the University of Missouri-Columbia and her skills have helped her to achieve several journalism awards, including three from the National Association of Black Journalists and two from the Associated Press. She won the 2002 Black Excellence in Media award from the Milwaukee Times Newspaper and an award for being a “Woman on the Move” from the Milwaukee chapter of Top Ladies of Distinction.

In addition to Vivian King’s keynote address, individuals will be honored with the Dr. Martin Luther King Jr. Humanitarian Award. Candidates were nominated from Kenosha, Walworth or Racine counties and are individuals who exemplify the daily principles of Martin Luther King Jr.

Gateway Technical College collaborates with communities in Kenosha, Racine and Walworth counties to ensure economic growth and viability by providing education, training, leadership and technological resources to meet the challenging needs of students, employers and communities.

