



**FOR IMMEDIATE RELEASE**

**Heartland Video Systems Adds Jeff Fass as  
Engineering Manager**

**PLYMOUTH, Wis. — June 04, 2025** — Heartland Video Systems, Inc. (HVS), a premier video systems integration and consulting firm, is proud to announce that Jeff Fass has been hired as the new Engineering Manager. In this position, he will oversee the company's performance and production to foster an efficient work environment.

As Engineering Manager at HVS, Fass will be responsible for the long-term planning, policy, and strategic decisions to create initiatives that further the company's overall goals. Fass will be a member of the HVS leadership team where he will assist in the development of strategic plans for operational activity.

In this leadership role, Fass will mentor, motivate, train, coach, and support a team within a time-sensitive and demanding environment. He will also be responsible for best practices to improve processes and policies and maintain a safe, healthy, and injury and accident-free workplace. He will be overseeing the quality assurance protocols and standards and will manage inventory and material resources.

Fass spent over 25 years in the TV broadcast market and is an experienced engineering professional with a strong background in broadcast operations. Most recently, he was the Regional Chief Engineer for Allen Media Broadcast responsible for overseeing 5 stations in the upper mid-west. Prior to this, he held the position as Chief Engineer WKOW in Madison, WI. He also worked at WAOW in Wausau, WI initially as this station's Assistant Chief Engineer, then he was promoted to the Chief Engineer. And prior he spent 13 years as a production supervisor for WKOW.

"We are excited to add Jeff to the HVS team. Jeff's experience managing multiple broadcast facilities and staff will complement the team already in place at HVS. As our industry continues to adapt and change with technology and economic transformation, Jeff's leadership is a welcome addition to the HVS family," states Dennis Klas, President of HVS.

"Heartland Video Systems is truly a customer focused company that has emerged as the leader in ATSC 3.0 testing, integration, system deployments" states Jeff Fass. "The broadcast industry is leveraging new IP technologies, quicker evolution, and increased efficiency and I am looking forward to my contribution at HVS to help customers be successful."

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**About Heartland Video Systems**

Heartland Video Systems (HVS) has been supplying the U.S. with quality communication equipment, professional installation services, and ongoing technical support for 20+ years. HVS is a proud member of the Society of Broadcast Engineers (SBE), honored recipient of a 2010 Engineering Excellence Award, and a voting member of ATSC.

HVS has partnered with a multitude of major communication equipment manufacturers to provide technologies for all links in the broadcast chain. HVS offers a wide selection of manufacturers, enabling customers to easily choose the products they need while enjoying excellent customer service. HVS caters to many multimedia production platforms, including television stations, broadcasting stations, colleges and universities and postproduction facilities. We look forward to the opportunity to assist you in the audio and video equipment supply field.

For further information:  
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