



**FOR IMMEDIATE RELEASE**

## **Heartland Video Systems Welcomes Industry Veteran Dan Whealy as Director of Business Development and Technology**



**PLYMOUTH, Wis. — Sept. 12, 2024** — Heartland Video Systems (HVS), a premier video systems integration and consulting firm, is proud to announce the appointment of Dan Whealy as Director of Business Development and Technology, effective Sept. 3, 2024. A distinguished, passionate industry leader with over two decades of experience in broadcast technology leadership, Whealy understands the ins and outs of television and radio stations. He brings unparalleled expertise across the board to HVS, including ATSC 3.0, ATSC 1.0, and next-generation broadcast technologies.

### **Dan Whealy's Expertise**

Whealy joins HVS from Allen Media Broadcasting, where he served as Chief Technology Officer, overseeing technological strategy and innovation at NBC, ABC, CBS, and Fox affiliates across the country. Under his leadership, Allen Media achieved significant operational and infrastructure-based improvements, realizing annual multimillion-dollar savings to the company through strategic capital initiatives. His focus has always been customer-centric, with a distinct passion for reliably serving the communities his stations have supported via robust, efficient technological infrastructures.

## **Moving HVS Forward into the Future**

In his role at HVS, Whealy will focus on fostering strong relationships with broadcast group leaders and engineering support teams while being a key stakeholder for the company's long-term business growth strategy and direction. Whealy will also be an important component of HVS's technology leadership team. His extensive knowledge of the broadcast landscape and strong leadership background position him to play a pivotal role in shaping HVS's growth in both traditional broadcast and other emerging business sectors.

## **Key Highlights of Dan Whealy's Career:**

- **ATSC 3.0 Leadership:** Whealy was instrumental in getting Allen Media's transition to ATSC 3.0 off the ground, helping the company stay at the forefront of next-gen broadcast technology by delivering cutting-edge viewer experiences.
- **Drone Technology Innovation:** At Quincy Media, Whealy spearheaded an Emmy-award-winning drone program from scratch, achieving one of the first-ever live drone broadcasts during a major news event — redefining aerial-based newsgathering for local news coverage.
- **Historic Studio Renovation:** Whealy was a key leadership stakeholder during the multimillion-dollar renovation of KWWL's Waterloo studio under Quincy Media, where the 100-plus-year-old building's infrastructure was modernized during historically accurate renovations back to its original 1900s aesthetics helping to land the building's placement on the National Historic Register — all without any impactful downtime in on-air operations over the multiyear project.
- **National Industry Leadership:** Whealy recently completed multiterm service as a member of the National Board of Directors for the Society of Broadcast Engineers (SBE) and Chair of the SBE Communications Committee. Whealy's insights and leadership have shaped the broadcast engineering industry on a national scale.

## **Dennis Klas, President of HVS, commented:**

"We are excited to welcome Dan at a transformative time for the broadcast industry. His depth of experience, particularly in ATSC 3.0, aligns perfectly with our mission to deliver innovative solutions for broadcasters. Dan's forward-thinking approach will help HVS continue to be a trusted partner as we navigate the evolving broadcast landscape."

**Dan Whealy, Director of Business and Technology, commented:**

"I am excited to continue my service in the industry at a well-respected company like HVS. I look forward to working with many of the colleagues I already know and to building great relationships with those I have not worked with yet. The industry is, in fact, going through a transformative period in its history, and I can't wait to get to work and help move the needle forward for HVS in its mission to support our important partners during this time."

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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, please contact:  
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