



Alaska Broadcasters Association
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FOR IMMEDIATE RELEASE:

ABA to induct Lauren Maxwell into Hall of Fame



Anchorage, AK: The Alaska Broadcasters Association will welcome **Lauren Maxwell** into the ABA Hall of Fame in November 2022 during the ABA Goldie Awards online virtual event, date TBA. Lauren will be the 71st member of the ABA Hall of Fame, which was established in 1985.

From KTUU's News Director Tracy Sabo - Lauren's contributions to the Alaska broadcast industry and ABA are lengthy. The professionalism and commitment to excellence she demonstrates is recognized by all who know Lauren's brand of journalism. There are few storytellers in the state who have been as dedicated to the mission of telling Alaska's story. While she grew up on the East Coast and earned a degree in anthropology, she found success in the 49th state as a journalist and a home in Alaska. Lauren says, "I love Alaska. It's where I've raised my family, where I feel most at home and connected." That connection is evident in every story she tells as a reporter, one with a gift for "connecting" to people. It's the element that shines through in all of Lauren's work, whether reporting on donations to help the homeless in Anchorage or a 5-star dining experience in the quaint community of McCarthy, Alaska. It's this steady and unassuming sense of leadership that sets Lauren apart. Countless journalists may come to Alaska looking for a sense of adventure or dedicated to professional growth. Few stay long-term, and Lauren is that exception; one we're incredibly lucky to have as an industry leader, mentor, and statewide storyteller. Lauren is very active in the community and also serves on the Board of Directors at Bird TLC in Anchorage, an organization that aims to instill an understanding and appreciation for wild birds and their habitats.

For more than 3 decades, Lauren has worked as a writer/reporter and on-air talent in both radio and television. In addition to her broadcast work, Lauren's work has been featured on digital platforms across the state. As a storyteller focused on community reporting, Lauren has been a steady force in the evolution of Alaska journalism, in addition to serving as an Acting News Director and a committed mentor to other up-and-coming journalists.

Lauren has been recognized numerous times by both the Alaska Broadcasters Association and the Alaska Press Club for excellence in journalism. She has also been recognized with a James Beard Award for Best Television Series about food sustainability in Alaska.

"Lauren's expert ability to creatively weave visuals, sound, and her own unique brand of storytelling make every story memorable, if not completely relatable. Her body of journalism runs the gamut - from tragic to informative to wondrous and even laugh-out-loud entertaining. Lauren tackles it all with empathy, humility and zeal." – Tracy Sabo, News Director, KTUU/KYES-TV

Congratulations to Lauren Maxwell and her family.

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About the Alaska Broadcasters Association

Founded in 1964, the Alaska Broadcasters Association functions as a 501(c)6 nonprofit corporation, and is the official trade association serving all free, over-the-air radio and television stations in Alaska. The ABA's mission is to serve, educate and advocate for its members as well as the general public. For more information on the ABA, please visit www.alaskabroadcasters.org

Consideration for this honor is given to broadcasters with a minimum of 25 years in broadcasting in Alaska, a solid record of achievement including: promoting development and growth of TV & Radio broadcasters in AK, local/national awards, and a history of dedication to the communities they serve.