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MSUFCU, the Spartan Media Network, and WLNS 6 News Announce TV Partnership: the “MSU Federal Credit Union Coaches Show”

EAST LANSING, Mich. — Beginning this month, MSU Federal Credit Union (MSUFCU) will partner with the Spartan Media Network and WLNS 6 News to provide a new weekly magazine-style television program for Spartan fans throughout the state of Michigan. The “MSU Federal Credit Union Coaches Show” will have exclusive content and features officially affiliated with Michigan State University.

The new program will be 30 minutes of weekly original programming airing over 16 weeks, from October 22, 2021 through February 12, 2022, with hiatus weeks at Thanksgiving and Christmas.

The show will be a fast-paced, content-driven format featuring inside access to Michigan State University coaches, student-athletes, and narratives hosted by the WLNS 6 News Sports team.

“Partnering with WLNS 6 News and Playfly Sports Properties on behalf of the Spartan Media Network on a Spartan-focused television show that will offer viewers exclusive behind-the-scenes access to MSU coaches, student-athletes, and storylines is an exciting opportunity for us to continue our longstanding tradition of supporting Michigan State University,” said Deidre Davis, MSUFCU Chief Marketing Officer.

“We are proud to partner with the Spartan Media Network to provide this exclusive local content from the MSU coaches and players to viewers throughout the state of Michigan,” said Marci Daniels, WLNS 6 News Vice President and General Manager. “Our Sports Director, Audrey Dahlgren, will lead this initiative. With the passion she brings to her work every day, she is the perfect person to deliver this exciting content to our viewers throughout the state. Additionally, we couldn’t have asked for a better partner in MSU Federal Credit Union – a true supporter of all things MSU.”

“The Spartan Media Network is pleased to work with WLNS 6 News and MSU Federal Credit Union to provide this new programming option to Spartan fans,” said Kris Kassel, Playfly Sports Properties Group Vice President representing the Spartan Media Network. “Michigan State fans will enjoy the creative energy from Audrey and her team as they tell the stories that our always-passionate fan base wants to see. Our fans will also get to hear directly from coaches Mel Tucker, Tom Izzo, Suzy Merchant, and others on timely topics as they get ready for each week’s slate of games.”

The show will be featured on an unwired television network throughout the state of Michigan. It will air in Lansing on WLNS-CBS Fridays at 7:00 pm, and on WLAJ-ABC Saturdays at 11:30 a.m., in Grand Rapids on WXSP-My Network Saturdays at 11:30 a.m., and in Marquette on WJMN-TV Local 3 CBS on Fridays at 7:30 p.m. Other affiliates are expected to be added throughout the state.



Founded in 1937, MSUFCU has a national reputation for excellence and has received several top industry and workplace awards, including being named a Best Credit Union to Work For® by American Banker for the fifth year, a Top Workplace in the large employer category by the Detroit Free Press for nine consecutive years, a Top 100 Best Workplace for Women by Fortune Magazine for three consecutive years, and was named one of the top five Michigan credit unions in Forbes' Best-in-State Credit Unions 2021 list. MSUFCU was named a Best Workplace in Financial Services and Insurance by Fortune Magazine two consecutive years and has been certified as a Great Place to Work® for nine consecutive years. MSUFCU has been recognized by the Credit Union National Association, earning first place for the people-helping-people philosophy 2020 Louise Herring Award. MSUFCU is headquartered in East Lansing, Mich., has 22 branches, over 315,000 members, more than \$6.5 billion in assets, and nearly 950 employees. For more information, visit msufcu.org.

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