PRESENTING THE GRADUATING CLASS OF 2022

School of Journalism and Mass Communication
UNIVERSITY OF WISCONSIN–MADISON

PRESENTING THE GRADUATING CLASS OF 2022
ALUMNI SPEAKER

Elsa M. (BA’03)
TV Host, Radio Host, Podcaster and Vlogger

Elsa M. is an award-winning journalist, TV host, radio host, and podcaster who has made a name for herself as unafraid, unconfined and unbothered. She’s authentic, funny and always comes with the real, no matter the topic. From being a TV reporter/anchor in multiple cities nationwide and morning show radio host, to now hosting “Midday Maryland” - a daily lifestyle TV show on WMAR-2, ABC in Baltimore - and co-starring/co-producing the “Eden & Elsa” podcast, she has truly done it all - and is still doing it!

Prior to her move to the D.C. area, the Wisconsin native called Rochester, NY home where she was a TV reporter/anchor on the local ABC affiliate each night and co-host of the #1 morning radio show in the market each morning drive: “The Wake-Up Club” on WDKX, 103.9. In that capacity, Elsa hosted several sold-out concerts in the thousands for the likes of Lil Wayne, T-Pain, Patti LaBelle, and more. She’s also a gifted celebrity interviewer, having had the pleasure to interview incredible talents, including mega-star Rihanna, in studio.

Upon her move to D.C., Elsa co-launched and co-hosted a live-streamed, studio-produced web show and podcast with friend and host Jeff Johnson of BET before ultimately becoming the first host of “Midday Maryland” in Sept. 2017.

Elsa has been honored numerous times throughout her career as a TV Reporter/Anchor, receiving several awards and distinctions, including earning an Edward R. Murrow Award for Excellence in Spot News, winning The National Press Foundation’s “Why Journalism Matters” competition, and accepting The Ralph O. Nafziger Award from the University of Wisconsin-Madison for Excellence in Journalism within 10 years of graduation (GO BADGERS!). She also became an Emmy-nominated TV Host for a special she co-hosted on WXXI on youth violence in Rochester. Elsa was named one of the “40 Ethiopians Under 40 Changing the World” by Addis Life Magazine, one of ‘her’ Magazine’s Top 10 Women to Watch, and Democrat and Chronicle’s Top Emerging African American Leaders.
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*James L. Baughman
Senior Achievement Award Winner
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Follow the UW-Madison School of Journalism and Mass Communication on social media to stay up to date and learn more about our exceptional students.

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ON WISCONSIN!
MAY 13, 2022