



**Wisconsin Public Utility Institute**  
UNIVERSITY OF WISCONSIN-MADISON



## **THOMAS CONTENT**

### **Citizens Utility Board of Wisconsin**

Tom Content is executive director of the Citizens Utility Board of Wisconsin (CUB), a nonprofit organization that advocates for residential and small business utility customers. In addition to his administrative duties, Tom participates in the identification and evaluation of policy, reviews legal and factual issues presented in Public Service Commission of Wisconsin proceedings, and helps to formulate CUB's positions on those issues. He also advocates for customers in collaboration with other energy stakeholders and the State legislature.

Tom joined CUB in March 2017 after spending 17 years as a journalist with the Milwaukee Journal Sentinel where he specialized in coverage of energy and utilities. His reporting on energy and climate change, specifically in the Journal Sentinel series "*A Change in Climate: Global Warming and Wisconsin*," won the National Press Foundation Stokes Award for Energy Writing in 2007. Prior to joining the Journal Sentinel, Tom reported on utility matters for the Green Bay Press-Gazette and wrote for newspapers in towns near Boston and Philadelphia. Tom received a B.S. in journalism magna cum laude from Boston University.