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Veteran Green Bay News Leader Launches Four Leaf Communications to Support Local Businesses

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After 25 years in local television news, John Laughrin is launching Four Leaf Communications, a new public relations and communications business designed to help small and medium-sized businesses across Northeast Wisconsin build their brands and shape their success.

Laughrin's name is a familiar one in the region's media landscape. A University of Wisconsin-Green Bay graduate, he held leadership roles at three of the area's local stations: WLUK, NBC 26, and most recently as news director at WFRV Local 5. His career also featured stops outside of Northeast Wisconsin, including New York State.

Four Leaf Communications offers tailored Public Relations and Marketing services including media outreach, press release writing, press conference coordination, crisis communications, strategic advertising placement, and social media management, all aimed at helping local businesses connect with their communities and audiences.

"After decades in the news business, I understand how to craft a story, how newsrooms operate, and how important trusted local connections are," Laughrin said. "Four Leaf Communications is about helping businesses tell their stories the right way, with professionalism, purpose, and a personal touch."

The company's name is a tribute to Laughrin's daughter, Clover, reflecting his strong commitment to family and community. Based in Green Bay, Four Leaf Communications is ready to support Northeast Wisconsin businesses as they navigate the evolving media landscape.

For interview requests or more information, please contact John Laughrin directly at (920) 777-9283 or john@4leafcommunications.com.

For more information, visit 4leafcommunications.com.

About Four Leaf Communications

Four Leaf Communications is a Green Bay-based communications business dedicated to helping small and medium-sized businesses across Northeast Wisconsin grow through strategic public relations, social media management, crisis support, and advertising services. Founded in 2025 by longtime news leader John Laughrin, the company combines local roots with deep media expertise to build brands and shape success.