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## **Jordan Hassler Wins Top Award for Sports Play-by-Play**

[Bismarck, ND] – BEK TV is proud to announce that Jordan Hassler, BEK Sports Announcer, has received the Eric Sevareid Award in category of Small TV Market, for Sports Play-by-Play. This is the sixth Eric Sevareid Award that Hassler has won. The awards were presented on April 11, 2026, in Minneapolis, Minnesota.

Hassler's win highlights his outstanding ability to bring the action to life, delivering high-energy, precise, and engaging play-by-play coverage that connects viewers directly to the moment. His work stands out among broadcasters across a competitive six-state region, as BEK TV continues to set the standard for excellent local sports coverage.

"Bringing another Sevareid award back to North Dakota where Eric Sevareid is from is a testament to the many talented broadcasters who have come from and continue to serve the people of North Dakota," says Jordan Hassler, BEK TV Sports Announcer.

The Eric Sevareid Awards, named after legendary North Dakota journalist Eric Sevareid, honors the very best in broadcast journalism across television, radio, and digital platforms throughout the Upper Midwest.

As the largest broadcaster of high school and college sports in the region, BEK TV continues to build a winning legacy while delivering the kind of coverage that keeps fans coming back for more.

*BEK TV is one of the only locally-owned, non-corporate television broadcasting networks remaining in the country and produces more local content than any other television station in the Midwest. It broadcasts in North Dakota on over-the-air television and across the world via streaming on BEK TV+.*

*The concept behind BEK TV's programming is to provide a media service platform that is unscripted and uncensored. The majority of BEK TV hosts are untrained broadcasters who share their perspectives and views on topics and issues that people are talking about. The BEK network never controls the messaging.*

*BEK TV is the 2021, 2022, 2023, and 2024 winner of the Bismarck Tribune's Best of the Best contest, selected by the people for "Best Local TV Station". BEK TV host Lori Hinz is the winner of the 2024 "Best TV Personality" award. Both were chosen by the people.*

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