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Wade Middleton is the President and Coowner of Careco TV and Careco Multimedia-Entertainment, recognized as one of the largest outdoor media production and marketing companies in the United States. With decades of experience in the outdoors and media, he has worked as an on-air talent and producer for various television

s Pro Shops, Fisherman's Handbook, Americana  
tail Diaries, Cabela's DeerGearTV, and Fishing and  
tions like The National Walleye Tour, Texas Team  
on also directs operations for events like The Bass  
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e U.S. Air Force and has been active with various  
ous awards across different fields and supports  
on's contributions to the Murray State College Bass  
ccess. His guidance and support have helped elevate  
opportunities in competitive fishing and fostering a