



News-Press Gazette Company announces Jerry Upham as the new General Manager for Gulf California Broadcast in Palm Springs, CA. The station group includes KESQ, CBS Local 2, KDFX, KUNA, and KCWQ. Upham will move from Director of Sales to GM in July.

The President of NPG Broadcast Mike Meara said, "We are thrilled to have such a strong leader already on our Palm Springs team."

Upham's experience as GM in Bend, for Meredith and Chambers, makes him uniquely qualified for this position.

"I'm extremely excited and honored to be selected as the next General Manager of the Gulf California Broadcast Company. I'm looking forward to leading this great team in order to continue the extraordinary community presence and success that this cluster of stations has had over the years," Upham said.

Upham graduated from the University of Oregon with a degree in journalism. He worked in sales in Portland before becoming GM in Bend.