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Hubbard Broadcasting Names new VP/GM for WHEC in Rochester, NY

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Rochester, NY – Richard Reingold, a veteran broadcast executive with strong local news leadership experience, is the new Vice President and General Manager for WHEC (News10NBC) in Rochester, New York. He will join the station on July 23.

Reingold brings many years of experience in station management to Rochester's NBC and MeTV affiliate. His most recent position was as VP/GM at WCTI-TV in New Bern, North Carolina. Prior to his role at WCTI, Reingold held similar positions at NBC Montana, WUSA and NBC Asia.

In addition to working at the local station level, Reingold ventured into station ownership and was a co-founder of Four Points Media Group, LLC, which operated seven local broadcast television stations in four markets.

Reingold also brings extensive news background to his new home in Rochester. He served as News Director for television stations in major US markets including, Washington D.C., Cleveland, Chicago, and Baltimore. Earlier, he was Assistant News Director at WCBS-TV New York.

"Richard possesses the ideal combination of management experience and local news acumen," says Rob Hubbard, Division President of Hubbard Broadcasting Inc. "Richard is a proven leader who has achieved tremendous success in news, sales and community engagement. We are thrilled to have him on board to lead our station in Rochester."

"I am delighted to join the WHEC team, and Hubbard Broadcasting, whose record of commitment to news, community service, and creativity is unrivaled," notes Reingold. "WHEC's TV and digital news, marketing, and community services are more vital and valuable than ever. I look forward to being part of those efforts."

Reingold earned his bachelor degree in American Studies at Union College in Schenectady, New York. He received a Master of Science in Journalism from Columbia University and a MBA from Northwestern University's Kellogg School of Management.

WHEC-TV is owned by Hubbard Broadcasting, Inc.

Founded in 1923, Hubbard Broadcasting is a family owned and operated Media Company headquartered in Saint Paul, Minnesota. Hubbard Broadcasting owns 13 television stations and 41 radio stations across the country and also owns and operates the independent cable and satellite network REELZ Channel.

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