WHAS11 Names Julie Wolfe New Director

Louisville, KY – WHAS11, a TEGNA station, today named Julie Wolfe news director to oversee the stations on-air and digital content. Wolfe comes to Louisville after serving as assistant new director at WXIA, TEGNA's station in Atlanta. As assistant news director, Wolfe helped develop and launch the station's social-first show, "Morning Rush" and found innovative ways to find a new audiences for "The Late Feed," WXIA's 11 p.m. newscast.

Wolfe joined WXIA in 2006 as a multi-media journalist. She also served as manager for social media engagement and, before becoming assistant new director, served as director of digital content. In that role, she helped with the station's content transformation. She overhauled the newsroom's workflow, creating a strategic, digital-first operation that serves audiences 24/7.

"Julie is an innovator and leader. She's worked across the newsroom to tell stories that matter, engage audiences across platforms and transform content," said Christy Moreno, president and general manager, WHAS11. "Julie has a history of building a newsroom that is prepared for the future, embraces change and is not afraid to take risks. Her experience, expertise and leadership will be a great asset to our newsroom and will help us continue to tell important stories, reach new audiences and make a difference in Louisville."

Prior to joining WXIA, Wolfe was a multi-media journalist at WGRZ, TEGNA's station in Buffalo, NY. She got her start in television as a reporter in Cheyenne, WY.

Wolfe holds a Bachelor of Journalism degree from the University of Georgia.

About WHAS11

WHAS11 is the ABC affiliate in Louisville, KY. WHAS11 first broadcast in March of 1950 and has been a trailblazer and innovator ever since. Built on journalistic excellence and a commitment to improve the communities we serve, WHAS11 is dedicated to our viewers, providing news, quality programming, and community involvement 24/7 across platforms. WHAS11 has been Kentuckiana's number one choice for content for more than 25 years. A TEGNA Inc. (NYSE: TGNA) station, WHAS11 also runs WHAS Crusade for Children Inc., a 501(c)3 public charity and the most successful local telethon in the country. Since 1954, WHAS Crusade for Children has raised over $175 million for agencies, schools and hospitals to better the lives of special needs children. For more information, visit WHAS11.com.