FOR IMMEDIATE RELEASE
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WKYC Names New Content Leadership Team

Adam Miller Named Channel 3 Director of Content

CLEVELAND, OH - WKYC President and General Manager Micki Byrnes announced today that Adam Miller, a Senior Producer of NBC News's TODAY, will join WKYC in the newly created role of **Director of Content**. Denise Polverine continues in her dual role as **Director of Digital** and Regional Digital Director and Jon Adkins steps up to **Director of News Content** to round out WKYC's content leadership team as it continues to transform local journalism in the digital age.

"Adam will oversee the vision, hiring and strategy for all Channel 3 editorial coverage and the distribution of news across all content platforms. He will lead collaboration across our broadcast, digital and marketing teams at the station. WKYC is the second TEGNA station in the country to build a 'triad' of content leaders to drive integrated product creation on all platforms as part of its digital-first strategy."

Miller said, "It has always been my dream to come home and work in Cleveland. I am looking forward to taking my ten years of experience at TODAY and using it to create a unique, consumer-oriented news product that I think our audience will love."

Miller joins WKYC from NBC News's TODAY, where he is currently Senior Producer, managing a team of producers, overseeing programming, series development and daily operations. Miller began his career at NBC as a production assistant for TODAY's coverage of the 2008 Summer Olympics in Beijing. He is a graduate of Northwestern University's Medill School of Journalism. His tenure at WKYC will begin in October 2018.

Polverine brings a wealth of digital experience to her role as **Director of Digital**, where she will be responsible for directing the digital editorial strategy at WKYC, training and directing all content producers to support the Channel 3 goal of being a 24/7 digital-first newsroom. She currently also serves as Regional Digital Director, working closely with eight TEGNA stations to develop and support digital strategy and engagement initiatives. She will continue to be a leader with the TEGNA Sports Team working with all stations on sports strategy, innovation and large sporting events and coverage.

Rounding out the triad, I'm pleased to announce that Jon Adkins is being promoted to **Director of News Content**. Jon will lead day-to-day editorial coverage, overseeing content creation, investigative journalism, and distribution across multiple platforms. His experience and organizational skills with breaking news, big events like the RNC, Cavs Championship and World Series have helped drive premiere ratings.

Jon and Denise will report to Adam within the new structure.

About WKYC
WKYC is owned by TEGNA Inc. (NYSE: TEGNA), an innovative media company that owns and operates 47 stations in 39 markets. To learn more about WKYC please visit www.WKYC.com.

For more information:
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