From: Joe Abouzeid
Sent: Monday, August 1, 2022 9:50 AM
To: Staff - WIVB; Brianne Betts **Cc:** Theresa Underwood
Subject: New News Director

Everyone:

It is my pleasure to announce the hiring of Brianne Betts as news director here at WIVB and WNLO. “Bri”, as she’s known, grew up nearby in Syracuse and earned both a Master’s Degree in Journalism, as well as a law degree from Syracuse University.

Bri spent the last eleven years at our sister station, WCMH in Columbus where she started as producer, and was promoted to the roles of executive producer, then assistant news director. While at WCMH, she played an instrumental role in the station’s tremendous coverage of the pandemic, as well as the Dayton mass shooting, and countless other breaking news stories. Bri also developed a great reputation for planning and making sure the team was prepared for anything.

Bri, her husband Steve and their three dogs will be relocating to Buffalo shortly. You may also know Bri’s sister Sabrina Betts, who is currently assistant news director at our sister station WSYR in Syracuse.
Bri’s first day on the job here in Buffalo will be Monday, August 22.

Joe Abouzeid
Vice President and General Manager
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