

EXCITING NEWS! PLEASE JOIN ME IN CONGRATULATING RUBY CHEN!

Today, I'm thrilled to announce **Ruby Chen's promotion to Director of Content and Innovation for FOX 5 / KUSI-CW.**

Ruby will lead our efforts to grow audiences through compelling content, digital and streaming initiatives, and editorial excellence. She brings together creativity, innovation, audience engagement, and business strategy - and knows how to turn ideas into action.

As Assistant News Director, Ruby helped bring FOX 5 and KUSI-CW together as a cohesive duopoly. Her leadership during the merger united two news teams around a shared vision, strengthened collaboration, and improved workflows.

Ruby also helped transform our Fourth of July broadcast, **BIG BAY BOOM**, into a profitable, award-winning franchise and one of the most-watched programs of its kind nationwide.

She joined FOX 5 in 2008 as an AM Producer after working at KNSD-NBC. She became Executive Producer of Special Projects in 2014 and Assistant News Director in 2019. Ruby brings more than 20 years of experience and a record of strong leadership, creativity, and strategic vision to her new role.

This promotion recognizes the tremendous value Ruby brings to FOX 5 / KUSI-CW. I'm excited to see her lead our continued evolution in content and innovation.

CONGRATULATIONS, RUBY!

Scott Heath

Vice President/General Manager
FOX 5 & KUSI News

