Team:

Please join me in welcoming **Kirsten Wolff** as the new Vice President of News for NBC10 Boston, NECN, and Telemundo Boston. I am excited for her to join our Boston family in early 2022 and for everyone to meet her.

Kirsten has 30 years of television news experience and has done just about every job in a newsroom. She began as a News Photographer in 1987 at KGET in Bakersfield, CA and KSBW in Salinas-Monterey, CA. She then moved into a Producer role before being promoted to Executive Producer at KCRA 3 in Sacramento. There she oversaw daily newscasts and created special coverage plans like the capture of Ted Kaczynski, the trials of Scott Peterson and Michael Jackson, and the takedown of "Thrill Killer' Eric Royce Leonard.

She joins our team from WESH in Orlando after holding newsrooms leadership roles including News Director. At WESH, Kirsten has led the 100+ person news team through numerous milestones including producing over 63 hours of local news each week, overseeing the team's creation of original content and programming, and non-stop coverage for breaking news situations, weather events and national stories like the Pulse Massacre. In 2016 Kirsten was named Broadcast & Cable's News Director of the year.

Damaris Bonilla will continue to lead our newsrooms for WBTS, NECN, and WNEU. Damaris, along with NBC Sports Boston Vice President of Content Creation and Strategy, Kevin Miller, will work closely with Kirsten to ensure all of our local businesses are delivering the very best local news and sports content to super serve our English and Spanish-speaking audiences across Boston and New England.

Kirsten is collaborative and inspirational leader who is deeply committed to serving communities with top-notch journalism all-the-while supporting her team to help them achieve their best.

Below is the press release that will be distributed this morning announcing Kirsten's new role.

Please join me in welcoming Kirsten to our team.

Chris

KIRSTEN WOLFF NAMED VICE PRESIDENT OF NEWS FOR NBC10 BOSTON, NECN, AND TELEMUNDO BOSTON

NEEDHAM, MA – (November 15, 2021) – NBC10 Boston / WBTS, NECN, and Telemundo Boston / WNEU today announced **Kirsten Wolff** has been named Vice President of News. Wolff will begin her new role in early 2022. She will work closely with the WBTS, WNEU, and NECN newsroom leaders to help all local businesses deliver the very best of local news, weather and sports audiences across the Boston DMA and New England. She will report to Chris Wayland, President and General Manager of NBC10 Boston, NECN, Telemundo Boston and NBC Sports Boston.

"Kirsten is a seasoned news leader with three decades of hands-on newsroom experience," said Wayland. "Her track record for leading teams to deliver successful newscasts and breaking news, along with her emphasis on strong team-work, community engagement, diversity in front of and behind the camera, and fostering one collective culture makes her the best news leader for us. I am excited to see Kirsten and the rest of the team reach new milestones."

Wolff comes to Boston from Orlando, Florida where she most recently served seven years as the News Director at WESH 2. There, she led the news team in successfully covering nightly and breaking news, specials, investigative reports, politics, consumer news and sports content. Her leadership earned the station, and herself, several awards including Regional Emmy Awards, Edward R. Murrow Awards for 'Best Newscast' and 'Breaking News'. In 2016, she was named Broadcast & Cable's News Director of the Year. Prior to Orlando, Wolff worked as an Executive Producer at KCRA 3 in Sacramento, California. She began her career as a news photographer at KGET in Bakersfield, CA.

Wolff earned a Bachelor of Arts degree in French from the University of California, Berkeley.

She will be relocating to Boston with her husband Frank and their two daughters.

Chris Wayland
President & General Manager
NBC Boston Owned Properties & Regional Sports Networks
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