

From: Helt, Anita
Sent: Monday, June 14, 2021 1:07 PM
To: KNXV- All
Subject: ABC15 News Director Announcement

MITCH JACOB NAMED NEWS DIRECTOR

I am excited to share with all of you that veteran news executive **Mitch Jacob** has been named news director here at ABC15. Mitch comes to us from WSMV-TV, the NBC affiliate in Nashville, where he has served as news director for the past two + years. Prior to that he was station manager and director of news at WJLA-TV in Washington D.C. This is a return to Phoenix for Mitch; he served as news director at KPHO in the early 2000s. He has also led newsrooms at WSYX/WTTE-TV in Columbus, Ohio; WTOL-TV in Toledo, Ohio; KWCH-TV in Wichita, Kansas; and KGBT-TV in Harlingen, Texas. Attached is a news release with additional information.

Mitch has a proven track record of helping grow great teams that result in a stronger product at every station he has joined. I believe he has the experience needed to help us continue to differentiate our brand through the Scripps content strategy in our highly-competitive market. I think you will find, as I have, that Mitch possesses all of our A-Team values – All about Passion, Boundless Creativity and Competitive Spirit. He is a strong communicator who moves strategically and is not afraid to try new things. He is committed to serving our community through outstanding journalism and having some fun along the way.

Mitch's first day at ABC15 will be Monday, July 12. He will continue at WSMV through the end of June. We'll set up time in the coming weeks for everyone to meet Mitch; in the meantime don't hesitate to reach out to me with any questions. Please join me in welcoming him to the A-Team.

I also want to give a special thanks for **Stacey Roberts** for serving as our interim news director for the past several weeks and a few more to come. I couldn't be more thankful for or proud of her. We haven't missed a beat which is a huge credit to her and the entire news leadership team.



ANITA HELT

VICE-PRESIDENT & GENERAL MANAGER

 [Abc15](#) |  [@abc15](#) |  [abc15arizona](#)

ABC15 Arizona | CW61 Arizona | 515 North 44th Street Phoenix Arizona 85008 | [abc15.com](#)