FOR IMMEDIATE RELEASE
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KARE 11 Names Jim Thomas Director of Marketing, Brand and Audience Engagement

Minneapolis – KARE 11 announced today Jim Thomas has been named director of marketing, brand and audience engagement at the station.

Thomas, a longtime media industry leader and consultant, begins his new position on July 1. Thomas currently owns and operates Jim Thomas Media working with media organizations to develop strategies and brands to grow effective and efficient marketing teams.

“We are thrilled to bring on a marketing leader with Jim’s strategic vision, understanding of the new media landscape and track record of successful leadership,” said Bill Dallman, president and general manager, KARE 11.

“This is a tremendous opportunity to lead the marketing efforts for a legendary television and media brand,” added Thomas. “I look forward to working with the talented team to help communicate the value the station brings connecting the Twin Cities community.”

Prior to owning his business, Thomas spent two-plus years as the marketing leader and creative services director for KDVR/KWGN (FOX/CW) in Denver, Colorado.

Earlier in his career, Thomas served as the lead marketing consultant for Minneapolis-based research and consulting firm, Magid Associates, where he specialized in working with broadcasting companies and their local advertisers. Prior to Magid, Thomas spent 20 years in multiple roles at Journal Broadcast Group, then based in Milwaukee, including vice president of marketing, digital and programming and station manager.

About KARE 11

KARE 11 is the TEGNA-owned NBC affiliate serving Minneapolis-St. Paul. KARE 11 broadcasts more than 32 hours of locally produced newscasts each week and provides viewers across the region with 24/7 news, weather and information through its digital platforms and apps. The station has been honored with numerous Emmy awards, as well as Peabody, Edward R. Murrow, NABJ Salute to Excellence, and Gracie Awards. Learn more at KARE11.com.

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