From: Gonzales, Kristie
Sent: Monday, November 27, 2023 8:59 AM
To: WXIA-WATL-ALL
Cc: Delia, Larry>; Fowler, Carol>; Crooke, Ellen; Kish, Phillip; Gonzales, Kristie
Subject: 11Alive Welcomes Carol Fowler as Director of Content

Dear 11Alive Team –

It's with great excitement that I share our new director of content is Carol Fowler, current director of content at TEGNA's KSDK in St. Louis. Carol is no stranger to our newsroom, having met many of you during her couple of visits this summer. In the past four years, Carol has helped return KSDK to its former top at the spot, growing news ratings through smart, focused strategy that appeals to their target audience. She's an experienced leader who cares deeply for her staff and advocates for the diverse communities she serves through local news.

Carol has an incredible resume. She's led almost every newsroom in Chicago before trying her hand at entrepreneurship and then, leading the digital newsroom at the Chicago Sun-Times. She's taught journalism both at the Poynter Institute and Northwestern. She's also one of the many Mizzou mafia in our industry.

She just joined us on our 9:30 a.m. editorial call and will answer your questions on the 3 p.m. call as well. Carol will be transitioning to 11Alive shortly, on Monday, December 11, which is why she is not here in person today. I think you will find Carol to be thoughtful, razor sharp and compassionate. Carol reflects the values of kindness, passion and scrappiness that I've already seen at our station. Please join me in welcoming her to the 11Alive team!

Please also take the time today to thank Kristie Anderson, who has bore an incredible weight on her shoulders these last 9 months. Kristie is one of the hardest working newsroom leaders that I've met, and we've been lucky to have her here shepherding the newsroom through a period of openings at both the newsroom and GM level. Kristie – you are amazing, and we thank you for all that you've done!

Below, I've attached the press release that will go out shortly for Carol's announcement. Welcome to the Alive team, Carol!

Kristie Gonzales
President & GM, WXIA | Vice President, TEGNA
TEGNA Be in good company.
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