For Immediate Release

Jim Lemon has been named General Manager of NPG of California, and will be overseeing the management of News Channel 3, News Channel 11, and News Channel 12. Jim has been the stations' News Director since NPG purchased the stations 10 years ago.

I am pleased to announce Jim Lemon as the new General Manager for NPG of California. Jim has proven himself as an accomplished leader and a critical architect in our content strategy in Santa Barbara. He will take these skills to build on and expand the success we have built over the years there. I am excited about our future in Santa Barbara. Jim's performance as the interim General Manager reinforces my confidence that he is the right choice.

-Mike Meara, President, NPG Broadcasting

I've been fortunate here to work with GM Mark Danielson the past decade as we dedicated ourselves to serve our communities. Over 25+ years in management, I've had the opportunity to work with and learn from an amazing group of general managers and broadcasters who embody the best in our profession, and I hope to pay it forward here.

It's a pleasure and a privilege to continue the great work of our entire team over the past decade. We are fortunate to have such a dynamic team dedicated to serving our viewers, readers and customers. NPG's owners the Bradley family and President Mike Meara continue to support us in so many ways and I look forward to continuing our journey to be a truly indispensable resource for the communities we serve from Ventura to Paso Robles.

-Jim Lemon, General Manager, NPG of California

Lemon began his career as a reporter/anchor in Yuma, Arizona. He served in similar roles in Boise, Idaho; Reno, Nevada and his hometown of Tucson, Arizona. He has led news departments in Topeka, Kansas; Honolulu, Hawaii; Sacramento, California and Milwaukee, Wisconsin before arriving at NPG. He earned his Bachelor's and Master's degrees from the University of Arizona in Tucson.