

FOR IMMEDIATE RELEASE

Contact: Kristen Joyal
Marketing Director
WTLV NBC12/WJXX ABC25
904-362-2729

FIRST COAST NEWS ON YOUR SIDE
Announces New News Director Sarah Bryant-Holcomb

Jacksonville, FL – August 15, 2022 -- Today, Sarah Bryant-Holcomb was named News Director at First Coast News On Your Side. Previously, Bryant-Holcomb served the legacy Jacksonville NBC and ABC duopoloy's newsroom as Assistant News Director for more than a year, and several months as Interim News Director.



"I'm looking forward to continuing to work with our great team to create compelling, relevant and timely content that serves the First Coast community," said Bryant-Holcomb. "As News Director, my goal is to continue First Coast News On Your Side's inclusive coverage of our community and serve our audience across all platforms."

"I am thrilled to make this announcement," said First Coast News On Your Side General Manager Rob Mennie. "Sarah has done an outstanding job in her time as Interim News Director and her talent and growth made this decision very easy."

Bryant and her husband Allen first came to Jacksonville in December of 2020. She joined First

Coast News On Your Side as Assistant News Director. Previously, Bryant was Executive Producer of Content at TEGNA's KVUE in Austin, Texas. She has also worked in Chicago and Sioux Falls.

Mennie added, "Sarah loves being in Jacksonville and has a strong commitment to our mission -- 'Together, we're making the First Coast a better place to live every day.'"

About First Coast News

WTLV NBC12 has set the standard for television excellence on the First Coast. In 1957, the NBC affiliate was the first station in the United States designed for color broadcasting and many of the country's color commercials were filmed at the station. Channel 12 was the first television station to air a live launch from Cape Canaveral, earning the exclusive spot for NBC's space coverage. WJXX ABC25, the First Coast's ABC affiliate, provides viewers with the area's first duopoly of major networks joining forces with WTLV in 1999. Watch First Coast News+ new and improved streaming app on your Roku or Fire TV now. First Coast News is owned by TEGNA Inc. (NYSE: TGNA), an innovative media company that owns and operates 61 local media brands in 51 markets. For more information visit firstcoastnews.com.

# # #