From: Murri, Mike
Sent: Tuesday, January 5, 2021 11:00 AM
To: WXYZ All Users, WMYD All Users
Subject: WXYZ/WMYD News Director Announcement

WXYZ & WMYD employees:

I am excited to announce Jeff Kiernan as WXYZ's news director. Jeff comes to us from our sister station WTMJ in Milwaukee, where he was senior director of local content. His career is a great example of how you can write your own story at Scripps.

Jeff joined Scripps in 2018 after serving as vice president and news director at WBBM in Chicago. He also was news director at WBZ/WSKB in Boston, WCCO in Minneapolis and WTMJ from 1995-2003. Early in his career, Jeff was a managing news editor, news assignment manager, news anchor and reporter at radio stations in Milwaukee.

Jeff is a current participant of the Local Media division's Excelerate program, designed to develop future leaders for Scripps Local Media. While at WTMJ, Jeff was responsible for successfully integrating the Scripps content strategy and launching local news on OTT. He also developed and managed Gubernatorial and US Senate candidate debates in 2018.

We are thrilled to welcome Jeff to our team. He will start on Monday, Jan. 25. Please reach out with any questions. I'll be in touch in the coming weeks to set up a time for everyone to meet Jeff.

All my best,

Mike

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