All,

There's a lot of great things I could say about Pascale Head. But there's no question about what would be at top of that list - "she's a fierce competitor" followed by "hates to lose." And because of those qualities and a bunch of other reasons, it is bittersweet to tell you that Pascale has decided to step down as News Director from Action News Jax.

Pascale has had a terrific run here these past three plus years by any standard. We've enjoyed record market news share while growing our brand and delivering important coverage on the pandemic, hurricanes, race discussions and countless other major stories and breaking news events. She's been a fixture here since 2008, holding down many roles including Managing Editor and Executive Producer, in addition to her current role of News Director. Many of you in the newsroom were recruited and have grown under her leadership. Almost everyone in all other departments has a relationship with her.

Leading a big newsroom through all those years, changes and events is at times an epic undertaking and responsibility. And Pascale has delivered time and time again. She's decided that this is as good a time as any to move on to her next chapter. She's guiding us through this May Sweeps – which is shaping up to be another successful effort, and will remain at the helm through the end of the month.

If you know her, you know Pascale always has a lot to say, and her note and message to the station is below:

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Remember the "News Kitchen?" No? Let me paint a picture for you. There was a time the entire news staff, all of us, worked in the break room… together. We were doing a full renovation of the newsroom. IT WAS CRAZY. Imagine… the news team in the "News Kitchen" conducting business, building newscasts and holding meetings, while other staffers were in the break room microwaving fish or some other stinky leftover. At least one vending machine would have the same incessant beep… every… single… day. The vibration of the work next door caused ceiling tiles to fall on us during one of the editorial meetings.

Like I said, it was crazy. But, it was also pretty great. It was great because we were building something new and exciting. Every now and then, when it was quiet in the "News Kitchen," I would sneak away and peel back the tarps to see the construction progress. Yes, I had to ignore the "toxic chemicals" signs, apparently risking my life, but it was worth it. The newsroom of the future was literally unfolding before my eyes. And… there it was. The ND's office. I just knew one day I would get to lead a great group of journalists from that room. After a lot of hard work, I got that opportunity.

I'm incredibly proud of the work we've done since I moved into that office in 2018. We had the challenge of learning how to process and investigate the biggest viewer-impact story of our lifetime. We broke, covered and exposed countless other stories that we told with passion and purpose. We figured out how to do way more, with way less. We were flexible and adaptable. We created newscasts that allowed our viewers to feel something and learn something every day. In the face of tragedies, we became the trusted voice and shoulder this community needed.

We did all of that together. Thank you.

Now, I've got the bug to build something new. That project is still taking shape, but please know, stepping away from this newsroom is the hardest decision I ever had to make. I love you guys so much. You have my heart. Jacksonville is lucky to have yours.

Pascale

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I will follow up in the days ahead with notes, meetings and one on ones with many to outline and communicate transition planning and expectations. Thanks for your attention here and continued dedication.

Bob

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