For Immediate Release

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KSTP-TV, 5 EYEWITNESS NEWS ANNOUNCES KIRK VARNER AS NEWS DIRECTOR

Minneapolis/Saint Paul, MN – March 14, 2019 – KSTP-TV, 5 Eyewitness News announced today that Kirk Varner has been hired as News Director for KSTP-TV, 5 Eyewitness News and 45TV.
"Kirk is a proven news leader and news innovator," said Rob Hubbard, President of the Hubbard Television Group and General Manager of KSTP-TV. "With Kirk's many years of experience, I am confident that Kirk will be a great addition to the 5 Eyewitness News leadership team!"

Kirk Varner is currently the News Director for WSPA-TV & WYCW, the Nexstar Broadcasting-owned CBS and CW affiliated television stations serving the Greenville/ Spartanburg/Asheville/Anderson market, the nation's 38th largest. Kirk is directly responsible for the leadership of a news and production staff of 80 professionals, who produce over 50 hours of award-winning local newscasts each week on television, as well as 24-hour news coverage on the stations' digital and social media platforms.

An experienced and innovative newsroom manager, Kirk has been a news director for leading television stations in Buffalo NY, Hartford/New Haven, CT and Cincinnati, OH before joining WSPA-TV in August of 2015. Over the course of his career, he has also worked in wide range of news and production roles in newsrooms ranging from his first television news job as a news photographer for WCBD-TV in his hometown of Charleston, SC to working as an Executive Producer for CBS's flagship station, WCBS-TV in New York City.

Kirk was the News Director for ESPN's "SportsCenter" in the network's first decade, where he helped launch its legendary slate of studio programming including "NFL GameDay",

“NFL Primetime” and “Scholastic Sports America.” Kirk has also been the creator of innovative television news operations. As VP for Local News with Time Warner Cable, he oversaw the creation and development of ten different 24-hour local news channels across Florida, Texas, North Carolina and New York State.

“It is truly an honor for me to be joining the dedicated team of professionals at 5 Eyewitness News,” said Varner. “I am looking forward to working with them to continue the legacy of bold and innovative journalism from KSTP and KSTC for the people of Minnesota and Western Wisconsin.”

Kirk and his wife, Denyse Reinhart, have two grown daughters. They currently reside in Greenville, South Carolina and look forward to their move to the Twin Cities.

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5 EYEWITNESS NEWS (KSTP-TV, LLC), Minneapolis/St. Paul’s ABC affiliate, is locally-owned and operated by Hubbard Broadcasting, Inc. and was the first television station to sign on the air in the upper Midwest. HBI owns six additional television stations around the state of Minnesota: KSTC- TV (Minneapolis/St. Paul), KSAX-TV (Alexandria), KRWF-TV (Redwood Falls), WDIO-TV (Duluth), WIRT-TV (Hibbing) and KAAL-TV (Rochester/Austin). HBI also owns three television stations in New York, three television stations in New Mexico, and 54 radio stations in Washington D.C., Chicago, Minneapolis/St. Paul, Northern Minnesota, Seattle, Phoenix, Cincinnati, St. Louis and West Palm Beach. Hubbard Media Group, a division of HBI, owns and operates REELZCHANNEL, a national cable and satellite network. F&F Productions is one of the oldest privately held mobile production facilities providers in the United States and is a subsidiary of HBI.