From: Mari Ossenfort
Sent: Friday, December 5, 2025 1:22 PM
To: Staff - KELO
Subject: Celebrating Beth Jensen's Retirement

Greetings Crew,

For almost 30 years, Beth Jensen has been an integral part of the KELOLAND newsroom. Guided by her unwavering journalistic integrity, Beth has always championed fairness and given a voice to the voiceless. She has been the newsroom's biggest advocate and cheerleader, and her contributions have left an indelible mark on KELOLAND. With that said Beth has shared with me her intent to retire on December 19th, so please join me in congratulating Beth on a well-deserved retirement as she looks forward to spending more time with her family. Following is the message Beth shared with me…

After nearly 30 years at KELOLAND, I've decided it's time to retire. My last day will be December 19.

It's hard to put in words what KELO, and all of you, have meant to me. I love this place. I love this team. And I am incredibly proud of the work we've done together. But the time is right to step away to spend more time with my family.

I came to KELO in 1996, looking for a station where I could grow professionally, without leaving Sioux Falls. I never imagined I'd get to spend nearly three decades here, surrounded by such talented, passionate, and dedicated journalists.

I've loved every chapter, from producing newscasts in the middle of the night, to reporting breaking news, to becoming news director 18 years ago. Like many of you, I grew up watching KELO. And I've always felt a deep connection to the legacy of the station and responsibility to help carry it forward.

A lot has changed in my time here. We've gone through ownership changes, added newscasts, redesigned our website, added a social media presence, and launched KELOLAND+.

But what I am most proud of is the culture we have created in the newsroom. The thing that has always made KELO so special is its people. And our newsroom is strong.

We care deeply about the work, about each other, and about getting the story right. That doesn't happen by accident. It happens because of you.

I'm leaving with a full heart and a few tears, knowing the KELO legacy is in good hands.

I'll always be cheering you on.

Beth

