WSLS10 Announces New NEWS DIRECTOR
For Immediate Release – January 30, 2023

[Roanoke, VA] WSLS10, the Graham Media Group owned NBC affiliate in Roanoke, VA, announced they have named Scott Flannigan as the new News Director. Flannigan will oversee the editorial content and its execution on all platforms, as well as, have an integral role in maintaining the highest quality journalistic standards of WSLS and **WSLS.COM**.

“WSLS 10 is dedicated to being the strongest source of local news in this region, delivered on any platform. Scott has a proven track record of leading his news teams to success,” said WSLS General Manager and Vice-President Jaimie León. Flannigan has worked in newsrooms and television markets of multiple sizes, from Miami, FL (#18) to Columbia, MO (#135). He is a proven leader who is passionate about serving his community. Flannigan added, “We will go the extra mile with every story, making sure we are working for our audience. At the end of the day, it’s about giving our community the information they need, when they need it, so whatever the platform or device they chose to use, we’ll be there.”

Flannigan is a graduate of Auburn University with a degree in Mass Communication.

Flannigan has worked as News Director for KPLC-TV in Lake Charles, Louisiana, WALA-TV in Mobile, Alabama, KCTV 5 in Kansas City, MO, and KMIZ-TV, KQFX-YV & KZOU-TV in Columbia, MO. He and his wife, Kate, have three children. They are ecstatic for this opportunity to call our beautiful region home. Flannigan begins his role on March 2nd, 2023.

About WSLS
WSLS is a leading media hub in the Roanoke-Lynchburg television market. The station has been the authentic, local, voice passionately informing and celebrating our communities for the past 70 years. WSLS 10 was the first television station in the region, officially signing on the air December 11, 1952. Today WSLS is a leader in news, information, and entertainment, serving viewers across broadcast and digital platforms. **WSLS.COM** is the leading #1 rated online source for local news in the market. WSLS is a part of the Graham Media Group family. Together Graham Media Group and WSLS are dynamic brands that inform, celebrate, and knit together their communities.