From: Pineda, Ramon
Subject: DIRECTOR OF CONTENT/News Director

Hi All:

I am pleased to announce that we have selected **James Breazeale** to be our new Director of Content/ News Director.

Jim Bob is a Texas native who studied at Texas State University. His career has given him the opportunity to work in key markets surrounding the Coastal Bend: San Antonio, Austin and the Rio Grande Valley. Come September 27, he will join our team at the Coastal Bend. I look forward to him joining our talented team!

I need to take a moment and thank all of you who have worked diligently through this transition. **And I mean ALL of you in News and Operations and Engineering.** You have all teamed up with Chris to focus on some key priorities during the last few weeks and have done so with enthusiasm and commitment. Our focus on the Pillars and the new 2.1 strategy is better than ever, and your editorial as well as planning meetings continue to drill down on making us better content producers. We've taken many steps forward, some larger than others and for that I thank you. It's also important for me to give a shout out to the News leadership team: Ronnie, Monica, Keli, Isamar and Gustavo. Thank you. I know everybody has worked hard and it's hard to single out a few but they have been a great team.

Back to Jim Bob. During our various conversations, interviews, content analysis reviews and in person meetings, we met an enthusiastic journalist with a passion for News and relevant content. He is an empathetic manager who will work with the leadership group and staff to create a team atmosphere with excellence in mind. During his tenure in multiple newsrooms he has understood the value of 'culture' and been a catalyst for constant improvement and change. He comes form a family of journalists whose parents met in a newsroom (no joke!). As he likes to say. "I have a passion for storytelling and mentoring journalists".

With Jim Bob's arrival next month, we will meet another station goal: finding you a News Director to further our mission in the Coastal Bend. The News Leadership and I will continue working on the items we delineated in the Mid-Year News Review and will craft a plan for our new leader. Our emphasis will continue to be: Clarity of Mission (What is my JOB?), Culture and Communication. Those 3, together with our content strategy and Scripps values, will lead us in our path to success.

Thank you Chris, you will be missed; but you'll always have a second home here in the Coastal Bend.

Upwards and onwards!

Thank you,

Ramon