

WJXT is proud to welcome **Robert Brown** as its new News Director. A Jacksonville native, Robert began his journalism career in 2011 with the Florida Times-Union, where he contributed as a writer and had the opportunity to interview notable former Jacksonville Jaguars players, including Quarterback David Garrard and Safety Donovan Darius.

In 2012, Robert transitioned to television and joined WJXT, his hometown station. Starting as the 4:30 a.m. producer, he steadily worked his way up, eventually producing every newscast at the station before landing a prominent role on the 10 p.m. newscast alongside Tom Wills and Mary Baer. His tenure at WJXT was marked by several EMMY nominations and a Suncoast Regional EMMY win for his exceptional coverage of the gunman incident on Florida State University's campus.

In 2018, Robert moved to Orlando to work as the 5 p.m. producer at WKMG. His leadership quickly stood out, and he was promoted to Assignment Manager in 2020. During this critical time, he oversaw the assignment desk amid the COVID-19 pandemic, working closely with reporters on major stories, including the January 6th insurrection, Hurricane Ian, and the murder of a Daytona Beach police officer, among other impactful stories for the Central Florida community.

Earlier this year, Robert was elevated to Manager of Content and Coverage at WKMG, where he played a key role in modernizing the station's content strategy to better align with the growing demand for digital news.

Robert's love for Jacksonville and his passion for serving the community have always been at the heart of his work. As he returns home to lead the news team at WJXT, Robert is excited to continue his mission of impactful, community-centered journalism.

Terri Cope Walton, Vice President & General Manager
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