KAKE-TV Names Wade Parsons News Director

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WICHITA, Kan. (KAKE) – The Lockwood Broadcast Group has announced the hiring of Wade Parsons as news director for its legacy media property KAKE-TV and KAKE.com in Wichita, Kansas. Wade will oversee all facets of news coverage and distribution across KAKE's linear and digital platforms.

Wade brings 20 years of newsroom leadership in markets across the nation. Most recently, he led the news operation for WCHS-TV, the ABC and FOX affiliates, in Charleston, West Virginia. At WCHS, Wade grew the station's website into one of the leading digital news outlets in the state and developed the station's focus on accountability journalism.

Prior to WCHS, Wade worked in news management roles in Las Vegas and Providence, Rhode Island. Wade is extremely familiar with Wichita and Kansas, having grown up on a farm in northwestern Arkansas.

"I'm honored to join the talented team at KAKE and become part of a station with such a proud tradition of serving Kansas. From the moment I met the team, I was impressed by their passion for local journalism, their commitment to the community, and their vision for the future. I am excited to make Wichita my home and become part of this incredible community," Parsons said.

KAKE General Manager Mike Wright said he was struck by Wade's dedication to holding himself and the news professionals he manages to the highest journalism standards.

"Throughout this process it was clear that Wade understands the commitment required to raise the bar of integrity as it relates to journalism. It starts with leading and coaching this team of journalists and respecting the role of KAKE News as a longtime trusted source for news and weather information throughout Kansas," Wright said.

Wade will join the KAKE team in late August.