Team,

I'm thrilled to share that Jaffa King will be joining WHAS11 as our new News Director, officially starting June 16th!

Jaffa comes to us from KVVU, the FOX affiliate in Las Vegas, where she currently serves as Assistant News Director, successfully managing 16.5 hours of live weekday newscasts. She is a proven leader, known for mentoring teams, elevating content, and driving newsroom efficiency. Prior to her current role, Jaffa held key editorial leadership and producing positions in Palm Springs, San Diego, Los Angeles, and Seattle---bringing with her a deep understanding of diverse markets and a strong passion for impactful local journalism.

"I'm incredibly excited to join the WHAS team and return to a city that already feels like home. My in-laws live here in Louisville, and over the years we've spent countless holidays and family vacations soaking up the community, culture and kindness that make this place so special. We've always dreamed of raising our kids near their grandparents, and we're so grateful that dream is becoming a reality.

As a journalist and leader, I believe in the power of local news to strengthen communities, and I can't wait to work alongside this talented team to tell the stories that matter most to our viewers. I'm honored to be part of WHAS and look forward to what we'll build together."

Jaffa will be an excellent partner to Megan and Jay, and she's eager to get to know each of you. Please join me in giving her a warm Kentuckiana welcome as she begins this exciting new chapter with us.

With gratitude and appreciation,
Lisa

Lisa Columbia
President and General Manager