

From: Julie Brinks
Sent: Thursday, September 14, 2023 2:40 PM
To: Staff - WOOD
Subject: Leadership Announcement

Good afternoon, WOOD Team –

I am excited to announce that we have hired **Brad Kessie** as News Director of WOOD-TV, Nexstar Media Grand Rapids!

Brad brings 14 years of news directing experiencing with his market leading, award winning content team at WLOX-TV. He has worked with both Raycom Media and Gray Television in news leadership and content contributor roles – moving up the ranks within his organization from photographer, editor, producer to reporter, anchor and ultimately news management. He is known for his eye for talent across all news roles, and strong staff development to achieve an outstanding product and service for local viewers.

Many of you had a chance to meet Brad when he was here a few weeks ago. I appreciate the positive feedback from this team, and for your patience as we carefully went through the process to identify an individual with the qualities, experience, and product standards that match our goals and expectations.

Brad will officially onboard Monday, November 6th. We anticipate that he will be visiting the market between now and then, as he wraps up his time with his current organization and works through a relocation plan!

Happy Thursday!

Julie

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