

From: Shannon Isbell
Sent: Monday, June 14, 2021 1:39 PM
To: WBRC - All
Subject: New Assistant News Director for WBRC

All,

I'm happy to announce that Krystal Swann has been promoted to the Assistant News Director position.

For those who do not know her background, she is a Birmingham native and longtime journalist in the Birmingham market. As an Executive Producer, Krystal has successfully led our second shift news team for the past 2 years. Prior to that, she worked as our Nightside Assignments Editor for six years. Krystal produced the morning show at WVTM for seven years before she joined Team WBRC. She has a B.S. in Mass Comm and Broadcast Engineering from the University of Montevallo. She also obtained an Executive Master of Business Administration degree in 2014 from University of Alabama.

Among her most recent accomplishments, Krystal crafted our special programming in 2020 that focused on race relations.

There were several outstanding candidates for the job. It was not an easy decision. Krystal's servant leadership style and insight make her an invaluable resource to the leadership team and the staff at large. Krystal's ability to implement research and execute our strategic plan have made a marked improvement in our late newscasts under her command. I look forward to her applying the same strategies to all news dayparts as she embarks on her next chapter.

"I'm beyond excited to serve in this capacity. My commitment is to all of you and our community. As a native to Birmingham this is the dream realized. WBRC has been a part of my life, my whole life, and I hope to continue the legacy of being ON YOUR SIDE," said Krystal. "I'm ready to work and my door is always open."

Krystal will assume her new responsibilities today. Please join me in congratulating her!

Thanks,

Shannon

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Shannon

Shannon Isbell
News Director | WBRC FOX6 News

