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WCNC Charlotte Welcomes Back Carrie Hofmann as Executive News Director

Veteran News Leader Returns to Charlotte After Stints in Des Moines, and Kansas City.

Charlotte, NC – WCNC Charlotte, the TEGNA-owned NBC affiliate in Charlotte, North Carolina, today announced that Carrie Hofmann has been named Executive News Director, effective April 20, 2020.

Hofmann has been the Interim News Director at WOI, TEGNA's ABC affiliate in Des Moines, Iowa since January of 2020. In this role, she has been an integral part of WOI's news operations, including strategic planning and execution, leading special news coverage, overseeing day-to-day content creation, and helping lead a digital-first approach in the newsroom.

Before WOI, Hofmann spent just over six years as News Director at KSHB, the E.W. Scripps NBC affiliate in Kansas City, Missouri. Hofmann also previously worked at WCNC as Assistant News Director where she won a Regional Emmy for coverage of the Democratic National Convention in 2012.

"Carrie is a proven news leader and manager. I've known her for years and watched her develop her both leadership style and journalistic skills," said Joan Barrett, President and General Manager, WCNC Charlotte. "We are thrilled have Carrie and her family back in Charlotte. She will arrive just in time to lead our coverage of the Republican National Convention in August!"

About WCNC Charlotte
WCNC Charlotte is the NBC affiliate in Charlotte, North Carolina. WCNC Charlotte is owned and operated by TEGNA Inc., a broadcasting, digital media and marketing services company. For more information, visit www.TEGNA.com.