From: Wieland, Tim
Sent: Wednesday, October 13, 2021 3:17 PM
To: @KCNC - Everyone
Cc: McMahon, Wendy; Mitchell, Jennifer A; Roark, Adrienne
Subject: KRISTINE STRAIN
Importance: High

October 13, 2021

As I shared during our station meeting today, it is my pleasure to announce that **KRISTINE STRAIN** will be the News Director for CBS Denver – CBS4, CBSN Denver and CBSDenver.com. Kristine has been a leader in our newsroom for the last 20 years – developing our multi-skilled operation, overseeing our digital strategy and growing our digital business, and supporting a culture of innovation. She is also a leader within our company – managing a weekly special projects meeting among our stations, and taking on projects related to project innovation on every platform. I'm aligned with her thinking about the future of our business, and the future of this newsroom.

I want to emphasize one area of leadership that makes her ideally suited for this job, at this time: overseeing our digital operation – web, social and streaming. It was important to me that the next News Director be a leader in this area, because it is critical to our current and future success. Our digital platforms will play a key role in every strategic plan moving forward: news, promotion, sales, engineering, community. One of Kristine's mantras is, "Know your audience, know your platform." That means, consider how each platform is used by the audience and innovate content that maximizes the platform to best serve our community. Kristine's understanding and passion for digital has been recognized across our station and across our company, and we cannot succeed without that vision. I'm certain her vision, combined with her leadership skills and tactical know-how, will ensure that our investments in product, research and marketing will translate to audience growth on all platforms.

Please join me in congratulating Kristine!