From: Steve Lavin
Sent: Friday, November 21, 2025 2:52 PM
To: WBAY - All
Subject: WBAY News Director Announcement

WBAY-TV is pleased to announce that **Lisa Vucsko** has been appointed News Director. She will join the WBAY team on **December 15, 2025**, and will lead the station's newsroom, overseeing editorial strategy, day-to-day news operations, digital integration, and investigative projects.

Lisa Vucsko is an award-winning newsroom executive with more than 28 years of experience working in and leading Midwest, cross-platform news operations. Most recently, she served as Assistant News Director at FOX TV News in Chicago (2020–2025), where she directed newsroom operations, led digital transformation initiatives, and managed investigative and special projects . In that role she implemented newsroom efficiency programs, partnered with digital teams to elevate real-time storytelling, and produced special political programming and investigative content. Previously, Lisa was Managing Editor (2009–2020) at the same station, where she executed content strategy across all platforms, supervised editorial direction for more than 70 staff members, and led newsroom integration for major events including national elections and large-scale live broadcasts. Lisa began her career in assignment and editorial roles, building a strong foundation in breaking news logistics, story sourcing, and field coordination.

She holds a Bachelor of Science in Broadcast Communications from the University of Illinois, Urbana-Champaign.
Lisa says *"I'm thrilled to be joining WBAY and truly look forward to working with all of you. This is an exceptional newsroom with a strong commitment to quality, community, and impactful storytelling, and I'm excited to contribute and collaborate as we continue doing meaningful work for the viewers who depend on us. Can't wait to get started!"*

Lisa looks forward to spending a few days with WBAY Interim News Director, Scott Diener before he returns to full-time retirement that week.

Please join me in welcoming Lisa V. to the Action2 News Team.

Steve Lavin
Vice President/General Manager
WBAY-TV