



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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10 Tampa Bay Welcomes Nicole Wolfe as Director of Content

TAMPA, FL – Welcome Back to Tampa Bay! WTSP 10 Tampa Bay is proud to announce the station's new Director of Content, Nicole Wolfe. Nicole will be leading a talented team of journalists who are committed to delivering Deeper Dives and Sharper Insights to consumers along Florida's West Coast. Her first day at 10 Tampa Bay is June 20, 2022.



Nicole joins WTSP from Miami, where she was serving as News Director for Scripps. In that role, Nicole managed the strategy, editorial content and execution of the Florida 24 Network, the Scripps state-wide streaming news network. Prior to that role, she served as Assistant News Director at WFTS in Tampa and WCMH in Columbus, Ohio. Previously, Nicole was an Executive Producer in large markets including Philadelphia and Baltimore. She is a proud graduate of Kutztown University in Pennsylvania where she earned a B.S. in Telecommunications.

Wolfe said, "It's an honor and privilege to have the opportunity to work with the news team at WTSP. I look forward to working alongside a talented group of journalists committed to making an impact in the Tampa Bay community."

Wolfe's arrival at 10 Tampa Bay is just one of several exciting hires and promotions within the news organization.



WTSP 10 Tampa Bay celebrates the promotion of Erica Guevara to Senior Executive Producer. Erica is an Emmy winning bilingual journalist and newsroom leader. In addition to her time as Executive Producer at WTSP, she has also served as News/Digital Content Director for WPEC and Executive Producer for WOAI and KABB in San Antonio. Erica holds an B.S. in Communications from SUNY New Paltz and an M.A. in Communication from Arizona State University.



Taylor Berry also joins the 10 Tampa Bay team as Morning Executive Producer starting in early June. Taylor joins 10 Tampa Bay from BNC where she led the morning team and drove strategy and content for the OTT platform as Executive Producer. Previously, Taylor held producer roles for a variety of newscasts, prime time shows and streaming programs in Houston with Fox and the CW stations. She holds a B.A. in Film, Theater, Communication Arts and Journalism along with an M.A. in Professional Writing from the University of New Orleans.

“We always strive to find the most passionate and curious individuals to join and grow within our team,” said Kari Jacobs, General Manager, 10 Tampa Bay. “I am thrilled to welcome Nicole and Taylor and congratulate Erica on her promotion. Their leadership, expertise and voices will help us serve the greater good of the Tampa community.”

About WTSP

WTSP-TV is the TEGNA-owned CBS affiliate serving the Tampa, FL television DMA. WTSP broadcasts over 25 hours of locally produced newscasts each week, plus an hour-long entertainment and lifestyle program, Great Day Live, weekdays at 9AM. The news organization has been rewarded throughout the years for its viewer advocacy and investigative brands with numerous Emmy Awards as well an Edward R. Murrow award for Excellence in Journalism. WTSP is also the proud recipient of a 2018 Peabody Award. WTSP 10 News provides viewers around the Carolinas with 24/7 news, weather and information through its newscasts and digital platforms.

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