FOR IMMEDIATE RELEASE
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11Alive Names Veteran News Director Carol Fowler Director of Content

Atlanta – 11Alive, TEGNA's NBC affiliate serving Atlanta, announced today that it has named Carol Fowler director of content, effective December 11. Fowler will oversee the day-to-day operations of the news department as well as be a leader in developing the strategic vision for the station's audience growth. She will report to President and General Manager Kristie Gonzales.

Fowler has more than 25 years of journalism experience across multiple roles within newsrooms. Since 2019, she's led the content strategy at KSDK in St. Louis, one of the leading NBC affiliates in the country, managing a team of more than 90 journalists. Under Fowler's leadership, the station received seven RTDNA Edward R. Murrow Awards in 2022, more than any other news organization in its region. The station's series *RACE: Listen, Learn, Live* was a finalist for the Alfred I. DuPont-Columbia University Award in 2023 for coverage of the city's Asian American Pacific Islander (AAPI) community and the series also received a 2022 Gracie Award for a news special about the experiences of Black women of St. Louis.

Before joining KSDK, Fowler was senior vice president of digital news products at the Chicago Sun-Times and led the paper's expansion of digital news products in areas like political, food, and neighborhood profiles. In 2014, she founded KloboMedia, a Chicago-based social media management agency, that provided clients with curated, competitive content analysis. Fowler has also served as vice president and news director at two network owned-and-operated stations, WFLD (FOX) and WBBM (CBS) in Chicago, where she grew each station's investigative and digital teams. She began her television career on camera, as a political reporter and Illinois capitol bureau chief for WCIA-TV, Champaign, Illinois. From there, she made the move to Chicago, as a newscast producer at WLS (ABC), then managing editor, assistant news director, and news director at superstation

WGN-TV where Fowler helped launch its long-running, successful *WGN Morning News.*

“We are delighted to welcome Carol to Atlanta,” said Kristie Gonzales, president and general manager. “During her more than 25-year career, Carol has led large market newsrooms to new heights. With her digital acumen, she has successfully created innovative newsrooms that serve the local community, no matter the platform. She is a strong believer in teamwork and her unwavering dedication to inclusive journalism is evident in her team’s award-winning work in St. Louis. We are thrilled to have a leader of her caliber in Atlanta.”

“It’s an honor to join 11Alive in this leadership role,” added Fowler. “Our goal is to create and support a newsroom environment that brings out the very best in every journalist, all with a clear understanding of our purpose as a news organization. Reporting stories that are top of mind and highly relevant to the lives of our diverse Atlanta audience will be at the core.”

Fowler is a native of Jackson, Mississippi, and a graduate of the University of Missouri-Columbia with a degree in Journalism. She and her husband, David Klobucar, are the parents of two adult daughters, Kate and Christine.

About 11Alive

11Alive/WXIA-TV is the NBC affiliate for Atlanta, GA. 11Alive and is owned by TEGNA Inc. (NYSE: TGNA) and includes 11Alive News, WATL “The ATL” Channel 36, and four diginets. With 64 television stations in 51 U.S. markets, TEGNA is the largest owner of the top 4 network affiliates in the top 25 markets among independent station groups, reaching approximately 39 percent of all television households nationwide. Across platforms, TEGNA and 11Alive tell empowering stories, conduct impactful investigations, and deliver innovative marketing solutions.