From: Vetscher, Tim
Sent: Tuesday, March 23, 2021 10:49 AM
To: WTMJ TV All **Subject:** New Broadcast Director

I'm happy to announce Laura Matovina will be our next Broadcast Director! Laura has led the morning team over the past six years, evolving it in many ways. Most recently, she's led the effort to incorporate more depth into TMJ4 News Today which isn't an easy thing to do on that particular daypart. Given her success in the morning, I'm excited to see what Laura will do as Broadcast Director. She will be a big part of the new 4-7p plan, leading the effort to give identities to the newscasts during that timeframe through our presentation.

Similar to Jessie Garcia and myself before that, Laura will have a foot in both her current and former roles for a while. She'll be working a dayside shift as Broadcast Director but will carve out several hours each day to help plan TMJ4 News Today for the following morning, just as she did as EP. Laura will wear both hats until a new Executive Producer is identified, a search Laura herself will be leading.

Please join me in congratulating Laura! Her first day as Broadcast Director is next Monday, March 29th.

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