

From: Krause, Kimberly
Sent: Monday, June 14, 2021 11:16 AM
Subject: News Director Announcement - FOX 17

Hello!

I am excited to announce **Dan Boers** as FOX 17's new News Director. He will join our team **Wednesday, June 23rd**.

Dan comes to us after a near 20-year career at WOOD TV 8, where he has been News Director for the past 6+ years. He joined the station in 1996 as a weekend assignment editor, working his way up through several leadership roles, including Director of News Operations and Assistant News Director. His experience and longtime knowledge of the market will serve as a great asset as we continue to grow and become West Michigan's #1 choice for local news.

As a testament to Dan's career and successes, Kevin Ferrara, a long-time employee of Dan's shared this:

"After working with Dan for 24 years, I've seen his career evolve from intern to news director. His infectious passion for what we do always made me want to tackle the impossible, to be at my best, because he never brings anything but his best. Above all, he's an advocate for his team who measures his success by theirs."

I want to thank **Rob Heverling** for serving as interim news director for the past month. Rob's last day working with our team was Friday, June 11.

I will be sending out meeting invites soon to department heads and all employees to talk about the transition and answer any questions.

We'll make plans in the coming weeks to introduce Dan to everyone.

Thanks much!

Kim

Kim Krause
VP/General Manager

