Team –

For the past several months I've had the great pleasure of observing the newsroom from my temporary office as I've been contemplating a permanent News Director. I've gotten to see first-hand the decision making and watched the interactions between news employees. I've listened to the discussions about how we cover the news. Also, during this time, I've talked to several people very interested in leading our newsroom from outside the building. All of them excellent professionals from across the country who have noticed what's been happening here and want to come to WDIV to work with all of you. The candidates have been impressive. But only one person had what I believe we need now as we look toward transformation and our future.

Today it is with great enthusiasm I'd like to announce Jennifer Wallace Canine as News Director at WDIV. It is the latest in her story at Local 4 of achievement and accomplishment.

News Director will be Jenn's 10th job in this newsroom. She worked her way up, producing every single show we've ever had on the schedule. If you're wondering what her proudest accomplishments might be, or what you can expect as she officially takes the helm, she spoke to me about all of you and the national Edward R Murrow award we won for the night of the Oxford school shooting. Her words, "It was the best, most compassionate and informative journalism I've ever been a part of and to be rewarded for that on such a level makes me immeasurably proud of our team." She also talked to me about the way this newsroom worked through Covid informing our community of critical news, while doing everything we could to keep our staff as safe and healthy as possible.

Her impact on this newsroom has been profound. She's an enormous reason why we are who we are today. What makes her special is her intense desire to foster the culture of a newsroom that doesn't try to be like anyone or anything else. Never looking to the competition to see who we should be rather just knowing who we are and what we want to deliver to the community, which is impactful and important news. With the changes we've made to our product just getting started, Jenn is also the right person to lead us in our evolving storytelling approach and help every news employee find ways to serve our viewers on all platforms every day. I have the utmost faith that she will lead, communicate with transparency, and make the necessary changes to move us forward.

Sometimes the best person for the job is right here all along.

Please join me in congratulating Jennifer Wallace Canine on her well-deserved and well-earned promotion to News Director.

Bob Ellis
Vice President & General Manager
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