From: rick@rickgevers.com
Subject: Fwd: Announcing the VP and general manager for WRTV
Date: June 9, 2024 at 9:52 PM
To:



June 3, 2024

WRTV team:



For those of you unable to join the station meeting today, I'm pleased to announce **Charlie Grisham** as the VP and general manager for WRTV, effective June 10. Charlie is coming to us from WSIL-TV in Carterville, Illinois, where he has been the VP and general manager since 2019.

During his time at WSIL, the ABC affiliate serving Southern Illinois, Western Kentucky and Southeast Missouri, Charlie has led a technical and strategic transformation of the station with a focus on serving the community, financial results and cultural alignment. Under his leadership, the station has a proven track record of revenue and ratings growth. He added two hours of news per weekday and grew WSIL to number one in ratings in the A.M. for the adults 25-54 demo. The station also achieved record core revenue growth last year, including significant growth in digital revenue.

He previously was a director of sales for KSDK-TV in St. Louis; general sales manager and VP of local content development for KUSI-TV in San Diego; and VP of sales for Bitcentral, a media software solutions company. He also has served in on-air roles for stations in Oklahoma, Nebraska and Iowa and as a meteorologist and military officer for the United States Air Force.

Charlie is a seasoned local media executive who understands the changing media landscape and has a successful track record leading station operations in the Midwest. He is well positioned to take WRTV to new heights as the general manager.

Charlie has served on the board of the Illinois Broadcasters Association and is the co-founder of Give SI, an initiative aimed at fostering community engagement and philanthropy for local nonprofit organizations. The initiative has raised nearly $1 million since 2020. He holds an MBA from the University of Phoenix and a bachelor of science in atmospheric sciences from Creighton University.

Charlie and his wife, Naomi, have two children – daughter Milayna and son Kenri – who are both in college. In his free time, Charlie runs half marathons, golfs and is active in the classical music community.

I will be at WRTV on June 10 to introduce Charlie to all of you. I will also see all of you this week as we celebrate staff anniversaries!

Please join me in welcoming Charlie to the team.

Kathleen Choal

Regional Vice President and General Manager

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