Everyone –

I'd like to announce our new Director of Digital Content.

ANNE STEGEN is currently digital content manager at our TEGNA station in Phoenix, KPNX, and is widely respected for her digital knowledge, track record and people skills.

At KPNX, she led the digital team with day-to-day content, organized original storytelling and headed up the newsroom's Voter Access and Vaccine Teams. Anne got her start as a social media producer and helped launch 12News.com in 2015. (Before that point the station shared a website with the local newspaper.) What Anne and the team there have achieved in 5 years to grow a website from scratch is nothing short of remarkable. Along the way, she organized and created content plans for Super Bowl XVIX in Phoenix, the Final Four 2017 in Phoenix, Rio Olympics, Pyeongchang Olympics, the career and death of Senator John McCain, and the 2015 viral "llamas on the loose."

She was born and raised in Phoenix, Arizona, and is a graduate of the Walter Cronkite School of Mass Communication at Arizona State University.

But wait …there's a Missouri connection!

Anne lived in St. Louis for 18 months in the early 90s, so the St. Louis Cardinals were her first MLB team. Anne is a cat person, a two-time fantasy football champ and enjoys crafting macramé wall hangings. She also practices as an amateur mechanic and worked relentlessly on her turbo inline-six sports car. Anne previously worked at KERO, the Scripps ABC affiliate in Bakersfield, California.

She starts April 5 and welcomes advice on shopping, food, volunteering, health and service providers.

Anne encourages all to connect with her on social media!

CAROL FOWLER
Director of Content



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