From: Longo, Robert (CMG-JacksonvilleTV)
Sent: Thursday, July 15, 2021 2:01 PM
Subject: Our Next Action News Jax News Director Is.....

All,

I am extremely excited to introduce you to our next Action News Jax News Director – Lisa Blegen. Lisa is currently the Assistant News Director/Managing Editor at our CMG station in Seattle, KIRO. I am a big believer in meeting the challenges and opportunities of a moment in time, and Lisa does just that. She brings the exact skillset, experience and personality we need to bring our newsroom together - and push our product further to meet the demands of our viewers.

Lisa is passionate about this opportunity and tells me she is thrilled to return to Florida to work with such an accomplished and committed team of journalists.

Lisa is a storyteller, a leader and a believer in our responsibility to unearth and communicate the most important stories in a community fairly. Her 28-years of local news experience in various roles across seven markets gives her valuable insight into newsroom operations and market needs. She began her career as a reporter in several markets, including Duluth, MN, Greensboro, NC, and Milwaukee, WI. She joined KIRO 7 in January 2015 as Managing Editor after having spent the previous three years in the same role at WFTV in Orlando. Prior to that, she ran a successful investigative unit in Dallas at CBS 11 and spent thirteen years leading investigations at Tampa Fox 13 - which earned that station a prestigious DuPont Silver Baton Award.

Lisa has been honored frequently throughout her news career for outstanding achievements in journalism and is the recipient of national awards including the above-mentioned DuPont Award, local Emmy Awards for investigative reporting, five regional Edward R. Murrow Awards, and a nomination for a National News and Documentary Emmy Award. A Minnesota native, she was a Presidential Scholar at the University of Minnesota and received her degree from St. Olaf College in Northfield, MN.

Lisa's first day here in Jacksonville will be Monday, August 9th.

Bob

Bob Longo | Vice President & General Manager Cox Media Group | WFOX/WJAX TV

