

From: Benninghoff, Jeff

Sent: Thursday, May 26, 2016 8:12 AM

To: WAAY Team; WTXL All Employees; WWSB All Employees

Subject: WWSB News Director Announcement

It is my pleasure to announce that Jennifer Hardy will become the next News Director of WWSB ABC 7. Jennifer comes to us with an impressive track record in broadcasting.

As most of you know, Jennifer is currently the News Director of our sister station WAAY ABC 31 in Huntsville, Alabama. Jennifer previously served as the News Director at KOLO-TV in Reno, NV. Before that, she worked as Assistant News Director for FOX5 in Las Vegas, KXLY in Spokane, and KOKI in Tulsa. She also was EP at WMC in Memphis and a Producer/Web Producer at KOLD in Tucson and KRNV in Reno. She's a graduate of Southwest Missouri State University.

During her time at WAAY, she rebuilt and rebranded the news department while restoring credibility to the station. She expanded newscasts on WAAY, WeatherNation, online, and on OTT. She created the Space, Redstone, and Tech beats (and oversaw the accompanying websites and apps) and launched a weekend news magazine show. She spearheaded WAAY's investigative reporting efforts, brought together a Weather Camera network, revamped graphics, music, and sets. Her efforts have established WAAY as a strong competitor in the market with unique franchises.

She has a strong on-line background and is an expert in social media.

Jennifer graduated from Southwest Missouri State University with a Bachelor of Science degree in Communications and Journalism.

Jennifer, along with Donner and Sierra (her two dogs), plan to move and be here ready to go on a date to be determined.



Jeffrey S. Benninghoff

Vice President of Broadcast
& General Manager

WWSB ABC 7

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