

From: Jackson, Dan
Sent: Wednesday, April 26, 2017 11:33 AM
To: All KCBD
Cc: David Williams
Subject: KCBD News Director Announcement

I am excited to announce today that David Williams will become the next News Director at KCBD. Some of you had an opportunity to spend some time with David when he was here for a visit two weeks ago. David comes to us from Huntsville, Alabama but is not new to Raycom. He started his career at our sister station WSFA in Montgomery and then moved to our sister station KPLC in Lake Charles as News Director. He has been a producer/executive producer for 8 years and has been in news management for the past 12 years.

David has wonderful news judgement and has led a newsroom through many large events including multiple natural disasters, he has launched newscasts, hired/taught/trained numerous young journalists to award winning success. He has also been a part of 2 Emmys, a Regional Edward R. Murrow Award and numerous Associated Press Awards, yet he is humble. He also led the newsroom in Huntsville through a digital transformation to become the market leader in social media engagement.

Accepting this new role, David says “I am fortunate to have the opportunity to return to Raycom Media and help lead a news team with the historical success of KCBD. I look forward to working alongside the veteran team members as we help launch the careers of newer hires. Our goal will be clear. We will strive to consistently deliver relevant news, weather and sports information to the Lubbock market using all platforms at our disposal”.

David and his wife Kelly and their four kids Kyle (20), Libby (13), Blaine (11) and Gabe (6) will be joining the KCBD family on June 5th. Please join me in welcoming David and his entire family to West Texas.

Dan Jackson
Vice President & General Manager
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Lubbock, Texas