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*****FOR IMMEDIATE RELEASE*****

KIRKCONNELL TO LEAD WLTZ-TV LOCAL NEWS EFFORT

COLUMBUS, Ga. – Television news and broadcasting veteran, Gene Kirkconnell, takes the reigns of WLTZ-TV's news and local programs beginning June 1, 2016.

"I am very excited to have someone with Gene's knowledge and experience to lead our troops," said Drew Rhodes, General Manager for WLTZ-TV. "To be honest, Gene could be the news director or general manager in most of the television markets across the country and he chose to come here as our Director of News and Local Content. He and his family are going to be a great asset to our community," added Rhodes.

"There is something special happening at WLTZ-TV and I am lucky to be a part of it," said Kirkconnell. "Add to that all of our personal connections in the community – my wife Vicki grew up in Eufaula, my son attends Auburn University, and we have family in Columbus – so, we're experiencing sort of a homecoming. We can't wait to find a church and get involved here."

Kirkconnell will be responsible for all newscasts on both WLTZ-TV and The CW GA-BAMA. He will also oversee digital content including social media, mobile platforms, and websites.

Kirkconnell joins WLTZ-TV from Public Magnet, LLC, a media consultancy and marketing company he founded in January 2015. Prior to this entrepreneurial endeavor, he served for eight years as Vice President and General Manager of WVTM-TV, the NBC television station in Birmingham, AL. He has held media leadership positions in Augusta, GA, Charleston, SC, Wichita, KS, and Greenville, NC. He has also worked in radio and as a newspaper journalist.

Current WLTZ-TV News Director Andrea Clenney is moving to Gainesville, Florida to accept a similar position there.

WLTZ-TV is dedicated to serving our viewers in the 16-county-area of Georgia and Alabama which includes Columbus, Americus, Auburn, Opelika, LaGrange, Phenix City, and Eufaula as well as the surrounding communities.

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