



FOR IMMEDIATE RELEASE
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Ross Becker Joins KMIR NEWS as News Director

Palm Springs, CA – OTA Broadcasting, which operates KMIR-TV/NBC, KPSE-TV/MyNetworkTV and KMIR.com in Palm Springs, CA, announced today that Ross Becker will be joining KMIR-TV as News Director.

Becker joins KMIR/KPSE from KUSI-TV in San Diego where he was prime anchor and reporter.

Although Becker worked in San Diego he has called the Coachella Valley home for years while making the weekly trek to San Diego.

"I am excited to be asked to lead a news team that is already demonstrating its commitment to serving the Valley and at the same time, continuing to grow just like the communities we live in." said Becker about his move to KMIR/KPSE.

Becker has worked in local newsrooms in Los Angeles, Salt Lake City and Las Vegas along with serving as an anchor and reporter for MSNBC in New York. Becker was also Vice President of Marketing and Affiliation Development for the Business Talk Radio Network. He owned and operated radio stations and has served on the Board of Directors for The Associated Press.

Becker has earned 4 Emmy awards and five Golden Mike Awards and the national Mark Twain Award for writing from the Associated Press.

Gene Steinberg, VP / General Manager of KMIR stated that "Ross Becker's commitment to local television news, his knowledge of the Coachella Valley and his dedication to mentoring up and coming journalists makes him a perfect fit for KMIR NEWS."

Ross Becker will join KMIR NEWS beginning January 3rd.