

Dear Colleagues:

I would like to share the news that Rich Cerussi has decided to retire in September from our NBC and Telemundo family as President and General Manager of San Francisco's KNTV / KSTS stations.

In the span of nearly 17 years with NBCUniversal and 41 years in media, Rich has held numerous roles that have helped strengthen our Bay Area stations and distinguish our division's overall sales operation. Rich oversaw the successful launches of our two owned stations in the Bay Area – KNTV and KSTS – and has contributed much to the San Francisco-Bay Area communities our stations' serve.

Rich oversaw the introduction of one of the largest investigative teams in the country: NBC Area's "We Investigate" and Telemundo 48's "Responde" consumer investigative units. To date, the initiatives have changed laws and recovered more than \$1 million for local consumers.

KNTV has received 12 national and numerous local journalism awards, culminating with the highly regarded Peabody Award this year. The station's investigative efforts are helping to make the San Francisco-Bay Area a better place to live.

Spanish-language viewers in the San Francisco market have also been directly impacted by Rich's continued efforts to deliver best-in-class news to audiences, regardless of language. Since Telemundo 48 launched in 2013, Spanish-language audiences in the market finally have a clear choice for high quality, live breaking news and weather forecasts. Viewers in the market have taken notice and at the close of June, Telemundo 48 ranked as the #1 station in the market at 11 PM among A18-34, in any language, for six consecutive months.

A trusted colleague and dear friend to me and many of you, Rich has led a stellar career in broadcasting and has mentored many of the leaders we work with today. His tenacity and passion for his work have contributed greatly to the NBCUniversal Owned Television Stations division.

Rich's last day will be September 1. I will immediately begin seeing candidates for the General Manager role for both stations. Please reach out soon, if you have interest in discussing this role. I am hopeful to have the new General Manager in place upon Rich's departure. Rich has graciously agreed to help in the transition.

Please join me in congratulating Rich on an outstanding career at NBCUniversal Owned Television Stations and please take a moment to wish him the very best on his well-deserved retirement and new chapter in his life.

Thank you,
Valari

Valari Staab
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