



Tiffani Lupenski named 5 On Your Side news director

ST. LOUIS – 5 On Your Side has named award-winning journalist Tiffani Lupenski as the station’s news director, effective Monday, Oct. 9.



Lupenski has 24 years of journalism experience. She started her career as a reporter and anchor before moving behind the scenes as a producer and then as a news manager. She most recently served as news director at KGTV in San Diego where she built a culture of creative storytelling which culminated in the station’s first-ever honor as West General Station of the Year in the National Press Photographers Association.

“We are thrilled to welcome Tiffani to 5 On Your Side,” said President and General Manager Alicia Elsner. “Her immediate focus will be building off our strong foundation of storytelling and setting a multi-screen strategy to best serve our community’s needs.”

In 2012, Lupenski was named a fellow with the Carole Kneeland Project for Responsible Journalism, a prestigious program recognized across the television news industry for helping news directors become more effective leaders. The following year, her team of journalists at KATU earned the 2013 Regional Murrow Award for Best Newscast.

“I believe local news organizations are more important to their communities than ever, and I’m committed to helping the newsrooms I lead connect to those communities in

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Page 2

authentic and empowering ways,” said Lupenski. “Everyone has a story, and I love teaching and coaching journalists on how to find and tell those stories in more creative and impactful ways.”

Prior to her time in San Diego, Lupenski was news director at KATU in Portland. She also has experience as an executive producer at KCPQ in Seattle and TEGNA-owned KUSA in Denver, and as copy editor and producer at CNN Headline News.

About TEGNA

TEGNA Inc. (NYSE: TGNA) is an innovative media company that serves the greater good of our communities. With 46 stations in 38 markets, TEGNA delivers relevant content and information to consumers across platforms. It is the largest owner of top 4 affiliates in the top 25 markets, reaching approximately one-third of all television households nationwide. Each month, TEGNA reaches 50 million adults on-air and 32 million across its digital platforms. TEGNA has been consistently honored with the industry’s top awards, including Edward R. Murrow, George Polk, Alfred I. DuPont and Emmy Awards. TEGNA delivers results for advertisers through unparalleled and innovative solutions including OTT local advertising network Premion, centralized marketing resource Hatch, and G/O Digital, a one-stop shop for local businesses to connect with consumers through digital marketing. Across platforms, TEGNA tells empowering stories, conducts impactful investigations and delivers innovative marketing solutions. For more information, visit www.TEGNA.com.



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