

On behalf of Alicia Elsner

Good Morning,

It is a thrill to share our new director of content is **Morgan Schaab**, current news director of content at TEGNA's KFSM in Fort Smith, Arkansas. Many of you had the opportunity to meet Morgan during her recent visit to the station. She spoke passionately about her Journalism career and many of you shared you were drawn to her energy, as I was.

In her role as news director at KFSM, she has led the growth of the legacy station's linear and digital key performance indicators. She has fostered a culture of open communication and led efforts to improve the station's advocacy for the diverse communities it serves through local news.

As a native of central Illinois, Morgan is eager to move her family to St. Louis, where her husband, Andrew, was born. And I'm pleased to share we won't have to wait too long before Morgan arrives in St. Louis. Morgan starts her new role on Monday, February 26th.

Please join me in welcoming Morgan to KSDK 5 On Your Side!