

From: Kurt Krueger
Sent: Monday, March 18, 2024 8:51 AM
To: KTVI AllEmp
Subject: Audrey

Good morning,

It is with mixed feelings that I announce the retirement one of the best news directors in the country. Audrey Prywitch will retire at the end of May. She came to KTVI from KMOV in 2001 as Assistant News Director and never looked back. In 2008, Audrey was promoted to News Director.

She was honored with six Regional Emmy Awards for news coverage, and under her leadership, working with all departments, she guided the newsroom through many major events.

- Helped supervise the merging of KTVI and KPLR newsrooms and the relocation of KTVI to the current offices in Maryland Heights from Hampton Avenue
- Led the newsroom through industry changes:
 - Conversion of the newsroom from tape to digital in a massive format overhaul.
 - Cross Training – Guided staff members who were in jobs made obsolete by the ever-changing industry to realize their potential by expanding their skill set.
 - New Systems – Managed rare switch of newsroom from Local TV systems to Nexstar systems, which included training on new producing, editing, assignment desk, and photographer systems.
 - Digital – Helped to create a digital team and space to recognize the latest industry standards, and to meet viewers/users needs in the digital world.
- Ferguson unrest –Led the news staff through tumultuous events and focused newsroom staff on the story, the community, and newsroom safety.
- Oversaw coverage of major St Louis breaking news events including:
 - Kirkwood City Hall shooting in 2008
 - ABB workplace shooting in 2010 (during massive snowstorm)
 - CVPA in 2022 school shooting
- Pandemic – the only News Director in KTVI/KPLR history to have to re-write the entire book – coverage, staffing, safety, health—because of a worldwide pandemic. News coverage never suffered.
- MMJ revolution – Helped implement the industry movement toward MMJ newsgathering but applied her own brand of safety to have KTVI/KPLR rules for crew safety and workflow.
- Presided over General elections in 2008, 2012, 2016, 2020. In her first year as news director, sent crews to Chicago in 2008 to document the election of the nation's first African American President. Twelve years later, calmly led coverage of the unprecedented attempts to overthrow an election and storm the nation's capital.

- Has worked earnestly to make newsroom and station staffing reflective of our diverse community.
- Sports
 - First ever Stanley Cup win by the St. Louis Blues
 - 2011 and 2013 World Series – one win and one loss for the St. Louis Cardinals. The most memorable World Series in recent memory with David Freese in Game 6.
 - Move of the Rams – lead coverage through news, sports and digital of the lead-up and move by the Rams back to LA.
- Weather
 - Good Friday tornado in 2011 – tirelessly lead smaller staff through Easter weekend coverage as EF4 tornado tore through region and Lambert Airport.
 - Managed coverage of the Amazon warehouse tragedy in 2021.

Audrey says, “It has been a pleasure and honor to lead this newsroom for the past 16 years. So much has happened during that time.” Audrey is looking forward to spending more time traveling with her husband Rick to Los Angeles to visit her son, Randy his wife Annie, and her grandson Jack. Her daughter Lauren also lives in Los Angeles with her husband Brett, and they are new parents to her first granddaughter Capri. And here in Saint Louis, she and Rick are anxiously awaiting the arrival of their fourth grandchild. Her youngest daughter Jamie and her husband Richie will welcome their second son in just a few weeks. Big Brother Bennett seems very excited.

Please join me in congratulating Audrey and thanking her for her dedication and service to our stations and the community.

Kurt

Kurt Krueger
 Vice President and General Manager
 Nexstar Media Inc.
 KTVI/KPLR
 2250 Ball Drive
 Saint Louis, MO 63146
www.FOX2Now.com
www.KPLR11.com

