



Waterloo – Dubuque – Cedar Rapids – Iowa City

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Contact: Jim McKernan
VP/General Manager

Allison Gibson Named KWWL News Director

Allison Gibson has been named News Director at KWWL, promoted from KWWL's sister stations, WEEK/WHOI in Peoria, IL, where she was Assistant News Director.

With nearly 30 years in journalism, Gibson brings a wealth of journalism and newsroom management experience to KWWL. In addition to Peoria, Gibson has worked in various management roles for WSJV, South Bend, WDBJ, Roanoke, and News 12 New Jersey. She holds a Bachelor of Science degree in Journalism from Ohio University.

"I'm excited for the move to KWWL and opportunity to serve the vibrant communities of northeast Iowa" said Gibson. "Being a part of this historic station in their newly renovated facility is an honor. I look forward to continue building the trust that KWWL viewers have in their station."

Allison has also served as an instructor for Electronic Newsgathering for Ohio University.

"Allison is an excellent fit for KWWL," said Jim McKernan "She is well versed in running a large newsroom, and has an excellent understanding of how the competitive landscape of news gathering and distribution is changing. She will be a solid leader for our news staff."

When not in the newsroom you can find Allison exploring on her bicycle. "I already have my sights set on the Cedar Valley Trails and my calendar marked for RAGBRAI 2018."

Allison starts at KWWL on Monday, December 4th

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