

It is with great pleasure I announce today that Melissa Luck has accepted the position of Executive News Director for KXLY Television effective December 1.

Melissa began her career at WJLA-TV in Washington, DC as an intern, worked at WISN-TV in Milwaukee, WI as an Associate Producer, became a Reporter for KNDU-TV in Kennewick and fortunately for us, joined KXLY-TV in October of 2002 as a News Reporter and Anchor. Since 2007, she has been serving as our Executive Producer/Assistant News Director leading a team of journalists in broadcast and digital, managing the newsroom's daily operations, planning digital and on-air strategy and overseeing our social media plan. She has been involved in our news promotional efforts while continuing to report, anchor and produce for TV and Radio. Melissa is also a regular contributor to RTDNA on issues affecting newsrooms and is active as an educator for a number of organizations.

Her passion for our industry, our community and our company will be instrumental in the dynamic growth of our news organization as we navigate our way on multiple platforms.

Please join me in congratulating Melissa on her new role!