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**FOR IMMEDIATE RELEASE**

## **New News Director for KPVI Television**

Pocatello, ID June 16, 2016

KPVI, the NBC television affiliate for East Idaho, names Greg Schieferstein as their next News Director, to oversee content for all news platforms in the Pocatello/Idaho Falls market. Schieferstein spent the past three years as News Director at the NBC and ABC stations in Peoria, Illinois. He is a Wyoming native with strong ties to the region and more than 25 years of experience in television news.

KPVI Vice President and General Manager, Tony Kahl says, "We're very excited to have someone with Greg's experience joining our team. I know he'll be a big part of the community, and continue to grow KPVI's brand of 'News that works for you.'"

Schieferstein has worked as News Director in both Missoula and Helena, Montana. He has also been an Assignment Editor in Seattle and an Executive Producer in Toledo, Ohio. This will be his second stint as News Director at KPVI, the first in 1998.

"I remember the people in Eastern Idaho as friendly, warm and caring. I look forward to serving the communities in the area and bringing the best in local news, weather and sports," he said.

Schieferstein replaces Eric Jochim, who is leaving for a position in Helena, Montana.

Schieferstein is set to begin his new job July 18.

KPVI is owned by Idaho Broadcast Partners LLC, serving 14 counties in Eastern Idaho and Western Wyoming, with 11 hours of live newscasts each week.

KPVI

Scott Larkin  
Creative Services Manager

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