

November 16, 2016

WRCB has announced the upcoming promotion of Callie Starnes to news director. Current news director Derrall Stalvey announced in October his decision to leave the post after nearly a decade to pursue other opportunities that offer a different pace.

“Callie is without a doubt the right person to continue our newsroom culture and style of newscasts that sets Channel 3 apart,” said Stalvey. “She has my full support and I could not be more proud to see her become a successor.”

Stalvey hired Starnes as a reporter in 2008. She was promoted through the ranks as a reporter and then weekday anchor. She left local news in 2014 following the birth of her first child before returning as assistant news director one year later.

“I am extremely proud of the Channel 3 team and how they serve the Tennessee Valley,” said Starnes. “I consider it a privilege to step into this role as we continue offering coverage viewers can count on.”

Callie is married with two children and originally from the Atlanta area. She graduated from Berry College in Rome, Georgia and completed an internship at WSB-TV in Atlanta. Before moving to Chattanooga, she was a reporter for the NBC affiliate in Macon. She is president of Young Professionals Association of Chattanooga and has served on the Berry Alumni Council. In her time as a reporter, Callie was honored by the Associated Press and Society of Professional Journalists for her coverage of the Tonya Craft trial. Callie has also been awarded the prestigious Edward R. Murrow Award for investigative reporting.

“Callie’s current relationships with our staff along with her longtime support of our newsroom’s strategy are assets in continuing our coverage of the Tennessee Valley,” said Tom Tolar, WRCB General Manager. “She brings award-winning reporting experience and the newsroom leadership to continue our mission.”

Stalvey will remain with the television station through the end of January to ensure a smooth transition while Starnes searches for a new assistant news director.