

Just minutes ago I announced Dave Strickland as our new news director effective tomorrow. I wanted to thank both Mike and Aaron for filling in the void for really the past 5 to 6 weeks....weeks that were filled important stories and a ton of vacation time to juggle.

Below is the beginning of a press release that will be sent out tomorrow morning.

KPRC2 NAMES NEWS DIRECTOR

Dave Strickland Returns to Houston News

Houston, TX: KPRC2 has hired Dave Strickland as News Director. Strickland is a seasoned Houston newsroom veteran, having been News Director of KTRK for more than a decade of their powerhouse era. During his time at KTRK, he lead them to years of ratings dominance, covering multiple Presidential elections, guiding viewers through major hurricanes and storms like Katrina, Rita, Ike and Sandy, and covering historic events like the BP Oil Spill, the September 11th attacks and the installation of Popes Benedict and Francis. In addition to covering these local and world events, Strickland is highly experienced in anchor transitions, contract negotiations and personnel matters. He also created digital and social media programs, developed multiple apps, and oversaw strategies to grow fan counts on all platforms.

“This is a major win to have Dave joining and leading our news team,” said KPRC VP/General Manager, Jerry Martin. “He is a Houstonian who knows the market, he knows the competition, and he’s a news room teacher who will take the foundation we’ve built the past few years at KPRC2 and raise it to a whole new level.” Martin added, “This is great for the station and more importantly, it’s great for news viewers in the Houston market.”

JERRY MARTIN

Vice President/General Manager
KPRC Channel 2

