



Sylvia Villarreal named News Channel 25 Executive Producer

September 8, 2016

AWARD winning journalist and newsroom leader **SYLVIA VILLARREAL** will join KXXV-TV as Executive Producer later this month. Sylvia will be our chief advocate for the daily execution of our mission: to be the *First Choice* for relevant, meaningful news and information for Central Texans; where, when, and how they want it. She will develop and train Producers, Associate Producers, Reporters, and support staff on content creation and execution.

Sylvia is currently an Assignments Editor at KTVT, the CBS O&O station in Dallas-Fort Worth. She's a leader with decades of newsroom experience, including service in a variety of roles at CBS News and KBTX-TV in Bryan/College Station. It was at KBTX where she earned a number of awards including 2 Lone Star EMMY awards.



Villarreal is known for mentoring new journalists and planning & execution on big coverage opportunities. Her passion and sense of urgency will be a welcome advancement here, as we continue our pursuit of greatness.

"Sly," as she is affectionately known, will begin on September 21.

Feel free to send your note of congratulations to her [personal email here](#).

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