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WAYPOINT MEDIA NAMES SHAWN REYNOLDS GROUP DIRECTOR OF NEWS AND CONTENT

(LITTLE ROCK, AR) – Shawn P. Reynolds has been named Group Director of News and Content for Waypoint Media and its associated companies. Reynolds will be based in Little Rock, Arkansas where he will lead all of the company's news department's television and digital operations, as well as its News Hub central production facility in Little Rock.

Waypoint owns or operates through its associated companies 16 television stations, four radio stations, and digital marketing company NuLogic Marketing. In addition to the big four networks, ABC, CBS, NBC and Fox, Waypoint stations include CW, MyNet and others.

Reynolds will report to Corporate Director of News and Content, Elden Hale. "Shawn has the breadth of experience to lead our stations into both the television and digital futures," says Hale. "His dedication and passion for quality local news fits our local philosophy perfectly." "I am extremely excited to help this team reach its full potential and bring the best possible news product to consumers on every platform," Reynolds says.

A seasoned news executive, Reynolds has been producing newscasts for CBS O&O's KCBS and KCAL in Los Angeles. He previously served as News Director for WTVM in Columbus, Georgia, Director of Network Programming for AccuWeather, Executive Producer for WRTV in Indianapolis and Senior Producer for WXIA and Producer for WGCL in Atlanta.

ABOUT WAYPOINT MEDIA

Waypoint Media is a media management company which with its associated companies operates 16 television stations and four radio stations in six markets, representing all four of the major television networks. Waypoint also operates NuLogic Marketing, a digital marketing company. Waypoint Media is proud to bring their power to reach the broadest audience to better serve viewers, businesses and community organizations in each of their markets. It's part of the company's overall mission to "Pay it Forward."

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