

FOR IMMEDIATE RELEASE

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WCNC Charlotte Welcomes Todd Spessard as News Director*Spessard joins WCNC with 30 years of experience in local newsrooms*

Charlotte, N.C. — WCNC Charlotte, TEGNA's NBC affiliate serving the greater Charlotte community, is pleased to announce the appointment of Todd Spessard as its new News Director beginning March 4. As News Director, Todd will be responsible for overseeing all aspects of news operations at WCNC Charlotte, including content development, talent acquisition, and team leadership.



Todd brings more than three decades of extensive experience in media, sales, marketing, and communications to his new role. He has a proven track record of leadership and innovation in newsrooms across the country.

Prior to joining WCNC Charlotte, Todd served as the Vice President of Content at Griffin Media in Oklahoma City, where he led the group's development of innovative content and media for all properties and platforms.

Earlier in his career, Todd held news leadership positions at numerous stations at KWTU in Oklahoma City, KOKI in Tulsa, KSNW in Wichita, KJRH in Tulsa, and KMIZ in Columbia, Missouri. He was also a producer at WDAF in Kansas City and WOOD in Grand Rapids. Todd began his career as an Anchor/Producer at KHGI in Kearney, Nebraska.

"We are thrilled to welcome Todd to the WCNC Charlotte team," said Joan Barrett, President and General Manager, WCNC Charlotte. "His wealth of experience, strategic vision, and dedication to excellence make him the ideal candidate to lead our newsroom into the future."

In addition to his professional accomplishments, Todd holds a Bachelor of Journalism (Broadcast) and a Bachelor of Science (Political Science) from the University of Missouri-Columbia.

About WCNC Charlotte

WCNC Charlotte is the NBC affiliate in Charlotte, North Carolina and owned by TEGNA Inc. WCNC Charlotte holds the powerful accountable through its money, consumer and business news feature, Where's the Money? The station's Verify team takes claims, finds sources and gets you answers. WCNC keeps you Weather Aware to make you safer and smarter, and we take pride in making a difference in the community. WCNC Charlotte's news and information is also



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available through the WCNC+ streaming app on Apple TV, FireTV and Roku, along with the WCNC mobile app, WCNC.com and the WCNC YouTube channels. Follow us on [Facebook](#), [Instagram](#) and [X](#).

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