

From: Berra, William M.
Sent: Wednesday, January 03, 2018 1:59 PM
To: WFLA All DG
Cc: Walsh, Jerry; Stacy, Melissa
Subject: THE FUTURE

Everyone,

Some news in the new year:

I have just told Skip and Andy that I will be leaving News Channel 8 around the end of March.

It has been just over 50 years since I started my broadcasting career at a small radio station in Southern Illinois spinning records and reading UPI wire copy. I have never looked back.

In those 50 years I have worked for almost every major broadcasting company and done almost every job in the business.

But, the last four years, here, at News Channel 8 have been one of the most rewarding of my career. We have accomplished a lot together and showed Tampa Bay that we are the station they can depend on to be on their side at any time. We have added newscasts, staff, aggressiveness, a strong sense of serving the community, awards including Station of the Year. And survived a hurricane. I am very proud of all this and you should be too.

I could not have asked for a better way to end my daily career than being with all of you to make this station one of the best in the country.

I am very grateful for all the support everyone has showed me these past four years and the outstanding support and confidence of Skip, Andy, Jerry Walsh and Nexstar Nation.

I'll have more as we get closer to April. **And cake will be served!**

Thanks to all of you!

Bill

William Berra

NEWS DIRECTOR

News Channel 8 WFLA | Great 38 WTTA

200 South Parker Street, Tampa, FL 33606



From: Valet, Skip
Sent: Wednesday, January 03, 2018 2:02 PM
Subject: Bill Berra

January 3, 2018
To: All at WFLA/WTTA
From: Skip
Re: Bill Berra

Team,

Several weeks ago Bill Berra informed Andy Alford of his intention to retire after the first quarter of 2018. Last week Bill shared the same news with me.

Bill has spent a remarkable 50 years in Broadcasting, and done virtually every job there is to do in television and radio news. WFLA-WTTA has had the good fortune to have Bill as our News Director for the past 4 years. During his tenure every newscast has ascended to positions of market leadership, and that is no accidental success. Bill has made smart hires, demanded relentless consistency in our newscasts and led this News Team with integrity, energy and passion. After years of knowing Bill's reputation, I am glad I have finally had the opportunity to work with him.

This is a highly desirable position and we will have many qualified applicants to consider, both internal and from around the country. Bill has agreed to continue as our News Director until the end of March, or even stay on longer until we identify the next great leader for News Channel 8. Please join me in thanking and congratulating Bill Berra for a job and a career well done!

Skip Valet

VP and General Manager

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