

From: Mike King

Sent: Thursday, November 2, 2017 3:49 PM

To: allwilx

Subject: Barb Roethler

Greetings All.

I am pleased to announce that Barb Roethler has been officially appointed News Director for WILX.

As all of you know, Barb came to WILX under some extraordinary circumstances. Kevin Ragan was suddenly gone, we had unusually high turnover in the department, we were looking at anchor changes and just for good measure, we threw in a new set install. All in the first four months!

Barb has done a remarkable job righting the ship. The morning show has been revamped and the 4, 5 and 6 have seen major renovations as well. She's hired some excellent new faces and engaged those that have been here for years. As we move forward, she'll now turn her attention to the late shows and returning WILX to our powerhouse status.

I'm very proud of the work Barb has done and very proud of how, as a team, each and every person in the newsroom has stepped up their game to produce the best news product in Mid-Michigan. And the truth is, we're just getting started!

Please join me in congratulating Barb on the "official" appointment as News Director.

Mike