

**From:** Dan Mellon

**Sent:** Tuesday, November 28, 2017 3:40 PM

**To:** &Washington-WJLA-All

**Subject:** [Station Manager - SBG DC \(WJLA/NC8/DC\)](#)

I am pleased to announce the promotion of Mitch Jacob to the position of Station Manager.

In addition to his current role as Director of News, Mitch also assumes responsibility for local content development, promotion and on air execution. He will work closely and in cooperation with all the department heads to insure our product is best in class.

This promotion is well deserved based on his contributions to SBG. As many of you know, Mitch has been with WJLA for the past 3 years and with Sinclair for more than 8. Mitch is dedicated to winning by capturing local, regional and national stories that our viewers value.

The results are documented by increases in viewership and award winning newscasts. I know Mitch will work to continue growing the SBG DC news audience, social presence and digital platforms with his trademark of innovative ideas and winning attitude.

Mitch's new responsibilities will be focused on overall content excellence, positioning our properties for future growth in the highly competitive and quickly changing media environment of today.

#GoBigOrGoHome

Congratulations Mitch!