

It is with great pleasure that I announce Lena Sadiwskyj as the new News Director of WTVY. With over thirty years of experience, Lena will bring veteran leadership and a broad understanding of news to our station.

Lena has served in many different capacities in our industry over the years, which has helped her to develop a complete and well rounded approach to local news.

Starting as a Reporter/Producer and Assistant Professor of Journalism at the University of Missouri, Lena quickly grew within the television industry to Vice President of News in both the Arizona and Knoxville markets.

After exploring the world of marketing and advertising, Lena is now returning to her first love, broadcast television. We believe she will be an incredible asset to the team.

Please join me in welcoming Lena as the newest member of the WTVY Family!

We look forward to accomplishing great things together!

Spencer J. Bienvenu

Vice President/General Manager

Alabama Broadcasters Association 2014 Station of the Year!



"Nearly all men can stand adversity, but if you want to test a man's character, give him power."

-Abraham Lincoln