



## **Larry Audas named president and general manager of WFMY-TV in Greensboro, NC**

April 1, 2011

MCLEAN, Va., Apr 01, 2011 (BUSINESS WIRE) --

Gannett (NYSE: GCI) announced today that Larry Audas has been named president and general manager of WFMY-TV in Greensboro-High Point-Winston Salem, NC. Audas has served as president and general manager of KTHV-TV in Little Rock, AR, since 2002. He succeeds Deborah Hooper, who was named president of the Greensboro Chamber of Commerce.

"Larry is a natural leader who has brought KTHV in Little Rock to a new level of community service and commercial success," said David Lougee, president of Gannett Broadcasting. "We know Greensboro and WFMY News2 will benefit from his talent and commitment to community."

Audas was the news director at WLTX-TV in Columbia, SC, from 1998-2002 and the primary anchor at KTHV from 1995-1998. Before joining Gannett, he was an anchor/reporter for KPRC-TV in Houston and an anchor/reporter at KFOR-TV in Oklahoma City and KSWO-TV in Lawton, OK. Audas began his broadcasting career as an announcer with KQCV radio in Oklahoma City after earning a B.A. in Radio/TV Production at Bob Jones University.

Audas was named a Gannett Manager of the Year finalist in 2008 for his leadership at KTHV. In 2008, KTHV was awarded a national Edward R. Murrow award for its documentary on the 1957 desegregation of Little Rock Central High. While Audas served as news director at WLTX, the station was recognized with a Most Outstanding Newscast Emmy, a regional Edward R. Murrow Award and as South Carolina Broadcasters Association's Television Station of the Year. Prior to his position at WLTX, Audas was a weekday anchor for KTHV when the station was awarded its first Associated Press Best Newscast award, first Emmy for Newscast and Live Special Event, and its first regional Edward R. Murrow Best Newscast award.

Audas has participated in the Gannett Broadcasting Management Program, National Association of Broadcasters Management Development Seminar at Northwestern University, The Center for Creative Leadership and other training programs.

### **About Gannett**

Gannett Co., Inc. (NYSE: GCI) is an international media and marketing solutions company that informs and engages more than 100 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. Our portfolio of trusted brands offers marketers unmatched local-to-national reach and customizable, innovative marketing solutions across any platform. Gannett is committed to connecting people - and the companies who want to reach them - with their interests and communities. For more information, visit [www.gannett.com](http://www.gannett.com).

SOURCE: Gannett Co., Inc.

Gannett Co., Inc.

#### **For media inquiries, contact:**

Robin Pence

Vice President, Corporate Communications

703-854-6049

[rpence@gannett.com](mailto:rpence@gannett.com)

or

#### **For investor inquiries, contact:**

Jeffrey Heinz

Director, Investor Relations

703-854-6917

[jheinz@gannett.com](mailto:jheinz@gannett.com)