

TEGNA

TEGNA Appoints Carrie Hofmann President and General Manager of WLTX in Columbia, South Carolina

September 6, 2023

TYSONS, Va.--(BUSINESS WIRE)--Sep. 6, 2023-- TEGNA Inc. (NYSE: TGNA) today announced that Carrie Hofmann has been named president and general manager of WLTX, TEGNA's CBS affiliate in Columbia, SC, effective October 2. Hofmann will be responsible for overseeing the station's operations across all platforms, as well as community outreach efforts and driving results for advertisers.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230906364867/en/>



Since 2020, Hofmann has been news director at WCNC, TEGNA's NBC affiliate in Charlotte, NC, and has led the station to impressive ratings growth. Prior to WCNC, Hofmann was news director for six years at KSHB, the NBC affiliate in Kansas City. There, she guided the station to become the number two station in the market, up from number four. Previously, she was assistant news director at WCNC from 2011-2013. Earlier in her career, Hofmann was producer and executive producer at KMGH, the ABC affiliate in Denver, before being promoted to assistant news director. Prior to KMGH, she was producer at WTMJ in Milwaukee. She began her career at KSZA in Phoenix as an assignment editor.

"Carrie not only brings an extensive content background to this position but embodies the inclusive leadership and commitment to community service that are true strengths of WLTX," said Richard Dyer, senior vice president for media operations, TEGNA. "She's a proven team leader with strong interpersonal and communication skills that allow her teams to thrive. She's passionate about engaging audiences and communities in innovative ways and has a track record of growing news brands."

Added Hofmann, "I am honored for this opportunity to build on the strong foundation WLTX has created during the past twenty plus years. Viewers' needs are constantly evolving, and our challenge is to meet them with what they need on whatever platform they choose."

Carrie Hofmann has been named president and general manager at TEGNA's WLTX-TV. (Photo: Business Wire)

Hofmann's award-winning career includes eight Regional Edward R. Murrow Awards,

a DuPont Award for Investigative Reporting and News Station of the Year Emmy® Award for midsize market.

Hofmann is a graduate of Arizona State University with a Bachelor of Arts degree in Broadcast Journalism.

About TEGNA

TEGNA Inc. (NYSE: TGNA) is an innovative media company that serves the greater good of our communities. Across platforms, TEGNA tells empowering stories, conducts impactful investigations and delivers innovative marketing solutions. With 64 television stations in 51 U.S. markets, TEGNA is the largest owner of top 4 network affiliates in the top 25 markets among independent station groups, reaching approximately 39 percent of all television households nationwide. TEGNA also owns leading multicast networks True Crime Network, Twist and Quest. TEGNA offers innovative solutions to help businesses reach consumers across television, digital and over-the-top (OTT) platforms, including [Premion](#), TEGNA's OTT advertising service. For more information, visit www.TEGNA.com.

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