TEGNA Names Carrie Yates President and General Manager at WZDX in Huntsville

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TYSONS, Va.--(BUSINESS WIRE)--Aug. 29, 2024-- TEGNA Inc. (NYSE: TGNA) today announced that Carrie Yates has been named president and general manager at WZDX, TEGNA's Fox affiliate serving Huntsville, Alabama, effective immediately. Yates has been the interim general manager since the retirement of Larry Audas this past spring. In her role, Yates is 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/20240829034638/en/

Carrie Yates will lead station operations at TEGNA's WZDX in Huntsville, Alabama. (Photo: Business Wire)

Yates has a track record of success in sales leadership roles serving clients in Alabama, most recently at WSFA in Montgomery and WAFF in Huntsville before joining WZDX in 2020. At WSFA she led the station to record revenue and digital performance. Earlier in her career, Yates was national sales manager at WALA and WFNA, and local and regional account executive at WALA and WBPG in Mobile, Alabama.

"Carrie's extensive experience as a sales leader and business strategist, combined with her deep understanding of the Alabama market, uniquely positions her to lead the WZDX team and serve the Huntsville community," said Paul Trelstad, senior vice president, media operations, TEGNA.

"I'm thrilled to continue my work with TEGNA in Huntsville—a city I'm proud to call home with my family. My commitment to our community, dedicated employees, and valued advertisers has never been stronger. Huntsville is thriving, and I'm eager to help serve and drive innovation at the station and across the market," said Yates.

Yates has a history of community service and professional affiliations in the various markets in which she has served, including community crisis centers and advertising trade associations.

Yates graduated magna cum laude from the University of Alabama Tuscaloosa with a B.S. in Human Environmental Sciences.

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 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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