Tegna Names Three Regional VPs to Oversee Local Stations

Tegna has named **Carol Fowler**, **Julie Wolfe** and **Chris Peña** vice presidents of content.

Each will oversee local stations in a dedicated geographic region, focusing on the quality, depth, and relevance of coverage, and emphasizing the local impact and the daily practical value of the information. Each will also oversee a content priority, such as weather coverage, big stories and events, morning news strategy, sales and sponsorships, storytelling, and investigative and solutions-based journalism.

“Carol, Julie and Chris each bring deep experience building innovative newsrooms and understand the importance of strong local journalism,” said **Adrienne Roark**, chief content officer at Tegna. “They’re passionate about developing talent and creating engaging content that serves viewer needs across platforms. Their leadership will be instrumental in further strengthening Tegna’s award winning content.”

Fowler will oversee content strategy across the company’s stations in the Mid-South, including St. Louis, Knoxville, Memphis, Louisville, Fort Smith, Little Rock and New Orleans. Fowler currently leads content strategy at WXIA, Tegna’s NBC affiliate in Atlanta. She also led the newsroom at the station group’s NBC affiliate in St. Louis.

Wolfe will oversee content strategy for Tegna stations in the West, including Phoenix, Sacramento, San Diego, Seattle, Portland, Spokane, Boise and Denver. Wolfe currently serves as news director at KING, Tegna’s NBC affiliate in Seattle since

2021.

Peña will oversee content strategy for Tegna’s Midwest region, managing operations in Cleveland, Toledo, Columbus, Grand Rapids, Indianapolis, Des Moines, Davenport and Minneapolis. He currently serves as director of broadcast transformation at Blue Engine, a firm that provides coaching and consulting to media firms to foster audience growth, revenue diversification, and digital transformation. Before that, he was senior vice president of news at Univision Local Media, where he led multi-platform content strategy and branding across 19 television stations.

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