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WXIA/WATL-TV Announces Jennifer Rigby News Director

Atlanta- The Atlanta duopoly of **WXIA/WATL-TV** announced today that Jennifer Rigby has been named News Director for the Networks of 11Alive.

Rigby comes to **WXIA** from The Weather Channel in Atlanta where she was Vice President of Live Programming, and previously Senior Director of Coverage and Talent and Multimedia Content Director. Before that, Rigby was a Senior Consultant with Smith Geiger. She also served as News Director at three Cox stations in Atlanta, Pittsburgh and Dayton.

As News Director for the **Networks of 11Alive**, Rigby will oversee the news and content efforts of not only two television stations, but also those for all associated digital properties, including **11Alive.com**, and **myATLtv.com**.

Rigby has won numerous Emmy, Murrow, and AP awards for news and programming excellence. She brings to the position a depth of experience in the broadcast field, as well as a comprehensive knowledge of digital and social media.

John Deushane, President and General Manager, “We’re thrilled that Jennifer is joining the Networks of 11Alive and Gannett. Her unique, yet integrated, leadership at the station, network, and digital level combined with her broad range of consultative expertise makes her the perfect candidate to lead our ever expanding content offerings.”

Jennifer Rigby: “I’m excited and feel very privileged to lead the award-winning journalists of 11Alive. As a longtime resident of the Atlanta metro area, I have witnessed 11Alive’s vital role and strong commitment to covering this community through television, online, interactive apps and social media. I’m excited to be a part of growing their commitment in holding the powerful accountable.”

Her first official day at the Networks of 11Alive is November 24, 2014.

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