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Kim Ballard Named News Director WFMY News 2

Greensboro, NC – WFMY News 2 has promoted Kim Ballard to News Director of the TEGNA-owned CBS affiliate in the Greensboro – High Point – Winston-Salem market. Ballard, previously Executive Producer at WFMY News 2, begins her new role immediately. She assumes newsroom leadership following the promotion of former News Director Bob Clinkingbeard to the same position at WTSP, the TEGNA station in Tampa – St. Petersburg.

“Kim is an inspired leader, viewer advocate and news stalwart who is making WFMY News 2 the *right now* source for Piedmont-Triad information,” according to WFMY News 2 President and General Manager Larry Audas. “In today’s 24/7 instant news world, the ability to blend social immediacy with fresh journalism and community commitment is the challenge. Kim’s well down that path of change and leadership.”

Ballard has served in news leadership roles at WFMY competitors WGHP and WXII as well as in Huntington, West Virginia at WSAZ and WOWK where she was News Director. Also a veteran of WCMH in Columbus, Ohio, and WSPA in Spartanburg, South Carolina, Ballard graduated from Gardner-Webb College. “I’m thrilled. A lifetime of opportunity and experience have helped shape this open door at WFMY News 2. Our team will run, not walk, through it together,” said Ballard.

Among Ballard’s achievements is a Midsouth Regional EMMY awarded earlier this year for WFMY’s *D-Day Welcome Home* to World War II veterans on the 60th anniversary of that fateful day. Ballard helped organize all-day news reports, but also, the event itself. Dozens of senior veterans were bused to the *National D-Day Memorial* in Bedford, Virginia, honored throughout their trip and celebrated upon their return. “It is that sense of community, caring and coverage we know Kim will develop over and again,” said Audas. “We’re excited for Kim and the future at WFMY News 2.”

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