

EMMY AWARD WINNING EXECUTIVE PRODUCER NAMED NEWS DIRECTOR AT KCBD

LUBBOCK, TEXAS (February 11, 2015) Erik Breon, has been named news director for KCBD, the Raycom Media owned NBC affiliate in Lubbock, Texas. Erik will take the reins February 23rd, 2015.

Prior to accepting the position with KCBD, Erik worked for the ABC affiliate, KNXV in Phoenix, DMA #11, as the early morning executive producer. While there, he helped them win an Emmy for “Best Newscast” in 2014. Erik is also credited with bringing their morning newscast from the #4 position in the market to the #2 position, knocking on the #1 spot in less than two years.

Preceding his stint in Phoenix, Erik worked at KING-TV in Seattle for 13 years as an executive producer of the 10pm and 11pm newscast. He was also responsible for launching the news department’s first social media efforts.

Erik’s love of Texas came when he started his management career as the Executive Producer of Belo’s Texas Cable News. While there, Erik worked under the direction of Steve Ackermann, now Raycom’s VP of News.

“I’m extremely excited about the opportunity to come work for you and provide leadership to your newsroom.” Erik said. “KCBD's newsroom has a long list of strengths. Chemistry and experience on air. Youthful and aggressive reporters. An investigative unit. A strong digital presence. And a deep connection to its community. I feel I can also improve these strengths and bring new ideas to help solidify KCBD's approach to winning on the air and on all digital platforms,” Erik continued.

Dan Jackson, KCBD’s Vice President and General Manager said, “Erik’s experience in a large market newsroom supervising people, editing, writing, developing content for on air and digital platforms in addition to training new employees make him a great choice to lead the KCBD newsroom.”