



May 18, 2020

**NEWS EXECUTIVE MICHAEL CARR NAMED
PRESIDENT AND GENERAL MANAGER OF ABC30 KFSN-TV FRESNO**



Photo courtesy of Michael Carr

News executive Michael Carr has been named the president and general manager of KFSN-TV, announced Wendy McMahon, president, ABC Owned Television Stations. In his new role, Mr. Carr has overall management responsibility for KFSN-TV ABC30 and its ancillary businesses.

“Michael started his career at KFSN decades ago and has repeatedly proven his incredible dedication to the station and the community,” said McMahon. “During his tenure as news director, he led the newsroom to embrace innovation and next-generation storytelling while always ensuring a steadfast commitment to our mission as local news brands. That vision and leadership led to increased ratings, audience reach and total engagement. You could say that Michael grew up with the station, and the station with him. This community knows him and trusts him, and just as important, the team at KFSN does too. I couldn’t imagine a better-suited leader than Michael to take KFSN-TV ABC30 into its next chapter.”

“I’m thrilled for the incredible opportunity to lead the station in the very community that I’ve long called home,” said Carr. “We have such an amazing team at ABC30 and the trust that we’ve built with the community is invaluable. Together, we will continue to create meaningful, impactful, and premium content and experiences for our viewers as the No. 1 news source in central California.”

As the news director for KFSN for the past eight years, Carr oversaw the overall function of content creation and operations for KFSN’s television, digital and social media platforms. He led the redesign of ABC30’s studio; expanded the newscasts at midday, 4 p.m. and 10 p.m.; and led the creation of the digital content team.

Under his leadership, the station significantly increased television ratings, attained four regional Emmy® Awards and increased its social media audience.

Carr has an extensive background in local TV journalism. He began his career as an intern at KFSN and has worked as an assignment editor, producer and executive producer prior to news director. In addition to Fresno, he has also worked in newsrooms in San Francisco and Sacramento.

He holds a bachelor's degree in mass communication and journalism from California State University, Fresno, where he also played football for the Bulldogs. In 2017, Carr was named as a fellow to the Fresno State Media, Communication and Journalism Department Hall of Fame. He is a member of the National Association of Black Journalists.

About KFSN

KFSN-TV ABC30 is the No. 1 source for local news in central California, both online and on the air. The station has dominated the local news ratings in the San Joaquin Valley for decades as a leader in multiplatform audience engagement. KFSN-TV is an ABC owned television station based in Fresno, serving Fresno, Madera, Merced, Mariposa, Tulare and Kings counties.

Twitter: <https://twitter.com/ABC30>

Instagram: https://www.instagram.com/abc30_actionnews

Facebook: <https://www.facebook.com/ABC30>

About ABC Owned Television Stations

The ABC Owned Television Stations includes WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WPVI-TV Philadelphia, KGO-TV San Francisco, KTRK-TV Houston, WTVD-TV Raleigh-Durham and KFSN-TV Fresno. The eight owned stations reach 23% of all U.S. television households. The stations are consistently market leaders in multiplatform local news, collectively No. 1 in local news among Adults 25-54 for 11 consecutive broadcast seasons, and in overall digital audience, video consumption and social reach and engagement. In 2018, the Stations further expanded their content portfolio and reach with the launch of the digital-first national lifestyle brand Localish that in its first year produced over 650 pieces of digital video content, totaling more than 240 million video views. The Live Well broadcast channel was rebranded as Localish in February 2020, delivering locally sourced yet nationally relevant storytelling as long-form linear programming to more than 14 million viewers across America.

-- ABC Owned Television Stations --