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**ADRIANNE ANDERSON NAMED SENIOR VICE PRESIDENT, CONTENT DEVELOPMENT,
ABC OWNED TELEVISION STATIONS**



Multi-award-winning KABC-TV Los Angeles marketing executive Adrienne Anderson has been elevated to senior vice president, Content Development, ABC Owned Television Stations, reporting into station group President Chad Matthews. In her new role, Anderson will be responsible for creating, leading and executing the multiplatform content vision and strategies that cross all eight local brands and businesses in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Houston, Raleigh-Durham and Fresno. This includes oversight of the group’s Race & Culture, premium content, Localish & Creative Content teams.

“Adrienne is an incredibly talented, creative executive who takes a strategic, thoughtful and collaborative approach to content creation and marketing strategies,” said Matthews. “In her role at KABC, she has played a pivotal role in creating content and campaigns that have benefitted all of our stations. She has been instrumental to our support for ‘The Oscars’ – helping deliver hours and hours of ‘On the Red Carpet’ content to both domestic and international audiences. She has also played a major role in elevating content from our Race & Culture and Localish teams, as well as

working hand-in-hand with our data and analytics team to deliver and amplify content that makes a difference in the lives of our viewers.”

“The ABC Owned Television Stations group are the dominant local news leaders and content creators in their respective markets,” said Anderson. “I’m honored to help build on this legacy of best-in-class journalism and storytelling as we look forward to our future growth and innovation. I’m incredibly excited for the opportunities that lie ahead, collaborating with our content partners across The Walt Disney Company”

Most recently, Anderson served as vice president, Programming, Marketing & Content Development, KABC Los Angeles, where she was responsible for creating and executing multiplatform content development and marketing strategies for station initiatives using data-driven insights and research that helps local and national sales teams optimize multiplatform revenue and ratings. She also oversaw the creative development of live event, original series and select short-form programming across linear and digital platforms, among other responsibilities.

Prior to joining KABC, Anderson spent two decades working at leading television companies, including serving in senior level marketing positions at Tribune Media/KTLA 5, Warner Bros. Worldwide Television, Telepictures Productions, and Fox Television Stations (FOX 11/MNTV 13, KTTV/KCOP). She worked her way up the ranks in director roles at CBS Corp. and NBC Universal.

Anderson is a member of the National Academy of Television Arts & Sciences and PROMAX, and has won numerous national and local Los Angeles Emmys®, PROMAX International Gold, Silver and Bronze awards.

She graduated cum laude with a bachelor’s degree in broadcast communications from Hofstra University where she was also on the AERho National Honor Society Dean List.

About ABC Owned Television Stations

Disney Media Entertainment & Distribution’s eight owned ABC stations are multiplatform leaders in local news and information. Collectively No. 1 across all U.S. television, reaching 23% of households and more than 34 million Total Viewers and 62 million digital visitors a month, the eight stations are comprised of 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 stations also deliver locally sourced storytelling to more than 17 million viewers across America

through its multiplatform lifestyle network, Localish. In 2020, the stations received five Broadcast & Cable awards, including in the 2020 Best in Local TV Awards category as Station Group of the Year for its innovative and next-generation news reporting, and in the major market category for 2020: Best News Coverage, Best Digital Multiplatform or Website, Best Investigative Reporting Station Group and Best Public Affairs Programming, illustrating the Group's strength and ever-increasing growth and reach in the multiplatform space.

Media Contact:

Fonda Berosini

fonda.berosini@abc.com