

From: Mark Neerman

Date: Tuesday, November 26, 2024 at 9:05 AM

To: Chad Conklin, &Seattle-KOMO-All

Cc: Scott Livingston, Ryan Moore, Jeff Parsons, Jessica Bellucci

Subject: Re: News Director Announcement

Hello to all of you in the KOMO family, I couldn't be more excited and honored to join you next month. You are leaders in the Pacific Northwest with a track record of owning the big story and serving Seattle. Your strength as a team through success and adversity has made you the family that you are. Know from the beginning how much I deeply respect that.

We will work together during one of the most challenging times in our industry. The economic model could not be any more different than when we started our careers. But out of the challenge comes tremendous opportunity. What we do has never been more needed, we must hold the powerful accountable. If we don't who will? At the same time the audience is searching for truth in a daily bombardment of conflicting content. It is our responsibility and opportunity to ensure KOMO is seen as that source.

To make that happen, each of us must see ourselves as entrepreneurs with a direct stake in success. We can not be formulaic. We need to question the status quo. We need to understand the economics of the industry to find the right model that meets both the need of the audience and the business. We must take risks. Since most of us started in news profits and revenues have been so high stepping away from the formula has been challenging. But now our future success depends on that innovation and that is our opportunity.

Let there be no doubt, KOMO is positioned to meet these challenges. First, because of you.

Your passion and commitment have built the KOMO brand. We also have the support of a stellar General Manager in Chad who cares deeply about all of you at the same time he ensures KOMO continues economic success. And we also have the support of Scott, Jeff and the entire corporate team every step of the way.

And finally, congrats to Phil. What a heck of a career. If success in life is making a difference, Phil steps away with years of impact, not just to the industry but to the people he has hired, coached and to whom he has been such a great friend. I thank him for his continued friendship to me.

I'll see you December 30th! In the meantime, you can reach me at markneerman@gmail.com. Happy Holidays!