

## **talent bios**



### **Stacy Owen**

#### **President and General Manager, "NBC Bay Area / KNTV"; President and General Manager, , "Telemundo 48 Area de la Bahia / KSTS"**

Stacy Owen is the President and General Manager of NBC Bay Area / KNTV and Telemundo 48 Area de la Bahia / KSTS, the NBC and Telemundo-owned stations serving the Bay Area. Owen brings more than 20 years of experience in broadcast news to her role, including extensive experience in newsroom management and multimedia marketing.

Owen became President and General Manager of NBC Bay Area and Telemundo 48 in September 2017 after serving as the Assistant News Director for NBC 4 Southern California / KNBC for five years. In her current role, Owen leads NBCUniversal's local television stations that serve English and Spanish-speaking viewers in the San Francisco Bay Area. She also oversees the stations' operations including news, sales, marketing and promotions, technology, digital and community affairs. She joined NBCUniversal after serving as WLWT News 5's News Director for three years. During that time, Owen transformed the Cincinnati-based station's image and branding. Her efforts also elevated the station's newscasts to the #1 or #2 position in all time periods (A25-54) and lifted the station's morning show to the #1 position in the market.

Prior to her success in Cincinnati, Owen also revamped ABC affiliate, KXTV News10, in Sacramento into a digital-first Multimedia Information Center. She served as Multimedia News Director for the station for four years and inspired the newsroom to move beyond a "TV only" mindset, instituting a training program for multimedia journalists and empowering them to create digital content of their own. During her time in the role, the station won all demos in the 11 PM time period for the first time in 50 years and won an Emmy for Best Newscast in Northern California. Owen also worked as KRON San Francisco's News Director for three years where she managed the transition from an NBC affiliate to the country's largest independent television station. At KRON, Owen helped launch several new newscasts, and rebranded the station. The station was honored with a National Emmy, a Peabody Award and four Unity awards from the Radio Television Digital News Association for excellence in coverage of diversity issues.

Owen completed her undergraduate degree at University of California, Berkeley and has served as a member of various boards including the board of the Northern California Radio and Television News Directors Association.