Gray Media Promotes Jaime Eskridge to General Manager of WLFI in Lafayette, Indiana

November 3, 2026

ATLANTA, Nov. 03, 2026 (GLOBE NEWSWIRE) -- Gray Media has promoted Jaime Eskridge to General Manager of WLFI, Gray's CBS affiliate in Lafayette, Indiana, effective November 2.

Jaime first joined WLFI in 2015 as Digital Sales Director and was promoted to Sales Manager in 2016. From 2022 to 2025, Jaime served on the Allen Media corporate digital team, driving digital sales strategies and growth initiatives across 22 television stations. At the end of 2025, Jaime returned home to WLFI and has served as the interim General Manager for the last several months.

An Indiana native originally from LaPorte, Jaime is a proud alumna of Indiana University Bloomington. She serves on the Greater Lafayette Salvation Army Advisory Board.



About Gray Media:

Gray Media, Inc. (NYSE: GTN) is a multimedia company headquartered in Atlanta, Georgia. We are the nation's largest owner of top-rated local television stations and digital assets. We serve 117 full-power television markets that collectively reach approximately 37% of US television households. The portfolio includes 78 markets with the top-rated television station and 101 markets with the first and/or second highest rated television station in average all-day ratings across the 116 of such markets that were measured by Nielsen in 2025. We also own the largest Telemundo Affiliate group with 46 markets and Gray Digital Media, a full-service digital agency offering national and local clients digital marketing strategies with the most advanced digital products and services. Our additional media properties include video production companies Raycom Sports, Tupelo Media Group, and PowerNation Studios, and studio production facilities Assembly Atlanta and Third Rail Studios.

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