NEWS RELEASE

Jennifer Rieffer Moves to Charlotte to Lead Gray Media's WBTV

Atlanta, Georgia – October 26, 2026 … Gray Media today named Jennifer Rieffer as the new General Manager of WBTV (CBS) in Charlotte, North Carolina (DMA 21), effective November 16th.



A graduate of Morehead State University, Rieffer started her broadcast career in Lexington, Kentucky, where she spent 24 years at the Fox affiliate. She then moved to Flint, Michigan, where she served as General Manager overseeing the Fox, NBC, and CW stations.

In 2021, Rieffer joined WXIX FOX19 in Cincinnati. Since her arrival, she has been instrumental in WXIX becoming the official Flagship station of the Cincinnati Bengals and the over-the-air partner of the Cincinnati Reds.

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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