



NEWS RELEASE

Gray Media Names William Varnier as General Manager of WDBJ in Roanoke, Virginia

Atlanta, Georgia –August 31, 2026 ... Gray Media announced today the appointment of William Varnier as the new General Manager of WDBJ, the CBS affiliate serving Roanoke Virginia, effective October 5, 2026.

William is a Virginia native raised in Central Virginia, returning to the Commonwealth after more than three decades in local television. For the past nearly three years, he has served as the Creative Services Director for Gray's KCTV5, the CBS affiliate in Kansas City, Missouri. During his tenure, KCTV5 earned Station of the Year honors from both the Kansas Association of Broadcasters and the Missouri Broadcasters Association for three consecutive years.

William previously worked in the region at WTKR News 3 (CBS) and WVEC (ABC) in Norfolk, Virginia. He is a graduate of Old Dominion University in Norfolk.



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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