

**FOR IMMEDIATE RELEASE**

## **LaSalle Blanks to Become Part of 13News Now at 4:00pm**

**Anchor to take on new role for new newscast**

**July 31, 2014 NORFOLK** – WVEC-TV, a Gannett Co., Inc. (NYSE: GCI) station, announced today that 13News Now Anchor LaSalle Blanks will take on the new role of Social Media Correspondent when ABC13 introduces 13News Now at 4:00pm on September 8<sup>th</sup>. In this new role, Blanks will be a part of the ensemble anchor team at 4pm.



As Social Media Correspondent, Blanks will engage directly with the audience across all newscasts; showing how stories are unfolding on social media, what is viral, and what people are talking about. He will also serve as a multi-media journalist, bringing viewers and users stories from the community that people will connect with. This position is one of the first of its kind in the nation and will continue to evolve as the show takes shape.

Commenting on his new role, LaSalle Blanks said, "Moving to the new 13News Now at 4 newscast as the Social Media Correspondent, I hope to take our news and our interaction with our viewers in a whole new, exciting direction. It's an awesome opportunity that will allow me to be even closer to our audience."

"This is a brand-new role, and one that is perfectly suited for LaSalle and his talents," said Executive News Director Doug Wieder. "That's why I'm so enthused about this new opportunity. LaSalle is a gifted storyteller, and I'm glad the 4pm newscast will give him a greater platform to display that skill on a consistent basis."

Blanks last day on Daybreak will be August 6<sup>th</sup>. In the days leading up to his final Daybreak newscast, he and the rest of the team will take a fun look back on his 16 years on the show, with the help of some of his former co-anchors.

### **About WVEC**

WVEC is the [ABC](#) affiliated television station for the [Hampton Roads](#) region of [Virginia](#) (including the "Seven Cities": Chesapeake, Hampton, Newport News, [Norfolk](#), [Portsmouth](#), Suffolk, and Virginia Beach), and the northeast corner of North Carolina, including the Outer Banks. WVEC produces 33.5 hours of live local news per week, and is a leading provider of digital content through [wvec.com](#) and an expanding portfolio of news and weather applications for smart phones and tablets. The audience looks to WVEC as the leading community-oriented station that most reflects the spirit of Hampton Roads and northeastern North Carolina. For more information about WVEC contact Ed Tudor, Director of Marketing and Programming, at (757) 628-6253 or [etudor@wvec.com](mailto:etudor@wvec.com).

### **About Gannett**

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