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For Immediate Release

CARLOS ESPINOZA JOINS KCTS 9 AS VP OF MARKETING AND COMMUNICATIONS

SEATTLE— KCTS 9 has named Carlos Espinoza as its new Vice President of Marketing and Communications. Espinoza is a seasoned marketing professional with a great depth of experience in media organizations.

“Carlos has a terrific marketing sensibility and brings tremendous experience to this newly created position,” said Robert I. Dunlop, President and CEO of KCTS 9. “KCTS 9 has strong and healthy brand recognition that we want to build upon and expand significantly in the months and years ahead. Carlos’ experience in traditional media as well as his more recent work in developing digital marketing initiatives for national and international entertainment studios will enhance the great work of our team and elevate our impact in the communities we serve.”

At KCTS 9, Espinoza will oversee the station’s marketing, communications, community engagement, and graphic design teams, reporting directly to Dunlop.

“I’m excited to be joining this organization in a region where the community has such a clear passion for public media,” said Espinoza. “I’m looking forward to bringing my expertise to the station in a way that will help showcase the very best that public television can be, in the digital age.”

Prior to joining KCTS 9, Espinoza served as Chief Marketing Officer for SwordStone Digital Agency in Los Angeles, which is a full-service marketing agency engaged in brand building strategies for national broadcast and entertainment clients. He has been actively engaged most recently with Lionsgate and Aloe Entertainment in leading the launch of branded marketing programs for various feature film productions. Prior to his role as CMO, he served for 5 years as the head of Marketing and Advertising for Cox Media Group in Seattle (KIRO-TV) and in a similar capacity for several years previous to that for KOMO-TV.

Espinoza, a resident of Mercer Island, has won several prestigious awards including six Northwest Regional Emmy awards for on-air image and news promotion.



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About KCTS 9

KCTS 9 brings quality public television programming to more than 2.5 million viewers each week in Western and Central Washington State, British Columbia and across Canada. To watch or learn more about any of our programs, visit KCTS9.org.



FOR MORE INFORMATION:

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