

# **MEREDITH LOCAL MEDIA GROUP NAMES ROBERT G. TOTSCH AS VP/GENERAL MANAGER OF KCTV/KSMO-TV IN KANSAS CITY**

DES MOINES, IA (October 7, 2009) - Meredith Corporation (NYSE:MDP) today hired Robert G. Totsch as Vice President and General Manager of KCTV/KSMO-TV in Kansas City, MO. Totsch succeeds Kirk Black, who was named to head Meredith's CBS Atlanta affiliate in August.

Totsch, 46, most recently served as the Director of Sales, Marketing, Promotions, Internet and Local Entertainment Programming for KMOV-TV, a Belo-owned station in St. Louis, MO. Totsch spent 21 years at KMOV-TV, working in progressively senior positions including Local Sales Manager and National Sales Manager; He also helped create the sales and marketing strategy for all Belo stations, and served as the Executive Producer of three local programs at KMOV-TV.

"Bob possesses extensive local experience and a successful track record in broadcasting leadership. This combination – in addition to his proven ability to sell marketing programs across all media platforms – makes him the right fit for Meredith and our Kansas City duopoly," said Paul Karpowicz, President of Meredith's Local Media Group.

Totsch is a 1986 graduate of the University of Missouri. He is the President of the CBS Sales Advisory Committee, and is actively involved with March of Dimes and the Animal Protection Association.

## About Meredith Local Media Group

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is one of the nation's leading media and marketing companies with core competencies in magazine publishing, television broadcasting, integrated marketing and interactive media. Meredith owns 12 television stations that reach nearly 10 percent of U.S. television households. Meredith's Broadcasting assets include: WGCL-TV (CBS), Atlanta; KPHO-TV (CBS), Phoenix, AZ; KPTV (FOX) and KPDX-TV (MYN), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC), Nashville, TN; KCTV (CBS) and KSMO (MYN), Kansas City, MO; WHNS-TV (FOX), Greenville-Spartanburg-Anderson, SC-Asheville, NC; WNEM-TV (CBS), Flint-Saginaw, MI; KVVU-TV (FOX), Las Vegas, NV; WSHM, (CBS) Springfield, MA; and radio station WNEM-AM in Saginaw-Bay City, MI.

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