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KOAT ANNOUNCES THE RETURN OF DEDICATED SPORTS DEPARTMENT FOCUSED ON RICH STORYTELLING FROM A NEW TEAM

ALBUQUERQUE, NM - KOAT 7 is re-launching its sports department with a dedicated team that will focus on local sports coverage and finding unique stories. After a 4-year hiatus, the resurgence of KOAT 7 Sports sees fresh talent that will deliver engaging profiles of players across New Mexico. Sports Director Ron Burke joined KOAT in January, and along with his sports leadership, he also serves as co-anchor of KOAT Action 7 News at 4. Also joining KOAT 7 Sports is Bethany Miller who will anchor the Weekend Sports desk and will provide additional sports coverage during the week. The duo will bring more than just X's and O's, but dynamic stories of young athletes to the power plays from the Lobos, New Mexico United and Isotopes.

“Sports is an important component that connects us to New Mexicans. As the pandemic restrictions subside, bringing sports back to KOAT viewers could not come at a better time.”, said Jess O’Neill, News Director for KOAT. “We’re really going to dive into telling the stories of the players, the coaches, the teachers, the parents, the volunteers and all of the other people who help to weave New Mexico’s sports community into the rich fabric it is.”

Sports Director Ron Burke has three decades as a sportscaster and began his career in Harrisonburg, Virginia and became a seasoned sports anchor at NBA TV and Comcast Sports Network in Philadelphia. He garnered multiple Regional Emmy Awards and a prestigious Edward R. Murrow Award. Weekend Sports Anchor Bethany Miller joined KOAT from Evansville, IN where she served as Sport Director, covering the Indianapolis 500, DII NCAA Basketball and High School Football. She is a graduate of the University of Alabama.

KOAT 7 Sports will have dedicated segments Weeknights at 6pm and 10pm as well as Weekend Nights at 5, 6 and 10pm. Viewers can expect the in-depth coverage of sports to return June 28th.

About KOAT Channel 7

KOAT is New Mexico’s broadcast/digital media leader, providing news, weather, community service and entertainment on multiple platforms including KOAT Channel 7, koat.com, and KOAT mobile. Founded in 1953, KOAT is committed to its mission to serve the state of New Mexico with quality local content. The station has been honored with numerous prestigious national broadcasting honors including multiple recognitions as Television Station of the Year by the New Mexico Broadcasters Association, the RTDNA Edward R. Murrow Awards, the regional Emmy’s, Associated Press Awards, and Walter Cronkite Awards. KOAT, an ABC affiliate station, is owned by Hearst Television Inc., a wholly owned subsidiary of the Hearst Corporation, a leading media company whose global holdings include 29 television stations and two radio stations. Follow us on Facebook (koat7) and Twitter (@koat7).

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Hearst Television owns and operates television and radio stations serving 26 media markets across 39 states reaching over 21 million U.S. television households. Through its partnership with nearly all of the major networks, Hearst Television distributes national content over nearly 70 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, This TV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Hearst Television is recognized as one of the industry’s premier companies and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of Hearst. The Company’s Web address is www.hearsttelevision.com.