



**MEDIA RELEASE**



WISHTV.COM



## **McKINZIE ROTH JOINS WISH-TV AS INDIANA'S FIRST ENTERTAINMENT INSIDER**

### **ENTERTAINMENT SPECIALIST HIRED AS PART OF MAJOR COVERAGE EXPANSION**

For Immediate Release

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INDIANAPOLIS – February 27, 2020 – **DuJuan McCoy, Owner, President, and CEO of Circle City Broadcasting** announced that McKinzie Roth has been hired as WISH-TV's Entertainment Insider, the state's first-ever television personality dedicated exclusively to covering the entertainment industry.

"McKinzie will bring stories and interviews from coast to coast," said McCoy. "This new position marks a commitment on the part of WISH-TV to develop and showcase even more lifestyle content for our viewers."

McKinzie comes to WISH-TV, from Indianapolis' number one morning radio show on RadioNow 100.9FM and Houston's new RadioNow 92.1FM. She has also covered entertainment for KGW8 News and 98.7FM "The Bull," both in Portland, Oregon. McKinzie has extensive freelance and commercial experience across the country and has appeared as the host of the Indianapolis Colts' "Blue Crew" as well as the on-court emcee for Indiana Pacers games. She is a Central Indiana native and graduate of Carmel High School. McKinzie is a graduate of Indiana University with a degree in broadcast journalism.



"Our Entertainment Insider is just one of several additions to our on-air staff that is dedicated to bringing even more unique, focused content to our viewers," said McCoy. "McKinzie's Central Indiana roots, experience, and passion for pop culture will bring a unique viewpoint to coverage of the entertainment industry. I am excited to watch this new content area develop across all our platforms."

"I am extremely lucky to be bringing entertainment stories to my hometown, and I'm equally excited to be the state's first dedicated entertainment insider," said Roth. "I'm eager to bring viewers interesting pop culture stories and interviews from the Hoosier perspective."

WISH-TV previously announced new, specialized reporting positions in October of 2019 for the state's first dedicated Multicultural Reporter and the state's first dedicated Medical Reporter. WISH-TV, one of the highest rated news organizations in Indiana, produces 77 hours per week of news and original programming, more than any other television station in the state, and among the most of any in the country.

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Get the latest from McKenzie by checking out her social media channels on [Facebook](#), [Twitter](#), and [Instagram](#).

WISH-TV has continued to set the standard for television excellence in Central Indiana, since 1954. The station has been honored as "Television Station of the Year" by the Indiana Broadcasters Association, for its "Overall Excellence" by the Edward R. Murrow Awards, and as "Outstanding News Operation," "Outstanding Weather Operation," "Best Newscast," and "Best Website" by the Indiana Associated Press Broadcast Association. WISH-TV offers viewers 77 hours per week of local news and local programming and provides around the clock information on its digital platforms. WISH-TV is locally owned and operated by Circle City Broadcasting and is an affiliate of The CW network. The station serves more than a million households.