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FOR IMMEDIATE RELEASE:

St. Petersburg Times promotes Staffers in News and Business

St. Petersburg, FL — The *St. Petersburg Times* recently announced the promotion of two veteran staffers in the newsroom and appointed four others to new management positions in Circulation and Advertising.

Mike Wilson has been named Assistant Managing Editor for News Features and **Kevin McGeever** has been appointed to the new position of Online City Editor in the *Times*' Web publishing department.

Wilson joined the *Times* in 1995 after 12 years as a writer and editor at *The Miami Herald*. He became Floridian section editor in 2000 and last year became responsible for all of the *Times*' feature sections.

McGeever has spent the past 20 years as a key member of the newsroom staff, including stints as an assistant sports editor, North Pinellas regional editions editor and founding editor of the popular Neighborhood Times sections. As Online City Editor, McGeever will assume a position new to the *Times*, directing the web site's day-to-day news coverage and managing editorial projects.

In the Circulation department, **Charles Doucet** has been promoted to Deputy Director-Circulation Operations, **Pat Willoughby** has been promoted to Regional Manager, Pinellas II; and **Craig Holley** has been promoted to Alternate Publications Manager.

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Doucet joined the paper in 2001 from the *Tennessean* and has been in charge of home delivery operations, including the change in delivery method to independent contractors, the distribution partnerships with the *New York Post* and *New York Times* and the launch of the Central and East Pasco editions. In his new role he will be responsible for directing all home delivery and retail marketing operations in three of the newspaper's four regions, growing subscriptions and single copy sales, and improving customer service.

In his new position, Willoughby will report to Doucet and manage those same responsibilities within the Pinellas county region that stretches north of Ulmerton Road to the Pasco County line.

As Alternate Publications Manager, Holley will oversee distribution, sales and operations of alternate publications such as the *New York Post*, *New York Times* and **tbt*** - the new, free weekly tabloid launched by the *Times* earlier this month.

John Wulfert has joined the *Times*' Advertising Department as Direct Marketing Sales manager for a new division called Tampa Bay Direct. Wulfert will be responsible for the development and growth of this new division which will provide a full range of direct mail services to *Times* advertisers.

Prior to joining the *Times*, Wulfert was Direct Marketing Manager with *The Commercial Appeal* in Memphis, TN and before that held various positions with Valpak of the Mid South and Peoria.

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