

THE LIST announces director of marketing as the Scripps original program seeks syndication

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CINCINNATI – Michel J. Pelletier, a multi-platform media leader with experience in content development, television affiliate relationships, and digital and social marketing strategy is the director of marketing for *THE LIST*, effective Jan. 25. The half-hour daily news magazine show, created by The E.W. Scripps Company (NYSE: SSP), is a top-10 rated show among syndicated programs. It currently airs in Prime Access and Early Fringe in 15 Scripps markets.

Pelletier offers a strong balance of expertise in local affiliate marketing and syndicated programming. *THE LIST* is exploring opportunities for syndication into television markets across the country.

“As we prepare for the National Association of Television Program Executives (NATPE) conference in Miami, Michel will be an immediate asset for *THE LIST* as we engage in conversations about syndication,” said Cater Lee, vice president of programming for Scripps. “The show presents incredible opportunities for broadcasters looking for an immediate ratings draw in the infotainment space. It also shows great promise as a complementary show to other existing syndicated programs. Michel has earned a reputation as a creative force who instinctively knows how to market shows and build brand awareness and loyalty across TV, digital platforms and social media.”

For the past eight years, Pelletier was director of distribution marketing and affiliate relations for Warner Bros. Worldwide Television Marketing in Burbank, California. He was brand manager and developed multi-platform marketing plans for *TMZ*, *THE REAL* and *Judge Mathis*. His launch marketing strategy for *THE REAL* catapulted it to the #1 new talk show of the 2014-2015 season among key advertiser demographics. *TMZ* grew to become the #1 digital brand and #1 ranked entertainment magazine in targeted audiences through his marketing implementation.

Pelletier’s affiliate experience came during his work in the local markets in Atlanta and Greenville, South Carolina. He was director of creative services and marketing at WHNS, the FOX affiliated television station in Greenville from 2005-2007. He implemented a rebranding campaign and supervised the redesign of the station’s award-winning website. He worked in promotions at WGCL and WUPA in Atlanta between 1998 and 2005.

He earned a bachelor’s degree in television and media from College de Jonquiere in Canada. He will be based in Phoenix where Scripps produces *THE LIST* daily in the studios of its local ABC Network affiliate, KNXV.

About Scripps

[The E.W. Scripps Company](#) serves audiences and businesses through a growing portfolio of television, radio and digital media brands. Scripps is one of the nation’s largest independent TV station owners, with 33 television stations in 24 markets and a reach of nearly one in five U.S. households. It also owns 34 radio stations in eight markets. Scripps also runs an expanding collection

of local and national digital journalism and information businesses, including podcast industry leader [Midroll Media](#), over-the-top video news service [Newsy](#) and weather app developer [WeatherSphere](#). Scripps also produces television shows including [The List](#) and [The Now](#), runs an award-winning investigative reporting newsroom in Washington, D.C., and serves as the long-time steward of the nation's largest, most successful and longest-running educational program, the [Scripps National Spelling Bee](#). Founded in 1878, Scripps has held for decades to the motto, "Give light and the people will find their own way."

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