

Scripps names Leon Clark VP/GM for KGUN/KWBA in Tucson, Ariz.

Feb. 6, 2017

CINCINNATI – After several months of serving as interim general manager at KGUN 9 On Your Side, the ABC affiliate, and KWBA, the CW affiliate in Tucson, Arizona, Leon Clark is the new permanent vice president and general manager for the station duopoly owned and operated by The E.W. Scripps Company (NYSE: SSP).

During his interim television assignment, Clark also continued his responsibilities leading Scripps radio stations in the market, including KMXZ, KQTH, KTGTV and KFFN.

“Leon is an exceptional leader and manager, and we’ve seen the dramatic impact he’s had on the TV side of the building in just four short months,” said Debbie Turner, vice president of TV operations at Scripps. “He has vast experience in sales, marketing and relationship development, and he understands the value and importance of our digital strategies.”

“Leon built quite a radio team in Tucson, and now he’ll expand his influence with that same hands-on, transparent approach for KGUN and KWBA,” said Steve Wexler, vice president and head of Scripps’ radio division. “He is well-respected and has an incredible instinct for identifying great potential in employees. His knowledge of Tucson and his established relationships in the community are a testament to the commitment he has made in that important market.”

In addition to the news and programming for the broadcast stations, Clark also will oversee the digital channels for both KGUN and KWBA that carry a variety of alternate programming options.

Prior to his arrival in Tucson in 2014, Clark launched the sales operations on the West Coast for TuneIn, an audio streaming network.

From 2010-2012, Clark was market sales manager for CBS in Atlanta, where he created and executed strategic plans to help deliver revenue goals. In each of his management roles, at companies like EMMIS Communications, Air America and Radio One, he has excelled in advertising sales, digital media, strategic partnerships and team building.

Clark is active in the Tucson community. He is on the board of directors for the Tucson Urban League and the Boys and Girls Club of Tucson.

Clark will continue to manage both TV and radio operations in Tucson until Scripps hires his replacement.

About Scripps

[The E.W. Scripps Company](#) (NYSE: SSP) 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 multi-platform satire and humor brand [Cracked](#), podcast industry leader [Midroll Media](#) and over-the-top video news service [Newsy](#). 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 longtime 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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