

Bob Rosenthal named VP/GM of Boise Radio operations for Scripps

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CINCINNATI – Bob Rosenthal has been named vice president and general manager of the Scripps Boise radio operations, which include KRVB-FM, KJOT-FM, KQXR-FM and KTHI-FM, effective immediately.

“I’m thrilled to welcome Bob back to our company,” said Steve Wexler, vice president of radio for Scripps. Rosenthal previously served as VP/GM of the Boise stations under Journal Broadcast Group, prior to the merger of Journal and Scripps last year. “Bob’s deep ties to the community and his knowledge of the market make him the perfect choice to lead our stations forward.”

Most recently Rosenthal was general sales manager for Cumulus Media in Boise.

“I am honored to lead the Boise radio team forward and re-join a broadcast group that shares the same core values that I do,” Rosenthal said. “I especially see the tremendous opportunities in working closely with our sister TV station, KIVI-TV, to partner on projects that benefit our audiences, advertisers and the Boise community.”

Bob’s voice is also well-known in the Boise market, as he has been the public address announcer at Albertson Stadium for Boise State University since 1985.

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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