

Scripps names Noll VP/GM of KERO in Bakersfield, California

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CINCINNATI—Peter Noll, an innovative television leader with more than 20 years of news and marketing experience, is returning to The E.W. Scripps Company (NYSE: SSP) as the vice president and general manager of KERO in Bakersfield, California, effective May 18.

Noll's history with Scripps extends back to 2004 when he was the creative services director at KJRH in Tulsa, Oklahoma. Those experiences prepared him for his next company move in 2007 as marketing director at WEWS in Cleveland.

Since 2010 Noll, 43, has been with ABC/Disney Television, as director of ABC Affiliate Marketing and Promotion in Burbank, California, where he and his team worked with all ABC stations on network marketing strategies and plans.

"We are very fortunate to be able to welcome Peter back to Scripps," said Debbie Turner, vice president of TV station operations for Scripps. "We can trust in his news judgment, his leadership style and his commitment to creating a better-informed Bakersfield. His recent experiences at ABC, working with other affiliates across the country has also positioned him to bring a host of new ideas to a market comfortable with taking risks to get news and information to our audiences across multiple platforms."

Before joining KJRH, Peter worked as the Assistant Promotions Manager at KCRA in Sacramento, California. He also held various positions in marketing and news at KHOU in Houston, KOTV in Tulsa, KELO in Sioux Falls, South Dakota and KGAN in Cedar Rapids, Iowa.

"I'm thrilled to be joining the talented and creative team at KERO," said Noll. "I can see the dedication and feel the passion of our journalists. Our sales team is committed to working with local businesses to help the economy thrive. My family and I look forward to becoming very involved in the Bakersfield community."

Noll is a native of Minnesota and most recently received a Master of Organizational Leadership degree from Woodbury University in Burbank.

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. When Scripps and the former Journal Communications merged their broadcast assets in early 2015, they also spun off their respective newspapers, creating a new public company, Journal Media Group. Scripps also runs an expanding collection of local and national digital journalism and information businesses, including mobile 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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