

Scripps hires VP/GM for KERO in Bakersfield, Calif.

June 30, 2016

CINCINNATI – Adam Chase is the new vice president and general manager for KERO, the Bakersfield, California, ABC-affiliated TV station of The E.W. Scripps Company (NYSE: SSP). Chase is very familiar with the market, having worked in TV and radio in Bakersfield since 2004. His hiring marks his return to KERO with a start date on July 11.

For the past two years Chase was general sales manager at KGET, the NBC station in Bakersfield where he oversaw the strategy and execution of the broadcast and digital sales teams.

“Adam has developed positive relationships in the Bakersfield business community and has gained tremendous leadership experience in his management roles,” said Debbie Turner, vice president of station operations for Scripps. “He is ready for this new challenge to lead KERO and we are fortunate he can step into the job with so much knowledge of the market and a great understanding of what the audience wants both on the content side and sales side of the business.”

Chase proved his business acumen during his time at KGET, first serving as marketing specialist and then as local sales manager before his promotion to general sales manager in 2014.

Chase first arrived in Bakersfield in 2004 when he worked as a marketing consultant for Clear Channel Radio. He sold local and regional advertising for six Bakersfield radio stations. He transitioned into the TV business in 2005, joining KERO as a marketing specialist when the station was owned by McGraw-Hill Broadcasting. Scripps bought the station as part of a deal to acquire a total of nine TV stations from McGraw-Hill in 2011.

He serves on the board of directors for the Downtown Bakersfield Development Corporation and is on the foundation board for the Bakersfield Association of Retarded Citizens. Chase is a vocal proponent in supporting the fight against mental health disorders. He also is a member of the Bakersfield Breakfast Rotary Club.

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 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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