

# Scripps promotes Missy Evenson to vice president of sales for Local Media

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**CINCINNATI** – The E.W. Scripps Company (NASDAQ: SSP) has promoted Missy Evenson to the role of vice president of sales for the Local Media division.

She replaces Michael O'Brien, who assumed a new role as Scripps' vice president of distribution in early 2018.

Evenson has over 20 years of experience in television advertising and sales. She most recently served as director of revenue strategy for Scripps, supporting the sales strategy of Scripps' 12 local TV markets in the Western United States. Prior to that, Evenson was director of sales for Denver-based KMGH when Scripps acquired the station in 2011.

As vice president of sales, Evenson will oversee sales strategy and business development for Scripps' Local Media division.

"Missy is a passionate sales leader who has helped strengthen Scripps' sales strategies both locally and nationally," said Brian Lawlor, president of Local Media. "I am thrilled we now can tap into her expertise as Scripps continues to advance its broadcast, digital and over-the-top TV business strategies in local markets across the country."

Evenson is the chairperson for the ABC television sales advisory board and a member of the Television Bureau of Advertising's station sales advisory committee.

She earned her bachelor's degree in advertising from Texas Tech University in Lubbock, Texas. Evenson lives in Denver and has two sons.

She will start her new position on July 30.

## About Scripps

[The E.W. Scripps Company](#) (NASDAQ: SSP) serves audiences and businesses through a growing portfolio of local and national media brands. With 33 television stations, Scripps is one of the nation's largest independent TV station owners. Scripps runs a collection of national journalism and content businesses, including [Newsy](#), the next-generation national news network; podcast industry leader [Midroll Media](#); and fast-growing national broadcast networks [Bounce](#), [Grit](#), [Escape](#) and [Laff](#). Scripps produces original programming including "[Pickler & Ben](#)," runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of 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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