

## Scripps appoints Steve Watt VP/GM of KSHB/KMCI in Kansas City, Missouri

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**CINCINNATI** — Steve Watt is returning to his Midwest roots to be vice president and general manager for KSHB, 41 Action News, and KMCI, 38 the Spot, in Kansas City, Missouri and Kansas, effective later this month. The duopoly is owned and operated by The E.W. Scripps Company (NYSE: SSP).

Watt, 52, has 30 years of industry experience including the past 13 years at WKRN in Nashville. He was promoted through the ranks at the ABC affiliate where he demonstrated his ability to create a high-performing team with proven ratings and revenue success. The combination of his business acumen and mission focus makes him a great fit for Scripps.

“Steve has impressed us with his accomplishments in Nashville,” said Debbie Turner, vice president, television operations for Scripps. “With every new challenge, he set high goals and created a strategic plan to achieve them. He has rallied WKRN to become a strong competitor in the market. That takes vision, persistence and leadership. He’s the kind of leader we want at Scripps.”

Watt arrived at WKRN, the ABC affiliate in Nashville, in 2004 as a local sales manager. Through the years, he was promoted to general sales manager, acting station manager and most recently to vice president and general manager. He guided his team through several company ownership changes, strategic planning and rebranding.

Prior to Nashville, Watt worked at several media businesses in the Quad Cities area in Iowa and Illinois. He gained nearly 15 years of experience working in media sales at a variety of different levels from account executive to local sales manager and general sales manager. With each new role, his results were the same, increased growth and new business opportunities.

Before entering the sales side of the business, Watt was a TV news reporter at WOI-TV, WQAD-TV and KDAO radio.

Watt earned a bachelor’s degree in journalism from Iowa State University. He has related experience in the industry as a member of the ABC Sales Advisory Board and NABEF Executive Development Program.

Watt is replacing Brian Bracco who is retiring this month after a multifaceted, successful media career.

### **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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