

Scripps taps two local sales leaders to corporate roles for OTT, revenue strategy

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CINCINNATI – The E.W. Scripps Company (NASDAQ: SSP) has named two industry sales leaders to help oversee its Local Media division’s revenue growth strategies.

Sarah Jacobs has been named director of revenue strategy and Maggie Drake has been promoted to senior director of OTT revenue. Both roles report to Missy Evenson, vice president of sales for Local Media.

“Sarah and Maggie are energetic leaders who are passionate about the future of broadcast and digital media,” said Evenson. “We are thrilled to have Sarah’s experience on our leadership team as we continue to evolve our revenue strategy. Maggie’s in-depth OTT expertise also will continue driving momentum on the OTT side of the business for Local Media.”

In her role as director of revenue strategy, Jacobs will oversee revenue strategy for a group of Scripps television stations and will be based in Indianapolis.

Previously, Jacobs spent five years as director of sales at the WXIN/WTTV duopoly in Indianapolis, where she helped lead a high-performing sales team. Jacobs also was instrumental in the launch of WTTV as the CBS affiliate in Indianapolis in 2015, leading the sales organization, strategies and modeling for the duopoly. Her prior experience also includes sales roles with WKRC in Cincinnati, News Corp and NBC Universal.

Jacobs earned a bachelor’s degree in interpersonal communications from Ohio University.

As senior director of OTT revenue, Drake will be based in Colorado Springs, Colorado, and will oversee the OTT revenue strategy for Scripps’ portfolio of 60 television stations in 42 markets. Drake will work with sales teams in local markets to build a streamlined approach to offering advertisers Scripps’ comprehensive suite of OTT offerings, including advertising solution [Scripps Octane](#).

Drake was most recently the director of digital sales for KOAA in Colorado Springs. Prior to that, Drake held several leadership roles at Tegna, including regional digital director and business development manager.

She earned a master’s degree in business management from the University of Phoenix and a bachelor’s degree in health education from Los Angeles Pierce College.

About Scripps

[The E.W. Scripps Company](#) (NASDAQ: SSP) advances understanding of the world through journalism. As the nation’s fourth-largest independent TV station owner, Scripps operates 60 television stations in 42 markets. Scripps empowers the next generation of news consumers with its

multiplatform news network Newsy and reaches growing audiences through broadcast networks including Bounce and Court TV. Shaping the future of storytelling through digital audio, Scripps owns top podcast company Stitcher and Triton, the global leader in technology and measurement services. Scripps 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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