

## Media executive Vanessa Strouse named vice president and head of digital for Newsy and Court TV

June 16, 2022

**ATLANTA** – The E.W. Scripps Company (NASDAQ: SSP) has appointed veteran media executive Vanessa Strouse to the role of vice president and head of digital for Newsy and Court TV, effective June 20, 2022.

Strouse will be responsible for the overall digital and social media strategies for the news group. She will report to Kate O'Brian, head of the News Group, Scripps Networks.

"Vanessa has more than two decades of experience building brands and growing audiences," O'Brian said. "She will be an integral part of the Scripps Networks News Group, leading the digital team to develop new methods of connecting with our audiences through our digital and social media platforms."

Prior to joining Scripps, Strouse spent four years at Yahoo, one of the largest digital media organizations in the United States. Most recently, she served as Yahoo's vice president and head of audience development and content strategy. In that role, Strouse oversaw content development, distribution strategy and audience acquisition for Yahoo's media portfolio, including: Yahoo Finance, Yahoo News, Yahoo Sports, Yahoo Entertainment, Yahoo Lifestyle, Autoblog, Engadget, Makers and Built By Girls. She created and executed an audience development strategy for Yahoo's social platforms. She also served as general manager for Autoblog and Engadget.

Strouse led operations for Yahoo Finance in 2018, launching live programming and leading the over-the-top (OTT) and linear distribution strategy for Yahoo Finance Live.

In 2007, Strouse launched Fox Business Network, which included hiring teams and launching 14 shows in four months. She spent a decade at Fox Business Network, leading the creative teams for all programming.

Strouse also led the graphics team at MSNBC and worked as a producer, writer and booker for CNBC, covering a wide variety of stories.

Strouse earned a bachelor's degree in journalism from California State University-Long Beach. She lives in New Jersey with her family.

[Newsy](#) (@Newsy) is the nation's only free 24/7 broadcast news network, serving viewers opinion-free national news from 14 news bureaus across the U.S. Newsy is available to more than 94% of U.S. television homes free and over the air with a digital antenna, on mobile with the Newsy app and online at [Newsy.com](#). It is also carried on an expanding array of streaming devices and services, including Samsung TV Plus, Roku, Amazon Fire TV, Pluto TV, Apple TV, Sling, Vizio and Xumo. Newsy is part of The E.W. Scripps Company (NASDAQ: SSP).

[Court TV](#) (@CourtTV) is devoted to live gavel-to-gavel coverage, in-depth legal reporting and expert analysis of the nation's most important and compelling trials. The network is available to 97% of U.S. television homes free and over the air via digital antenna, on cable, on mobile with the Court TV app and online at [CourtTV.com](#). It is also carried on connected TVs, including Samsung TV Plus and Vizio, and an expanding array of streaming services and apps, including YouTube TV, SiriusXM, Roku, Amazon Fire TV, Pluto TV, Apple TV, Sling and Xumo. Court TV is part of The E.W. Scripps Company (NASDAQ: SSP).

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The E.W. Scripps Company (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As the nation's fourth-largest local TV broadcaster, Scripps serves communities with quality, objective local journalism and operates a portfolio of 61 stations in 41 markets. The Scripps Networks reach nearly every American through the national news outlets Court TV and Newsy and popular entertainment brands ION, Bounce, Grit, Laff, Court TV Mystery, Defy TV and TrueReal. Scripps is the nation's largest holder of broadcast spectrum. 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."

**THE E.W. SCRIPPS COMPANY**

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