

Scripps Sports hires Tony Lamerato as VP, sports revenue and sponsorships

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CINCINNATI – Scripps Sports, a division of The E.W. Scripps Company (Nasdaq: SSP), has hired Tony Lamerato as vice president for sports revenue and sponsorships, effective immediately. Lamerato will lead the Scripps Sports revenue and sponsorship efforts through the execution of a strategic plan that helps model and value sports rights opportunities for Scripps. Once acquired, he will be responsible for the development of the sports revenue plan, the creation of pricing and sponsorship opportunities, and the advancement of the sales process across the company.

Lamerato has been senior director of revenue strategy for Scripps Local Media division. He was previously director of sales for WXYZ and WMYD in Detroit. Before joining Scripps, Lamerato was local sales manager at Fox Sports Detroit.

“Tony has already been a valuable member of the team,” Lawlor said. “His insights and experience in this space will be crucial to our success.”

Scripps launched Scripps Sports in December to further leverage its local market depth and national broadcast reach for partnerships with sports leagues, conferences and teams. Brian Lawlor, who has led the company’s Local Media division since 2009, is president of the division.

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About Scripps

[The E.W. Scripps Company](#) (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As one of the nation’s largest local TV broadcasters, 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 Scripps News and popular entertainment brands ION, Bounce, Defy TV, Grit, ION Mystery, Laff 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.”