

Scripps adds to news leadership team with hire of VP, local news

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CINCINNATI – The E.W. Scripps Company (NASDAQ: SSP) has promoted Jeff Kiernan – a veteran journalist and general manager of Scripps’ Las Vegas stations – to its news leadership team in the new role of vice president of local news, effective June 10.

Kiernan will oversee Scripps’ local news content strategy alongside Kate O’Brian, Scripps’ president of news. Kiernan has served as the vice president and general manager for KTNV and KMCC, Scripps’ ABC affiliate and independent station in Las Vegas, since 2022.

Kiernan has spent much of his career leading local newsrooms, including Scripps’ WXYZ and WMYD in Detroit and WTMJ in Milwaukee. In these roles, he strategically incorporated Scripps’ content strategy within local newsrooms. He also held news leadership roles with WBBM-TV in Chicago, WBZ-TV in Boston and WCCO-TV in Minneapolis.

“Scripps’ priority is to create the best possible local and national journalism for American audiences,” said O’Brian. “As we continue to evolve our stations’ delivery of local news to serve today’s audiences, Jeff’s years of experience implementing content and editorial strategy in newsrooms across the country make him an ideal leader to help guide our local newsrooms.”

Kiernan received a bachelor’s degree in journalism from Marquette University in Milwaukee. Marquette named him Communicator of the Year in 2010 and honored him with its James T. Tiedge Award for ethics and responsibility in 1999. He also served as a visiting faculty member for new managers at the Poynter Institute in 2007.

Kiernan’s promotion follows [Scripps’ February announcement](#) that the company was moving the responsibilities for local and national news strategy into one organizational structure, led by O’Brian. In this new role, Kiernan will work closely with Dean Littleton, senior vice president of local media to evolve Scripps’ delivery of local news. Kiernan joins Christina Hartman, vice president, head of Scripps News, and Ethan Nelson, vice president, head of Court TV, as part of O’Brian’s news enterprise leadership team under the new structure.

Anita Helt, vice president and regional general manager, will serve as interim general manager for KTNV and KMCC.

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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 more than 60 stations in 40+ markets. Scripps reaches households across the U.S. with national news outlets Scripps News and Court TV and popular entertainment brands ION, Bounce, Defy TV, Grit, ION Mystery and Laff. Scripps is the nation’s largest holder of broadcast spectrum. Scripps is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps’ long-time motto is: “Give light and the people will find their own way.”