



Helt Named Vice President and General Manager of Phoenix's KNXV

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Anita Helt, an accomplished television executive and community leader, has been named vice president and general manager of KNXV, the Scripps-owned ABC affiliate in Phoenix.

"Anita Helt is a long-time champion of the institutions of Phoenix, where she spent 15 years working in local television and forging strong relationships communitywide through her involvement in civic and professional organizations," said Brian Lawlor, senior vice president of the Scripps television division. "With her keen market insights and industry leadership, Anita will develop local news and programming that will continue to engage a growing numbers of viewers and advertisers alike."

Helt, 49, begins her new assignment on June 20. She replaces Janice Todd, who retired earlier this year after leading the station since 2005.

Most recently, Helt, served as president and general manager of KXTV-TV, the ABC station in Sacramento.

From 1995 to 2010, Helt worked for KPNX-TV, Phoenix's NBC affiliate. She started at the station as special projects manager, ultimately becoming vice president of marketing and programming. In that capacity, she also led strategic planning, community relations and digital efforts.

During Helt's prior tenure in Phoenix, she served as president and as a board member of the Carole Kneeland Project for Responsible Journalism. Helt also served on the board of the Phoenix Susan G. Komen for the Cure; on the advisory boards of Helping Hands for Single Moms and YWCA; and as president of a Phoenix area chapter of National Charity League.

Helt's early career highlights include serving as an anchor and reporter in Kansas and Washington. Her work earned multiple reporting awards. She earned a bachelor's degree in broadcast journalism from the University of Washington.

She and her husband, Kip, reside in Phoenix. The couple has a daughter, Lauren, who attends Arizona State University's Cronkite School of Journalism and Mass Communication.

About Scripps

The E.W. Scripps Company (NYSE: SSP) is a diverse, 132-year-old media enterprise with interests in television stations, newspapers, local news and information Web sites, and feature syndication. Scripps TV stations include:

- KNXV Channel 15, ABC affiliate, in Phoenix, Ariz.
- WFTS Channel 28, ABC affiliate, in Tampa, Fla.
- WPTV Channel 5, NBC affiliate, in West Palm Beach, Fla.
- WMAR Channel 2, ABC affiliate, in Baltimore, Md.
- WXYZ Channel 7, ABC affiliate, in Detroit, Mich.
- KSHB Channel 41, NBC affiliate, in Kansas City, Mo.
- WCPO Channel 9, ABC affiliate, in Cincinnati, Ohio
- WEWS Channel 5, ABC affiliate, in Cleveland, Ohio
- KJRH Channel 2, NBC affiliate, in Tulsa, Okla.
- KMCI Channel 38, independent, in Lawrence, Kan.

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