

Company: The E.W. Scripps Company, Atlanta, GA

Nomination Submitted by: Just Drive Media

Company Description: The E.W. Scripps Company is one of the nation's largest local TV broadcasters, reaching 40+ markets with local journalism and national networks like ION, Court TV, Bounce, and Scripps News. Scripps Sports delivers local depth and national reach for pro and college leagues. Founded in 1878, Scripps is also the longtime steward of the Scripps National Spelling Bee.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Maverick of the Year

Nomination Title: Keisha Taylor Starr, CMO & General Manager



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

Written responses below.

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 173 words used.

[Keisha Taylor Starr](#) is a seasoned marketing and media executive with more than 20 years of experience leading brand strategy, audience development, and content marketing across some of the industry's most recognizable networks. She currently serves as Executive Vice President, Chief Marketing Officer of The E.W. Scripps Company, and as the General Manager of Scripps Networks. Additionally, Keisha is the first person to hold the CMO title in the company's 147-year history.

Since joining Scripps in 2022, Keisha has advanced from CMO of Scripps Networks to leading the marketing team across the enterprise, and most recently, overseeing day-to-day operations and full P&L responsibility for the Networks division.

Prior to her role at Scripps, Keisha held senior marketing roles at The Recount, Learfield IMG College, Turner Broadcasting (TNT/tbs), CNN, and BBDO. Her work has consistently focused on strengthening audience connection, growing brand relevance, and bringing greater visibility to stories that matter. Throughout her career, she has championed representation and innovation, using purpose-driven content to build lasting audience connections and deliver measurable business impact.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 249 words used.

Over the past year, Keisha has helped establish ION as a consistent national platform for women's sports, launching its first-ever primetime franchise nights with Women's National Basketball Association (WNBA) games on Fridays and National Women's Soccer League (NWSL) doubleheaders on Saturdays. Her leadership has expanded visibility for both leagues and laid the groundwork for long-term growth in women's sports broadcasting.

ION averaged over 1 million viewers across seven WNBA broadcasts in 2024, with a late-season game between the Indiana Fever and Chicago Sky peaking at 1.92 million viewers, which was [ION's most-watched WNBA telecast ever](#). The network also became Google TV's most-watched free live channel of the year. These achievements challenged industry assumptions and proved the commercial and cultural value of consistent visibility for women's sports.

As a result of her impact, Keisha - already the first CMO in the company's 147-year history - was promoted to Executive Vice President and General Manager of Scripps Networks. She now leads enterprise-wide brand strategy and operational oversight for the Networks division.

Building on that momentum, Keisha secured two new national broadcast franchises. In partnership with Sports Illustrated, ION will launch the SI Women's Games in Fall 2025, which is a week-long, multi-sport event featuring basketball, gymnastics, volleyball, tennis, and more. Additionally, she locked in a five-year agreement, making [ION the exclusive home of the Elevance Health Women's Fort Myers Tip-Off](#), a premier women's college basketball tournament.

Together, these efforts reflect not just campaign success but an entirely new broadcast strategy.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 168 words used.

Supporting hyperlinks included in this submission demonstrate the impact of Keisha's work and provide external context for her achievements.

- o **Viewership Performance:** Internal data confirms that seven WNBA games on ION surpassed [1 million viewers in 2024](#), with the Indiana Fever vs. Chicago Sky matchup peaking at 1.92 million viewers—ION's most-watched WNBA telecast to date. Additional materials confirm [ION's status as Google TV's most-watched free live channel in 2024](#).
- o **Strategic Partnership:** [Announcement of the SI Women's Games and Elevance Health Women's Fort Myers Tip-Off](#) highlight how Keisha is helping build long-term programming through marquee national events. These partnerships show sustained commitment, not seasonal investment.
- o **Industry Context:** [A 2023 study by Wasserman and ESPN Research](#) found that women's sports receive just 15% of total media coverage—up from a long-standing 3–5% baseline, but still far from parity. This underscores the importance of Keisha's structured, weekly broadcast model and the systemic impact of her efforts.

Together, these materials demonstrate how Keisha's work has advanced both equity and innovation in sports media.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 202 words used.

Keisha's work stands out because she didn't follow a trend but helped define a new one. While many major networks are just beginning to expand their women's sports coverage, Keisha made an early, strategic investment to build consistent, primetime programming for broadcast franchises. Her efforts not only increased visibility for women's sports but fundamentally reshaped how they are positioned within national television.

[A 2023 study by Wasserman and ESPN Research](#) found that women's sports account for just 15% of total media coverage, which is a step forward from the longstanding 3–5%, but still far from equitable. While traditional broadcasters often view women's games as standalone events or digital-only content, Keisha introduced a structured, weekly broadcast model. This was a first for the WNBA and NWSL and helped ION deliver familiar, appointment-viewing experiences that men's leagues have long benefited from.

Keisha has moved from shaping campaigns to shaping strategy, bringing her deep brand and audience expertise into decisions that influence the broader media landscape. Her promotion to EVP and GM reflects this evolution, expanding her role from brand leadership to operational oversight. By helping to establish a national platform for women's sports, she is driving long-term change for the future of the industry.

Attachments/Videos/Links:

[Keisha Taylor Starr, CMO & General Manager](#)

[REDACTED FOR PUBLICATION]