



NEXSTAR MEDIA INC. PROMOTES TIM SANDERS TO VICE PRESIDENT AND GENERAL MANAGER OF ITS BROADCAST AND DIGITAL OPERATIONS IN TERRE HAUTE, INDIANA

***Sales and Marketing Executive with 20+ Years of Local Broadcast Experience Will Oversee
WTWO-TV, mywabashvalley.com, and Mission Broadcasting Inc.'s WAWV-TV***

IRVING, TX and TERRE HAUTE, IN (Oct. 18, 2021) – Nexstar Media Inc., a wholly owned subsidiary of [Nexstar Media Group, Inc.](#) (Nasdaq: NXST), today announced that Tim Sanders has been promoted to Vice President and General Manager of its broadcast and digital operations in Terre Haute, Indiana (DMA #156), overseeing WTWO-TV (NBC), [mywabashvalley.com](#), and their related mobile applications and social media channels. Mr. Sanders will also oversee the Company's operational agreements with [Mission Broadcasting, Inc.](#), providing services to WAWV-TV (ABC) in Terre Haute. He will assume his new responsibilities immediately and report to Traci Wilkinson, Senior Vice President and Regional Manager for Nexstar Media Inc.'s broadcasting division.

Mr. Sanders has spent the past 17 years at WTWO-TV and WAWV-TV in positions of increasing responsibility, rising through the ranks to become Vice President and General Manager. Since 2015, Mr. Sanders has served in sales management for WTWO/WAWV, overseeing all aspects of the stations' long-term sales strategy and the day-to-day operations of the sales organization. During his tenure, Mr. Sanders and his sales team delivered consistent increases in linear and digital advertising revenues by attracting new business, developing a variety of innovative solutions for clients, and increasing market share. He's also helped spearhead the creation and development of new local programming for WTWO-TV, including the launch this summer of "Valley AG," which focuses on agriculture issues in the Wabash Valley and their effect on the community.

Mr. Sanders began his tenure at WTWO/WAWV in 2005, as an Account Executive in the sales department where he generated significant increases in new business advertising and set sales records. From 2008 to 2015, Mr. Sanders served as Promotions Director for the stations, deepening relationships with community groups and launching a brand awareness campaign that resulted in WTWO-TV being named "Station of the Year" twice by the Indiana Broadcasters Association.

"Tim is an accomplished sales and marketing executive who knows the operations of WTWO-TV and WAWV-TV intimately, having spent the bulk of his broadcasting career at the stations," said Ms. Wilkinson. "He is a proven leader who is committed to the Terre Haute community, as well as his team at the stations. He's driven increases in sales, ratings, and profitability at WTWO/WAWV, helped expand local programming, and deepened the connection between the stations and the community through outstanding service. Tim is the ideal executive to oversee WTWO-TV, [mywabashvalley.com](#), and our relationship with [Mission Broadcasting's](#) WAWV-TV and we look forward to working with him further in this new role."

Commenting on his new role with Nexstar, Mr. Sanders said, "WTWO-TV and WAWV-TV are my professional home, and I am grateful to [Nexstar](#) for recognizing my efforts over the last 17 years with this promotion. I'm extremely pleased to get the opportunity to lead the teams at both stations and looking forward to continuing to develop outstanding local programming, unique cross-platform solutions for our advertisers, and to extending our strong legacy of service to the community."

Mr. Sanders received his associate's degree in broadcasting from Lake Land College in Mattoon, Illinois, and he currently serves on the Radio and TV Advisory Board for the college. He has been very involved in organizations across the Wabash Valley, serving on the Board of the Clark County Police Association and volunteering his time with the local chapter of the Salvation Army. In 2017, he was awarded the chapter's "Hero Award" for his volunteer work. He and his wife, Elizabeth, have been married 17 years and have two children in high school.

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About Nexstar Media Group, Inc.

Nexstar Media Group, Inc. (NASDAQ: NXST) is a leading diversified media company that leverages localism to bring new services and value to consumers and advertisers through its traditional media, digital and mobile media platforms. Its wholly owned operating subsidiary, Nexstar Media Inc., consists of three divisions: Broadcasting, Digital, and Networks. The Broadcasting Division operates, programs, or provides sales and other services to 199 television stations and related digital multicast signals reaching 116 markets or approximately 39% of all U.S. television households (reflecting the FCC's UHF discount). The division's portfolio includes primary affiliates of NBC, CBS, ABC, FOX, MyNetworkTV and The CW. The Digital Division operates 120 local websites and 284 mobile apps offering hyper-local content and verticals for consumers and advertisers, allowing audiences to choose where, when and how they access content and creating new revenue opportunities for the company. The Networks Division operates *NewsNation*, formerly WGN America, a national news and entertainment cable network reaching 75 million television homes, multicast networks Antenna TV and Rewind TV, and WGN Radio in Chicago. Nexstar also owns a 31.3% ownership stake in TV Food Network, a top tier cable asset. For more information, please visit www.nexstar.tv.

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