



NEXSTAR MEDIA GROUP PROMOTES STEVEN BLANCHARD TO VICE PRESIDENT AND GENERAL MANAGER OF ITS BROADCASTING AND DIGITAL OPERATIONS IN RICHMOND, VIRGINIA

***Broadcast Sales Leader with Almost 30 Years of Experience Will
Oversee WRIC-TV and wric.com***

RICHMOND, VA and IRVING, TX (Oct. 24, 2023) – Nexstar Media Group, Inc. (Nasdaq: NXST), today announced that it has promoted Steven Blanchard to Vice President and General Manager of the company’s broadcasting and digital operations in Richmond, Virginia, including WRIC-TV (ABC DMA #56), wric.com, and their related digital and social media channels. Mr. Blanchard will begin his duties immediately and report to Brandin Stewart, Senior Vice President and Regional Manager for Nexstar’s broadcasting division.

Mr. Blanchard brings nearly thirty years of broadcast sales and management experience to his new role. Throughout his career, he has consistently grown revenue and profitability by identifying and cultivating accretive, non-traditional revenue through a variety of innovative cross-platform marketing initiatives and sponsorship opportunities. Mr. Blanchard has demonstrated the ability to build highly-successful collaborative sales teams everywhere he has worked, and he has a keen understanding of the importance of creating unique and innovative strategies to serve a variety of advertising and marketing clients.

Since 2013, Mr. Blanchard has served as Director of Sales for WFLA-TV (NBC), WTTA-TV (CW) and WSNN, Nexstar’s media properties serving Florida’s Tampa/St. Petersburg/Sarasota market (DMA #12). Mr. Blanchard was responsible for the long-term strategy and day-to-day management of the broadcast and digital sales operations of all three businesses. During his tenure, Mr. Blanchard was instrumental in helping to forge a long-term partnership between WFLA-TV and the Tampa Bay Buccaneers of the National Football League, and was involved in the development and launch of two locally produced shows, “Bloom,” devoted to health and wellness, and “Todo,” focused on Hispanic and Latino issues. He also developed WFLA-TV’s “Bloom Health Expo,” a day-long event sponsored by ADVENTHEALTH and the Tampa Bay Buccaneers to offer free health screenings and activities for the community.

From 2011 to 2013, Mr. Blanchard served as General Sales Manager at WNCN-TV (CBS) in Raleigh, North Carolina (DMA #22), where he was responsible for all sales operations across multiple platforms, and drove consistent increases in revenue share. Prior to joining WNCN-TV, Mr. Blanchard served in a variety of broadcast sales positions, beginning as a Regional National Sales Manager in 2005 based at WCBD-TV (NBC/CW) in Charleston, South Carolina (DMA #88), transitioning to Sales Manager in 2009 at WSAV-TV (NBC/CW) in Savannah, Georgia (DMA #85), and becoming Director of Revenue for WSAV-TV in 2010. He started his career in sales as an Account Executive at WMOR-TV (Ind) in Tampa, Florida.

“Steven is a great choice to lead Nexstar’s broadcast and digital operations in Richmond,” said Mr. Stewart. “He is extremely familiar with Nexstar, our multiplatform business model, and our strategies for growth and service to the community. He’s done an outstanding job overseeing sales in the Tampa market, has been successful everywhere he’s been, and instinctively knows how to connect with viewers, advertisers and the community. I am looking forward to working with Steven in this new role.”

Commenting on his appointment, Mr. Blanchard said, “I’m grateful to Nexstar for this promotion and excited to be joining the team at WRIC-TV. This is a great television station with a rich history, and when you combine it with Nexstar’s commitment to local content and the unique and innovative cross-platform advertising solutions offered to its viewers and clients, the result gives us a distinct advantage over our competitors. I see a lot of opportunity for growth ahead.”

Mr. Blanchard is an active participant in community organizations, serving for many years on the Board of Directors of the Tampa Bay Chamber of Commerce and on the Advisory Board of Cove Behavioral Health. He attended the University of South Florida. Mr. Blanchard and his wife, Monica, have been married for five years and share four children. They will be immediately relocating to the Richmond area.

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About Nexstar Media Group, Inc.

Nexstar Media Group, Inc. (NASDAQ: NXST) is a leading diversified media company that produces and distributes engaging local and national news, sports and entertainment content across its television and digital platforms, including more than 300,000 hours of programming produced annually by its business units. Nexstar owns America’s largest local broadcasting group comprised of top network affiliates, with 200 owned or partner stations in 116 U.S. markets reaching 212 million people. Nexstar’s national television properties include The CW, America’s fifth major broadcast network, NewsNation, America’s fastest-growing national cable news network, popular entertainment multicast networks Antenna TV and Rewind TV, and a 31.3% ownership stake in TV Food Network. The Company’s portfolio of digital assets, including its local TV station websites, The Hill and NewsNationNow.com, are collectively a Top 10 U.S. digital news and information property. For more information, please visit nexstar.tv.

Media Contact:

Gary Weitman
EVP & Chief Communication Officer
Nexstar Media Group, Inc.
972/373-8800 or gweitman@nexstar.tv

Investor Contact:

Joseph Jaffoni or Jennifer Neuman
JCIR, Inc.
212/835-8500 or nxst@jcir.com