

Committee on Energy and Commerce  
U.S. House of Representatives  
Witness Disclosure Requirement - "Truth in Testimony"  
Required by House Rule XI, Clause 2(g)(5)

1. Your Name:	T. Lyn Plantinga	
2. Your Title:	V.P. and General Manager	
3. The Entity(ies) You are Representing:	NewsChannel 5 Nashville/E.W. Scripps	
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No
		X
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed.	N/A	
6. Please attach your curriculum vitae to your completed disclosure form.		



# LYN PLANTINGA

## ===== PROFESSIONAL EXPERIENCE =====

### **General Manager, WTVF-Nashville (CBS) – 2014 to Present**

Responsible for all day to day operations of one of the top-rated CBS affiliates in the country \* Station awarded numerous national honors: Two Peabody Awards; The National Press Photographers Association National Reporter of the Year; NPPA Regional Station of the Year; more Emmy Awards for News Excellence than any other station in the Southeast.

### **Station Manager, WTVF-Nashville (CBS) – 2006 to 2013**

Led station transition to high definition broadcasting and newsgathering, among the first stations in the nation to complete the transition \* Managed strong results through the economic downturn by concentrating efforts on core news products \* Guided website redesign which dramatically increased traffic and inventory \* Led interactive business to profitability

### **National Sales Manager, WTVF-Nashville (CBS)**

Grew market share while managing some of the station's largest advertising accounts \* Organized and executed station's first regional embedded salesperson model

### **Assistant News Director, WTVF-Nashville (CBS)**

Produced coverage nominated for National Emmy Award \* Made key hires to begin the award-winning NewsChannel 5 Investigates Unit

### **Executive Director of NewsChannel 5+ (24 Hour Local Cable Channel)**

Focused channel on brand extension through extended coverage of breaking news and weather \* Executed gavel-to-gavel coverage of the first live televised trial in Tennessee \* Doubled cumulative ratings for cable station

### **Executive Producer of News, WTVF-Nashville (CBS)**

Led design, purchase, and installation of two news sets simultaneously for broadcast and cable channels. Kept live daily programming uninterrupted during installation, on time and under budget

## ===== COMMUNITY INVOLVEMENT =====

**Leadership Nashville:** Alumni Board Representative

**Metro General Hospital Foundation:** Immediate Past Board Chair

**Second Harvest Food Bank:** Board Member

**Tennessee Association of Broadcasters:** Board Member

**The Community Foundation:** Board Member for the Tapping Individual Potential program

**The Adventure Science Center (past):** Board Member, Executive Committee

**The Landmark Foundation (past):** Oversaw significant grants to community organizations

## ===== EDUCATION AND SPECIALIZED TRAINING =====

- ❖ **Vanderbilt University** BA, National Merit Scholar Finalist, University Scholar
- ❖ **National Association of Broadcasters** Broadcast Leadership Training Program
- ❖ **Northwestern University and NAB** Management Development for TV Executives
  - ❖ **College of William and Mary** Financial Management for Business Leaders
  - ❖ **Center for Creative Leadership** Management Assessment and Coaching
    - ❖ **Carol Kneeland Fellowship** in News Management
    - ❖ **RTNDF** Management Training for Women
    - ❖ **Poynter Institute** Leadership Training