



JOHN F. LANSING

U.S. Agency for Global Media CEO and Director

John F. Lansing joined the BBG in September 2015 after nine years as President of Scripps Networks, where he is credited with guiding the company to become a leading developer of unique content across various media platforms including television, digital, mobile and publishing.

As President of Scripps Networks, Lansing was responsible for strategic and operational oversight of the \$2.5 billion division of Scripps Networks Interactive, including the company's portfolio of six cable networks – Food Network, HGTV, Travel Channel, DIY, Cooking Channel and Great American Country – and the \$100 million Scripps Networks Digital division. Prior to joining Scripps Networks in 2004, Lansing was Senior Vice President for Television in the broadcasting division of the E.W. Scripps Company, managing the company's portfolio of 10 network affiliated television stations. Earlier, he held various senior management positions at Scripps-owned affiliates, including WEWS TV in Cleveland, Ohio and WXYZ TV in Detroit, Michigan. Most recently, Lansing was President and Chief Executive Officer of Cable & Telecommunications Association for Marketing (CTAM), a marketing association comprised of 90 of the top U.S. and Canadian cable companies and television programmers. There, Lansing oversaw the development of business strategies and marketing initiatives that position cable television companies for continued growth as they compete with emerging digital content platforms.

Lansing also brings a deep understanding of journalism from roles as an award-winning Photojournalist and Field Producer, Assignment Manager, Managing Editor, and News Director at several television stations earlier in his career.

Lansing is the former Vice Chair of the Bellarmine University Board of Trustees and was named to the Bellarmine Gallery of Distinguished Graduates in 2010. He serves on the National Advisory Board of the Bellarmine University's Institute for Media, Culture & Ethics; National Council for Media and Public Affairs of George Washington University School of Media & Public Affairs; and, until recently, the Poynter Institute for Media Studies Foundation, one of the nation's top schools for professional journalists.

Lansing has been married for 24 years to Jean Rausch Lansing. They have four children.