



## **Tribune's Marshall Hites to Receive Lifetime Achievement Award**

**04.25.2019**

Marshall Hites, senior vice president, marketing and creative services, Tribune Broadcasting, will receive the 2019 Promax Lifetime Achievement Award at Station Summit in Las Vegas on June 20. Larry Wert, Tribune's president of broadcast media, will present the award to Hites.

The Promax Lifetime Achievement Award is the global entertainment marketing association's highest honor, bestowed by the board of directors in recognition of outstanding achievement over the course of a career dedicated to celebrating excellence, driving talent, and connecting people. Past recipients include veteran broadcast, creative services and marketing executive Lee Minard, and Michael Mischler, who served as executive vice president, CBS Television Distribution, before retiring.

Hites oversees brand management, advertising, on-air promotion, graphics and design for Tribune's television stations. Creative directors from each station report to Hites on matters related to branding, competitive positioning, and creative.

In addition, Hites leads Tribune's Los Angeles-based creative services team, which creates on-air promotion campaigns, corporate creative, and graphics and design packages for the station group.

Finally, he works closely with Tribune's broadcast network and syndication partners on advertising and promotion around those brands and programs.

Prior to assuming his current duties in 2012, Hites served as creative director for Tribune's KTLA Los Angeles. Before that, Hites was vice president, creative and marketing for KCBS and KCAL Los Angeles, arriving in Los Angeles in 1989.

Hites began his broadcasting career in his home town of Augusta, Ga., where he started as a camera operator, then a producer-director and finally became the station's first-ever creative service director. After that, he held positions at stations in Tampa, Fla., San Antonio, and Jacksonville, Fla.

Over a 50-year career, Hites has received multiple honors and awards, including Promax and Emmy awards. In 2003 and 2006, he was awarded Promax Brand Builder Awards.

Tribune Media is in the process of being acquired by Nexstar Media Group, with the acquisition expected to achieve regulatory approval in the third quarter.