



Steve Lanzano to Retire as President & CEO of TVB

*Highly Accomplished Industry Veteran to Retire at the End of 2025
After More Than 15 Years of Exceptional Leadership at TVB*

NEW YORK, New York, (April 29th, 2025) – The Television Bureau of Advertising (TVB) announced today that Steve Lanzano, President and Chief Executive Officer of TVB, will retire at the end of 2025. Lanzano has served as the head of the trade association since January 2010, providing outstanding leadership and advocacy for America's local broadcast television industry.

In his over 30 years of media industry experience, Lanzano held leadership roles at top agencies, including Chief Executive Officer of MEC (now Wavemaker) North America and Chief Operating Officer of Havas Media.

"Steve has been an invaluable advocate for local broadcast television and advancing its role in the ever-evolving media landscape," said Antonio Roman, chair of TVB's Board of Directors and EVP, Local Media Sales at TelevisaUnivision, "Throughout his tenure at TVB, he has championed the importance and effectiveness of local broadcast TV and has helped implement key industry initiatives focused on critical technology advancements and measurement improvements to support business development. His unwavering commitment has helped shape the future of the industry, ensuring that local broadcast remains a vital and effective medium well into the future."

Under Steve's leadership, TVB expanded its membership to more than 800 local TV stations. His initiatives, including the creation of national and local business development teams, expanded research offerings, and enhanced advocacy efforts, have reinforced TVB's standing as a leading voice for the power of the local broadcast television industry. Additionally, his contributions fueled the growth of TVB's annual Forward Conference, which increased in attendance tenfold, attracting media professionals from across the country

A staunch advocate for public safety, Lanzano has been instrumental in TVB's long-standing partnership with the Ad Council and the National Highway Traffic Safety Administration on Project Roadblock: Local TV Puts the Brakes on Buzzed Driving. The campaign has grown to involve 210 DMAs and almost 1,000 local stations.

"Steve is an icon in the industry and has been a transformational leader. TVB, and the broadcast industry, has grown and advanced due to his strategic vision and his dedication to advancing the value of local TV," said Brad Seitter, Executive Vice President, Local & National Business Development at TVB said. "He has set a high standard for all of us. We will miss his leadership, and we are grateful to continue his incredible work."

Reflecting on his upcoming retirement, Lanzano shared, "It has been an incredible honor to lead TVB and work alongside so many talented individuals who share my passion for the local broadcast television industry. I am deeply proud of the work we've done in proving the power of local and championing the positive impact local TV has on communities across the country. I look forward to seeing the continued success of TVB and our industry as a whole."

The TVB Executive Board is working with an executive search firm on a nationwide search for Lanzano's successor.

About TVB

TVB is the not-for-profit trade association representing America's local broadcast television industry, including linear and digital platforms. Its members include the U.S. television stations, television broadcast groups, advertising sales reps, syndicators, international broadcasters, and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium's multiple platforms, including on-air, online, and mobile. TVB provides a diverse variety of tools and resources, including its website, to support its members and to help advertisers make the best use of local ad dollars. For more information, visit www.tvb.org.

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