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## **KING 5 Media Group promotes Frank Palino to Director of Sales**

*Experienced sales executive will lead revenue efforts for KING 5 and KONG-TV*

**Seattle, WA** – KING 5 has found a new leader for their market-leading sales team and they didn't have to look far. Frank Palino moves into the role of Director of Sales for KING 5 from his previous position as Director of Local Sales.

“Frank’s track record at KING 5 and TEGNA is impressive.” said Jim Rose, KING 5 President and General Manager. “Whether guiding our sales team to success, meeting client objectives or representing KING 5 in our community, Frank leads with heart and enthusiasm and has a keen understanding of our evolving media landscape.”



A graduate of the University of Washington with a B.A. in both political science and multimedia communications, Palino also recently completed the TEGNA Executive Leadership Development program. A thirteen-year veteran of the KING 5 team, Palino has lived in Seattle for more than twenty years.

Frank serves on the board of the Seattle Sports Commission, is a member of the Seattle Executives Association and donates a great deal of his time to the Leukemia and Lymphoma Society.

“I’m thrilled to take the next step with our incredible team here at KING 5. ” said Palino. “I have the great fortune of working with some of the most creative marketers and sales executives in the country. I am excited to support our team and continue to deliver results for our clients.”

In his free time, Frank enjoys relaxing with his wife, Crystal, and attending youth sporting events for their two children, Ava and Frankie.

### **ABOUT KING 5**

KING 5 Media Group is a multi-platform media company based in Seattle, WA. It includes NBC affiliate KING 5, independent station KONG-TV and numerous digital platforms, including [king5.com](http://king5.com). KING 5 was the first television station in the Pacific Northwest, founded in 1948 by Dorothy Bullitt, now owned by TEGNA Inc. Today, KING 5 is the dominant media company in the region, delivering the largest local news audience and the most local programming across all screens. For more information, go to [www.king5.com](http://www.king5.com).

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