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USA TODAY Sports Media Group names Dave Morgan Senior Vice President of Content and Editor-in-Chief; Peter Lazarus named Senior Vice President, Head of Multimedia Sales

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MCLEAN, Va., Oct 31, 2011 (BUSINESS WIRE) --

USA TODAY Sports Media Group President Tom Beusse today announced that Dave Morgan has been named as the group's senior vice president of content and editor-in-chief, and Peter Lazarus has been named its senior vice president, head of multimedia sales. Both will start their new duties on November 1.

"Dave and Peter are two of the most successful and innovative leaders in this industry," said Beusse. "These are the right people to help us execute our strategy and fully develop the potential of the USA TODAY Sports business. We're excited to have them on board."

The USA TODAY Sports Media Group, created in January, encompasses all sports initiatives across USA TODAY, as well as Gannett's 82 daily newspaper properties, 23 broadcast television stations, HighSchoolSports.net and BNQT.com.

Morgan was previously the executive editor of Yahoo! North American Audience, where he built Yahoo! Sports into the number one online sports destination in the country and created a 24/7 news team to support all programming and breaking news. Under Morgan's direction, the Yahoo! Sports audience consistently beat those of all other major sports properties, and set a sports web site record with more than 40 million unique visitors during its coverage of the Winter Olympic games in Vancouver.

Lazarus comes to the USA TODAY Sports Media Group from Univision Communications Inc., where he was executive vice president of network sales, overseeing all advertising operations for the Univision, TeleFutura and Galavision networks. Prior to that, he served as senior vice president of sales and business development at IMG Sports and Entertainment, and spent nearly 10 years in several senior positions at NBC Universal, including senior vice president of its sports and Olympic sales division. In both 2006 and 2007, he was named to the Sports Business Journal's annual "40 Under 40" list which recognizes the most promising young leaders in the sports industry.

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