



Scot Safon

When Scot Safon was a student at Bay Shore High School, he was obsessed with movie posters. He also spent endless hours reading newspapers, watching television and listening to the radio. Over the years he has been able to put all that media consumption to good use.

Scot loved his years at Bay Shore High School. Great friends, inspiring classes, encouraging teachers all made him want to spend a lot of time there. From Drama Club rehearsals to Maroon Echo layout sessions, BSHS offered him a welcoming, motivating and challenging home.

After graduation, Scot got a BA in History and Economics from the University of Virginia, where he ran the News operation for Central Virginia's largest public radio station. He followed that up with an MBA from Cornell University, where he programmed Cornell's film series. He then headed to New York and the world of Advertising, where he spent 7 years working on such glamorous accounts as Pepto-Bismol, Gravy Train dog food and Pam-pers. He loved every minute of it.

But Scot really wanted to work at a media company. In 1991, he moved to Atlanta, Georgia, for his Dream Job, joining Turner Broadcasting as the head of Advertising for Ted Turner's new TNT network. TNT was seeking an advertising executive to handle TNT's new line-up of epic made-for-television movies. Yes, a job where Scot could spend all day making movie posters. He stayed at TNT for 11 years, becoming its head of Marketing and creating campaigns for movies, series, sports and music specials. It was more fun than he ever dreamed a job could be. And he worked on creating over 100 movie posters. Many of them were not very good, but they were all created with great enthusiasm.

In 2002, Scot joined Turner's CNN Worldwide Division as their Chief Marketing Officer. His love of journalism, and his curiosity about digital media and international marketing, led him to take the job-- and leave behind the movie posters. Scot got a front-row seat at CNN's coverage of presidential elections, natural disasters, wars and even a Royal Wedding. His team created the biggest global digital video event ever-- the CNN/Facebook streaming of the first inauguration of President Barack Obama.

In 2010, Scot was asked to take over management of HLN, the former CNN Headline News. In the three years that he led that network, HLN recorded its biggest audiences covering the trials of Casey Anthony, Jodi Arias and George Zimmerman. He developed programs with personalities like Nancy Grace and Dr Drew Pinsky. And he had a tremendous amount of fun doing it. Scot recently departed Turner after 22 years, wanting to pursue another opportunity he'll be announcing soon...again, in the media.

Scot is grateful for a career that allowed him to be part of the media industry, and he credits his family for making that possible. His amazing wife Rebecca (of 23 years!) and his two wonderful daughters have indulged his media obsessions and have encouraged him to always have fun at work.

Everything, though, started in the Bay Shore schools. Scot's interest in media was inspired and supported by a series of wonderful teachers and administrators and he is deeply grateful to all of them.

