

Sampson Joins LTV Studios as Director of Community Engagement



Christine Sampson is LTV's new director of community engagement. COURTESY JASON NOWER

Local TV, Inc. has announced that Christine Sampson, formerly the deputy managing editor at The East Hampton Star, has been hired as its director of community engagement.

Sampson will focus on many facets of LTV's business model, including the development and funding of a local news show; growing a membership program, volunteer relationships, and overall community integration; developing a new mobile app, and establishing more educational opportunities. Sampson will be working in close partnership with LTV's executive director, creative director, and board.

“Chrissy has the much-needed experience in the area of community engagement through her years with local publications and her award-winning reporting on many different topics. She brings new ideas in terms of educational programming and community outreach to the LTV team. We are ecstatic to have her on board,” said LTV Executive Director Michael Clark, in a press release.

Sampson has been a full-time South Fork resident since March 2015. She first began contributing to LTV's programming in 2020 during the height of the COVID-19 pandemic, when she helped with social media engagement, grew the number of YouTube subscribers, and told uplifting stories through blog posts. On multiple occasions she co-anchored LTV's “Facts at Five” news show, which gave the community an early sampling of what television news in East Hampton Town can look like.

“I'm incredibly excited to be joining a very talented and energetic team. I believe fully in LTV's mission of service,” said Sampson, who in June was the recipient of the 2024 Narrative Reporter of the Year award from the Press Club of Long Island. She is also co-director of Stony Brook University's Robert W. Greene Summer Institute for High School Journalists.

“A televised local news program will provide a whole new way for community members to stay informed,” she added. “This is just one of many ways I hope to make an impact through LTV. My colleagues in past positions have frequently heard me say, ‘I have ideas.’ I look forward to sharing them with everybody and welcoming even more suggestions.”

Her arrival builds on LTV's 40 years — and counting — of service to the community. She aims to extend the fresh sense of momentum that began in 2023 when Josh Gladstone joined the team and brought a focus on theater, concerts, and other events to the community. With that initiative well underway, Sampson brings a focus on education, volunteerism, and community engagement to the table.

“As I've said before, we are a small but mighty team. As a not-for-profit, you have to be nimble to survive,” said Clark. “Chrissy will help us maximize what we have and create new roads for us to travel for the good of the East End community.”