



SCRIPPS HOWARD  
FOUNDATION



## Scripps supporting media-oriented startup through Branderly fellowship

*Eligible tech startup will receive additional stipend, mentoring and access to Scripps executives*

**Twitter: Fellowship available for media-oriented startups @brandery, U.S. Top 10 Accelerator, through @EWScrippsCo**

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CINCINNATI –Nationally ranked startup accelerator [The Branderly](#) is seeking media-oriented startup companies from around the country to apply for The E.W. Scripps Co. Fellowship.

The Scripps Fellowship is available to one of the 10 companies selected to participate in the four-month Branderly accelerator program. The Scripps Fellowship provides an additional stipend, access to Scripps executives, media industry expertise and additional pitch opportunities. The fellowship stipend is funded by the Scripps Howard Foundation.

“We are excited to include Scripps to work with one of our 2014 startups,” said Mike Bott, general manager for The Branderly. “Increased access to mentoring and industry expertise has proven successful for past companies.”

Entrepreneurship runs throughout the 135-year history of Scripps, which began in the 1880s with the creation of affordable, mass-market newspapers. In the 1930s it expanded into radio operations. Scripps bought some of the first FCC television licenses and in 1947 launched its first TV station, WEWS in Cleveland, and soon after WCPO in Cincinnati. In the 1980s Scripps built, bought and later sold cable systems, and then created the home, food and garden television phenomenon by developing HGTV and other cable channels in the 1990s. It spun off the channels into a successful public company, Scripps Networks Interactive, in 2008.

Today, Scripps is investing in the digital delivery of news and information and is looking to expand its digital news and advertising footprint across new technology platforms and new geographies. For example, in January, Scripps purchased [Newsy](#), a five-year-old Columbia, Mo., digital video news service, for \$35 million.

The Scripps Fellowship provides incremental support for one Brandery startup that is focused on developing a scalable technology business that solves a problem or provides innovation relevant to some aspect of the media business. Focus areas could include journalism, consumer data, over-the-top/smart TV technologies, content distribution or creation platforms, subscription model platforms, advertising platforms, and local commerce solutions.

“We want to engage with entrepreneurs who see the incredible opportunity technology presents for media,” said Adam Symson, chief digital officer for Scripps and a Foundation trustee. “Because of our interest in and commitment to digital innovation, we want to give startups that come to Cincinnati a strategic advantage as it relates to our industry.”

The entrepreneurs will participate in Class 5 of The Brandery, which provides \$20,000 in seed money along with mentoring, design, operations and development assistance to turn new ideas into successful startup companies and prepare them for investment.

The Foundation’s financial support includes a \$3,500 stipend for each of two founders of a company to cover their living expenses while they spend the summer in Cincinnati. During their time here they will develop their business and network with professionals from consumer-oriented ventures. The funds will supplement the Brandery’s \$20,000.

Applicants for the Scripps Fellowship should be technology-based, early-stage startup companies or entrepreneurs with ideas focused on the media industry. The deadline for applications is May 1. See more at [the Brandery website](#).

### **About The Brandery**

The Brandery is a Cincinnati-based nonprofit startup accelerator with the goal of supporting startups in technology-based consumer experiences. The Brandery is annually recognized as one of the elite startup accelerators in the country. More than 60 mentors work with the companies, which each receive \$20,000 in seed money. Leading Cincinnati-based design firms offer free branding and visual identity guidance to each of the startups. Quantifiable benefits available to Brandery companies exceed \$200,000. Good candidates are consumer-facing startups such as consumer Internet, media and entertainment companies that are based on technology platforms. The Brandery is an inaugural member of the Global Accelerator Network -- independently owned regional organizations that operate startup accelerator programs in dozens of cities across the United States and around the world.

### **About Scripps**

The E.W. Scripps Company ([www.scripps.com](http://www.scripps.com)) serves audiences and businesses through a growing portfolio of television, print and digital media brands. After approval of its acquisition of two Granite Broadcasting stations later this year, Scripps will own 21 local television stations as well as daily newspapers in 13

markets across the United States. It also runs an expanding collection of local and national digital journalism and information businesses including digital video news service [Newsy](#). Scripps also produces television programming, runs an award-winning investigative reporting newsroom in Washington, D.C., and serves as the longtime steward of one of the nation's largest, most successful and longest-running educational programs, Scripps National Spelling Bee. Founded in 1879, Scripps is focused on the stories of tomorrow.

### **About Scripps Howard Foundation**

Dedicated to excellence in journalism, Scripps Howard Foundation is a leader in industry efforts in journalism education, scholarships, internships, literacy, minority recruitment/development and First Amendment causes. With a special commitment to the regions where Scripps does business, the foundation helps build healthy communities and improve the quality of life through support of sound educational programs, strong families, vital social services, enriching arts and culture and inclusive civic affairs.

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*Contact Mike Bott, general manager, The Brandery,  
[mike@brandery.org](mailto:mike@brandery.org)*