



Scripps, WCPO and *Washington Post* enter partnership adding weighty world and national news to local coverage

WCPO Insiders get locally connected and globally informed with a free digital subscription to *The Washington Post*

For immediate release
Sept. 10, 2014

Twitter post: Locally connected and globally informed. @WCPO partnership with @WashingtonPost; subscribers get free digital subscription to WaPo

CINCINNATI – WCPO, the Cincinnati ABC affiliate of The E.W. Scripps Company (NYSE: SSP) and the first television station in the country to develop a subscription-based digital news site, is now offering its subscribers free access to *The Washington Post*.

Subscribers to www.wcpo.com – called WCPO Insiders – already enjoy exclusive stories and in-depth coverage of Cincinnati. With the partner program, WCPO Insiders also will gain unlimited access to the *Post's* highest level of digital content – website and tablet and mobile apps. This demonstrates the commitment of WCPO.com to add enhanced benefits and opportunities for WCPO Insiders, both current and future.

"WCPO Insiders are people who like to be in the know about what is happening in their community and around the world," said Dave Peterson, general manager of WCPO Digital. "Being a WCPO Insider provides our members with exclusive reporting on local topics including politics, business, crime and justice, education and the arts.

"Now they also will receive complimentary access to the highest-quality global, national and political news from one of the world's best news sources – *The Washington Post* – and just in time for election season."

The Post delivers industry-leading national political coverage, analysis and commentary, award-winning investigative journalism, renowned opinion columnists, PostTV video coverage of the big stories, and lifestyle features.

"We are thrilled to work with The E.W. Scripps Company and its innovative news site, WCPO.com," said Steve Hills, president and general manager of *The Washington Post*. "This partnership allows us to engage with more readers, and it's

a great opportunity for those readers to access *Post* content that is smart, informative, and relevant to their lives."

Readers can choose from three options to become a WCPO Insider. The first two options now include the subscription to *The Washington Post* digital premium package – a \$149+ value – at no additional cost:

- The Ultimate TEDx Insider Bundle - \$99.99 – provides an annual subscription to WCPO.com plus two tickets to the TEDxCincinnati Main Stage event on Oct. 16, and an invitation to the exclusive WCPO Insider Happy Hour with two drink tickets (\$230 value)
- Annual Digital Pass - \$79.99 – annual subscription to WCPO Insider
- Monthly Digital Pass – 1 cent for 4 weeks, \$7.99 per month after that

Once subscribed, WCPO Insiders will receive directions on how to create an account to access *Post* content for 52 weeks.

About Scripps

The E.W. Scripps Company (www.scripps.com) serves audiences and businesses through a growing portfolio of television, print and digital media brands. Scripps owns 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 the nation's largest, most successful and longest-running educational program, the Scripps National Spelling Bee. Founded in 1879, Scripps is focused on the stories of tomorrow.

###

Contact Carolyn Micheli, The E.W. Scripps Company, 513-977-3732
carolyn.micheli@scripps.com