



Bill Siegel joins Scripps as director of news strategy for expanding TV station group

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Twitter post: Welcome to @EWScrippsCo! @Bill_Siegel announced as director of news strategy. #Scripps

CINCINNATI – The E.W. Scripps Company (NYSE: SSP) is preparing for the addition of Journal Communications' television stations by adding talent to its TV news operations that will help the company meet the evolving needs of the information consumer.

Bill Siegel will join Scripps as director of news strategy on Jan. 14. Siegel has extensive experience with transforming newsrooms to focus on investigations and digital storytelling.

"I had the privilege of working with Bill at KMOV in St. Louis in 2007 when he was an executive producer," said Sean McLaughlin, vice president of news for the Scripps TV division. "He possesses a great sense of what drives local news viewing. Most recently as news director at WWL in New Orleans, Bill was able to modernize and motivate a powerhouse station. Under Bill's leadership, WWL has returned to market dominance. He's built a modern day multi-platform newsroom that focuses on quality enterprise journalism."

Since his arrival as executive news director at WWL in 2011, Siegel has grown viewership in key demographics and built a large social media following.

Prior to WWL, he was the assistant news director at WISN in Milwaukee. In addition to his experiences at KMOV, he worked as producer and executive producer at KENS in San Antonio. He started his career at KESQ in Palm Springs, California.

Siegel is a graduate of the University of Iowa and has a master's degree in broadcast journalism from Syracuse University.

Scripps expects to close on its merger with Journal Communications in the first half of this year.

About Scripps

The E.W. Scripps Company (www.scripps.com) serves audiences and businesses through a growing portfolio of media brands. Last July, Scripps announced a deal with Journal Communications to merge its 21 local television stations with Journal's 13 television stations and 34 radio stations, which will make Scripps the nation's

fifth-largest broadcasting group. The two companies also agreed to spin off their combined newspaper interests to form a new publicly traded company, to be called Journal Media Group. Scripps runs an expanding collection of local and national digital journalism and information businesses, including mobile video news service [Newsy](#) and weather app developer [Weathersphere](#). Scripps also produces television shows including [The List](#) and [Let's Ask America](#), runs an award-winning investigative reporting newsroom in Washington, D.C., and serves as the long-time steward of the nation's largest, most successful and longest-running educational program, [the Scripps National Spelling Bee](#). Founded in 1879, Scripps' motto is "Give light and the people will find their own way."

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