

Scripps earns 2016 Google Channel Sales Awards during Premier Partner Summit

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CINCINNATI – Google presented The E.W. Scripps Company (NYSE: SSP) with two of its 2016 North American Channel Sales Awards during the Premier Partner Summit in San Francisco Nov. 9-11. Scripps earned the 2016 Google Channel Sales Display Champion and the 2016 Google Channel Sales Video Champion awards.

These are prized honors in the industry and recognize the company's accomplishments in meeting the needs of local advertisers according to Google guidelines on how it selects winners for the eight categories. Scripps works with tens of thousands of local businesses across the country through its portfolio of television and radio stations and digital brands.

"I'm incredibly proud of everyone on the revenue team whose hard work and commitment made this possible," said Tom Sly, vice president of digital revenue for Scripps. "These awards demonstrate to our advertisers the effectiveness with which Scripps can build customized digital advertising solutions to help businesses grow and prosper. Our campaigns that feature a variety of Google products help businesses increase website visits, keep the phone ringing for more sales and drive more customers to more purchases."

Scripps values its designation as a Premier Google Partner, Sly said, and is committed to working with business owners large and small to help them navigate today's complicated advertising landscape.

About Scripps

[The E.W. Scripps Company](#) (NYSE: SSP) serves audiences and businesses through a growing portfolio of television, radio and digital media brands. Scripps is one of the nation's largest independent TV station owners, with 33 television stations in 24 markets and a reach of nearly one in five U.S. households. It also owns 34 radio stations in eight markets. Scripps also runs an expanding collection of local and national digital journalism and information businesses, including multi-platform satire and humor brand [Cracked](#), podcast industry leader [Midroll Media](#) and over-the-top video news service [Newsy](#). Scripps also produces television shows including ["THE LIST"](#) and ["The Now,"](#) 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 1878, Scripps has held for decades to the motto, "Give light and the people will find their own way."

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