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Raycom Media and Scripps Form Creative Programming Development Partnership

MONTGOMERY, Alabama – Raycom Media and The E.W. Scripps Company (NYSE: SSP) are forming a development partnership that brings the strengths of their respected local broadcast operations together to create and grow new and original programming across daytime, early fringe and access dayparts. The partnership also will develop content for the companies' vast digital products to attract multiple audiences who crave content when they want it across any of their devices.

The partnership, with the combined reach of 29 percent of U.S. households – including 12 markets in the top 40 DMAs – creates an impressive footprint and a strong foundation for programs to have successful launches and development.

Paul McTear, President and CEO of Raycom Media stated, "Raycom is excited to launch this creative partnership with Scripps. The strength of our two companies with a rich history in local broadcasting will bring a financial and creative strength to this development consortium." McTear continued, "this will not only allow us to create programming for our broadcast platforms but provide entertaining, informative and above all engaging content for our audiences on any platform they choose to consume our content."

"As the broadcasting industry continues to evolve, we must continue to explore new opportunities to deliver compelling content to our audiences," said Brian Lawlor, senior vice president of the Scripps broadcast division. "We envision a flourishing partnership with Raycom Media that will lead to relevant content with mass appeal across diverging demographics. Partnering with other broadcast groups rather than competing against them is a dynamic new way to succeed in this industry, and Scripps and Raycom Media are leading the way."

Raycom Media, Scripps and Cox Media Group have a separate development agreement for the successful syndication series *Right This Minute*. The viral video program is now seen in more than 90 percent of the U.S.

The Raycom Media/Scripps partnership already is working toward production on several projects with anticipated launches in 2017. The consortium is actively seeking new projects and welcomes other local broadcasters and/or media companies to join in the venture.

For more information on partnership opportunities contact Ken Reiner, kreiner@raycommmedia.com, or Cater Lee, Cater.Lee@scripps.com.

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Raycom Media, an employee-owned company, is one of the nation's largest privately owned broadcasters and owns and/or provides services for 63 television stations in 42 markets and 20 states. Raycom Media owns or provides services for stations covering over 14% of U.S. television households and employs over 4,600 individuals in full and part-time positions. In addition to television stations, Raycom Media owns PureCars (digital ad platform for automotive), Raycom Sports (a marketing, production and events management and distribution company), Tupelo-Honey Productions (a NY-based production company), RTM Productions (a Franklin, TN-based automotive programming production and marketing solutions company), WebStream Sports (an Indianapolis-based, live event production company) and Broadview Media (a post-production/digital signage company based in Montgomery, AL). Raycom Media is headquartered in Montgomery, Alabama.

The E.W. Scripps Company 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 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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