

Scripps ramps up original programming team with addition of Mark Binda as senior director

For immediate release
Oct. 29, 2015

CINCINNATI – The E.W. Scripps Company (NYSE: SSP) has named Mark Binda as senior director of programming for the Scripps television station group. Binda will serve in this new role in addition to his current responsibilities as program and research director for WTVF, the Scripps-owned CBS affiliate in Nashville, Tennessee, effective immediately.

Binda will work closely with station managers across the company and broadcast leadership to explore original programming opportunities and syndication deals as part of the overall programming strategy.

"Scripps is an industry leader in developing original programming that delivers relevant information and entertainment not only in timeslots for our stations, but also as valuable content for the competitive and profitable world of syndication," said Brian Lawlor, senior vice president of Scripps broadcasting. "We will be aggressive in our dealings and thoughtful in our creation of programming that satisfies the wants of our audiences and the needs of our advertisers."

"I welcome Mark to the team and look forward to working with him to develop high-quality original programming," said Cater Lee, vice president of programming for Scripps. "We are so fortunate to have Mark's level of expertise within the company. He has extensive experience in evaluating and negotiating syndication agreements and has developed great relationships within the programming industry."

Binda and Lee will work together to identify potential dayparts ripe for new Scripps programming. In addition to his programming and research duties, his skills at market analysis will be instrumental in identifying winning strategies for new Scripps shows and syndicated programs.

Binda joined WTVF, NewsChannel 5, in 1985 as research director. Prior to that he worked for HRP, a national sales and marketing firm, as a market research analyst. While at NewsChannel 5, he added the duties of program director in 1989. In 2014, Binda's responsibilities expanded to oversee syndicated programming for all of the new TV stations Scripps acquired in its merger with Journal Communications.

Binda will be based in Nashville, Tennessee.

Scripps currently airs three programs created within the company or in partnership with other media companies. *The List* airs in 15 Scripps markets during access hour timeslots. *The Now* is another Scripps original program that currently airs in ten Scripps markets and will expand in the future. In a partnership with MagicDust Television, Cox Media Group, and Raycom Media, Inc., Scripps has a stake in the creation and ownership of *RightThisMinute*, a nationally syndicated viral videos show, now seen in more than 90 percent of U.S. households.

About Scripps

[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](#), over-the-top video news service [Newsy](#) and weather app developer [WeatherSphere](#). 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."

Media contact:

Valerie Miller, *The E.W. Scripps Company*, 513-977-3023, valerie.miller@scripps.com