

Scripps boosts 2016 political coverage with PolitiFact agreement

Agreement covers exclusive rights to fact-checking resources for broadcast/digital coverage in Ohio, Nevada, Colorado and Arizona

For immediate release
Oct. 20, 2015

CINCINNATI – The E.W. Scripps Company (NYSE: SSP) has formed an exclusive partnership with PolitiFact, a division of the *Tampa Bay Times*, to provide valuable fact-checking resources for election and government coverage at Scripps television stations leading up to the 2016 elections.

Scripps has an enviable footprint in key presidential election swing states with television stations in Ohio (WEWS in Cleveland and WCPO in Cincinnati), Colorado (KMGH in Denver), Arizona (KNXV in Phoenix and KGUN in Tucson) and Nevada (KTNV in Las Vegas).

The agreement includes development of a content-specific website for each of those Scripps stations, training, access to PolitiFact's database of thousands of Truth-O-Meter fact-checks and advertising opportunities on both the local market sites and PolitiFact's national website.

“Covering the political landscape with factual, relevant information is a core commitment we make in each of our local markets,” said Sean McLaughlin, vice president of news for Scripps. “PolitiFact relentlessly pursues the truth and provides added context when it comes to verifying claims made by politicians. In partnership with PolitiFact, we will deliver the authentic and transparent reporting our audiences want and deserve.”

PolitiFact's reporters and editors fact-check statements from the White House, Congress, candidates, advocacy groups and more, rating claims for accuracy on its Truth-O-Meter. The meter rates statements as true, mostly true, half true, mostly false, false and even ‘pants on fire’ for what PolitiFact deems are big lies. Every fact-check includes analysis of the claim, an explanation of its reasoning and a list of links to all sources used for research.

PolitiFact's national editors provide onsite training for reporters, producers and editors in each Scripps market on the creation of fact-checking reports. In addition to new opportunities for advertising on the PolitiFact national site and the local sites, Scripps also can tap into national content provided by PolitiFact national reporters for other key swing states where Scripps has other stations including Wisconsin (WTMJ in Milwaukee and WGBA in Green Bay), Florida (WFTS in Tampa and WPTV in West Palm Beach) and Nebraska (KMTV in Omaha – shares designated market area with Iowa). Scripps also could have access to content created by other PolitiFact state partners in Florida and Wisconsin.

The *Times*, Florida's largest newspaper, is independently owned by the Poynter Institute, a school for journalists in St. Petersburg, Florida.

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