

Scripps introduces new country music format at WKTJ, KTI COUNTRY, on 94.5 in Milwaukee

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CINCINNATI—Milwaukee has a new country radio station.

The new KTI COUNTRY launched on 94.5 FM in Milwaukee at 10 a.m. today, according to Steve Wexler, vice president of radio for The E.W. Scripps Company (NYSE: SSP).

"We are thrilled to bring Wisconsin a fun, engaging local radio station that features today's best country music and a strong commitment to serve our local community," Wexler said.

The new format replaces 94.5 The Lake, a music-intensive variety format that has aired on the station since 2009.

"Bringing back the iconic WKTJ call letters was a natural decision for us as we build a radio station that will be filled with local personalities, information and entertainment," said Tom Langmyer, vice president and general manager of Scripps' Milwaukee radio operations. "WKTJ was famous for its connection to Wisconsin, and we're excited to bring back that strong local brand, this time married to great country music."

94.5 KTI COUNTRY is adding to a lineup of local on-air hosts, with more to come.

"We're on the hunt right now for personalities, including a morning show that will be fun, local and informative," Langmyer said. "We'll deliver great country music and local personalities as well as news, weather and sports updates from our sister stations, WTMJ-TV and Newsradio 620 WTMJ."

In addition to its powerful FM signal at 94.5 FM, KTI COUNTRY is streaming at KTICOUNTRY.com and will soon be available in the Radio League app, which offers digital audio streaming of all the Scripps radio stations across the country.

For a high-resolution KTI COUNTRY station logo, visit www.KTICOUNTRY.com/press.

About Scripps

[The E.W. Scripps Company](http://TheEWScrippsCompany.com) 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. When Scripps and the former Journal Communications merged their broadcast assets in early 2015, they also spun off their respective newspapers, creating a new public company, Journal Media Group. Scripps also 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 [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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