

Scripps stations support their local businesses with 'We're Open' public service campaign

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CINCINNATI – From New York City to San Diego, Milwaukee to West Palm Beach, and dozens of cities in between, local television stations owned by The E.W. Scripps Company (NASDAQ: SSP) have launched a public service campaign called “We’re Open” to support local business owners and their workers.

Many states across the United States have limited the operations of businesses and restaurants in efforts to contain the spread of COVID-19, the illness caused by the novel coronavirus. Through a multiplatform campaign, Scripps’ stations are encouraging viewers to help local small businesses stay afloat through this challenging period. Running in Scripps’ 42 Local Media markets across their broadcast, over-the-top, digital and social media channels, the “We’re Open” campaign celebrates the value these local businesses bring to the fabric of their communities. View one of the promotional videos [here](#).

As part of the campaign, the stations are promoting [#TakeoutTuesday](#) every week to encourage takeout and delivery on a normally slow day for the restaurant business.

“As journalists, our role is first and foremost about public service – and that’s more true than ever right now as we cover how the COVID-19 pandemic affects local communities,” said Brian Lawlor, president of Local Media.

“As Americans turn to local television for reliable local news and information, we will do our part to support our local economies by covering these businesses and supporting them through this public awareness campaign. Our employees live and work in the communities they cover, so it’s important to us that our local businesses have a fighting chance of weathering this unprecedented storm.”

More information about these local campaigns can be found on Scripps’ local television websites. Links to all the Scripps station websites can be found [here](#). Or follow [#TakeoutTuesday](#) on social media.

About Scripps

[The E.W. Scripps Company](#) (NASDAQ: SSP) advances understanding of the world through journalism. As the nation’s fourth-largest independent TV station owner, Scripps operates 60 television stations in 42 markets. Scripps empowers the next generation of news consumers with its multiplatform news network Newsy and reaches growing audiences through broadcast networks including Bounce and Court TV. Shaping the future of storytelling through digital audio, Scripps owns top podcast company Stitcher and Triton, the global leader in technology and measurement services. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of 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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