

# Scripps brands connect audiences with the resources to recover through ‘The Rebound’

April 29, 2020

**CINCINNATI** – Local TV stations and national media brands owned by The E.W. Scripps Company (NASDAQ: SSP) have launched a new initiative to connect people with the information and resources they need to navigate life during the coronavirus pandemic.

“The Rebound” is a companywide service-oriented content initiative that provides audiences with the information, tools and resources they need as the country moves forward. Highlights can be found at [scripps.com/rebound](https://scripps.com/rebound).

“The coronavirus pandemic has changed our lives in profound ways. Many members of our community have told us they are frustrated and feel helpless at a time of extreme vulnerability, and while federal, state and local help is available, it is not always easy to understand or access,” said Sean McLaughlin, Scripps vice president of news, Local Media. “Scripps believes it’s our responsibility to help connect people with the information and resources they need as we get through this together, and “The Rebound” is the way our news brands will do so.”

Across Scripps’ local TV stations and national brands, “The Rebound” is producing stories and tools related to the country’s road to recovery in four different areas: Getting Back to Work; Doing What’s Right; Managing The Pressure; and Making Ends Meet.

In 42 markets, **Scripps local TV stations** have assembled dedicated teams of journalists to report on these topic areas and answer the questions that are top of mind for their audiences – from which local businesses are hiring to how to apply for unemployment and health insurance. Each station website hosts a page dedicated to “[The Rebound](#),” where audiences can find the latest stories and quick access to tools and resources. [View](#) a promo video from WXYZ, Scripps’ ABC affiliate in Detroit.

**Scripps’ national team** – a group of journalists focused on topics of national interest – is producing daily stories on topics including accessing small businesses loans, finding mortgage relief, exploring health insurance options and connecting with businesses coming back. The team’s “Good to Know” show highlights positive news around the country, and “The Race,” a weekly 30-minute political show airing across Scripps’ local TV station footprint, is expanding its focus to recovery efforts.

The **Scripps Washington Bureau** will produce investigations for Newsy and Scripps TV stations tracking where federal dollars are going, how they are being used and who is benefitting, as well as examining the systemic problems for many to access relief funds.

**Newsy** is answering its audience’s personal finance questions in a series airing on its cable and streaming networks as well as on Scripps local TV stations. The network also is producing animated explainer videos on complex topics related to health and economic recovery.

**Bounce**, the Katz networks' popular multi-platform network for African Americans, is airing the public service announcement "Not All Heroes Wear Capes," celebrating the heroes on the frontlines of the pandemic.

Scripps TV stations and national brands also are supporting local businesses through the COVID-19 crisis with its "[We're Open](#)" content and promotional campaign that seeks to support businesses across the country in these challenging times.

More information about "The Rebound" can be found at [scripps.com/rebound](https://scripps.com/rebound) and on Scripps' local TV websites. Links to all the Scripps station websites can be found [here](#). Or follow #TheRebound 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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