

## Scripps promotes content strategist, adds inclusive journalism role to duties

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**CINCINNATI** – Marcus Riley has been promoted to senior director of content strategy and inclusive journalism for the Local Media division of The E.W. Scripps Company (NASDAQ: SSP), a new role that will help all Scripps television stations better connect with their audiences.

Since 2019, Riley has served as senior director of content strategy for the Scripps Local Media’s northern region. He will continue to work with stations in that region on content strategy.

“As we continue to place more emphasis on inclusive journalism and representing all sectors of our audience in our newsrooms, having someone who is devoted to working closely with that effort is increasingly important,” said Sean McLaughlin, vice president of news for Local Media.

Scripps has been conducting field research to learn how to be more inclusive in its news coverage and connect better with the people who live in its communities.

McLaughlin said Riley will work with all Scripps local news teams to implement the company’s research findings, developing best practices and expertise.

“Content strategy is about more than how to cover news,” Riley said. “It’s about how to engage with a community and connect on new and important levels so we’re reflecting our audiences – how they look and how they feel. Scripps is committed to getting better and better at that, and I am committed, too.”

### About Scripps

[The E.W. Scripps Company](#) (NASDAQ: SSP) is a diversified media company focused on creating a better-informed world. As one of the nation’s largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of 61 stations in 41 markets. The Scripps Networks reach nearly every American through the national news outlets Court TV and Newsy and popular entertainment brands ION, Bounce, Grit, Laff, Court TV Mystery, Defy TV and TrueReal. Scripps is the nation’s largest holder of broadcast spectrum. 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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