

SCRIPPS HOWARD FUND LAUNCHES JOURNALISM SUSTAINABILITY PILOT PROGRAM WITH THREE STUDENT MEDIA ORGANIZATIONS

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CINCINNATI – Earlier this year, the Scripps Howard Fund launched a one-of-a-kind pilot program designed to ensure student news organizations can cover their campuses for years to come.

The Student Media Sustainability Project helps student media teams improve how they connect with the audience, grow revenue and structure their organization to improve longevity.

The inaugural cohort includes Central Michigan Life, a student newspaper at Central Michigan University; The Student Life, a student newspaper at the Claremont Colleges with students on staff from Harvey Mudd College, Scripps College, Claremont McKenna College, Pomona College and Pitzer College; and The Daily Egyptian, a student newspaper at Southern Illinois University-Carbondale.

The Scripps Howard Fund, along with Barbara Allen, founder and director of CollegeJournalism.org and the College Journalism Newsletter, selected these organizations based on the financial headwinds they face, the impact the organizations have on training future journalists and the methods in place to make sure learnings are continued.

Each organization will begin with a two-day, in-person training orientation near the start of the school year with Scripps Howard Fund personnel that will include an assessment of the program's three pillars: audience, revenue and governance practices. The team will then be divided into three committees based on those pillars and spend the remaining academic year engaged in activities around their selected areas.

"We're thrilled to offer this unique opportunity to student news organizations operating independently from their college or university," said Mike Canan, senior director of journalism strategies for the Scripps Howard Fund. "Student media organizations play a crucial role in preparing future journalists. We hope our work with these three organizations can be a model that can help preserve this important aspect of journalism education."

About the Scripps Howard Fund

The [Scripps Howard Fund](#), a public charity established by [The E.W. Scripps Company](#) (NASDAQ: SSP), is dedicated to creating informed and engaged communities through journalism education, childhood literacy and local causes. At the crossroads of the classroom and the newsroom, the Fund is a leader in supporting journalism through scholarships, internships, minority recruitment and development and First Amendment causes. The Scripps Howard Awards stand as one of the industry's top honors for outstanding journalism. The Fund's annual "If You Give a Child a Book ..." childhood literacy campaign has distributed thousands of new books to children in need across the nation. The Fund partners with Scripps brands to create awareness of local issues and support organizations that build thriving communities. The Scripps Howard Fund administers funding for the Scripps Howard Foundation, a private foundation established in 1962 to advance charitable causes important to The E.W. Scripps Company and the Scripps and Howard families.