



Allison Named VP, General Manager of Scripps Kansas City TV Duopoly

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CINCINNATI, June 8 /PRNewswire/ -- Craig Allison, a 29-year broadcast television sales and management veteran, has been named vice president and general manager of television stations KSHB-TV in Kansas City, Mo., and KMCI-TV in Lawrence, Kan., effective July 1.

The two stations, which broadcast to the Kansas City television market, are owned and operated as a "duopoly" by The E. W. Scripps Company. "Duopoly" is broadcast television industry terminology that describes the common ownership of two television stations in the same market.

Allison succeeds Jim D. Swinehart, who announced his retirement last month. Allison has been station manager at KSHB/KMCI since 2002.

"In his four years as station manager, Craig has demonstrated leadership and a broad understanding of our industry," said Bill Peterson, senior vice president of the Scripps Television Station Group. "His thorough knowledge of the people and operations of Channels 38 and 41 will allow this transition to be seamless."

Allison has worked for the Scripps Television Station Group for 26 years. He joined KSHB in 1994 as general sales manager and later was named director of sales. During his tenure in Kansas City, Allison led the station's sales team through KSHB's transition from being a Fox affiliate to NBC affiliation and he has overseen the development of the KMCI duopoly. KMCI, an independent station, was programmed and marketed by KSHB under a local marketing agreement from 1996 until it was acquired by Scripps in March 2000.

Before joining KSHB, Allison was national sales manager for the Scripps television station in Cincinnati, WCPO-TV. He also worked for 11 years at the Scripps station in Tulsa, Okla. - KJRH-TV - serving as an account executive and as local and national sales manager. Allison began his career as an account executive at KATV-TV in Little Rock, Ark. He is a graduate of The University of Kansas at Lawrence.

About Scripps

The E. W. Scripps Company (NYSE: SSP) is a diverse and growing media enterprise with interests in national cable networks, newspaper publishing, broadcast television stations, electronic commerce, interactive media, and licensing and syndication.

The company's portfolio of media properties includes: Scripps Networks, with such brands as HGTV, Food Network, DIY Network, Fine Living, Great American Country and HGTVPro; daily and community newspapers in 18 markets and the Washington-based Scripps Media Center, home to the Scripps Howard News Service; 10 broadcast TV stations, including six ABC-affiliated stations, three NBC affiliates and one independent; leading online search and comparison shopping services, Shopzilla and uSwitch; and United Media, a leading worldwide licensing and syndication company that is the home of PEANUTS, DILBERT and approximately 150 other features and comics.

SOURCE The E. W. Scripps Company

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