

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of  
The Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported) September 24, 2018**

**THE E.W. SCRIPPS COMPANY**

**(Exact name of registrant as specified in its charter)**

**Ohio**

**(State or other jurisdiction of  
incorporation or organization)**

**0-16914**

**(Commission  
File Number)**

**31-1223339**

**(I.R.S. Employer  
Identification Number)**

**312 Walnut Street  
Cincinnati, Ohio**

**(Address of principal executive offices)**

**45202**

**(Zip Code)**

**Registrant's telephone number, including area code: (513) 977-3000**

**Not Applicable**

**(Former name or former address, if changed since last report)**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR § 230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR § 240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**THE E.W. SCRIPPS COMPANY**  
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**Item 8.01 Other Events**

On September 24, 2018, The E.W. Scripps Company announced full year 2018 political advertising guidance. A copy of the press release is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits**

Exhibit Number	Description of Item
<a href="#">99.1</a>	Press release dated September 24, 2018

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE E.W. SCRIPPS COMPANY

BY: /s/ Douglas F. Lyons  
Douglas F. Lyons  
Senior Vice President, Controller and Treasurer  
(Principal Accounting Officer)

Dated: September 24, 2018



# Scripps expects 2018 political ad revenue to grow more than 50 percent over 2014

September 24, 2018

**CINCINNATI** — The E.W. Scripps Company (NASDAQ: SSP) expects total political advertising revenue in 2018 to grow more than 50 percent over the last midterm election year, 2014.

The increase comes as a result of robust spending for hotly contested races in Scripps' strong portfolio of stations in key battleground states.

Scripps expects 2018 political advertising revenue to beat its \$75 million from 2014 and \$101 million from 2016.

This year, Scripps markets play host to 16 governors' races, 12 U.S. Senate races and approximately 100 Congressional races. Strongly competitive local, state and federal races are being run in Arizona, Indiana, Florida, Michigan, Missouri, Nevada, Ohio and Tennessee.

"Scripps is seizing the advantage of our footprint with this year's competitive midterm elections," said Brian Lawlor, president of Local Media for Scripps. "While our local broadcasts are delivering political news and analysis to help our viewers make informed decisions, our advertising solutions are an important channel for political campaigns to reach potential voters with their messaging."

"Our dedicated team of political sales consultants on the ground in Washington, D.C., has helped boost the work of our local TV market sales teams, allowing us to realize additional revenue in this active political year."

Scripps stations have boosted their political news coverage, including airing 100 minutes each week of news and analysis focused on local, regional and federal races and running the Scripps-produced weekly political news show "The Race."

## **About Scripps**

The E.W. Scripps Company (NASDAQ: SSP) serves audiences and businesses through a growing portfolio of local and national media brands. With 33 television stations, Scripps is one of the nation's largest independent TV station owners. Scripps runs a collection of national journalism and content businesses, including Newsy, the next-generation national news network; podcast industry leader Stitcher and its advertising network Midroll Media; and fast-growing national broadcast networks Bounce, Grit, Escape and Laff. Scripps produces original programming including "Pickler & Ben," 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."

## **Investor contact:**

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