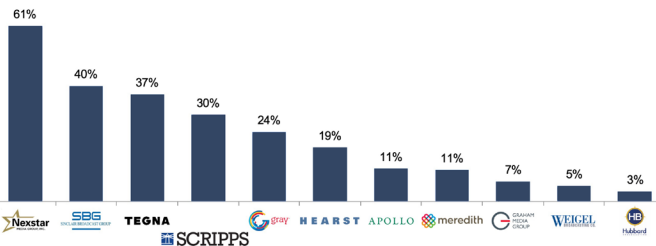




STRATEGIES FOR DELIVERING SHAREHOLDER VALUE

- Integrate recent television station acquisitions and fully realize their value.
- Invest in Stitcher and Newsy for greatest growth.
- Pursue operational excellence across divisions.
- Leverage 2020 cash flow to bring down debt ratio.
- Prudently allocate capital.

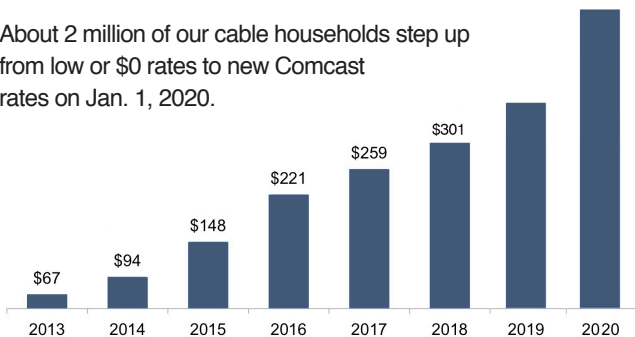
SCRIPPS IS NATION'S FOURTH-LARGEST BROADCASTER



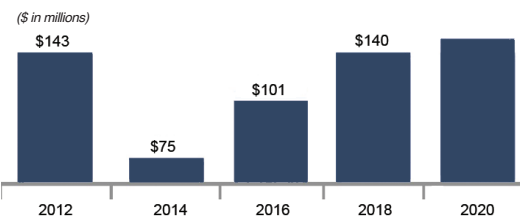
Note: Pro forma for all announced transactions as of Wednesday, March 20, including Nexstar's announced divestitures, plus Scripps' acquisition of Nexstar-Tribune stations; % of U.S. TV households reached exclusive of the UHF discount

RETRANSMISSION REVENUE CONTINUES TO CLIMB

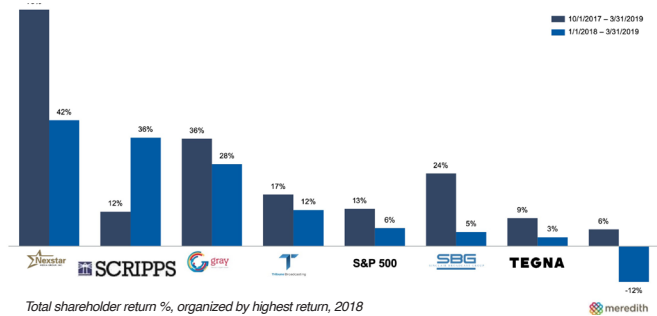
About 2 million of our cable households step up from low or \$0 rates to new Comcast rates on Jan. 1, 2020.



ROBUST POLITICAL ADVERTISING REVENUE

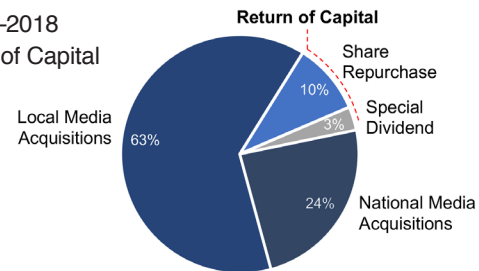


SCRIPPS HAS OUTPERFORMED MOST PEERS IN TOTAL SHAREHOLDER RETURN



A BALANCED APPROACH TO ALLOCATING CAPITAL

2012-2018
Uses of Capital



NATIONAL MEDIA SEGMENT

- Fast-growing, audience-targeted brands
- National reach and scale, with opportunity to continue to broaden distribution
- Moving from direct response to more lucrative general-market advertising to drive revenue growth and profitability



NATIONAL MEDIA GROWTH PATH

Create content to draw target demographics → Grow nationwide scale, reach → Convert from direct-response advertising to general-market advertising

90%+
U.S. household reach by Katz networks

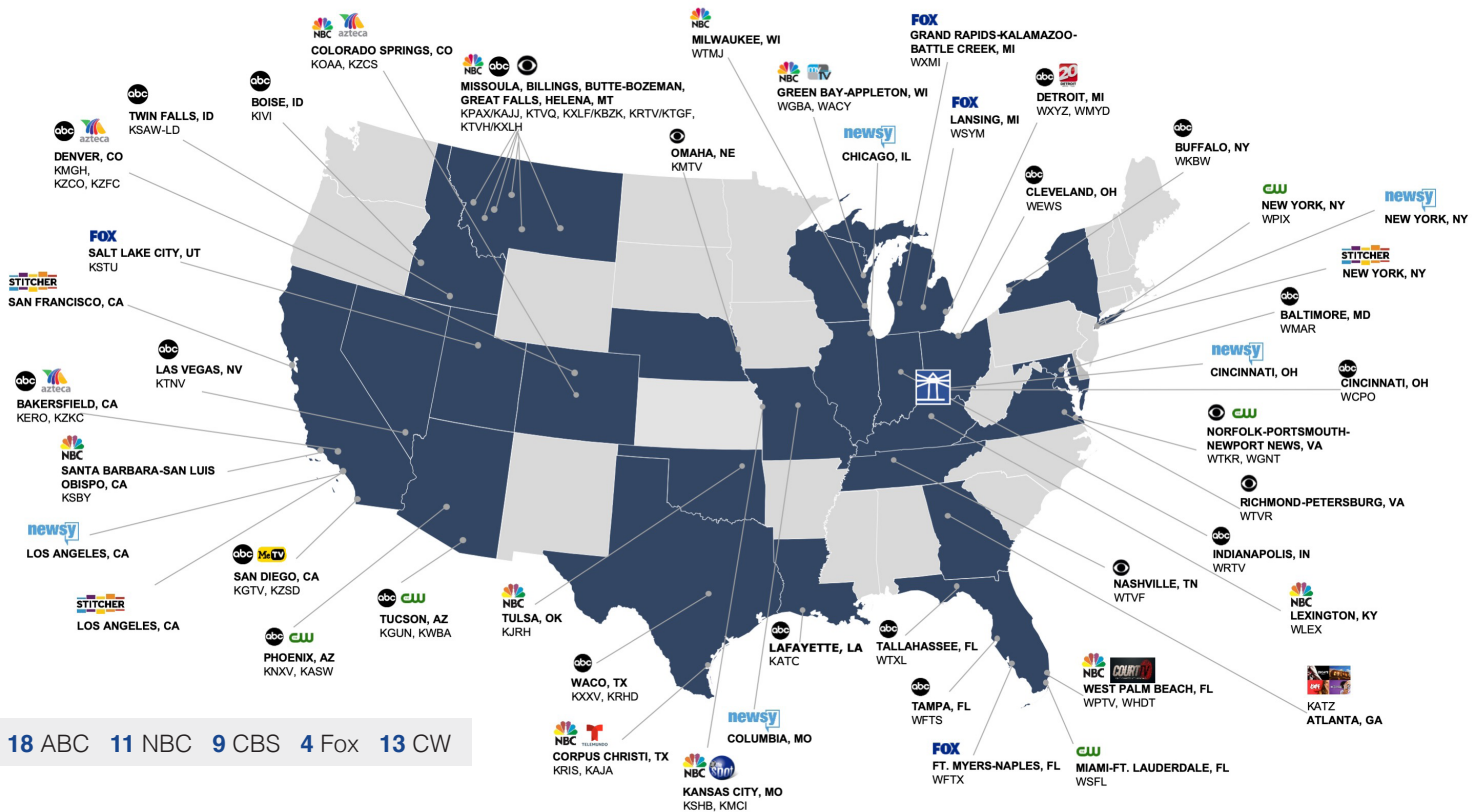
40 million
Newsy pay TV subscribers

90 million
monthly podcast listeners expected in 2020

The E.W. Scripps Company (NASDAQ: SSP) serves audiences and businesses through a growing portfolio of local and national media brands. With 52 television stations in 36 markets, Scripps is the nation's fourth-largest independent TV station owner. Scripps runs a collection of national journalism and content businesses, including Newsy, the next-generation national news network; podcast industry leader Stitcher; the fast-growing national broadcast networks Bounce, Grit, Escape, Laff and Court TV; and Triton, the global leader in digital audio 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."



SCRIPPS IS ADDING FINANCIAL DURABILITY AND REACH WITH 60 LOCAL TELEVISION STATIONS IN 42 MARKETS AND OPERATING FOUR NATIONAL MEDIA BUSINESSES IN GROWING MARKETPLACES



FINANCIAL RESULTS BY DIVISION (IN THOUSANDS)

Local Media Segment	3 Months Ended March 31,		%
	2019	2018	Change
Segment operating revenues			
Core advertising	\$113,404	\$116,010	(2.2)%
Political	880	2,584	
Retransmission	85,377	70,791	20.6%
Other revenues	3,726	2,674	39.3%
Total operating revenues	203,387	192,059	5.9%
Segment costs and expenses			
Employee compensation and benefits	74,911	74,182	1.0%
Programming	60,717	53,145	14.2%
Other expenses	33,586	33,113	1.4%
Total costs and expenses	169,214	160,440	5.5%
Segment profit	\$34,173	\$31,619	8.1%

National Media Segment	3 Months Ended March 31,		%
	2019	2018	Change
Segment operating revenues			
Katz	\$50,395	\$42,650	18.2%
Stitcher	15,104	10,985	37.5%
Newsy	8,378	3,657	
Triton	10,462	—	
Other	2,978	3,429	(13.2)%
Total operating revenues	87,317	60,721	43.8%
Segment costs and expenses			
Employee compensation and benefits	20,525	12,719	61.4%
Programming	37,418	30,218	23.8%
Other expenses	24,433	15,749	55.1%
Total costs and expenses	82,376	58,686	40.4%
Segment profit (loss)	\$4,941	\$2,035	